

Competitive Advantages Micro, Small And Medium Enterprises (SMES) In Internasional: Systematic Literature Review

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Abstract.

Competitive Advantage is outcome of the planned strategy business, in the sector micro, small or medium. Direction strategic embodied through ability produce profit more big from competitors. Many factors are the same importance in produce Power competitive. Some of them is strategic factors, development source Power people, knowledge management and roles Information & Communication Technology (ICT). Factors of the will create and mantain superior position from competitor, the so-called superiority competitive. However, understanding thorough about state-of-art from superiority competitive Still needed. because it article This aim For classif, identify publications scientific and do analysis thematic to literature latest To use create extensive and detailed understanding in the field superiority competitive. Method study done with method of systematic Mapping study (SMS) for study publication scientific in the field superiority competitive advantage on focus or research type from time until time. Research results This produce categorization and quantification studies superiority competitive in various dimensions as well as overview topics and trends study moment this.

Keywords : *Competitive Advantage, power competitiveness, business micro small and medium industry creative.*

I. INTRODUCTION

Small, Medium Enterprises (SMes) play a role in provision field work and produce useful output for Indonesian society . Development of SMEs in the sector industry creative contribute create field work and deliver flexibility need and innovation in economy in a manner whole (Hadiyati, 2011). industrial sector creative believed capable endure when other sectors hit crisis global (Maslakhahh, 2017; Utama, 2013).Objective study This is For find accurate and relevant findings in electronic databases around the world. kindly whole researcher analyze results relevant search with study superiority competitive based on formula question main, which includes:

1. How focus and locus research on the topic under study ?
2. How type articles and methods research used ?
3. How development topic in every country from time to time ?

II. LIBRARY STUDY

Empowerment of SMEs in the middle current globalization and heights competition make SMEs have to capable face global challenges, such as increase innovation product goods and services, development source Power humans and technology, as well expansion of marketing area. this need done For increase Power the competitiveness of the SMEs its elf, the goal is to be able to compete in a manner competitive on products domestic as well increasingly foreign flooded center industry and manufacturing in Indonesia, considering that MSMEs are sector capable economy survive in the era of full globalization competition (Sudaryanto, 2011).Create superiority competitive, necessary have ability For utilise ability For handle problem certain as ability grow from time to time, for use and create source Power new, like Skills For utilise technology, or For open opportunity new For development type new product. A company said own profit competitive when company executing the creation strategy value in the process will produce energies professional. Finally, results superior performance and excellence in production reflect superiority competitive (Associate, SA, 2012).Superiority competitive is profit more from acquired competitors with offer consumer more value big, fine with method more price low or with give more benefits great and the service justifies it more price high, (Fernandes et al., 2016). According to (Laar et al., 2020). Resource Based Theory: Create and Sustainable Competitive Advantage, mentions that source superiority competitive covers

source power, original, no can imitated, and not There is substitution. Source the said power covers all assets, capabilities, Process organizational, characteristics company, information, knowledge and so on which sources Power This is at in control company For strategy implementation to achieve effectiveness and efficiency (Laar et al., 2020).

Superiority competitive that has been achieved should can Keep going maintained Because with exists superiority more Lots attentive competitors point off guard something business such, because that SMEs must Keep going consistent in guard superiority (Russell & Millar 2014). Superiority competitive can also be seen with through evaluation customers who can created company through facilities service that can accommodate all type complaint or suggestions addressed consumer For company for improvement towards more quality. For To realize this strategy, SMEs must proactive and innovative in designing a business strategy like utilization technology information and communication (ICT). Good strategy setting become key success for SMEs to can become superior with exists anticipation in competition market (Tarabieh et al. 2015). because it, for get perspective existing research, researchers do studies mapping systematic (systematic mapping study). Studies This is review literature with using a systematic mapping study (SMS) regarding superiority competitive, though There is a number of review literature related superiority competition in Indonesia (Ginting G, 2015; Handayani P.W., 2013; Napitupulu T.A., 2013; Sudaryanto, 2011; Susanti A.A., 2015). So, aim from study This is provide map existing literature For reach useful results for use practical and also for for academics For identify gap research (gaps) in the future came (Akkermans , Bogerd , & van Wassenhove , 2003). Objective from studies mapping systematic This is For form background behind research more carry on as well as get more insight in about study superiority competitive. In the search researcher using an international electronic database for find discussing articles about superiority competitive in the SMEs sector . SMS study is proper method as approach studies literature Because supported with 29,628 articles related superiority competitive from searches in the Scopus electronic database (Kitchenham , 2007; Petersen et al., 2008).

III. METHODS

Study This using a systematic mapping study (SMS) which is studies secondary. SMS is rooted in the study literature review (SLR) introduced in research technology information (Kitchenham . B, 2004). Study reluctantly SLR approach aims For identify, evaluate, and interpret all source available and relevant literature, related with question research that has formulated (Kitchenham B, 2004, 2007; Petersen et al., 2008; Barbosa and Alves, 2011; Banaeianjahromi & Smolander , 2016, Rizal, 2017). most common reasons For do SLR is : first , summarizing existing evidence about topic such; Second, for identify gap in study moment this and provide suggestions for future investigation come; And third, for give background behind position activity study new (Kitchenham . B, 2004). SMS is applied For decipher type activity research that has done in study this. SMS explained research on the level height and chart study from investigating question study in a manner detail (Petersen et al., 2008).

In other words, SMS can considered as method For get description general about the research area particular (Kitchenham et al., 2011), because, SMS research explores information in a manner detailed (Brereton et al, 2007). 1. Search step For add accuracy SMS study, process search and analysis must as accurate maybe . With thus, in section This characterize the selection process data sources, implementation strategy For create a search string , and specify criteria exclusion and inclusion. Study This adopt the search process from research by Petersen et al. (2008) and Banaeianjahromi and Smolander (2016). Petersen et al (2008). Researcher do search online on an electronic database indexed scopus. Scopus is containing library database abstracts and articles journal academic international reputation included in criteria Direktorat Jenderal Perguruan Tinggi (DIKTI) of the Republik Indonesia.

Search strings or keywords search made with using strategy from Banaeianjahromi and Smolander (2016) with refers from research by Barbosa and Alves (2011).

1. define keywords main .
2. inspect existing research known in the field superiority competitive .
3. look for keyword form alternative For used in the research process

According to Banaeianjahromi and Smolander (2016) steps the last using Boolean operators whose functions For synthesize become one search string, but on research This No use the Boolean operators AND or OR because at the stage third researcher find that if combination the string are "competitive advantage", researchers found 571 results . However if the search string only No using the Boolean results found with the string "competitive advantage" found a total of 29,628 results. Search strings on applied For search on all part articles, like title, abstract, keywords in electronic databases scopus.Next, step For determine category article the so called exception criteria exclusions and articles inclusion which is one activity studies mapping For No include articles that do not relevant and encompassing relevant articles (Petersen et al., 2008). On research this, we formulate criteria exclusion and inclusion For make it easy mapping.Classification step In the mapping process systematic, for analyze and classify existing articles selected based on criteria, researcher formulate three aspect For classification found articles that have relevant. On category first we grouped article based on focus research (research focus) with Reference Petersen et al. (2008). Category second define type article (paper type) based on classification presented _ in Wieringa et al. (2005). Next on category third based on method study with reference from study Musianto (2002).

IV. RESULTS AND DISCUSSION

Research Results of this Section is results mapping based on from question research . Based on results mapping of 120 articles regarding competitive advantage grouped with use Microsoft Excel 2021 application with categories of research focus, research locus, methods, paper type, and development study around the world published by Scopus. After do mapping in a manner systematic found 15 species document originating article from Indonesia.many topics researched is study with focus innovation capability research by 50 (24%), Dynamic Capability by 25 (16%), Knowledge management by 35 (18%), Information and Communication Technology (ICT) by 15 (14%) and the least is research with the topic of environmental factors and investment which amounted to 5 (1,5%) and 5 (1,5%) respectively of a total of 120 (100%) research .In the study of competitive advantage, researchers dominant examine existing SMEs somewhere, fine city nor village with a total of 83 research findings. Furthermore locus lots of research done is in the industry with findings of 37 studies. Then, on sector industry creative There are 15 studies, the same findings found at the locus Research High-tech SMEs (companies technology). However, researchers find that there is study or research on competitive advantage that is not own locus study in meaning place under study, This researcher conclude that There is a number of research using type article philosophical.Types and Methods Study Type article study show classification research that refers to research Wieringa et al.

(2005), where study grouped become four category: research validation (validation research); study evaluation (evaluation research); solution proposals; philosophical papers, we categorize 210 studies results mapping classification.Distribution type article (paper type) based on category classification according to Wieringa et al. (2005). Based on results mapping in a manner systematic (systematic mapping study), type most frequent articles used is study validation (validation research) with a total of 63 (51%) studies . type most frequent articles furthermore is study philosophical (philosophical papers) with amount as many as 31 (35%) research . Furthermore is type article solutions which amounted to 12 (8%) and the least is type article evaluation as many as 3 (4%) research Classification method study refer study Musianto (2002). Approach method research used on mapping systematic This is approach quantitative, qualitative and mixed-method. I start the total findings of 210 journals reputable scopus . Approach study with use method quantitative is the most methods done , because its nature is test and evaluate . Total articles that do study use approach quantitative There is as many as 119 (57%) research . Furthermore followed with articles that use method qualitative as many as 80 (38%) research . And mixed-methods in 11 (5%) studies.Is trend research published in electronic database media 10 (ten) years the last one started in 2007 , however from results our search found that competitive advantage research began Lots after Porter 1980 publication results research entitled competitive strategy.

V. CONCLUSION

In framework increase Power competitive Good sector business micro, small and medium enterprises (UMKM), necessary exists application draft superiority competitive (competitive advantage). There are millions competitors to be become threat capable real turn off effort. Impact is growth an economy rooted in resilience effort. The role of academics, practitioners, research institutions as well as government For produce studies related superiority competitive something effort. Linkages between party academics, practitioners, institutions research as well as government with perpetrator business, company, industry, as well perpetrator business is development concepts, ideas and ideas about competitive advantage.

Study This map the existing competitive advantage literature in scientific databases scopus Motivation main from accredited studies is For give description general existing literature about competitive advantage as solution For win competition effort. Researcher apply systematic mapping study method (itchenham, 2004; Petersen et al, 2008; Banaeianjahromi and Smolander, 2016), for determine focus what have studied within the research area this.

From 210 articles research that has been mapped in a manner systematically, we conclude that :

1. Lots of topics researched is study with focus research on Innovation Capability (25%), Dynamic Capability (17%), Knowledge management (16%) and Information and Communication Technology (15%) in business micro small and medium as much as 44% (92 studies of 210)
2. Type most frequent articles used is study validation (validation research) with a total of 65 (53%) articles using approach study quantitative (51%).
3. Most producing countries study regarding competitive advantage are the United Kingdom with a total of 23 publications, 17 publications and 12 publications. Method the research adopted by SMS is method study practical For recognize right topic For researched, as well as which areas are required For more Lots research . Research results This give guide For help researcher in plan study in the future come through invention gap research (Gaps).

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