The Effect of Entrepreneur Orientation, Market Orientation and External Environment on Performance and Sustainable Competitive Advantage of Restaurant Industry In Banggai - Indonesia

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**Article history:**
Received 28 August 2015
Accepted 15 September 2015
Available online 15 October 2015

**Keywords:**
Entrepreneurship orientation, market orientation, external environment, performance, sustainable competitive advantage, restaurant industry

**ABSTRACT**
This study is conducted on 108 SMEs restaurant industry in Banggai-Indonesia. Data is collected by questionnaire. Explanatory research approach is used to assess the reliability and validity of measurement model. Relationship between latent variables were tested by Structural Equation Model (SEM). These study findings can provide practical implications for local governments and SMEs restaurant industry management to be able to understand factors to enhance the sustainable competitive advantage. SMEs restaurant industry management is recommend to increase sustainable competitive advantage by pay great attention to entrepreneur orientation and market orientation because both variables can significantly support the performance and sustainable competitive advantage. This study limitation is the samples are limited to SMEs restaurant industry in Banggai so the findings cannot be generalized to the restaurant industry in other areas. Therefore, further study is recommended to fill this gap to strengthen this study results.

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**INTRODUCTION**

One golden rule to assess the competitive world rankings from International Institute for Management Development (IMD) is support for Micro Small Medium Enterprises (SMEs) (www.setneg.go.id). Ministry of cooperatives and SMEs has concern and commitment to support the efforts to anticipate the implementation of Asian Economic Community (AEC) through coordination, synchronization, synergy and cooperation to improve the competitiveness of cooperatives and SMEs. Data from the National Development Planning Agency (Bappenas) shows the competitiveness of SMEs Indonesia is still very low at about 3.5 on a scale of 1-10 compared to ASEAN countries.

Higher competitiveness and SMEs performance becomes very urgent for Indonesian economy because this sector plays a very important role. Since the economic crisis hit Indonesia, SMEs can survive and continue to grow even increase very sharply. This is evident from the number of SMEs increased rapidly, from about 40 million in 2001 increased to 47,017,062 million in 2005, and increased again to 57,895,721 in 2013 (www.BPS.go.id). The number of SMEs in Central Sulawesi in 2013 is 694,459 units or 99.96% of total existing business unit. However, contribution of SMEs to the economic development of Central Sulawesi in 2013 only amounted to 886,762 billion, or 8.23% of total GDP of Cooperatives, SMEs, Trade and Industry of Central Sulawesi.

One SMEs type in Banggai is restaurant industry. Performance of MSME restaurant in Banggai show lower sales volume and investment, even bankrupt. Businesses that can survive and compete in last five years even continue to decline. Higher environmental dynamics of competition force companies to improve entrepreneurial strategies in order to compete and survive (Hitt, Ireland & Hoskisson, 2001; Meyer, Neck, & Meeks, 2002). Entrepreneur orientation relates with better performance in effort to identify opportunities and develop them to achieve competitive advantage (Hitt *et al.*, 2002). Miller (1992) states that an entrepreneurship company is a company with market-products innovation do business and take risk first to get proactive innovation. Entrepreneur orientation dimensions relates to the performance of small and medium industries (Palalic & Busatlic, 2015). Wiiklund (1999) found that entrepreneur orientation, dynamism environment, availability of
capital, company size, and company age have significant and positive effect on company's performance. In addition, entrepreneur orientation and market orientation, environmental factors turbulent and uncertainty also affects on company's performance (Nadkarni and Narayanan, 2007). Based on description above, this study intends to analyze the structural relationships between entrepreneur orientation, market orientation and external environment to the company's performance and sustainable competitive advantage of SMEs restaurant industry in Banggai.

Theoretical Review: Entrepreneurship Orientation:
Entrepreneurship is defined as small and new businesses, quite dynamic process and always affected by environmental factors. According to Thomas and Norman (2008), entrepreneurship applies creativity and innovation to solve the problems and opportunities in efforts to take advantage of everyday activities. This includes a strategy implementation focused on new ideas and views to create products or services that satisfy customer needs. In addition, entrepreneurship also requires a willingness to calculate and take risks (Lambing, Peggy and Kuehi, 2000). People who have become entrepreneurs have a higher level of requirements when compared to others. They have the ability to see and assess the business opportunities, to collect the resources needed to take advantage of it and take action to ensure its achievement. Entrepreneur must always find new patterns of resource usage, new products, new markets, possibility to conduct arbitration and other forms of innovation that has the potential to become a new profit source for company.

Market Orientation and External Environmental Factors:
Marketing concept and market orientation is seen as one focus of marketing management to articulate the strategies development. Market orientation has been seen as a behavioral or organizational culture to puts customers at center point to determine the company success (Ferdinand, 2011). Market orientation is defined as the most effective and efficient organization's culture to create behaviors that are needed to create "superior value" for buyers and generate "superior performance" for company especially in a competitive environment. According to Narver and Slater (1990), there is a relationship between market orientation and competitive advantages because business culture that is highly effective and efficient can generate superior value for its customers.

According to Best (2004), businesses with strong market orientation is in best position to develop a responsive marketing strategy with high level of customer satisfaction and retention. However, although the manager can control the marketing mix, they cannot control the elements in external environment of target market, unless the management understand external environment. Kotler and Armstrong (2013) suggest that marketing environment becomes a component outside marketing aspects to affect the ability of management in establishing and maintaining relationships with customers. Companies that systematically analyze and diagnose the external environment will become more effective than other.

Sustainable Competitive Advantage And Company's Performance:
Competitive advantage is not about how to beat rival, but how to create superior value. Companies with real competitive advantage means the company operates with lower costs control the price premium or both compared with competitors. Competitive strategy theory (Porter, 1980 in Reswanda, 2011) suggested that company should create a special competitiveness in order to have a strong bargaining position in competition. Competitive advantage is the relative advantage of an organization that can surpass its competitors. These advantages can become significant for consumers and sustainable to competitors action.

González and González (2005) look company’s performance as a measure on how well an organization or entity to achieve its objectives. Moullin (2003) defines it as how well organization management provides value for customers and other stakeholders. Activity evaluation of organizational performance usually be known by measuring the market success performance of products, customer growth, sales level, completion of a given task, optimal achievement of organizational goals, contribute to the goals and objectives, and in particular through marketing performance.

Research Hypothesis:
Improved performance and sustainable competitive advantage in micro, small and medium enterprises (SMEs) become extremely urgent because plays a very important in Indonesian economy based on number of business units, absorption of labor and contribution to the gross domestic product (GDP). Data of Ministry of Cooperatives and Small Medium Enterprises in 2013 showed the SMEs accounted for 99.91% of total number of business units to absorb 97.16 percent productive workforce, and accounted for 59.08 percent of total GDP. But compared to ASEAN countries, Indonesia SMEs competitiveness are very low with only about 3.5 at scale of 1-10 and was ranked fifth among ASEAN countries (Source: Bappenas RI). Restaurant industry is one type of SMEs that spread in Indonesia, including in Banggai. But the facts show that performance and sustainable competitiveness of SMEs in Banggai still
problematic. This is indicated by decline in number of business units survive, amount of labor, number of sales and investments during the period 2011-2013 (Source: Office of Tourism Banggai regency, 2014).

Nurhayati (2003) and Sahaka (2012) say that MSME sustainable competitive advantage is very affected by company’s performance and entrepreneur orientation (Wingwon, 2012; Reswanda, 2012). SMEs performance are affected by entrepreneur orientation (Kumalaningrum, 2012; Palalic & Busatic, 2015) and market orientation (Sangen, 2005; Dauda & Akingbade, 2010; Ratang, 2012; Boachie, Mensah & Issau, 2015), as well as the external environment (Nadkarni and Narayanan, 2007; Chittithaworn & Aminul, 2011). Based on above description a conceptual framework of study is developed at Figure 1 and hypotheses are shown below.

**Fig. 1: Conceptual Model of Research**

- **H1:** Entrepreneur orientation has positive and significant effect on SMEs performance.
- **H2:** Market orientation has positive and significant effect on SMEs performance.
- **H3:** External environment has positive and significant effect on SMEs performance.
- **H4:** Entrepreneur orientation has positive and significant effect on sustainable competitive advantage of SMEs.
- **H5:** Market orientation has positive and significant effect on sustainable competitive advantage of SMEs.
- **H6:** External environment has positive and significant effect on sustainable competitive advantage of SMEs.
- **H7:** Company’s performance has significant and positive effect on sustainable competitive advantage of SMEs.

**Methodology:**

**Samples and Data:**

Data was collected through observation, interview and questionnaire during February - May 2015. Populations are 147 restaurants with age over 3 years in Banggai. Random sampling technique is used to determine number of samples using Slovin formula and obtained 108 samples. Samples are based on quantity of labor according criteria of Central Statistics Agency (BPS) which has a workforce of micro businesses 1-4 people, Small business has a workforce of 5-19 people, while the Intermediate business has a workforce 20-99 people.

**Operational Definitions and Measurement Instrument:**

This study uses data observation to test characteristics and causality of study population object represented by restaurant industry in Banggai. Data is measured through variables measurement: entrepreneur orientation, market orientation, external environmental, company’s performance and sustainable competitive advantage. Likert scale is used to assess the indicators in questionnaire (Likert, 1961). Points "1" means "not very good" and "5" means "very good". Indicators and measurements developed by adopting some research and relevant references. Technically, measurement instrument specifications as shown in Table 1.
Validation and Reliability Measurement:

Data analysis techniques use traditional descriptive statistics and statistics inferential by structural equation modeling (SEM). Descriptive statistical analysis is used to describe or depict data without making general conclusions (Sugiyono, 2002). Hypothesis is tested by Linear Structural Relations (LISREL). An initial test is used to ensure the validity of test data that do not deviate from validity figure (Arikunto, 2006). Validity is tested by Pearson product moment correlation > 0.4 (Singgih, 2000). Reliability test is used to ensure that instrument is able to reveal the data are valid (Arikunto, 2006). Cronbach alpha (α) in reliability testing must greater than 0.60 (Mahltra, 1990). Table 2 shows that instrument is very reliable and valid based on statistical test because it exceeds cutoff value.

### Table 1: Characteristics of variables and instruments measurement

<table>
<thead>
<tr>
<th>Measurements Variables</th>
<th>Concepts</th>
<th>Dimensions</th>
<th>Adopted from</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrepreneurs orientation (X1)</td>
<td>Entrepreneur activity to try different effort and better to achieve sustainable competitive advantage and firm performance</td>
<td>Innovation (X1.1), Proactive (X1.2), Risk taking (X1.3), Autonomy (X1.4), Aggressiveness to compete (X1.5)</td>
<td>Lumpkin and Dess (2001)</td>
</tr>
<tr>
<td>Market orientation (X2)</td>
<td>MSME effort to get right market information and potential of customers and competitors.</td>
<td>Consumer (X2.1), Competitor orientation (X2.2), Coordination between functions (X2.3), Marketing knowledge (X2.4), Employees orientation (X2.5)</td>
<td>Narver &amp; Slater (1990); Best (2004)</td>
</tr>
<tr>
<td>External environmental (X3)</td>
<td>External environmental factors beyond the MSMEs control</td>
<td>Government policies (X3.1), Population growth (X3.2), Competitors growth (X3.3), Purchasing power (X3.4), Suppliers (3.5)</td>
<td>David (2009); Cravens (1994); McDaniels &amp; Gates (2001); Kotler &amp; Keller (2013); Hamper (2014)</td>
</tr>
<tr>
<td>Company’s performance (Y1)</td>
<td>Work result of MSMEs</td>
<td>Customer satisfaction (Y1.1), Sales growth (Y1.2), Number of workers (Y1.3), Repurchase rate (Y1.4), Customers growth (Y1.5)</td>
<td>Kotler &amp; Keller (2013); Lincoln &amp; Stephens (2014)</td>
</tr>
<tr>
<td>Sustainable competitive advantage (Y2)</td>
<td>Company advantages which cannot be imitated by competitors</td>
<td>Low Cost (Y2.1), Products differentiation (Y2.2), Focus on product and target market (Y2.3) Price premium (Y2.4), Superior control (Y2.5)</td>
<td>Porter (1998); Day &amp; Wensley (1994)</td>
</tr>
</tbody>
</table>

### Table 2: Validity, reliability and model fit test (data n = 108)

<table>
<thead>
<tr>
<th>Estimator</th>
<th>Indicator</th>
<th>X1.1</th>
<th>X1.2</th>
<th>X1.3</th>
<th>X1.4</th>
<th>X1.5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrepreneurs orientation (X1)</td>
<td>Loading factor</td>
<td>0.455</td>
<td>0.769</td>
<td>0.990</td>
<td>0.684</td>
<td>0.768</td>
</tr>
<tr>
<td></td>
<td>Reliability</td>
<td>0.661</td>
<td>0.775</td>
<td>0.684</td>
<td>0.791</td>
<td>0.800</td>
</tr>
<tr>
<td>Market orientation (X2)</td>
<td>Loading factor</td>
<td>0.545</td>
<td>0.545</td>
<td>0.813</td>
<td>0.480</td>
<td>0.443</td>
</tr>
<tr>
<td></td>
<td>Reliability</td>
<td>0.802</td>
<td>0.642</td>
<td>0.696</td>
<td>0.665</td>
<td>0.960</td>
</tr>
<tr>
<td>External environmental factors (X3)</td>
<td>Loading factor</td>
<td>0.495</td>
<td>0.825</td>
<td>0.868</td>
<td>0.993</td>
<td>0.800</td>
</tr>
<tr>
<td></td>
<td>Reliability</td>
<td>0.682</td>
<td>0.780</td>
<td>0.806</td>
<td>0.761</td>
<td>0.740</td>
</tr>
<tr>
<td>Company’s performance (Y1)</td>
<td>Loading factor</td>
<td>0.510</td>
<td>0.574</td>
<td>0.664</td>
<td>0.880</td>
<td>0.754</td>
</tr>
<tr>
<td></td>
<td>Reliability</td>
<td>0.862</td>
<td>0.780</td>
<td>0.806</td>
<td>0.761</td>
<td>0.740</td>
</tr>
<tr>
<td>Sustainable competitive advantage (Y2)</td>
<td>Loading factor</td>
<td>0.684</td>
<td>0.797</td>
<td>0.747</td>
<td>0.600</td>
<td>0.995</td>
</tr>
<tr>
<td></td>
<td>Reliability</td>
<td>0.875</td>
<td>0.635</td>
<td>0.760</td>
<td>0.803</td>
<td>0.811</td>
</tr>
</tbody>
</table>

### Table 3: Measurement results of goodness of fit

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Model Result</th>
<th>Cut-off Value</th>
<th>Desc.</th>
<th>Criterion</th>
<th>Index Fitness</th>
<th>Cut-off Value</th>
<th>Desc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-square</td>
<td>423.19</td>
<td>Small</td>
<td>Good</td>
<td>GFI</td>
<td>0.940</td>
<td>≥ 0.90</td>
<td>Good</td>
</tr>
<tr>
<td>Probability</td>
<td>0.120</td>
<td>≥ 0.05</td>
<td>Good</td>
<td>AGFI</td>
<td>0.980</td>
<td>≥ 0.90</td>
<td>Good</td>
</tr>
<tr>
<td>RMSEA</td>
<td>0.040</td>
<td>≤ 0.08</td>
<td>Good</td>
<td>CFI</td>
<td>0.980</td>
<td>≥ 0.90</td>
<td>Good</td>
</tr>
<tr>
<td>RMR</td>
<td>0.010</td>
<td>≥ 0.05</td>
<td>Good</td>
<td>IFI</td>
<td>0.980</td>
<td>≥ 0.90</td>
<td>Good</td>
</tr>
</tbody>
</table>

**Confirmatory Factor Analysis:**

Structural equation modeling (SEM) test with statistical software LISREL are used to test structural model fit to determine the suitability of data with model that estimated by standardized regression weights. Structural model is fit if chi-square small and non-significant on α = 0.05; probability values ≥ 0.05; RMR ≤ 0.05; GFI, AGFI, IFI, NFI and CFI ≥ 0.90; and RMSEA ≤ 0.08. Confirmatory factor...
analysis shows very fit models based on test results in Table 3.

**Research Results:**

Hypothesis relationship was tested by LISREL. Table 4 and Figure 2 shows that hypothesis majority relations are a significant at 95 percent level. Entrepreneur orientation and market orientation has a positive and significant effect on company’s performance, respectively at 3.81 and 4.03. Adversely, external environmental have negative and insignificant effect on company’s performance at t-count of -1.87. Entrepreneur orientation has positive and insignificant effect on sustainable competitive advantage at t-count of 1.39. Market orientation and company’s performance has a significant and positive effect on sustainable competitive advantage, respectively at 2.32 and 4.08. External environment has significant but negative effect.

Entrepreneur orientation and market orientation have a positive and significant effect on sustainable competitive advantage through company’s performance, respectively at t-test 15.55 and 16.44. Adversely, external environmental has significant effect but negative effects with t-count -7.63. These test results confirm partially the hypothesis on conceptual models in associated with the effect of entrepreneur orientation, market orientation, external environment and company’s performance to sustainable competitive advantage at restaurant industry in Banggai.

<table>
<thead>
<tr>
<th>No</th>
<th>Independent Variables</th>
<th>Dependent Variables</th>
<th>Estimation</th>
<th>t-count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Entrepreneurs orientation</td>
<td>Company’s performance</td>
<td>0.33</td>
<td>3.81</td>
<td>Significant</td>
</tr>
<tr>
<td>2</td>
<td>Market orientation</td>
<td>Company’s performance</td>
<td>0.65</td>
<td>4.03</td>
<td>Significant</td>
</tr>
<tr>
<td>3</td>
<td>External environmental</td>
<td>Company’s performance</td>
<td>-0.20</td>
<td>-1.87</td>
<td>Insignificant</td>
</tr>
<tr>
<td>4</td>
<td>Entrepreneurs orientation</td>
<td>Sustainable advantage</td>
<td>0.16</td>
<td>1.39</td>
<td>Insignificant</td>
</tr>
<tr>
<td>5</td>
<td>Market orientation</td>
<td>Sustainable advantage</td>
<td>0.43</td>
<td>2.32</td>
<td>Significant</td>
</tr>
<tr>
<td>6</td>
<td>External environmental</td>
<td>Sustainable advantage</td>
<td>-0.35</td>
<td>-2.50</td>
<td>Significant</td>
</tr>
<tr>
<td>7</td>
<td>Company’s performance</td>
<td>Sustainable advantage</td>
<td>0.78</td>
<td>4.08</td>
<td>Significant</td>
</tr>
</tbody>
</table>

Indirect effect through company’s performance

<table>
<thead>
<tr>
<th>No</th>
<th>Independent Variables</th>
<th>Dependent Variables</th>
<th>Estimation</th>
<th>t-count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Entrepreneurs orientation</td>
<td>Sustainable advantage</td>
<td>0.26</td>
<td>15.55</td>
<td>Significant</td>
</tr>
<tr>
<td>9</td>
<td>Market orientation</td>
<td>Sustainable advantage</td>
<td>0.51</td>
<td>16.44</td>
<td>Significant</td>
</tr>
<tr>
<td>10</td>
<td>External environmental</td>
<td>Sustainable advantage</td>
<td>-0.16</td>
<td>-7.63</td>
<td>Significant</td>
</tr>
</tbody>
</table>

Fig. 2: Path diagram of structural equation model
Discussion:
Analysis of 20 indicators associated with five measurement variables in model produce a solution to explain effect between these variables, as shown in Table 4.

Entrepreneur Orientation on Firm Performance:
Entrepreneur orientation partially has positive and significant effect on company’s performance. It can be explained that entrepreneur orientation triggers a desire to improve business performance through innovation, proactive, risk taking, competitive aggressiveness and independence in decision-making (autonomy). It was concluded that market orientation is an antecedent of SMEs performance at restaurant industry. Higher entrepreneur orientation can increase company’s performance. Adversely, lower entrepreneur orientation at restaurant industry can decrease business performance. Entrepreneurship-oriented SMEs will create customer satisfaction, repurchase, sales growth, customer and labor growth. This research results support company’s growth theory from in Penrose Buckley (2012), that entrepreneurship is a major driving factor for company growth. This finding is also consistent with previous research of Wiiklund (1999); Yucel (2012); Sahaka (2012), and Palalic & Busatlic (2015).

Market Orientation on Firm Performance:
Market orientation has positive and significant effect on SMEs performance of restaurant industry. When compared with other variables, this variable has dominant effect on company’s performance. This proves that SMEs that applying consumer orientation, competitor orientation, employee orientation, coordination between the inside of company and marketing knowledge will able to achieve good performance. Adversely, bad application of these dimensions will not produce a good performance. Market-oriented SMEs will create customer satisfaction, repurchase, sales growth, customer growth and more labor. This result supports the theory of Narver and Slater (1990) that a business with higher market orientation will increase marketing performance. In addition, Jaworski and Kohli (1993) said that market orientation actualization through development of customer information, competitors and dissemination and distribution of market information on all lines of general corporate organizations can provide a strategic pathway to produce a good market performance. Company that continuously satisfies the customers (customer-oriented) will get profitability or economic welfare (McNamara in Sangen, 2005).

External Environment on Company’s Performance:
The external environment has negative and insignificant effect on company’s performance of SMEs restaurant. This means that pressure from external environment will decrease company’s performance, although this reduction was not significant because very small and slowly. Dimensions of government policy become one variable of external environment. Although the last three years the Tourism Department give capital assistance and guidance to some SMEs restaurants, but it cannot increase the performance. Other external environment dimension also has low positive effect on performance. These finding support the results of previous studies of Narver and Slater (1990); Hartono (2012); Njanja (2012).

Entrepreneur Orientation on Sustainable Competitive Advantage:
Entrepreneur orientation has positive and insignificant effect on sustainable competitive advantage. These findings show that although the respondents have implemented all of these dimensions, but low application gives insignificant effect. It is caused by low innovation, less proactive and less willing to take risks to expand scale of business by utilizing bank credit facility, and still less independent in making business decisions and less aggressive competition. It can be seen from the low coefficient of each path to shape entrepreneur orientation. This results support Porter (1998) that entrepreneurs are people who take risks to innovate and actively take proactive action in leading a new generation of products and services to achieve sustainable competitive advantage.

Market Orientation On Sustainable Competitive Advantage:
Market orientation has positive and significant effect on sustainable competitive advantage. This means that increasing all the dimensions of consumer orientation, competitor orientation, and coordination between sections, marketing knowledge and orientation of employees will increase company’s sustainable competitive advantage. This can be explained that market orientation triggers a desire to improve the sustainable competitive advantage by finding resources/raw materials at re lower cost, creating different product or service, higher prices than competitors to gain superiority in results of operations. These findings support Narver and Slater (1990) that there is a relationship between market orientation and competitive advantages as a business culture that highly effective and efficient to generate superior value for its customers.

External Environment On Sustainable Competitive Advantage:
External environment has significant and negative effect on sustainable competitive advantage. This means that higher pressure of external
environmental factors established by dimensions of government policy, population growth, growth of competitors, purchasing power and suppliers will decrease sustainable competitive advantage of SMEs restaurant industry. Dimensions of government policy become one variable to shape external environment such as higher price of fuel oil have an effect on higher prices of all raw materials and supporting materials so that restaurant industry increase the costs of production and operation. This condition weakens the competitiveness, strategy to raise the price of products / services became a choice of a dilemma because it can affect the number of customers and sales volume.

**Company’s Performance On Sustainable Competitive Advantage:**

Company’s performance partially has significant and positive effect on sustainable competitive advantage of SMEs restaurant industry. This means that company’s performance through dimension of customer satisfaction, sales growth, total employment, and repurchase rate will increase customers. It will increase sustainable competitive advantage SMEs restaurant. Higher performance of SMEs restaurant house will enable companies looking for raw materials at lower cost, creating a product / service that is different from competitors, and set a premium price compared to competitors because it has a loyal customer. According Tjiptono (2014), that customer satisfaction become one-dimensional to contribute to the company’s performance on a number of crucial aspects such as reduced elasticity of prices as well as increasing the efficiency and productivity of employees.

**Conclusions:**

These research results provide practical implications for local governments and company management of SMEs restaurant industry to understand factors to increase the sustainable competitive advantage. It is recommended for management of competitive advantage restaurant industry SMEs to increase sustainable competitive advantage by giving great attention to entrepreneur orientation and market orientation because both these variables can significantly boost the performance and sustainable competitive advantage. A limitation of this study sample is limited to industrial SMEs restaurant in Banggai so that findings cannot be generalized to the restaurant industry in other areas. Therefore, further study is recommended to fill this gap so as to strengthen the results of this study.

**REFERENCES**


