

## **ABSTRACT**

*The growing development of various business fields will certainly have an impact on the tight competition, including culinary MSMEs. Business actors must have competitiveness in winning increasingly fierce competition so that businesses can survive. The creation of competitive advantage in this increasingly competitive business era has made every business person pay full attention to product quality. Product quality aims to ensure that goods and services of the highest quality are produced. This study discusses how the product quality of UMKM Bakmie Ayam Khaizan Tigabelas can affect business competitive advantage. The purpose of this study was to examine and analyze the effect of product quality on competitive advantage. The sampling technique used is simple random sampling technique with a total sample of 97 respondents who are customers of Bakmie Ayam Khaizan Tigabelas. The data in this study were obtained by distributing questionnaires and processed using IBM SPSS Ver. 26 with descriptive statistical methods and simple linear regression. The results showed that product quality had a positive and significant effect on competitive advantage as evidenced by the t-count value (3,396) > t-table value (1,661) and a significance level of 0.001 < 0.05).*

**Keywords :** *MSMEs, Product Quality, Competitive Advantage*