

## PRODUCT INNOVATION, DIGITAL MARKETING, BRAND IMAGE, AND COMPETITIVE ADVANTAGE OF ENDEK CRAFT SMES IN BADUNG REGENCY: A DESCRIPTIVE ANALYSIS

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### Abstract

The purpose of this study is to explain product innovation, digital marketing, brand image, and competitive advantage of Endek craft SMEs in Badung Regency. The population of this research consists of business actors engaged in Endek craft SMEs in Badung Regency. The sample size used in this study was 112 Endek craft SME business actors, selected using purposive sampling. The analytical technique employed was descriptive analysis. The results show that product innovation implemented by Endek craft SMEs in Badung Regency falls into the *very high* category. Likewise, the application of digital marketing is also categorized as *very good*. The brand image of Endek crafts is classified as *good*, while their competitive advantage is considered *very high*. Therefore, it is essential for Endek craft SME business actors in Badung Regency to consistently innovate their products and implement digital marketing strategies to sustain and strengthen their brand image and competitive advantage.

**Keywords:** product innovation, digital marketing, brand image, competitive advantage, Endek craft SMEs

### 1. Introduction

Badung Regency is one of the regions in the Province of Bali that produces Endek woven crafts, alongside other regencies such as Klungkung, Gianyar, Karangasem, Jembrana, and the City of Denpasar. Each region in Bali strives to create Endek craft products with its own distinctive characteristics. In Badung Regency, Endek craft SMEs differentiate themselves by highlighting the frangipani (jepun) motif, resulting in a brand image known as Jepun Bebadungan. This branding effort is supported by the Department of Industry and Labor of Badung Regency. All of these strategies are undertaken to build a competitive advantage over other Endek crafts produced in various regencies and cities across Bali.

Product innovation is one of the strategies already implemented by Endek SMEs in Badung through innovation in raw materials, production processes, motifs, and coloring techniques. Numerous studies on product innovation have shown it to be a business strategy that can increase sales, profits, and company image (Telagawathi et al., 2022), as well as enhance competitive advantage (Suparna et al., 2021).

In addition to product innovation, another essential business strategy is digital marketing to communicate product information (Giantari et al., 2022). The most widely adopted form of digital marketing is social media marketing (Yasa et al., 2020; Yasa et al., 2021), utilizing platforms such as Facebook, Instagram, TikTok, and WhatsApp.

These two business strategies are used by Endek craft SMEs in Badung Regency to build their brand image. Higher levels of product innovation are generally associated with improved brand image (Gita et al., 2020; Lopulalan & Yasa, 2024). Other studies also confirm that product innovation contributes positively to brand or product image. Moreover, digital marketing strengthens a company's brand image (Mitariyani et al., 2023). A stronger brand image, in turn, has a positive impact on improving competitive advantage (Pangesti, 2022). Based on the background above, this study aims to provide a descriptive analysis of product innovation, digital marketing, brand image, and competitive advantage of Endek craft SMEs in Badung Regency.

## **LITERATURE REVIEW**

### **Product Innovation**

According to Samsir (2018), product innovation is one of the business strategy choices adopted by companies in order to achieve competitive advantage. Product innovation usually includes the following: innovation in raw materials used to produce goods; innovation in product design; innovation in color patterns; and innovation in packaging. Furthermore, Wahyono (2020); Trans et al. (20023), stated that product innovation can also be carried out in order to strengthen the brand image of a product. Product innovation has the following indicators according to Telagawathi et al. (2022): innovation in product design, innovation in product color, innovation in the production process, and innovation in packaging. There is also research conducted by Telagawathi et al. (2022), which states that product innovation is part of business innovation carried out by businesses to improve their performance.

Product innovation in this study was measured by referring to the measurements of Mitariyani et al. (2023), with the following indicators: raw material innovation, production process innovation, product design innovation, and overall product appearance innovation. This product innovation has an impact on products that are more unique than their competitors so that the company can achieve competitive advantage in its industry.

### **Digital Marketing**

Digital marketing is a marketing or promotion activity for a product using digital media. Digital marketing can be seen from the type of use or adoption of

existing digital marketing, measured by the following indicators: marketing via Facebook, marketing via Instagram, and marketing via WhatsApp (Yasa et al., 2021). Furthermore, there is research conducted by Anggraini et al. (2022), which states that digital marketing is marketing based on internet technology and in reality in the field, MSMEs are more dominant in using social media marketing which is part of digital marketing. This is also supported by research from Yasa et al. (2020); and Muna et al. (2022) who examined the use of social media marketing in fashion SMEs in Gianyar Regency.

In this study, the measurement of digital marketing variables refers to the measurements carried out by Giantari et al. (2022) and Rahmayanti et al. (2024) with modifications to suit real conditions in the field with three indicators, namely: comprehensive digital marketing, intensive digital marketing, and the latest digital marketing.

### **Brand Image**

Brand image is related to attitudes in the form of beliefs and preferences towards a brand. A positive image of a product brand can build consumer intentions to make a purchase (Candra and Yasa, 2022; Wedari and Yasa, 2022; Kusuma et al., 2023; Lopulalan and Yasa, 2024; Patrisia and Yasa, 2024) and encourage consumer decision making (Pratama and Yasa, 2023; Subawa et al., 2023), and can increase repurchase intentions (Aditya and Yasa, 2024). Several experts explain the meaning of brand image, such as according to Paswan et al. (2021), brand image is a collection of associations about a brand that are stored in the minds of consumers, and according to Garner (2022), brand image is a set of beliefs, ideas and impressions that a person has about a brand. According to Raji et al. (2019), brand image is what consumers think or feel when they hear, see the name of a product or in essence what consumers have learned or know. The definition of brand image is an association of brands that are interrelated and create a series in consumer memory. The brand image of a product is formed in the minds of consumers because they are accustomed to using certain brands and there is consistency in the brand image.

According to Gita et al. (2020), brand image is a product image that sticks in the minds of consumers including product quality and price, where brand image is measured by referring to: image of a quality product, image of a product with a reasonable price, image of a product with complete features. Furthermore, Dewi et al. (2023) stated that brand image is largely determined by product quality, which is measured by the following indicators: image as a quality product, image as a product with a competitive price, image as a product that is already well-known in the market. Brand image is indeed a very important factor in helping companies to shape consumer perceptions about product quality, price, and other images attached to a product, where product image is measured by the following indicators: image of a

product with good quality, image with a reasonable price, image with easy distribution, and image with a memorable brand.

In this study, the measurement of brand image variables of a product refers to the measurements used by Subawa et al. (2023) and Rahayu et al. (2021), with the following indicators as quality products, environmentally friendly products, unique products, products with good colors, and attractive products.

### **Competitive Advantage**

In general, all companies want to have a competitive advantage in order to improve the company's performance achievements. Competitive advantage can be achieved by companies by offering good and quality products, competitive prices, intensive promotions, fast distribution, and all of this can provide benefits or value to consumers so that consumers are satisfied and always buy the company's products. Therefore, it is important for every company to pay attention to competitive advantage. Competitive advantage cannot be bought or available on the market, because it is something unique.

Competitive advantage is seen from the company's advantages compared to its competitors in terms of product quality, service quality, price, and distribution (Pangesti, 2022). Furthermore, there is also research conducted by Suparna et al. (2021), measuring competitive advantage in endek craft UMKM in Bali by comparing the products offered better than those of its competitors. Furthermore, in this study, the measurement of competitive advantage refers to the measurement used by Suparna et al. (2021), with the following indicators: excellence in product quality, excellence in design, excellence in product color, and excellence in price.

### **RESEARCH METHOD**

Judging from the nature of the problem, this study is a type of qualitative research with descriptive analysis. This means that this study provides an overview of respondents' perceptions regarding product innovation, digital marketing, brand image, and competitive advantages of endek craft UMKM in Badung Regency. The study was conducted on endek craft UMKM in Badung Regency. The questionnaire was distributed offline. The data collected from 30 respondents were tested for validity and reliability. The results of the validity and reliability tests showed that the correlation values of all indicators were all above 0.30; and the results of the reliability test showed that the Cronbach's Alpha values of all variables were above 0.6.

Furthermore, data collection was continued by distributing questionnaires in google form format to many WhatsApp groups and 112 respondents were collected according to the formula used to determine the sample size, which is 8 x the number of indicators. A sample of 112 respondents was then analyzed using an analysis tool, namely: descriptive analysis.

## RESEARCH RESULTS AND DISCUSSION

### Validity and Reliability Test Results

The validity and reliability testing of the instrument was carried out using Pearson Correlation and Cronbach's Alpha Coefficient. As previously stated, the research instrument is said to be valid if the Pearson Product Moment correlation value  $r \geq 0.30$  and reliable if the Cronbach's Alpha value  $\geq 0.60$ . The test results on thirty (30) respondents have been carried out and provide the following results.

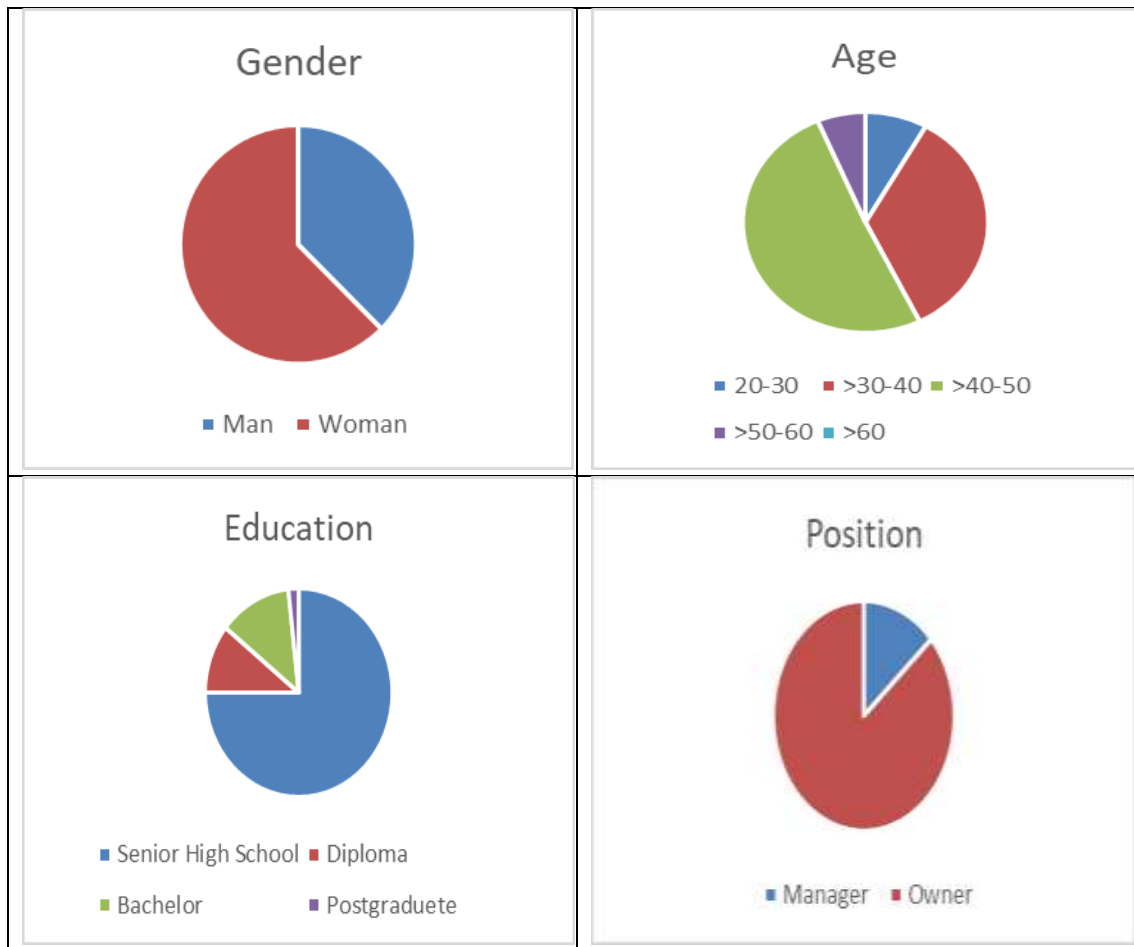
**Table 1**  
**Results of Instrument Validity and Reliability Testing**

Variable / variable indicator	Item	Correlation r	Cronbach's Alpha
Product innovation ( $X_1$ )	$X_1$		0.906
	$X_{1.1}$	0.900	
	$X_{1.2}$	0.884	
	$X_{1.3}$	0.898	
	$X_{1.4}$	0.862	
Digital marketing ( $X_2$ )	$X_2$		0.880
	$X_{2.1}$	0.899	
	$X_{2.2}$	0.944	
	$X_{2.3}$	0.860	
Brand Image ( $Y_1$ )	$Y_1$		0.816
	$Y_{1.1}$	0.716	
	$Y_{1.2}$	0.738	
	$Y_{1.3}$	0.887	
	$Y_{1.4}$	0.775	
	$Y_{1.5}$	0.694	
Competitive Advantage ( $Y_2$ )	$Y_2$		0.875
	$Y_{2.1}$	0.888	
	$Y_{2.2}$	0.849	
	$Y_{2.3}$	0.863	
	$Y_{2.4}$	0.863	

Source: processed primary data, 2024

### Description of Respondent Characteristics

The characteristics of respondents in this study are seen from gender, age, education level, and position. The composition of the characteristics of the research respondents is presented in Figure 1.



**Figure 1**

### **Characteristics of Respondents**

Figure 1 provides an overview of the profile of 112 respondents presented in general with several characteristics including gender, age, education level, and position of respondents. The characteristics of the respondents in this study can be described as follows. There are more female respondents than male respondents, namely 62.5% female and 37.5% male respondents. The age range of respondents ranges from 20 years to 65 years, with the following distribution. Those aged 20 - 30 years are 8.04%; aged > 30 - 40 years are 33.93%; those aged > 40 - 50 years are 50%; those aged > 50 - 60 years are 6.25%; and those aged > 60 years are 1.79%. The education levels of respondents are as follows: high school 75%; Diploma 10.71%; undergraduate level 12.5%; and postgraduate 1.79%. Respondents' job positions were mostly owners and managers at 86.61% and managers at 13.39%.

### **Descriptive Statistical Analysis**

The frequency distribution is obtained from the respondents' answer scores. The interpretation of item scores in the research variables can be seen in Table 2 below.

**Table 2**  
**Measurement Criteria Description of Research Variables**

No.	Measurement Scale	Digital marketing, Brand image	Product innovation, competitive advantage
1	1,00 – 1,80	Very bad	Very low
2	>1,80 – 2,60	Not good	Low
3	>2,60 - 3,40	Quite good	Quite high
4	>3,40 – 4,20	Good	High
5	>4,20 – 5,00	Very good	Very high

Source: Ghozali (2014)

Description of the descriptive statistical analysis of each variable, as follows:

**Product innovation (X1)**

The product innovation variable is one of the variables related to the brand image and competitive advantage variables. This research variable measures product innovation carried out by endek craft UMKM in Badung Regency with a quantitative approach, namely based on the responses of respondents (endek craft UMKM business actors to product innovation indicators carried out by endek craft UMKM in Badung Regency, namely the indicators: raw material innovation (X1.1); production process innovation (X1.2); design innovation (X1.3); and color combination innovation (X1.4). Respondents' perceptions of the product innovation variable can be seen in Table 3.

**Table 3**  
**Results of Descriptive Analysis of Product Innovation Variable (X1)**

Indicator	Answer Score					Mean	Interpretation
	1	2	3	4	5		
Raw material innovation (X1.1)	0	0	11	29	72	4.54	Very High
Production process innovation (X1.2)	0	0	15	37	60	4.40	Very High
Design innovation (X1.3)	0	0	6	43	63	4.51	Very High
Color blend innovation (X1.4)	0	0	6	33	73	4.60	Very High
Product Innovation (X <sub>1</sub> )						4.51	Very High

Source: processed primary data, 2024

Product innovation carried out by endek craft UMKM in Badung Regency is indicated by the variable indicator of product innovation that has been carried out by endek craft UMKM in Badung Regency, namely the indicators: raw material innovation (X1.1); production process innovation (X1.2); design innovation (X1.3); and coloring innovation (X1.4). Table 3 can explain that of the 112 respondents studied, in

general the perception of endek craft UMKM managers in Badung Regency regarding the product innovation variable indicator has an average score of 4.51 and it is stated that the product innovation that has been carried out is relatively very high. This illustrates a condition that respondents understand product innovation indicated by raw material innovation; production process innovation; design innovation; and coloring innovation.

Of the four product innovation indicators, it turns out that the design indicator shows the highest mean value, namely color combination innovation of 4.60 while the lowest is production process innovation with a mean value of 4.40. This illustrates that endek craft UMKM managers in Badung Regency need to innovate in their production process stages.

### Digital Marketing (X<sub>2</sub>)

Digital marketing of endek craft UMKM in Badung Regency, referring to research by Giantari et al. (2022) and Rahmayanti et al. (2024), which consists of: marketing through comprehensive digital marketing (X<sub>2.1</sub>), intensive digital marketing (X<sub>2.2</sub>), the latest digital marketing (X<sub>2.3</sub>).

Based on Table 4, it can be said that of the 112 respondents studied, in general the perception of endek craft UMKM managers in Badung Regency regarding the digital marketing variable indicator is in the high category with an average score of 4.48. This illustrates a condition that respondents understand digital marketing as indicated by carrying out comprehensive, intensive, and latest digital marketing is very high.

**Table 4**  
**Results of Descriptive Analysis of Digital Marketing Variables (X<sub>2</sub>)**

Indicator	Answer Score					Mean	Interpretation
	1	2	3	4	5		
Comprehensive digital marketing (X <sub>2.1</sub> )	0	0	13	42	57	4.39	Very Good
Intensive digital marketing (X <sub>2.2</sub> )	0	0	5	40	67	4.55	Very Good
Latest digital marketing (X <sub>2.3</sub> )	0	0	12	32	68	4.50	Very Good
Digital Marketing (X <sub>2</sub> )						4.48	Sangat Baik

Source: processed primary data, 2024

Of the three indicators of digital marketing variables, it turns out that the value of the intensive marketing indicator (X<sub>2.2</sub>) shows the highest mean value, which is 4.55, while the lowest is the comprehensive digital marketing indicator (X<sub>2.1</sub>), which

is 4.39. This illustrates that managers of endek craft UMKM in Badung Regency need to improve their digital marketing comprehensively.

#### Brand Image (Y1)

The brand image variable is a variable that measures the brand image of Jepun Bebadungan with a quantitative approach, namely based on the responses of respondents of endek craft UMKM managers in Badung Regency to brand image indicators, namely the endek image indicator as good quality endek (Y1.1); Endek image as environmentally friendly endek (Y1.2); Endek image as endek with a unique design (Y1.3); Endek image as endek with colors that do not fade (Y1.4); Endek image as endek with attractive colors (Y1.5). Respondents' perceptions of the brand image variable can be seen in Table 5.

**Table 5**  
**Results of Descriptive Analysis of Jepun Bebadungan Brand Image Variable (Y1)**

Indicator	Answer Score					Mean	Interpretation
	1	2	3	4	5		
Image of endek as good quality endek (Y1.1)	0	0	8	30	74	4.59	Good
Image of endek as environmentally friendly endek (Y1.2)	0	0	9	29	74	4.58	Good
Image of endek as endek with unique design (Y1.3)	0	1	9	35	67	4.50	Good
Image of endek as endek with color that does not fade (Y1.4)	0	0	10	36	66	4.50	Good
Image of endek as endek with attractive color (Y1.5)	0	0	10	52	50	4.36	Good
The Brand Image of Japan Bebadungan (Y1)						4.51	Baik

Source: processed primary data, 2024

The brand image of Jepun Bebadungan is indicated by the indicators of the image of endek as good quality endek (Y1.1); The image of endek as environmentally friendly endek (Y1.2); The image of endek as endek with a unique design (Y1.3); The image of endek as endek with colors that do not fade (Y1.4); The image of endek as endek with attractive colors (Y1.5). Table 5 can explain that of the 112 respondents studied, it turns out that in general the perception of endek craft UMKM managers in Badung Regency towards the Jepun Bebadungan brand image variable is included in the very good category with an average score of 4.51. This illustrates a condition that the brand image of Bebadungan endek is relatively very good. Of the five indicators of the Jepun Bebadungan brand image, it turns out that the indicator as endek with good quality shows the highest mean value, which is 4.59, while the

lowest is as endek with attractive colors with a mean value of 4.36. This means that endek craft UMKM need to improve their ability to make attractive endek cloth colors.

### Competitive Advantage (Y2)

Measurement of the competitive advantage variables achieved by endek craft UMKM in Badung Regency consists of: having better quality than competitors (Y2.1), Endek that excels in design (Y2.2), Endek with advantages in color combination (Y2.3); and Endek with competitive price advantages (Y1.4). Based on Table 6, it can be seen that from the 112 respondents studied, in general the perception of endek craft UMKM managers in Badung Regency regarding the competitive advantage variable indicator is in the very high category with an average score of 4.54. This illustrates a condition that respondents understand about competitive advantage indicated by the indicator of excellence in color combination.

**Table 6**

#### Results of Descriptive Analysis of Competitive Advantage Variables (Y2)

Indicator	Answer Score					Mean	Interpretation
	1	2	3	4	5		
Endek that has better quality than competitors (Y2.1)	0	0	11	41	60	4.44	Very high
Endek that excels in design (Y2.2)	0	0	14	40	58	4.39	Very high
Endek with excellence in color combination (Y2.3)	0	0	4	29	79	4.67	Very high
Endek with competitive price excellence (Y2.4)	0	0	4	31	77	4.65	Very high
Competitive Advantage (Y2)						4.54	Sangat tinggi

Source: processed primary data, 2024

Of the four types of competitive advantage indicators, it turns out that the superior indicator value in color combination (Y2.4) shows the highest mean value, which is 4.67, while the lowest is the superior indicator in design (Y2.3), which is 4.39. This illustrates that the competitive advantage of endek craft MSMEs in Badung Regency is an average of 4.54 while the superior indicator in design needs to be continuously improved by making efforts to learn design from competitors, namely endek craft MSMEs outside Badung Regency and outside Bali.

### RESEARCH CONCLUSION AND IMPLICATIONS

Based on the results of the descriptive analysis, it can be concluded that product innovation carried out by endek craft MSMEs in Badung Regency is assessed

on average in the very high assessment range, which consists of raw material innovation; production process innovation; design innovation; and color combination innovation. For digital marketing carried out by endek craft MSMEs in Badung Regency, it is also considered very good, this means that in the future, digital marketing will remain in the very good category and of course always align with digital developments. Furthermore, the brand image that has been successfully built gets a very good rating. This is the basis for the future to maintain the brand image of endek crafts in Badung Regency so that it remains in the very good category so that it has an impact on achieving its competitive advantage.

This study can provide an overview of product innovation, digital marketing, brand image, and competitive advantage of endek craft MSMEs in Badung Regency, so that the results of the study can be used as a basis for formulating a strategy model to increase competitive advantage for endek craft MSMEs in Badung Regency by considering the variables of product innovation, digital marketing, and brand image.

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