

CHAPTER V

CONCLUSIONS AND IMPLICATIONS

A. Conclusions

Based on the research and discussion can be summarized as follows:

1. The results of this study indicate that there is no positive influence of supply chain management variables on competitive advantage. Any increase in supply chain performance does not have an impact on increasing the competitive advantage of the teak wood industry products.
2. The results of this study indicate that there is a positive effect of product quality variables on competitive advantage. Every increase in product quality has an increasing impact on the competitive advantage of Teak wood industries products.
3. The results of this study indicate that there is a positive influence of product innovation variables on competitive advantage. Every increase in product innovation has an increasing impact on the competitive advantage of Teak wood industries products.

A. Implication

Based on the analysis and results of the above research can be obtained the following research implications:

1. Managerial implications
 - a. To increase product innovation as a competitive advantage, the company can apply fresh, creative ideas to support the diversity of product designs so that they are more in line with market demand.

- b. In improving product quality, companies can improve product supervision, starting from the selection of raw materials with good quality to a more effective production process.

2. Theoretical implications

Based on the results of the research that has been done, for further research it is necessary to pay attention to the following things, among others:

- a. This research still needs to be developed by adding or replacing independent variables such as product creativity.
- b. This study shows that competitive advantage can be achieved by product quality and product innovation. With a focus on improving product design innovation that is broader and in accordance with market developments.

C. Research Limitations

1. In this research researchers have limitations on technical constraints in the field in collecting sample respondents. Previously, researchers used a purposive sampling technique with the criteria of respondents having a business age of approximately 3 years.

However, due to the covid-19 pandemic, in the process of processing the limitations of collecting sources, respondents were changed to convenience sampling, namely a sampling method with sampling based on the availability of elements and the ease of obtaining them. Samples are taken/selected because the sample is at the right place and time.

2. The object of research is only focused on supply chain management, product innovation and product quality where there are more variable objects that can be traced to support competitive advantage.
3. In the process of collecting data through questionnaires sometimes it does not show the actual opinion of the respondents, this can happen due to differences in the respondents' different understandings and thoughts.

