

***DETERMINING PRIORITY STRATEGIES TO ENHANCE THE COMPETITIVENESS OF
KUE LUMPUR BUSINESS USING THE SWOT-QSPM METHOD***

(Case Study: UD. Muda Mudi Jaya in Sidoarjo)

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ABSTRACT

Kue Lumpur Muda Mudi Jaya Sidoarjo is a business engaged in the food processing industry. The problems identified include the limited shelf life of its wet products, suboptimal marketing reach, and increasingly intense competition from similar businesses in Sidoarjo Regency. This study aims to identify internal and external factors, formulate alternative strategies, and determine the strategic priorities for the development of Kue Lumpur Muda Mudi Jaya Sidoarjo. The research employed both qualitative and quantitative sampling techniques. Data were collected through observation, interviews, and questionnaires. The analysis used purposive sampling based on predetermined objectives and criteria, followed by SWOT and QSPM analyses. The results showed an IFE score of 2.747 and an EFE score of 2.509, placing the business in Cell V (Hold and Maintain) of the IE Matrix. Based on these results, the SWOT analysis generated eight alternative strategies. The QSPM analysis identified the highest-priority strategy, with a Total Attractiveness Score (TAS) of 5.14, as maximizing customer loyalty programs to maintain customer preference amid competition from similar products. This strategy can be implemented by emphasizing the uniqueness of the traditional recipe to strengthen product identity and utilizing digital technology through a landing page to direct customers to souvenir shops with high accessibility.

Keywords : *Processing Industry, UMKM, Kue Lumpur, SWOT, QSPM.*