

ABSTRACT

The purpose of this research is to investigate the effect of knowledge management, information technology, process innovation, product innovation, and employee involvement on competitive advantage in food and beverage SMEs in West Jakarta. The design in this research is causal research. Sample was selected using accidental sampling method amounted to 100 respondents at West Jakarta. Data analysis in this research used the partial least square analysis method using SmartPLS 3.3.3 software. The results of this research indicate that knowledge management, information technology, process innovation, product innovation, employee involvement have a positive and significant impact on competitive advantage.

Keywords: *knowledge management, information technology, process innovation, product innovation, employee involvement, competitive advantage*