

Product Development Using Methods Scamper in Increasing Business Competitiveness

Anisa¹; Muhammad Rakib²; Nur Halim³;

¹²³ Universitas Negeri Makassar, Indonesia

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Abstract: This study aims to improve business competitiveness through product development using the SCAMPER method in the Mom's Cake Makassar business. The SCAMPER method is a method used to generate new and creative ideas by developing or changing existing products. This study uses a descriptive qualitative approach with data collection techniques through observation, interviews, and documentation. Informants in this study consisted of business owners and 20 customers of the Mom's Cake business. The collected data were analyzed using qualitative analysis methods, namely data reduction, data presentation, and conclusion drawing. The results of this study indicate that business competitiveness can be improved through product development using the SCAMPER method. Each step in the SCAMPER method, namely Substitute, Combine, Adapt, Modify, put to Another Us, Eliminate, and Reverse, has made a positive contribution in achieving the desired results. Product development in terms of flavor variants, product toppings, product sizes and special packages has provided an increase in business competitiveness based on the results of product trials with customers.

Keywords: Product Development, SCAMPER Method, Business Competitiveness.

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I. INTRODUCTION

A business cannot simply rely on current achievements, but must continually innovate, adapt to market needs, and seize new opportunities [1]. An entrepreneur's inability to compete will impact the company's success. The success of a business is likened to the spearhead in marketing products or services to consumers [2]. With the emergence of many new businesses, Mom's Cake faces challenges in maintaining market share. Based on initial observations, customers often switch to competitors who offer more varied and innovative products. In this case, it is important for Mom's Cake to evaluate and develop products to remain competitive. Mom's Cake Makassar is a small-scale business, producing mini products and sausage bread. In this study, the researcher chose one of the products to be developed using the SCAMPER method, namely mini products. Mini products are one of the famous cakes and are a favorite food for all groups. Based on the results of initial observations that have been carried out, there are several factors causing a decrease in competitiveness in the Mom's Cake business, namely, limited product flavor variants, limited toppings, only one cake size offered, and the lack of special packages available at Mom's Cake business. Therefore, product development is needed to maintain loyal customers and also to increase competitiveness in the Mom's Cake business.

To realize product development, companies are required to provide a variety of product choices to consumers by paying attention to the dimensions of product development itself [3]. One possible way to increase competitiveness by conducting product development is by using the SCAMPER method. By implementing the SCAMPER method, Mom's Cake Business can create new ideas to increase competitiveness in its business. Therefore, researchers are interested in using the SCAMPER method to develop products based on the results of initial observations on the Mom's Cake Makassar business.

One way a business can survive and increase its competitiveness is by developing products. By developing products, a business can attract consumers to buy the products they offer. Every company, in maintaining and increasing its sales and market share, needs to make efforts to improve and/or change its products for the better because the products produced by the company are always moving in a dynamic direction to satisfy consumer needs [4]. One way to increase competitiveness is by displaying products that are unique, attractive and can be distinguished from other competitors so that the products displayed attract the attention of customers because they have their own characteristics that make Mom's Cake business products become their choice.

By implementing a product development strategy with the SCAMPER method, Mom's Cake Business can increase product variety and attractiveness, while meeting changing customer needs. These steps are expected to help Mom's Cake business to increase its competitiveness in the culinary market of Makassar City. Based on this background, the formulation of the research problem is "Product competitiveness can be increased through product development using the SCAMPER method". The purpose of this study is to increase business competitiveness through product development using the SCAMPER method in Mom's Cake Makassar business.

II. LITERATURE REVIEW

A product is anything that can be offered in the market to gain attention, demand, or consumption that can satisfy desires or needs [5]. The new product referred to does not mean that all the components of the product must be new, but can also be a combination of old or existing elements to then be made into something new and more valuable in meeting individual and environmental needs [6]. Products have an important meaning for companies because without products, companies will not be able to do anything from their business. Buyers will buy a product if they feel it is suitable, therefore the product must be adjusted to the desires or needs of buyers for product marketing to be successful. In other words, product creation is better oriented towards market desires or consumer tastes [7]. Innovative, quality, and sustainable product development is very important for business success.

Development can be defined as an effort to improve an individual's conceptual, theoretical, technical, and moral abilities according to the needs of a job or position through education and training [8]. Product development is an effort that has been designed and planned as well as possible and implemented to fulfill and can also be used to improve an existing product or add variety to products produced and marketed [9]. Product development initiatives can be used to prevent customers from switching to competing products [10]. The main objective of a company's product development program is to meet objectives that are in accordance with what customers want and need [11].

Tight competition encourages companies to be more innovative and efficient in their efforts to maintain and increase market share, one of which is by increasing competitiveness [12]. Competitiveness is an effort that must be carried out by business actors in order to survive in carrying out their activities [13]. Competitiveness is very important for both small and medium industries, including MSME [14].

One way to increase the value of this product is by using the SCAMPER Method [15]. Innovation is the main weapon when facing very tight competition [16]. Good business development requires business owners to be able to design their business conditions, understand existing strengths and weaknesses, and identify opportunities that can be utilized to maximize product sales [17].

III. METHODOLOGY

This research is a type of development research that uses the SCAMPER method, which consists of seven steps: Substitute, Combine, Adapt, Modify, put to Another Use, Eliminate, and Reverse. This method is used to develop products and increase business competitiveness creatively and systematically. The data used in this study includes primary and secondary data. Primary data was obtained through direct observation, interviews, and discussions with the owner and active customers of the Mom's Cake business. Meanwhile, secondary data was obtained from literature, articles, and previous research results that are relevant and support this research.

Data collection techniques included interviews, observation, and documentation. Structured interviews were conducted with business owners and customers to obtain in-depth information. Observations were used to directly observe the production process and consumer interactions, allowing researchers to understand the real-world conditions. Documentation is used as a supplement to obtain data from relevant documents, such as daily sales records.

Data analysis in this study was conducted qualitatively through three main stages: data reduction, triangulation, and conclusion drawing. Data reduction was carried out by filtering, summarizing, and grouping important information based on the data collection results. Triangulation was used to test the validity of the data by comparing the results of interviews, observations, and previous research references.

Conclusions are drawn by identifying patterns and relationships among data, which are then analyzed to discover deeper meaning and implications for product development. This process is carried out continuously until valid conclusions are reached that are representative of the research objectives.

IV. RESULTS

The research results show that the use of the SCAMPER method successfully generated a number of innovative product development ideas that met market demand. Through the steps of Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, and Reverse, the product experienced improvements in function, aesthetics, and added value. The resulting innovation makes the product more attractive in the eyes of consumers, which can be seen from the increase in purchasing interest and competitive advantage compared to similar products on the market. Overall, the implementation of the SCAMPER method has proven effective in helping businesses increase their competitiveness.

V. PRODUCT DEVELOPMENT

This research focuses on product development, one of Mom's Cake's flagship products, with the aim of creating unique and attractive flavor innovations for consumers. In this context, the SCAMPER method is used as a systematic approach to evaluate and develop new ideas. The SCAMPER

method, which consists of seven steps—Substitute, Combine, Adapt, Modify, put to Another Use, Eliminate, and Reverse—is applied to explore various product innovation possibilities. The purpose of this research is to determine

how the SCAMPER method can be utilized in culinary product development, especially products, to increase competitiveness and innovation in local culinary businesses. The following is the product innovation process:

Table 1 Product Development Process

No	Stage	Which is Conducted	Results
1	Identify customer needs	Collecting data and analyzing customer desires through interviews and observations	The result show that there is customer demand for product development with the following indicators: 1. Product flavor variants 2. Product topping 3. Product size 4. Special product packages
2	Product idea development	Using the method SCAMPER to generate creative ideas	Developing product ideas using the SCAMPER method, which consist of: Substitute, Combine, Adapt, Modify, Put to Another Us, Eliminate, Reverse
3	Product trial	Collecting feedback from customer regarding product development that has been carried out	The results of product trials show that innovations carried out using the SCAMPER method have succeeded in increasing business competitiveness. Customers provided positive feedback on various updates, such as replacing product flavors and toppings from classic to unique ones such as vanilla, pandan, and chocolate, then changing the messes and cheese toppings to tiramisu and Oreo which increases the selling value of the product. Then the product size by offering the product size Mini also received positive appreciation because it is more practical and attractive, special packages offered for birthdays or certain events also received a positive response from customers, then the removal of product toppings that were less popular with customers further improved the product.

After carrying out the product development stage as seen in the table above. The next steps are: carried out in product development using the following SCAMPER method.

Table 2 Product Development Result Using the SCAMPER Method

Step	Objective	Before Development	After Development
Substitute	Replacing a product component with something different to create a unique variation.	It only has two classic toppings which are cheese and messes and one The flavor variant is original.	Swapping out unique flavors and toppings, such as replacing the original flavor with pandan, chocolate, and vanilla. Replacing the chocolate sprinkles and cheese with tiramisu and Oreo, cheese and tiramisu, cheese and Oreo, and so on. tiramisu and chocolate according to customer's wishes.
Combine	Combining two product toppings to offer a new variation that appeals to customers	It only has two toppings, namely cheese and messes.	Making a combination of toppings, namely cheese and Oreo topping, tiramisu and Oreo topping, cheese and chocolate paste topping, Oreo, cheese, tiramisu and chocolate paste topping according to customer requests.
Adapt	Adjust the size products to meet diverse customer needs and preferences	Just have one size is the product size currently .	Adapting the size of the product which was initially only has one size then makes a product in a mini size so that customers have more freedom in choosing the size of the moon cake they want.
Modify	Modifying and understanding the tastes that are trending or in demand by customers	Only has one flavor variant, namely the product original.	Modifying new flavor variants such as vanilla, pandan and chocolate according to customer desires and tastes
Put to Another Use	Another use of products is to provide special packages for customers.	Products are only sold individually.	Another use for the product is to provide special packages such as birthday events or family events and special occasions according to customer requests.
Eliminate	Remove product toppings that are less in demand by customers	Topping messes is one of the toppings offered by Mom's Cake.	Removing topping messes from the product based on customer wishes because these toppings are less popular due to their taste and texture.

Reverse	Rearrangement of product components taking into account the taste and characteristic of the product	Only product components that have not undergone any development	Rearranging product components to produce more attractive and varied products according to customer desires.
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➤ *Product Trial Results*

After developing the product using the SCAMPER method, the next step is to test the product after developing it using the SCAMPER method. The following are the results of interviews with customers regarding the product development process.

Table 3 Summary of Customer Interview Results Regarding Product Development After Trial

No	Theme	Questions Asked to Customers	Results
1	<ul style="list-style-type: none"> • Flavor Variants • Cake Toppings • Cake size • Special Packages 	<p>What is your opinion regarding the changes that occurred in Mom's Cake business products after product development?</p> <p>Do you feel there has been an improvement in the quality of the products offered?</p>	<p>Cake's products following the product development. Several customers noted that the wider variety of toppings and flavors was also appealing compared to before, providing consumers with more choices. Most felt there had been a significant improvement in quality, both in terms of toppings and flavor. Overall, customers were satisfied with the innovations and felt the product increasingly met their desires and needs.</p>
2	<ul style="list-style-type: none"> • Flavor Variants • Cake Toppings 	<p>Do changes to Mom's Cake's product line, such as the addition of new flavors or new toppings, make you more interested in buying this product compared to competitors' products?</p>	<p>Customers reported that the addition of new flavors and toppings to Mom's Cake products made them more interested in purchasing them, compared to competitors' products. Several customers stated that these innovations provided a new, more engaging experience and differentiated Mom's Cake products from similar products on the market. The wider variety of flavors was seen as an added value that enriched the choices, while the new toppings made the cakes more appetizing. Overall, customers felt that these product changes increased the appeal of Mom's Cake.</p>
3	<ul style="list-style-type: none"> • Cake size • Special Packages 	<p>Is there a change in business products Mom's Cake, such as additional cake sizes and package availability What specifically makes you more interested in buying this product compared to competing products?</p>	<p>Customers stated that changes to Mom's Cake's product line, such as additional cake sizes and the availability of special packages, made them more interested in buying, compared to competing products. Customers feel that the wider variety of cake sizes provides flexibility, especially for different occasions. Furthermore, the special packages are considered very practical and profitable. These features are considered added value, making Mom's Cake's products more attractive and making it easier for customers to choose products that meet their needs and desires.</p>
4	Competitiveness	<p>To what extent do you feel that Mom's Cake's products are now more competitive in the market compared to similar products from competitors?</p>	<p>Customers feel that Mom's Cake products are now more competitive in the market compared to similar products from competitors. Several customers noted that innovations in flavors, toppings, and cake sizes make Mom's Cake's products stand out. They also appreciate the quality used and the consistent taste. Coupled with special package options and price variations, customers feel the product offers more choice and better value. Overall, customers believe these changes make Mom's Cake more attractive and more competitive in the market.</p>
5	Competitiveness	<p>In your opinion, what is the main factor that makes Mom's Cake business products superior or different from competitors' products after product development has been carried out?</p>	<p>Customers cited several key factors that differentiate Mom's Cake's products after product development. One is innovation in flavors and a wider variety of toppings, providing more choices than competing products. Furthermore, customers appreciate the quality and the richer, more delicious flavors. Another factor highlighted was the consistent quality and appealing flavors, which further enhanced the product's appeal. With these changes, customers felt Mom's Cake offered a more satisfying experience compared to similar products on the market.</p>

➤ Development Products

The following is a picture of the results of product development using the SCAMPER method in an effort to increasing the competitiveness of Mom's Cake Makassar business:

• Product Development in Term of Sze

The size development conducted by the author in this study was that initially, the Mom's Cake business only had one product size. Then, after collecting data, the author and the business owner decided to expand the mini product size to two sizes: 7 cm and 10 cm in diameter. The following is an image of the product development carried out:



Pic 1 Product Development in Terms of Size (a) Before Development (b) After Development

• Product Development in Terms of Topping

The topping development carried out by the author in this study was that initially, the Mom's Cake business only had one product topping variant, namely chocolate sprinkles. Then, after collecting data, the author and the business owner decided to expand the mini product topping into several types: cheese topping, chocolate paste Oreo cheese, chocolate paste Oreo, and Oreo cheese.

The following is an image of the product development carried out:



Pic 2 Product Development in Terms of Topping (a) Before Development (b) After Development

• Product Development in Terms of Flavor Variants

The author developed flavor variants in this study. Initially, the Mom's Cake business only had one product flavor, the original. After collecting data, the author and the business owner decided to expand the mini product flavors to several flavors: chocolate, pandan, and cappuccino. The following is a picture of the product development carried out:



Pic 3 Product Development in Terms of Flavor Variants (a) Before Development (b) After Development

- *Product Development in Terms of Special Packages*

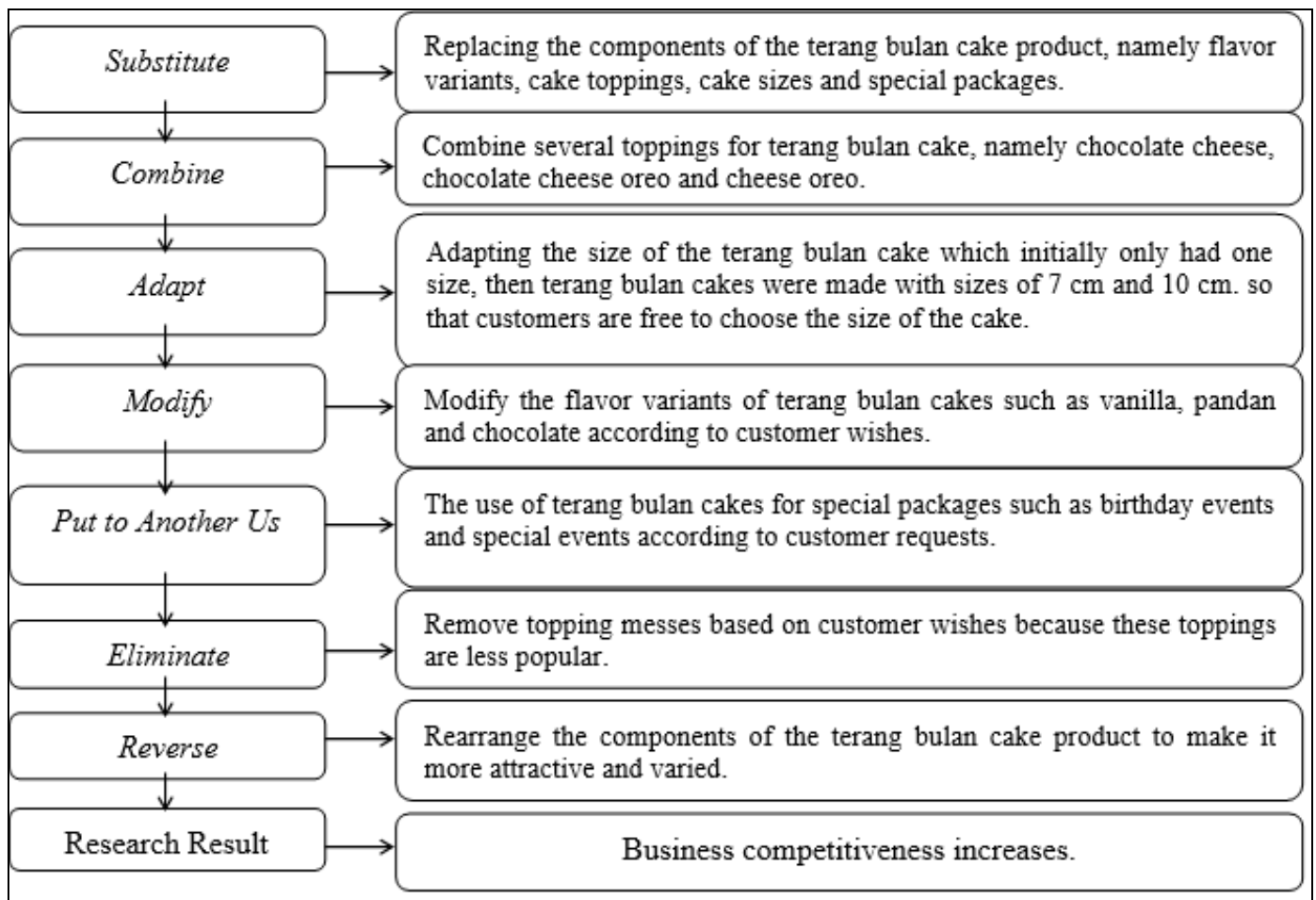
The author developed a special package for this study, initially, the Mom's Cake business only had one product package. After collecting data, the author and the business owner decided to expand the product sized package into several packages, a medium sized product with several price points, and a small sized product with several price points. The following illustrates the product development process:



Pic 4. Product Development in Terms of Special Packages (a) Before Development (b) After Development

- *Product Development to Increase Competitiveness*

The results of this study indicate that product development using the SCAMPER method plays an important role in increasing business competitiveness. The use of the SCAMPER Method as a conceptual framework in the product development process helps in identifying various aspects that can be developed or improved to increase business competitiveness. The results of product development that have been carried out such as changing flavor variants, toppings, sizes and providing special product packages to produce various new flavors, using good quality ingredients, increasing business competitiveness through the products that have been developed. This product development provides customers with a new, interesting experience and increases customer satisfaction with the developed products. The following is a product development scheme carried out by the author.



Pic 5 Product Development Scheme Using the SCAMPER Method to Increase Competitiveness in the

• Mom's Cake Makassar Business

Picture 5 illustrates the application of the SCAMPER method in product development at Mom's Cake business. The steps taken include, Substitute by changing the flavor, topping, size, and package variants, Combine by combining toppings such as tiramisu and oreo; Adapt by adjusting the size to mini, Modify by adding new flavor variants such as vanilla, pandan, and chocolate, Put to Another Use by providing special packages for certain events, Eliminate by removing less popular toppings and Reverse by rearranging product components to make them more attractive. The results of this implementation show that SCAMPER- based product development effectively increases business competitiveness.

VI. DISCUSSION

Product development aims to increase business competitiveness by providing a variety of product choices that take into account development dimensions. The Scamper method can be used to develop new products or improve existing products. This method can be used by various types of companies, from large companies to small and medium enterprises [18]. The use of the scamper method has played an important role in increasing business growth and customer satisfaction [19]. Through SCAMPER, Mom's Cake Business has succeeded in creating product variations with changes in flavors, toppings, sizes, and special packages, using quality

ingredients, which ultimately improves customer experience and satisfaction.

Competition will emerge when many business actors offer superior products. This way, competitiveness will emerge naturally in improving the quality of the products or businesses they establish [20]. Companies that focus on innovation are able to differentiate themselves from competitors, which directly impacts increased sales and customer loyalty [21]. New products resulting from product development receive a positive response from customers, increasing satisfaction and building loyalty, thereby strengthening the business's position in the market. The importance of product development in facing increasingly fierce business competition. By implementing the SCAMPER method, Mom's Cake Business has succeeded in increasing its competitiveness through more attractive, high-quality products that meet customer expectations. This development has made a significant positive contribution to increasing business competitiveness.

The use of substitutes through replacing product components such as flavor variants and toppings in Mom's Cake products is an innovative step to adapt products to customer needs. Less desirable components are replaced with more attractive alternatives to meet evolving market preferences and increase competitiveness in a competitive market. . Various culinary innovations and interesting food

trends are increasingly impacting society along with the times [22]. Namun, penting juga untuk memahami respons pelanggan terhadap perubahan yang dilakukan. Didalam berlangsungnya kegiatan pembelian suatu produk, konsumen akan memiliki rasa yang akan diungkapkan terhadap produk tersebut. However, it is also important to understand customer responses to the changes made. In the course of purchasing a product, consumers will have a taste that will be expressed towards the product [23]. Developing new products is one way to prevent consumers from getting bored and wanting to continue buying existing products, so that the products they have can become a competitive advantage [24].

For mini terang bulan cakes, toppings were initially limited to cheese, chocolate sprinkles, and roasted peanuts, but now they are more popular with toppings such as Oreo, crunchy chocolate, tiramisu, and so on. Combining several toppings such as tiramisu and Oreo, or chocolate paste and cheese is a step to increase business competitiveness. Moreover, mini terang bulan cakes are also very economical in terms of price and can satisfy consumers more in choosing the various toppings they like [25]. The combination of toppings provides an appetizing culinary experience, so that terang bulan cakes are the choice of many people. With creative and unique topping combinations, Mom's Cake can differentiate itself from competitors and gain a competitive advantage.

Companies add or provide variations to existing products and expand market segments by serving various consumers with different tastes [26]. Adapting product sizes is important to increase business competitiveness because it can adjust to the diverse desires of customers. By offering a variety of sizes, products become more attractive and customers can choose according to their needs. Overall, this size adaptation received a positive response from customers because it met various desires and increased satisfaction, thereby increasing business competitiveness.

Modifying the flavor variants of terang bulan cakes provides an opportunity to create product uniqueness, making it easier for the product to be remembered and differentiated from competitors. By introducing new flavor variants, Mom's Cake can increase product appeal and compete more effectively in the market. Thus, MSMEs can increase the appeal of their products and compete more effectively in the market [27]. Ada banyak hal yang dapat dilakukan untuk mendapatkan ide inovasi produk, seperti variasi rasa yang dapat dikembangkan agar dapat menjangkau semua lapisan masyarakat, mulai dari anak-anak hingga dewasa. There are many things that can be done to get product innovation ideas, such as developing flavor variations to reach all levels of society, from children to adults [28]. Flavor variants are an important component that determines whether a product is liked by customers, because even if the appearance, aroma, and texture are good, an inappropriate taste can make the product less popular. By modifying flavor variants, businesses become more flexible, innovative, and responsive to consumer desires, which contributes to increased competitiveness.

Another use of the product is to provide special packages, which makes it easier for customers, especially for events or celebrations, without having to choose individually. Providing a complete package simplifies planning and purchasing and increases customer satisfaction. Special packages can be tailored to various occasions such as birthdays, family events, or gifts. The existence of special packages has received positive feedback from customers. Creative and innovative ideas is very important in developing attractive products. Therefore, companies are required to continue to innovate, develop new products and services, and expand their market share [29]. Overall, providing special product packages provides added value and convenience that strengthens competitiveness.

Mom's Cake removed less popular toppings from its terang bulan cake products to simplify product choices and focus on variants that customers prefer, as well as to avoid boredom with monotonous products. This condition encourages business actors to use various effective and efficient methods to increase competitiveness. Eliminating less desirable toppings helps reduce product expenses and capital costs. This is important for maintaining authentic flavors and differentiating products from other modern foods [30]. Eliminating less desirable toppings helps reduce product expenses and capital costs. However, this elimination must be done without sacrificing product quality and flavor.

Reorganizing product components must consider Mom's Cake's distinctive flavor and quality, while maintaining the key ingredients and flavor elements that define the brand. Reorganizing product components during development is key to long-term success and customer satisfaction. This reorganization must align with familiar flavors, so small-scale trials are necessary to maintain quality and gauge customer response. A business can compare its product to competitors to identify deficiencies. The steps taken by Mom's Cake to compete are through innovation and product development. A business must focus on innovation and development to attract more customers and make them more likely to choose the product over competitors. Therefore, the company needs to continue to innovate in product development to effectively meet consumer expectations and needs [31].

Based on the seven steps carried out according to the explanation above, product development using the SCAMPER method provides various advantages in developing a business's products, including, this method is easy to use and does not require large costs, is able to produce creative and innovative ideas, helps businesses adjust products to customer desires through seven main steps: Substitute, Combine, Adapt, Modify, Put to Another Use, Eliminate, and Reverse and opens up great opportunities in product development due to the increasing demand for culinary due to population growth, lifestyle changes, and culinary trends that continue to develop.

VII. CONCLUSION

The use of the SCAMPER method to increase business competitiveness. The use of the SCAMPER method in businesses produces creative ideas such as replacing product components, namely flavor variants, product toppings, product sizes and special packages. Each SCAMPER step provides a clear understanding of how to utilize product potential and meet customer desires and needs in new and interesting ways. Product development through the SCAMPER method, namely, substitution, combine, adapt, modify, put to another use, eliminate, reverse is an effective step to increase business competitiveness in a competitive market. By using the SCAMPER method, businesses can create products that are more attractive and superior than competitors. Therefore, the SCAMPER method helps businesses to increase their competitiveness through product development.

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