

ABSTRACT

This study of health clinics in Kudus Regency looks at how product innovation and market orientation tactics are used to create competitive advantage and boost business performance. Kudus Regency has a large number of clinics, which leads to intense competition. Clinic owners must, of course, develop plans to be competitive in the commercial world. The objectives of this study are to evaluate market orientation in relation to competitive advantage and business performance, evaluate product innovation in relation to competitive advantage, and evaluate competitive advantage to business performance.

The Health Clinic in Kudus Regency served as the study's sample population. There were 35 Health Clinics in the sample. Utilizing the census method is sampling. PLS-SEM was employed in this study's data analysis together with the SmartPLS 3.0 program. According to the study's findings, market orientation and product innovation have no discernible impact on business performance, while competitive advantage and business performance are both significantly impacted by each of these factors. However, product innovation has a significant impact on competitive advantage.

Keywords: Product Innovation . Orientation Market , Competitive Advantage, Business performance