

The Title is Concise and Descriptive, Max 3 Lines (font: Garamond, size: 16pt bold, Color: #646464)

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Abstract (size: 14pt bold, font: Garamond, color: #646464)

This study seeks to assess the influence of business networks and perceptions of product quality on the competitive advantage of small and medium companies (SMEs) in Langkat. Small and medium-sized enterprises (SMEs) are vital for fostering local economic development; yet, company stakeholders encounter escalating competitive constraints. corporate networks are seen as a strategic asset that facilitates access to broader markets, resources, and information essential for corporate development. Simultaneously, perceptions of product quality affect consumer image and trust, which are essential for sustaining excellence in a competitive marketplace.

Font: Garamond, size: 10pt, one spacing, max : 200 words. that summarizes the study's objectives, methodology, results, and conclusions

Keywords (size: 10pt bold, font: Garamond, color: #646464): Contains important words, a minimum of 3 keywords, separated by “;”

Introduction (size: 14pt bold, font Garamond, color: #646464)

(font: Garamond, size: 11pt) The introduction includes the background to the problem as well as the urgency and rationalization of the activity (research or service). The process involves rationalizing the activity, whether it is research or service. The purpose of the activity and the plan to solve the problems are presented in this section. Reviewing relevant literature and developing This section includes the development of hypotheses.

Theoretical Review (size: 14pt bold, font Garamond, color: #646464)

Sub-section (size: 12pt bold, font Garamond, color: #646464)

Small and medium companies (SMEs) are the foundation of the Indonesian economy, significantly contributing to economic expansion, social stability, and employment generation. According to figures from the Ministry of Cooperatives and SMEs (2023), SMEs account for around 61.07% of Indonesia's total Gross Domestic Product (GDP) and employ over 97% of the workforce, rendering it a crucial sector for national economic advancement. In Langkat Regency, North Sumatra Province, small and medium-sized enterprises (SMEs) are pivotal in fostering regional economic development. The Langkat Cooperatives and SMEs Service reports that the region is home to approximately 5,000 SMEs in 2023, including diverse sectors like agriculture, fishing, crafts, culinary, and creative industries. These sectors substantially impact the local economy; yet, the difficulties of competitiveness remain a serious concern.

Besides business networks, the perception of product quality is a crucial aspect in assessing the competitiveness of SMEs. In a more competitive market, consumers seek not just cost-effective items but also superior quality and distinctive benefits. Research (Singh et al., 2022) indicates that the impression of product quality strongly influences consumer pleasure and loyalty, thereby impacting business performance. Factors influencing the impression of product quality encompass reliability, design innovation, the quality of raw materials, durability, and aesthetics (Behnert et al., 2024). Many SMEs in Langkat, however, have challenges in upholding consistent quality standards, especially when competing against imported items that frequently provide benefits in pricing and manufacturing efficiency.



Methodology (size: 14pt bold, font Garamond, color: #646464)

This chapter details the methods employed in this study. The method's composition must include the type of research, research instrument (optional), data source (including location, time, etc.), population and sampling technique with an appropriate sample size, analysis technique, and variable operational definitions (which can be presented in a table or divided into paragraphs). All of these definitions must be comprehensive and comprehensible.

Results and Discussions (size: 14pt bold, font: Garamond, color: #646464)

Results (size: 14pt bold, font: Garamond, color: #646464)

Hypothesis Testing (size: 12pt bold, font: Garamond, color: #646464)

All tables in the article must be accompanied by the source table, table sequence number, and the table's name or title. The table's name/title and sequence number are displayed above the table. The text in the table's contents is written with a font size of 10 and a spacing of 0 pt before and after.

Table 1. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Business Network (X1) → Competitive Advantage (Y1)	0.5732	0.618	0.372	3.280	0.001
Product Quality Perception (X2) → Competitive Advantage (Y1)	0.455	0.621	0.317	3.3.67	0.000

The literature review systematically examines the variables utilized in the research, addressing each one individually through sub-chapters. Images, including charts, sketches, photos, and histograms, in the article should include the source of the image, the sequence number, and the name or title of the image.

Figure 1. JoFIBI



Source: JoFIBI, 2025

Discussions (size: 14pt bold, font: Garamond, color: #646464)

Sub-section (size: 12pt bold, font: Garamond, color: #646464)

We prohibit the display of statistics in this chapter, and we require a comprehensive discussion that includes previous studies. Additionally, the chapter includes a detailed discussion of the results. Dividing the relationship between variables into sub-chapters and accompanying each with previous research that either supports or refutes the relationship would be more effective. It should provide the rationale for each outcome. Additionally, demonstrate the distinctions between this research and previous research. At least two of the studies listed are from the most recent year.

Conclusions (size: 14pt bold, font: Garamond, color: #646464)

This chapter presents the conclusions derived from the study and does not include statistical data. The conclusions drawn should address the research objectives.

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