

## Analysis Capability Dynamic And Excellence Compete in Response Change Environment Business ( Survey of Shops in the Tambakberas Area )

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### ABSTRACT

*The purpose of study This is For know capability dynamic and excellence compete in respond change environment business at a shop in the Tambakberas area. Method used in study This is method qualitative with approach descriptive. Data collection techniques were carried out with interviews and observations . Meanwhile, the data analysis technique used is data reduction , data presentation , and withdrawal conclusion and verification. Examination technique Data validity includes credibility, transferability, dependability and confirmability tests. Research result show that capability dynamic and excellence compete has carried out by the owners shop in respond change environment business with respective methods and conditions. In responding change environment business, Viaipi Shop and Uno Coffee has apply capability dynamic in where is his business ? capability dynamic is ability company in collect and build ability company from internal sources as well external so you can adapt with change environment , with method change source Power become products that have superiority . That matter done with look for opportunity with notice internal and external factors , developing potency source Power human and do adding, splitting , transferring , merging , and deleting units with still maintain and strengthen concept for the business . In making it happen superiority compete both of them has do renewal from facet services and concepts with do observation at the shop around and also shops outside city . That matter done so that it remains can survive and compete in face change future environment \_ will can help shop For do development in his business. From the results interview showing Viaipi Shop more Serious in respond change environment business, while Uno Coffee Still need For notice developments that have been done.*

**Keywords:** *Capability Dynamic ; Superiority Compete ; Change Environment Business.*

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### INTRODUCTION

Development business shop in Indonesia at the moment This currently growing very rapidly . This matter can seen many shops are popping up , because shop Already become style life society and its variations need consumers , as well followed the creativity and will of the makers café For provide and fulfill need public . The more widespread competition that occurs in business shop This make the owners shop motivated create strategies for interesting interest consumer For do purchase at the shop his . So that business people and the business world race looking for new strategies to get it endure in competition .(Siska Apriliani Widiastuti et al., 2022).

Change environment business will happen every moment , p the can influenced by the ser-vices provided as well as there is other factors include change style live in every consumer (Danang & Ardiani, 2022). For can endure in competition that occurs , companies need capability dynamic , where capability dynamic is ability company in collect and build ability company from internal sources as well external so you can adapt with change environment , with method change source Power become products that have superiority (Liliana, 2018).

Based on background behind that , then study This focused For dig potency development business shop in the sector food and drinks in the Tambakberas area in respond change environ-ment business to stay can compete with shop others , reviewed from perspective capability dynam-ic.

## **METHOD**

Method used in study This is method qualitative with approach descriptive. Data collection techniques were carried out with interviews and observations. Meanwhile, the data analysis technique used is data reduction , data presentation , and withdrawal conclusion and verification (Sugiyono, 2016). Examination technique Data validity includes credibility, transferability, dependability and confirmability tests (Sa'adah, 2023). The purpose of study This is For know capability dynamic and excellence compete in respond change environment business at a shop in the Tambakberas area .

## **RESULT AND DISCUSSION**

From the results interviews that have been done, got answer about capability dynamic and excellence compete from Kedai Viaipi and Uno Coffee in respond change environment business . Capability dynamic in study This covers identification opportunities , development potency source power and ability carry out the process again (Widayanti, 2022). In responding change environment business required ability in collect and build ability company from internal sources as well external with method change source Power become products that have superiority (Soeparto et al., 2021). Capability dynamic measured on several dimensions, namely : 1. Sensing, identifying opportunity with always observe internal and external environment company (Zatia et al., 2023) 2. Seizing, building potency source the power you have For understand target customers . 3. Transforming, developing source power so mamou adapt with changes and opportunities in the environment business (Ryandi, 2023). From the information obtained can be known that market opportunities for positioning self in environment Viaipi Tavern often does this in operate business, p the done with method compare the shop with shop other from facet concept, menu and prices.

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*"We compared them from facet concept , menu and prices . Where is the Viaipi Shop This have characteristic typical separately with provide draft House simple . And for the menu we provide diverse choice with affordable price , because \_ moment this is our target market student "*

In terms of concept , Viaipi Shop in facet building Already have characteristic typical separately with provide atmosphere and views like at home Alone. Whereas in in terms of menu and prices , Viaipi Shop always put forward satisfaction customer . Viaipi Shop has provide various menus, starting from the instant menu to the menu you need processed by employees . In deciding price , Viaipi Shop see from quality and presentation provided However still notice the right price with environment around . In running his business is Viaipi Shop always try look for regarding existing trends . That matter done with share with other business partners experienced (Waringga et al., 2022).

Whereas Uno Coffee market opportunities in positioning self in environment and running his business often done method compare with other shops in the Tambakberas area from facet price .

" For compare Hell , we're more to price yes Because near The same campus too \_ more adapt with student . If for concept , similar to a simple cafe Yes , we can also rent this the place , from beginning Already like this the building , so we just add decorations For beautify Just anyway ”.

In terms of Uno Coffee price said to be very friendly , p This due to several matter such as the concept and menu served . In terms of concept , Uno Coffee have a simple café concept , where Uno Coffee Still in the process of perfecting draft the . And from in terms of menu, Uno Coffee had time provide varied menu, however Still Not yet get response Good from customer . Uno coffee still try following trends, however still notice possible advantages and disadvantages \_ carried out by Uno Coffee . In terms of concept , Uno Coffee Now This has serve atmosphere quite shop \_ comfortable . That matter can seen from exists painting painting abstracts and quotes frames as well lights ornamental For beautify and comfort atmosphere . In terms of menu, Uno coffee has sort among the frequent menus ordered and not For quick delete and provide recent menu in accordance with complaints and feedback from customer .(El & Azra, n.d.).

In terms of potential for understand the target of Kedai Viai pi , Kedai Viaipi have upgraded products and services accordingly with existing trends and information . In development prod-ucts , Viaipi Store often do trial and error for create product new valuable in front of customer (Ika Widayani & Winduwati, 2021). In practice , all development carried out owner always notice is in accordance with concept , because No all development and strategy can in accordance with moderate business \_ executed

(Dewi et al., n.d.).

Whereas potency For understand Uno Coff e 's target customers have upgraded products and services accordingly with existing trends and information . In development products , Viai-pi Store often do deletion of menus that are not get response Good from customer, p That done for Uno Coffee can more focus on wants and needs customer (Fajri et al., 2023). In its implementation, all developments carried out by the owner always pay attention to whether they are in accordance with their capabilities, because not all developments and strategies can be realized in the business being run (Putu Ratna Udayani et al., 2023).In its implementation, all developments carried out by the owner always pay attention to whether they are in accordance with their capabilities, because not all developments and strategies can be realized in the business being run (Priyono et al., 2018).

In terms of resource development at Kedai Viaiipi always conduct training for its employees during One Sunday . That matter carried out on employees new or long if there is a necessary ser-vice strategy applied to the Viaiipi Shop . Whereas from facet Viaiipi Tavern concept has add a number of decoration .(Darmadi, 2022).

“ For the newest one anyway This yes , new we just put it down cof-fee paintings . Because if Coffee painting is like his default calm like that yes OK , keep going light this is us too plus . As for the menu, yes like ear-lier , for the missing menu interested That will We add condiments let more interesting , so No until delete ”.

Whereas in develop source Uno Coffee power They also do n't do training for their em-ployees during three latest day \_ One Sunday . That matter carried out on employees new or long if there is a necessary service strategy applied to Uno Coffee . Whereas from facet the Uno Coffee concept has also been created do changes to his business (Sandi et al., 2019).

*"Because of this wake up rent Yes , we have carried out develop-ments so far This that's for sure add comfortable impression \_ For hanging out café style we added paintings mica Here , there is also a quotes frame , and also adds lights . We haven't too following aesthetic trends hell , we added what is appropriate with just our efforts ”. “ For a menu that doesn't interested , For more its effectiveness will we will delete it immediately Be-cause For make a menu requires future materials \_ If No used rather wast-ed ”*

According to (Tyoso & Haryanti, 2020) superiority compete is action For hook organiza-tion with the situation moment This although The environment is very applicable and very broad . Combine strength social as well as strength finance , as well part important from circumstances company moment this , in particular business where the company compete (Fatyandri et al., 2023).

For realize superiority competing with Kedai Viaiipi and Uno Coffee , where superiority compete is results implementation of strategies that utilize various source the power you have (El-litan, 2021)have method separately in accordance with their opportunities , potential and develop-ment \_ have . Viaiipi Shop make it happen by providing concept , menu that has adequate quality and price \_ friendly as well as in accordance with service and presentation . Menu and prices pro-vided Already in accordance with quality material raw materials and processing , where material existing standards \_ purchased from the super market directly and processing the menu served hy-gienic and fresh. With so the menu will be have mark alone in the eyes customer (Rahmasari, 2021). Same thing his with Uno Coffee , however prices at Uno Coffee tend more cheap from Viaiipi Shop.

## **CONCLUSION**

Based on from results analysis about capability dynamic and excellence compete in re-pond environment business at a shop in the Tambakberas area namely Kedai Viaiipi and Uno Coffee , you can withdrawn conclusion that Kedai Viaiipi and Uno Coffee in respond environment business has do possible efforts create superiority in compete with look for market opportunities , building potential , and doing development of the shop.

That matter done with maintain concept / characteristic typical of each shop, preparation a variety of menus and prices to match with quality and presentation , menu deletions and additions, adding decoration, do training for employees , and carrying out marketing via social media and through mouth to mouth, as well always consider advantages and disadvantages future development applied to shops. However there is a number of difference between Kedai Viaiipi and Uno Coffee in face en-vironment business , where is the Viaiipi Shop in its implementation more done with more Lots con-siderations , proven with No exists menu deletion however addition condiment , looking for refer-ence development

from outside city, and addition appropriate decoration with draft House simple. Meanwhile at Uno Coffee in its implementation do deletion in a way direct for menus that don't get response Good customers, references For develop business only from nearby shops, and additions decor No tied to the concept However more like cafes in general.

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