

A SYSTEMATIC LITERATURE REVIEW: THE IMPACT OF IMPORTED PRODUCTS ON THE COMPETITIVENESS OF MSMEs IN INDONESIA

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Abstract

Micro, Small, and Medium Enterprises (MSMEs) play an important role in the Indonesian economy. However, the increasing presence of imported products can pose a challenge to the competitiveness of MSMEs. This study aims to explore the available literature on the impact of imported products on the competitiveness of MSMEs in Indonesia through a systematic literature review approach reviewed from the factors that influence the competitiveness of MSMEs, the impact of imported products to Indonesia on the competitiveness of MSMEs, strategies to increase the Competitiveness of MSME products so that they can compete with imported products and government policy recommendations for MSMEs to be able to compete with imported products. The results of this study provide insight into overcoming the negative impact of the rise in imported products on the growth of MSMEs amidst the flow of globalization.

Keywords: *Imported Products, Competitiveness, MSMEs*

1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) have a strategic role in the Indonesian economy. Based on data from the Ministry of Cooperatives and SMEs, MSMEs and MSME Competitiveness are the backbone of the Indonesian economy, contributing more than 60% of GDP and absorbing most of the national workforce (Ministry of Cooperatives and SMEs, 2021). In the context of a people's economy, MSMEs are the backbone in creating economic independence and equalizing community welfare (Tambunan, 2019). This role makes MSMEs the main pillar in supporting economic stability, poverty alleviation, and improving community welfare. According to Sahoo and Swain, (2020) that MSMEs are a helping hand for large-scale industries and of course have a significant contribution to a country's gross domestic product.

The characteristics of MSMEs include small capital, limited number of employees, and focus on the local market. In the context of competitiveness, MSMEs often face obstacles such as access to technology, capital, and wider markets. Data from the Ministry of Cooperatives, Small and Medium Enterprises (KUKM) shows that of the 64.3 million MSMEs in 2024, 14.5 percent or around 9.3 million MSMEs have successfully penetrated the export market. Meanwhile, 85.5 percent or 54.9 million other MSMEs have not yet Go Export. This shows that MSMEs in Indonesia are competitive in the international export market.

Table 1 – Number of MSMEs in Indonesia

Year	Number of MSMEs (in million units)
2015	57.89
2016	59.26
2017	62.92
2018	64.19
2019	65.47
2020	64.19
2021	64.19
2022	64.19
2023	66.00
2024	65.00

Source : Data from ministry of Cooperatives and SMEs and Central Bureau of Statistics (<https://www.kemenkopukm.go.id>, <https://www.bps.go.id>)

The competitiveness of MSMEs is defined as ability for maintain and improve market share in the middle competition. One of the approach important in understand Power MSMEs competitiveness is through analysis chain value chain *analysis* Concept This help SMEs identify point Weakness and opportunity in the production process until distribution For increase efficiency and value add. Porter (1990) in the theory about superiority competitive identify factors like innovation, efficiency cost, and quality product as element key in Power competition. This theory explain that Power competition a entity (in matter this MSMEs) depends on its capabilities for create and maintain superiority through innovation, efficiency costs, and differentiation product. Factors external like regulations and market trends also become element important in determine Power competition a organization. In addition, the power MSMEs competitiveness is influenced by factors external like regulation government, market trends, and competition with product import. Diffusion theory innovation proposed by Rogers (2003) is also relevant for understand How innovation can adopted by MSMEs in face challenge from product import. Innovation, both in matter products, processes, and marketing strategies are step key For increase Power compete .

Product import refers to goods and services produced abroad and sold in domestic markets. Globalization has increase domestic market access to product imports, which are often offered with price more cheap because scale big economy and technology sophisticated (Krugman, 1991). Diffusion theory innovation (Rogers, 2003) is relevant in understand how SMEs can adopt innovative strategies For compete with product import. Adaptation technology, development product, and market differentiation is aspect important from this theory.

Facts on the ground that moment this happened in Indonesia phenomenon with the more the opening of the global market due to liberalization trade. MSMEs face significant challenges from product imports flooding the domestic market. However, various challenge like access capital, technology and marketing Still become constraint main. Currently, there is phenomenon existence improvement amount product imports , especially from countries with cost low production, becomes threat for sustainability of MSMEs. Products import often offers higher price competitive and better quality consistent, so that challenge the ability of MSMEs in maintain domestic market share .

Product import often have higher price competitive and quality is considered more excel , create heavy pressure for MSMEs to still survive and thrive. On the other hand, globalization also opens up opportunity for MSMEs to expand the market through export , although the challenge No lost big . In the context of this, power SMEs competition becomes very crucial issue. Increasing Power MSMEs competition is not only involving internal aspects such as innovation and efficiency production, but also support from regulation government and adaptation to global market dynamics.

Study this aiming for analyze impact product import to power competitiveness of MSMEs in Indonesia through systematic literature review (SLR) approach . This study will give outlook about the role of MSMEs for economy, various factors that influence Power SME competitiveness, impact entry product import for MSMEs, strategies for increase sustainability of MSMEs in the midst of global competition and role government in empowerment of MSMEs in Indonesia. Approach this expected can give strong foundation for taking policy strategic for strengthen MSMEs sector in face challenge globalization.

2. RESEARCH METHOD

This study uses a systematic literature review (SLR) approach. According to Jesson, et al. (2011) that SLR is a research method that allows the identification, assessment, and interpretation of all relevant evidence related to a particular research question. The application of Systematic Literature Review is a research method used in science to systematically investigate, evaluate, and summarize relevant literature related to a topic. The process includes searching, selecting, and analyzing scientific articles and other literature sources with the aim of providing a comprehensive picture of research in the field. Researchers identify literature relevant to the study through a search in the Scopus database. The Inclusion and Exclusion criteria are as follows:

Table 1. Criteria Research Data Inclusion and Exclusion

No.	Criteria	Inclusion
1.	Publication Type	Article
2.	Publication Language	English
3.	Year publication	2020-2024
4.	Standard Publication	Scopus
5.	Article Focus	Impact Product Import, power UMKM competition

Source: Processed Researcher (2025)

Result of literature review search through *Scopus* can seen as following:

Table 2. Sources Data Search About Impact Product Import For MSMEs

No.	Source Data Search	Article Search Results	Relevant Articles
1.	https://www.scopus.com/	335 Articles	48 Articles

Source: Processed Researcher (2025)

Data analysis in this study is analyzing data from data collection using *vosviewer* then concluding the data according to the formulation of the research problem. Based on table 2 it can be concluded that after screening the articles, 48 articles were found that were relevant to this study.

3. RESULTS AND DISCUSSION

The factors that can influence Power Competition between MSMEs

Based on results research data processing from approach *systematic literature review* so can concluded that factors that influence Power the competitiveness of MSMEs in Indonesia is consists of from internal factors and external factors external . Here is results literature review search from *Vosviewer* using existing *Scopus* data determined by the researcher based on various criteria .

Figure 1 – Network Visualization View

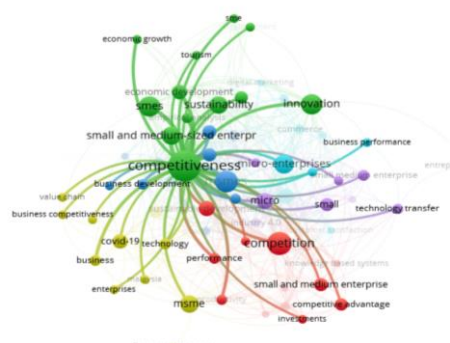
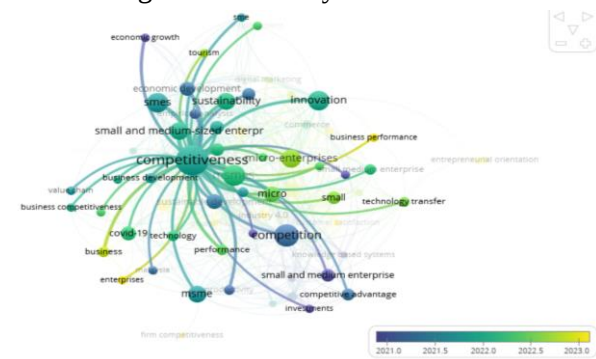


Figure 2 – Overlay Visualization View



Source: Processed Researcher (2025)

Figure 1 regarding network visualization shows the factors that influence the competitiveness of MSMEs, consisting of innovation, competition, sustainability, business performance, business development, technology transfer, investment, competitive advantage, economic growth, and technology. Meanwhile, Figure 2 regarding overlay visualization displays the chronology of the publication of research results. Based on Figure 2, there is a striking difference in color in the visualization displayed. The yellow color represents the latest research in the 2020-2024 range, one of which is related to business performance. The purple color represents the oldest or furthest year in the existing range, namely 2020. Meanwhile, the other colors represent the years between the latest research and the furthest year.



Through this analysis, topics that have not been widely discussed can be identified so that they have the potential to become new research topics. Therefore, based on the results of the literature review through Scopus and VOSviewer, the following is an explanation of the factors that influence the competitiveness of MSMEs in Indonesia:

The deficiency in innovation, particularly in the realm of product development, frequently results in small and medium-sized enterprises (SMEs) losing their competitive edge against imported products. Innovative products represent a critical determinant of the competitive capabilities of micro, small, and medium enterprises (MSMEs), especially within an increasingly open and competitive market landscape. The inability to present creative, unique, or technologically advanced products often results in MSME offerings lacking the appeal necessary to attract consumer attention (Rogers, 2003). In numerous instances, consumers tend to favor imported products, as they are perceived to possess more modern designs, superior features, or brand attributes that are absent in local offerings. Consequently, investment in research and development (R&D) alongside collaboration with innovation centers emerges as a strategy that must be prioritized by MSMEs to ensure their survival and success in the global competitive arena (OECD, 2021).

Competition is intrinsically linked to both pricing and product quality in the sphere of imported goods. The pricing of imported products is frequently lower due to the efficiencies associated with mass production and the subsidies provided by the exporting nation. This phenomenon significantly shapes consumer preferences, often favoring imported products over their local counterparts. In this regard, numerous studies indicate that elevated prices for local products

frequently serve as the primary determinant for consumers opting for imported goods as opposed to local offerings.

c. Sustainability

Implementation practice business sustainable helping MSMEs to meet standard environment and social, which can increase reputation and power competitiveness. Factors that influence Power MSME competitiveness is existence principle sustainability in operation business they. Sustainability covers implementation practice friendly environment, responsibility answer social and good governance. As expressed by Syamil (2023), management strategy green help SMEs improve efficiency source Power at a time guard sustainability environment. Siregar et al. (2024) highlighted that integration principle economy green give opportunity for MSMEs to more competitive with fulfil market needs that care about aspects environment. In addition, Damayanti (2024) emphasized that adoption accountancy green can help SMEs to transparent in reporting impact environment they, who are increasingly become global market demands. Farina (2023) through explain that sustainable marketing strategies, such as use material recycle repeat and efficiency energy, can interesting attention the conscious modern consumer environment. Battistella et al. (2018) also showed that Power MSME competitiveness can improved with strengthen values sustainability in business model they.

2 Business Performance

Good business performance reflects the operational efficiency and profitability of MSMEs. Research conducted by Kuncoro (2011) shows that increasing business performance has a positive relationship with the competitiveness of MSMEs. In addition, a study by Civelek et al. (2023) revealed that the innovative ability and competitiveness of MSMEs have a significant impact on their financial condition, which ultimately affects overall business performance. Furthermore, research by Purnomo and Kusumawati (2023) emphasized that competitive advantage plays a mediating role in improving MSME performance, with knowledge management and supply chain management as the main determining factors. Therefore, the integration of innovation capabilities, knowledge management, and effective supply chain management can improve MSME business performance, which ultimately strengthens their competitiveness in the market.

3 Business Development

Business development strategies, such as market expansion and product diversification, can improve the competitiveness of MSMEs. Effective business development can strengthen the competitiveness of MSMEs in the manufacturing industry.

4 Technology Transfer

Technology transfer enables MSMEs to adopt new technologies to improve efficiency and innovation. Research shows that technology transfer contributes significantly to improving the competitiveness of MSMEs.

5 Investments

Investment in infrastructure, technology, and human resources is essential to increase the capacity and competitiveness of MSMEs. The results of the study show that the right investment can increase the competitiveness of MSMEs in the goods, services, and manufacturing sectors.

6 Competitive Advantage

Competitive advantages, such as product differentiation or low costs, enable MSMEs to compete more effectively in the market. According to Susanto & Kartika (2021), strong competitive advantages can increase the competitiveness of MSMEs in the international market.

7 Economic Growth

Positive economic growth creates opportunities for MSMEs to develop and increase competitiveness. The results of the study show that economic growth has a positive effect on the competitiveness of MSMEs.

8 Technology

The use of modern technology helps MSMEs improve efficiency, product quality, and access to wider markets. The results of the study show that the adoption of digital technology increases the competitiveness of MSMEs in the industrial era 4.0.

9 Agreement Trading Free

Policy such as the ASEAN Free Trade Area (AFTA) and the Regional Comprehensive Economic Partnership (RCEP) open up the Indonesian market to products foreign, increase pressure towards local MSMEs (Ministry of Trade of the Republic of Indonesia, 2023). The RCEP agreement, for example, does not only simplify rule trade, but also deliver greater market access wide For product imports, which have implications for competition strict for MSMEs.

The impact of the entry of imported products on MSMEs in Indonesia

Imported products have the potential to have a variety of impacts on MSMEs, both positive and negative. The positive impacts that occur are as follows:

1. Improving the quality of local products

The presence of competing imported products encourages MSMEs to improve product quality in order to remain competitive in the market. The presence of competing imported products in the domestic market puts pressure on MSMEs to improve the quality of their products in order to survive the competition. (Hadiyati, 2015; Setiawan, 2021).

2. Increasing innovation

Competition with imported products encourages MSMEs to create new, more innovative products that meet consumer needs. Imported products encourage MSMEs to be more creative in product development in order to attract consumer attention (Sari et al., 2022).

3. Technology and knowledge transfer

Imported products often bring more advanced technology or production standards, providing opportunities for MSMEs to learn and adopt best practices. (Rachmawati et al., 2023). Imported products can be a means to improve skills and knowledge among MSME actors.

4. More diverse choices for consumers

Imported products provide consumers with more choices, thus encouraging MSMEs to better understand market needs, improve the quality and variety of their products to meet diverse consumer preferences (Prabowo & Taufik, 2022). This creates healthy competition that can benefit consumers.

Meanwhile, the negative impacts of the arrival of imported products are as follows:

1. Decreased competitiveness of local products

The entry of cheaper and better quality imported products often results in decreased competitiveness of local products. Imported products that are cheaper or have better-known brands

can shift the market share of MSMEs. This happens because consumers prefer imported products that offer better value. (Husain et al., 2021).

2. Dependence on imported products

If consumers prefer imported products, MSMEs may have difficulty growing or even surviving. MSMEs in Indonesia tend to rely on imported products for raw materials and components, leading to a high dependence on foreign supplies. This dependence can disrupt local production and innovation. Prasetyo & Huda, (2020) stated that MSMEs in Indonesia are increasingly dependent on imported raw materials, thus creating a critical dependency that weakens local production capabilities.

3. Price pressure

MSMEs are often unable to compete on price with mass-produced imported products, especially if local production costs are higher. Price pressure caused by imported products can force MSMEs to lower their prices, often below production costs, which is detrimental to business continuity. Budianto, et al. (2022) stated that the presence of imported goods at low prices has created price pressure in the local market, so that this has forced MSMEs to lower prices, resulting in losses.

4. Threats to local business sustainability

Fierce competition can cause some MSMEs to close their businesses, especially those that are unable to adapt to market changes. The sustainability of MSMEs in Indonesia is threatened by increasing competition from imported products, which can result in business closures and job losses. (Wahyu & Indrajaya, 2023)

Overall, the entry of imported products, in addition to having a positive impact, also has a significant negative impact on MSMEs in Indonesia. Decreased competitiveness, dependence on imported products, price pressures, and threats to the sustainability of local businesses are important issues that need to be addressed to strengthen the position of MSMEs in the economy.

Strategy to increase the competitiveness of MSME products so they can compete with imported products

1. Product diversification to create added value.

Product diversification is one of the main strategies for MSMEs to create added value and attract consumer interest. By offering various product variants, MSMEs can meet diverse market needs. As stated by Suryadi and Rahman (2021), product diversification allows MSMEs to create additional added value and attract a wider customer base, which is very important in competing with imported products. Therefore, MSMEs need to identify potential new products that can meet market demand.

2. Strengthening local brands through effective marketing strategies.

Strengthening local brands through effective marketing strategies can help MSMEs differentiate themselves from imported products. By building a strong and positive brand image, MSMEs can increase customer loyalty. Setiawan et al. (2020) stated that an effective marketing strategy that focuses on brand strengthening can significantly improve the competitive position of local products against imported alternatives. Therefore, it is important for MSMEs to develop marketing campaigns that are attractive and relevant to their target audience.

3. Collaboration with government and educational institutions to increase production capacity and innovation

Collaboration between MSMEs, government, and educational institutions is very important to increase production capacity and innovation. Through this partnership, MSMEs can access new technologies and training needed to improve product efficiency and quality. Hidayati and Sutrisno (2022) explain that collaborative efforts between MSMEs, government, and educational institutions are very important to increase production capacity and encourage innovation, thus better preparing local businesses to compete with imported products. Therefore, building solid relationships with various stakeholders will strengthen the position of MSMEs in the market.

Government Policy Recommendations to Increase MSME Competitiveness with Imported Products

1. Domestic Market Protection

The government needs to review import tariffs and protection policies for strategic products produced by MSMEs. By increasing tariffs on imported products that have similar local products, the government can provide space for MSMEs to develop. This is important so that local products can compete healthily and are not squeezed out by cheaper foreign goods. According to Sari and Alamsyah (2022), the implementation of appropriate protection policies can provide benefits for MSMEs by creating a fairer competitive climate.

2. Capacity Building Program

Providing training, access to capital, and technology support for MSMEs is very important. This capacity building program will help MSMEs improve production efficiency and product quality. Thus, MSMEs can produce more competitive and innovative goods, so that they can attract the attention of consumers in both domestic and international markets. Research by Iskandar et al. (2021) states that a focused capacity building program can strengthen the competitiveness of MSMEs by improving product quality and innovation.

3. Promotion of Local Products

The government needs to launch a national campaign to encourage consumption of local products. This campaign can be carried out through various media, both online and offline, to increase public awareness of the importance of supporting local products. According to Prasetyo and Huda (2020), an effective promotional campaign can increase consumer awareness of the benefits of local products and reduce dependence on imported products.

4. Protection of MSMEs

Tariff and subsidy policies are needed to protect MSMEs from the onslaught of potentially detrimental imported products. Bappenas (2021) stated that protection of MSMEs through fair and supportive policies will create a conducive business climate for the growth of local businesses. With this policy, MSMEs will be more protected from unhealthy competition.

5. Export Facilitation

Support in terms of export market access is very important to increase the global competitiveness of MSMEs. The government can provide assistance in the form of market information, training on export procedures, and financial support for MSMEs who want to expand their market reach. As stated by Yulianto et al. (2023), good export access facilitation can open up new opportunities for MSMEs to enter international markets and increase their income.

4. CONCLUSION

The increase in imported products in Indonesia puts significant pressure on the competitiveness of MSMEs. Imported products have a significant impact on the competitiveness of MSMEs in Indonesia. Discussion of the factors that influence the competitiveness of MSMEs is important for analyzing the development of MSMEs in the future. By knowing the impact and the right strategy and effective policy support, MSMEs can increase their capacity to compete in the global market. With product innovation, strategic collaboration, and government policy support, MSMEs can increase their competitiveness. Further research is needed to explore the most effective specific interventions in the local context and to examine the impact of export protection and facilitation policies on the sustainability of MSMEs.

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