Revitalization of Creative Industries and City Branding: Competitiveness and Productivity in Knitted Industry Perspective

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Abstract. The development of creative industries in Bandung, Indonesia showed a quite satisfactory improvement. This success needs to be completed by performing revitalization and city branding for Bandung. This study aims to examine the factors of competitiveness and productivity in the knitted industry of Binong Jati in the revitalization of creative industries and city branding in Bandung, West Java Province. The research used census method and verification with statistical method of Confirmatory Factor Analysis. The unit of analysis is thirty people of owners or knitted creative business entrepreneurs in Bandung city. The result of this research is that out of twenty-eight factors studied, the dominant factor of industrial competitiveness is drawn to seven factors which are the production equipment used, the owner quick response, the product trend periods, knitting machine used, the processed of raw material, delivery of goods, and workers with accuracy. There are four factors of productivity and one dominant factor is flexibility.

Keyword: Competitiveness, Revitalization, City Branding

Introduction

Almost all countries, especially countries with societal base, are relying on the economy of agricultural sector. The agricultural sector has a strategic role in recruiting or gaining employment and also being national food provider. Nevertheless, a series of problems in the process of agricultural development still cannot be fully resolved, especially when it is related to vulnerability of poverty on farmers in rural area (Dumasari and Tri Septin Muji Rahayu, 2016, p 175). It is small and medium industry that has become one of the drivers of the country's economic growth. This sector becomes easier and has a potential to be developed since the resources have already existed. Fisla Wirda stated in Mimbar Journal on June (2016, p 126) " the role of creative industries to GDP in many countries show significant effect, for example in the UK 7,9%, in Australia 3,3%, in New Zealand 3,1%, and Singapore 2,8%, while in Indonesia it is 6,9 and able to absorb 5,8% of the workforce". The contribution of small-scale enterprises in exports to ASEAN countries appears as in

Table 1.

Tabel 1
Small Busines segment of exports in developing countries
(1990 - 2015)

Countries	Average Segments
Thailand	10 -40
Philippines	20-25
Vietnam	20
Indonesia	20*
Singapore	16
Malaysia	10-15
*: only in manufacture industry	

Source: Dhanny Septimawan Sutopo, (2016, p 414)

The development of creative industries in Bandung, Indonesia showed a quite satisfactory improvement. So far, there are strategic production areas in Bandung City, including 33 creative industrial centers with seven major industrial centers consist of:

(1) Shoes and Leather centre in Cibaduyut; (2) Jeans (denim) Cihampelas centre; (3) Cigondewah Textile Center; (4) Shirt centre in Surapati; (5) Tahu and Tempe centre in Cibuntu; (6) Doll centre in Sukamulya; and (7) Textile woven centre in Binong Jati.

Knitted industry in Binong Jati, Bandung is originally conducted for generations and started since the 1960s by some people in Binong Jati residents who had worked in a knitting factory owned by Chinese businessmen in Bandung. Armed with knitting skills, they finally start a similar business in their home areas of Binong Jati as a home industry. At first, this business was only occupied by some people until finally began to develop until now and give impact to economy of society which originally depended on agriculture sector.

In its development, the labor-intensive industry of Binong Jati Industrial Center currently experienced a decrease number of crafters which led to a decreased number of workers absorbed. Table 2 shows the detail.

Table 2
Number of Knitted Crafters and Workers at Binong Jati Knitted Industry
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Years	Business Number (Crafters)	Workers Number (employees)
2012	293	2143
2013	140	1680
2014	120	1440
2015	100	1000

Source: Industries Cooperative Knitted Binong Jati (KIRBI)

The table above shows that the role of small industry including creative industry in Indonesia is still small.

Indonesia's economic growth in quarterly basis tends to increase from 4.73 % in the third quarter of 2015 to 5.04 % in the fourth quarter of 2015. This means the acceleration of economic growth occurred in fourth quarter of 2015 compared to the previous quarters. However, if viewed annually, Indonesian economic growth continues to slow. Referring to the Central Bureau of Statistics (BPS) note, Indonesian economic growth of 2015 of 4.79 % is the lowest for the last six years, affecting the coming years of 2016 and 2017.

Binong Jati Knitted has an annual production capacity of 852,200 dozen with investment value of Rp.31,366 billion and absorbs 2,143 employees. Given the large number of labor that can be absorbed and the velocity of money is large enough that can prosper the community in this industry, it is very unfortunate if the center of this knitting industry have to setback. Moreover, the great potential of this industry center to become a shopping center, study, and industry for tourists who can provide income to the city of Bandung is also a strong reason that this center should still exist and grow and achieve again the times of glory. Therefore, a revitalization is needed to be performed and create one city branding for city of Bandung.

The Model Competitiveness Diamond (Porter, 1990), says that the industry in a superior area is not of its own accord but a group's success with the inter-linkages between companies and supporting institutions. In the industrial cluster, the companies involved not only large and medium enterprises, but also small companies. Porter (1990) introduces the theory of competitive ability of a country described in the diamond model as seen in figure1.
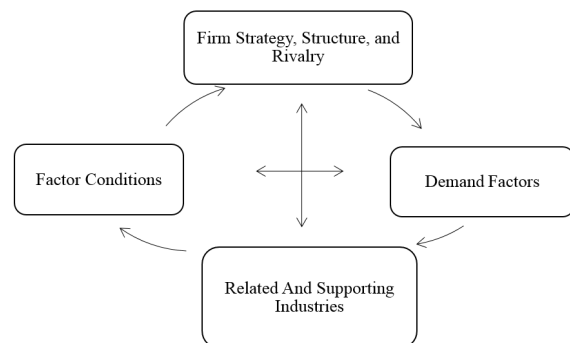

Figure 1. Diamond of Porter Model

Ward et al (1998) opinion on the competitiveness dimension of a product comprised of cost, quality, delivery time, and flexibility. According to Fisla Wirda (2016), et.al in Mimbar Journal June 2016, there are five categories of competitive advantage, which are a) low-cost strategy, b) broad-differentiation strategy, c) best-cost provider strategy, d) focused on market niche strategy based on low-cost, e) focused on market niche strategy based on differentiation by offering a product or service to members who consume base on taste and need. These four dimensions are further explained by Suhardi (2007) with the following indicators: (a) Cost is the dimension of operational competitiveness which includes three indicators namely

production cost, labor productivity, and the use of production capacity and inventory; (b) Quality is an important dimension of operational competitiveness which includes a variety of indicator such as product display, product acceptance period, product durability, and quick response of consumer complaints settlement; (c) Delivery time is a competitiveness dimension covering wide range indicators such as timeliness of production, reduction of waiting time production, and timeliness of product delivery; (d) Flexibility is a dimension of operational competitiveness that includes various indicators such as product range and speed adjust to environmental interests.

Furthermore, other factors that influence competitiveness are (1) Location: A strategic business location will attract buyers. According to Frans Gana (2003), location will be very important as a place for customers to visit and easily find the product they need. Customers would like to take the shortest mileage to go to the store, although there is possibility for distance costumers to come, but only in small percentage; (2) Price: According to Sunarto (2004), price factor also affects a buyer to make decisions. Price is the value of a product or service measured by the amount of money. In order to get the desired product or service, customers must be willing to pay some money. Sensitive customers usually take low price as an important source of satisfaction because they will get high value for money (Basu, 2008); (3) Service: Service through product means the customer is served completely through the inventory of existing and quality products; (4) Promotion: Sunarto (2004) states that sales promotion consists of short-term incentives to encourage the spending or selling of products or services.

According to L. Greenberg (2009), productivity is a comparison between the totality of exposure at a given time divided by the totality of inputs during the period. According to As'ad (2009), the concept of productivity is associated with the effectiveness of: (1) Relation between modern and classical organizational theories of output and input; (2) Assuming effectiveness as a comparison/level in which the objectives presented can be considered achievable; (3) External effectiveness or comparison between environmental evaluation of one unit of output and one unit of input; (4) The ability of the system to continue to adapt and evolve regardless the specific objectives to be achieved.

In the doctrine of the Oslo Conference as stated by As'ad (2009), there is a general definition of universal productivity: "Productivity is a universal concept which aims to provide more goods and services for more people using less real resource."

Based on these opinions, it can be said that the productivity of workforce production is an interdisciplinary approach to determine effective goals, plan-making, application of productivity that used efficiently, and to maintain high quality. Productivity involves the efficient utilization of human resources and skills, technological capital goods, management, information, energy, and other resources leading to the development and upgrading of living standards for the whole society through the concept of total universe productivity.

Michael Porter explicitly states productivity is the root determinant of competitiveness at the level of individuals, companies, industries, and country's scale. Productivity itself is a source of living standards as well as individual income sources and per capita income. While competitiveness is basically the ability to create a level of prosperity. The OECD(2009) defines competitiveness as a level of a country's ability to produce goods and services in accordance with international market demands and at the same time gain the ability to create sustainable prosperity for its citizens. So there is a corresponding relationship between the level of productivity and the level of competitiveness.

Based on the above background research, the problem that can be identified is: what factor is the most dominant to influence the competitiveness in increasing industrial productivity of Binong Jati creative knitted as an element that needs to be revitalized.

This study is expected to have the following benefits: (1) for the industrial knitted center of Binong Jati, this research is expected to provide useful information that can be used as input to increase the productivity; (2) for RISTEKDIKTI, this research can be used as one of the basis for further research development related to revitalization of creative industry, especially human resource competitiveness; (3) for education, this research is expected to provide reference materials for readers who study creative economics, especially in the aspect of human resources.

Methods

The object of this research is productivity competitiveness at Binong Jati knitted industry. It is one of the potential creative industries in Bandung, located at Jl. Binong Jati, Batununggal, Bandung City, West Java 40275. Binong Jati knitting industry has been declared cooperative office and small business in trade city of Bandung as a textile industry area. That area produced various kinds of knitted products such as sweaters, cardigans, sweaters, jackets, and others made of yarn and fabric. Analysis unit in this study is 30 owners or managers of the knitting business at the knitted industrial center Binong Jati, Bandung. Data of craftsmen/owners in Binong Jati knitted industry considered as population and sample with detail data shown in Table 3.

The 30 owners above are active craftsmen who have a running well business turnover and product order.

The method in this research is census and verification (Riduwan, 2012), by way of descriptive research and verification. Analyzer used in this research is qualitative and quantitative analysis. Qualitative analysis uses frequency data analysis with criteria using interval class, while for quantitative analysis using confirmatory factor analysis for both dominant factor and contribution (Ghozali, 2011). Data obtained by ordinal scale with test data validity, reliability,

Table 3
Data of Industrial Knitted Crafters at Binong Jati Bandung

No	Industrial Name	Owner	Adress	Phone Number
1	Tiara *Sweater*	Agam Subanda	Jl. Binong Jati Rt. 01/04 No. 41 D	081312903619
2	Gubank *Collection*	Agus	Jl. Ibrahim Ajie Gg. Mesjid No. 26 Rt. 06/05	081220000696
3	Javedstore	Afni Pratiwi	Jl. Sarijadi blok. 7 No. 64	087722036606
4	Alvina *Collection*	Cepi Andriana	Jl. Binong Jati No. 70	081320762855
5	Karimake	Eka Rahmat Jaya	Jl. Binong Jati	085624010106
6	Vuxer	Ilham	Jl. Dr. Djunjunan 555	082218989723
7	Wanina*Clothing*	Wahyudin	Jl. Binong Jati No.127	082240925321
8	DP. Collection	Asep DP.	Jl. Binong Jati	08172389435
9	Adilla Mecca	Rudi Ruswandi	Jl. Binong Jati No. 124	085220314848
10	Chonk *Collection*	Achonk	Jl. Binong Jati	082295029789
11	Ashpy *Desain*	Asep Sumarna	Jl. Binong Jati Rt. 03/ 04	08122342036
12	Ejaya *Collection*	Edi	Gg. Masjid No. 28	081220470502
13	Reska Home Industri	Azmi	Jl. Cikadut	0898377577/ 081220120030
14	CV. Rahaja Putra	Abzlul Rohman	Ds. Cikaso Kec. Kramat Mulya	08977019731
15	Elvira Miranda *Collect*	Elvira Miranda	Kopo Permai II/ B2-1 BDG	081323959543
16	Amiza Hand Made *Coll*	Lusi Windianti	Jl. Karya No. 21 Rt. 03/01 Cimindi	081220063983
17	Penni_olshop, Hiicult	Penni Juwita Sari	Jl. Binong Jati Gg. Mahfud No.9	082240306836
18	Penni_olshop, Hiicult	Vinna	Jl. Sukanigon 19	081222205281
19	Penni_olshop, Hiicult	Yulia Ulfah	Jl. A.H. Nasution No. 962/ 4	085294077719
20	Penni_olshop, Hiicult	Lina	Jl. H. Topek No. 19 C	081910261617
21	Penni_olshop, Hiicult	Gunawan	Jl. Binong Jati	082221528281
22	CV. Ahyor Sugenra	Maman Hermawan	Jl. Binong Jati No. 8 128/B	081321089349
23	Ashpy	Asep S.	Jl. Binong Jati	087722117667
24	Adilla Mecca	Yoga Jaya	Jl. Binong Jati No. 124	082214932220
25	Tridi Store	Irwan Setiawan/ Anne	Jl. Binong Jati No.79	08782470855
26	Ketcozknits	Danny Ipung	Jl. Binong Jati	08888716838
27	Knittbyme	Ria Ariyani	Jl. Binong Jati Gg. Saad 3 Rt. 09/04	085861614971
28	Asphy Desain	Asep Sumarna	Jl. Binong Jati Rt. 03/04	08122342036
29	Amel	Carles Ginting	Jl. Binong Jati No. 128	08122328322
30	Ayu *Collection*	Aang Nasrulloh	Jl. Binong Jati No. 129	081572062494

normality and classical assumptions.

Data Analysis

Based on the research results in analysis unit and the analysis object of Competitiveness and Productivity of Knitted Creative Industry in Binong Jati, the data and information obtained can be analyzed as follows:

Descriptive Analysis Results for Competitive Conditions

Descriptive condition of human resources competitiveness can be seen from indicator used to yield information as in Table 4 which require more attention from competent party.

Based on the 4 dimensions examined for the condition of competitiveness, Binong Jati knitted creative industry has good criteria. More detailed results can be explained as follows: (1) Human resources costs related to production costs have a value of 3.56, worker productivity is 4.13, and the use of production capacity and inventory is 4.18 with an average of 3.96. The average value is included in either criterion because it is at the interval of 3.40 - 4.19. This means that workers' resources in the knitting creative industry are assessed good and supportive; (2) The quality of production produced by business actors

is in very good category (average 4.36). Indicators included into these dimensions are output model generated (4.42), product receipt time delivered (4.33), resulting product resistance (4.35), completeness and resulting product component (4.32); (3) the timing of results delivery and orders made by the business actor is currently timely (average 4.19), the timeliness given (4.08), the production waiting time (4.22), the waiting time of production (4.19) is in criterion of 3.40 to 4.19; (4) The degree of flexibility of products produced by the industry has excellent condition (4.34) because it is supported by a very good production diversity (4.58) and product adjustment with excellent environmental change (4.42).

Results of Descriptive Analysis for Creative Industries Productivity conditions

The descriptive condition of human resource productivity can be seen from indicator used to yield information as in Table 5.

**Table 5
Recapitulation of Knitted Creative Industry Productivity**

No	Dimension	Average	Criteria
1	Employee Result	4,10	Good

**Table 4
Condition of Knitted Creative Industry Competitiveness**

No	Dimension	Indicator	Average	Criteria
1	Dimension of HR Cost	Production Cost	3,56	Good
		worker productivity	4,13	Good
		Production Capacity Uses and inventory	4,18	Good
		Average	3,96	Good
2	Production Quality Dimension	Product Styles	4,42	Very Good
		Product Acceptance Period	4,33	Very Good
		Product Durability	4,35	Very Good
		Completion Rate of Consumer Complaint	4,32	Very Good
		Average	4,36	Very Good
3	Delivery Time	Production Timeliness	4,08	Good
		Reduction of Waiting Time Production	4,22	Very Good
		Timeliness Product Delivery	4,27	Very Good
		Average	4,19	Good
4	Flexibility	Various Product Produced	4,58	Very Good
		Adjusted Quick Adaption with environment urgent	4,42	Very Good
		Average	4,50	Very Good
		Weighted Average	4,34	Good

2	Quantity of Employee works	4,22	Very Good
3	Time and Speed of Employment to complete work	4,20	Very Good
	Average	4,17	Good

The average yield of 4.17 for the productivity condition at Binong Jati knitting industry shows good condition. Productivity result is good seen from the results of workers in the sector because it has value 4.10 with good criteria. Number of workers and their accuracy in completing the output are assessed good because its value is 4.22 and 4.20.

Analysis of Factors Determining Competitiveness in Increasing Productivity of Binong Jati Knitted Creative Industry (Study at Creative Industry Center Knitted)

Analysis test is conducted using confirmatory factor analysis to determine which factors are dominant from variables of 1) cost, 2) quality, 3) delivery time, and 4) flexibility to knitted creative industry productivity and aimed to confirm or test the measurement model. Before confirmatory factor analysis is carried out, firstly there was a test for validity, reliability, normality, and classical assumption data. The test results indicate that the data is valid/reliable, normal, and meet the classical assumption.

Factors Analysis

In order to see the most influential factors of the 4 components, namely: 1) cost, 2) quality, 3) delivery time, and 4) flexibility, productivity of knitting creative industry consists of 28 statement items, of which 3 indicators used to measure cost, 4 indicators to measure quality, 3 indicators to measure delivery time, 2 indicators to measure flexibility, and 3 indicators to measure the productivity of the knitting creative industry. The result of the analysis is elaborated in explanation below.

Analysis of KMO and Bartlett's Test

The correlation test results among independent variables are in KMO (Kaisser Meyer-Olkin and Bartlett's) Test Output as in Table 6:

Table 6
KMO and Bartlett's Test

Number	Descript Analysis	Result
1	Kaiser-Meyer-Olkin Measurement	,512
2	Baertlett's Test of Sphericity Approx Chi-Square	699,603
3	Df	378
4	Sig	,000

The KMO and Bartlett's Test values for the correlation between the desired variables are > 0.5. The significance of the study was 0.05. From the table 5 results obtained KMO value of 0.512 which means greater than 0.5. Meanwhile, the significance result from Bartlett's Test of Sphericity is 0.000. From table 5 results, it can be stated that the variables used allow for further analysis. Furthermore, to see the correlation between variable cost, quality, delivery time, and flexibility as well as productivity of knitting creative industry can be considered in Anti-Image Matrices analysis result.

Total Variance Explained Analysis

This analysis presents the results of research in the form of determining the components (factors) that are analyzed or maintained. The results of the table 7 can help to elaborate the analysis.

The Explanation of table 6 analysis:

Eigenvalue Criteria

To determine the component (factor) analyze (defend), we must look at the value of Eigenvalue and variance from the calculation results of this factor analysis which explains the amount of variable relationship altogether (total variance) to the factor (further referred to as component). The Eigenvalue and variance values are used as the basis for determining the number of feasible components to be taken as components representing the variables analyzed. The Eigenvalue and variance values can be seen in the above table showing the fifteen variables that can be processed and the total number of variance (cumulatively) of some of the components maintained. Table of total variance explained further shows the things as follows:

The first column is the result of factor

analysis of 28 variables data (questionnaire items), of which the data shows seven components that can be maintained, ie the components that have eigenvalue value more than 1. Component one has eigenvalue of 11.394, component two is 2,515, component three is 2,382, component four is 2,117, component five is 1,526, component six is 1.239, and component seventh is 1.043.

Thus, the factors have been formed by paying attention to Anti-images Matrices table. However, more explanation can be found in the table 8.

The second column is the calculation result of data factor analysis. Out of 28 variables (question items) of data being examined four components are drawn can be maintained, that is the component with eigenvalue value of 1. Component one of eigenvalue value is equal to 4,743.

Extraction Method: Principal Component Analysis.

Component matrix process is formed only 1 piece of component (see table 9 of Component Matrix), that is for indicators of 1) Machine/production equipment that is fully used according to order capacity, 2) The product that produced is made from appropriate material standard order, 3) Trend period/model of a product is last long enough, 4) Knitting machine used to meet production targets and rarely experience jammed, 5) Raw materials (yarn) to be processed always available according to number of orders and avoid waiting , 6) Delivery of goods using the help of other parties such as shipping services (expedition, cargo, package) and 7) Workers have timeliness in working orders that have been provided.

Table 7
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.394	40.694	40.694	11.394	40.694	40.694
2	2,515	8981	49.675	2,5 15	8.981	49675
3	2.382	8.509	58.184	2.382	8.509	58.184
4	2.117	7.56	65744	2.1 17	7.56	65,74 4
5	1526	5451	71195	1 ,526	5.451	71195
6	1.239	4.423	75.618	1.239	4 ,423	75.618
7	1043	3726	79.344	1 ,043	3.726	79,344
8	0.946	3.378	82.723			
9	0.714	2548	85.271			
10	0.69	2.465	87736			
11	0.597	2.132	89.869			
12	0.523	1869	91.737			
13	0.404	1443	93.18			
14	0.335	1.197	94377			
15	0.31	1105	95.482			
16	0,24 6	0.88	96.362			
17	0,193	0.69	97 .053			
18	0,179	0.638	97.691			
19	0,157	0,562	98252			
20	0,145	0,517	98769			
21	0.114	0.408	99.178			
22	0.073	0.261	99.439			
23	0.054	0.194	99.633			
24	0,43	0,155	99788			
25	0.036	0.127	99.915			
26	0,12	0.043	99.958			
27	0.009	0.031	99.989			
28	0.003	0.011	100,000			

Table 8
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total % of Variance		Cumulative %
1	4,743	59,284	59,284	4,743		59,284
2	,923	11,536	70,820	59,284		
3	,590	7,381	78,201			
4	,558	6,973	85,174			
5	,405	5,059	90,233			
6	,296	3,703	93,935			
7	,278	3,480	97,416			
8	,207	2,584	100,000			

Extraction Method: Principal Component Analysis.

Table 9
Component

Item	Component
X1.9	40,694
X2.7	49,675
X2.8	58,184
X3.2	65,744
X3.4	71,195
X3.6	75,618
X4.4	79,344

Dominant factors that are formed: 1) For the factor of flexibility, there is one component selected as a factor that can affect the competitiveness in improving the productivity of Binong Jati knitted creative industry, that is the indicator of quick adjustments to the environmental interests. The statement is on point 4 with a result of 79.344. 2) On time delivery factor, there are three components selected as factors that can affect the competitiveness in improving the productivity of the Binong Jati knitting creative industry, namely the indicator of timeliness of product delivery, reduction of production waiting time, and timeliness of production. The statement is on point 6 with the result is 75,618, on point 4 with the result equal to 71,195 and on point 2 with a result equal to 65,744. 3) The quality factor, there are two components selected as factors that can affect the competitiveness in improving the productivity of knitting creative industry, namely the indicator of quick response to complaints and consumer resilience products endurance. The statement is on point 8 with the result of 58.184 and on point 7 with the result of 49.675. 4) In cost factor, there is one component selected as a factor that can

affect the competitiveness, i.e the indicator of the use of production and inventory capacity and the statement is on point 9 with the result of 40,694. Based on the above explanation, statements can be grouped as in table 10.

The conditions in the table 10 can be seen clearly in the rotated component plot image in the figure 2.
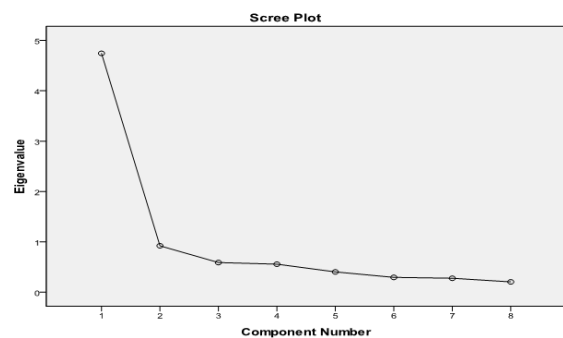

Figure 2. The Affecting Productivity Factors

The explanation for figure 2 can be described as in table 11.

The above table 10 can be explained by varying the Varimax Method: the spread

Table 10
The Affecting Productivity Factors

Component			
1	**2**	**3**	**4**
Machine/production equipment used in full order capacity (order)	Trend period/model of a product that last long enough	Knitting machine used to meet production targets, and rarely jammed	Workers have timeliness in working the orders that have been given
	Owners are always quick and responsive when there are complaints from consumers	Raw material (yarn) to be processed is always available in number of orders and avoid waiting	
		Delivery of goods using the help of others, such as delivery services (expedition, cargo, package)	

Table 11
The Competitiveness Determining Factors

Dimension	Indicator Number	Dominant Factors	Loading
Cost	9	Machine / production equipment that fully used according to order capacity	40,694
Quality	8	Owners are always quick and responsive when there are complaints from consumers	49,675
Quality	7	Timed trend / model of a product that last long enough	58,184
Delivery Time	2	Knitting machines used to meet production targets, and rarely stuck/jammed	65,744
Delivery Time	4	Raw materials (yarn) to be processed are always available according to order quantity and avoid waiting	
Delivery Time	6	Delivery of goods using the assistance of others such as shipping services (expedition, cargo, package)	75,618
Flexibility	4	Workers have timeliness in working on orders that have been given	79,344

of variance of maximized variables becomes more dispersed and evenly distributed so the contribution of each variable to each component is seen more clearly. The highest variable is 79,344% in the factor of flexibility, thereby the influence of the factors that determine the competitiveness of human resources in improving the productivity of knitting creative industry is 79,344% ,while 20.656% influenced by other factors that are not dominant.

Conclusions

Based on the results of the study and discussion on Competitiveness and Productivity in Binong Jati Knitted Creative Industry Center, it can be concluded that:

There are factors that affect the competitiveness in improving the productivity of knitting creative industry in Binong Jati, namely a) the flexibility factor with one component selected that is the indicator of quick adjustment to the environmental interest; b) on time delivery factor with three components factors selected which are the indicator of timeliness of product delivery, reduction of production waiting time, and timeliness of production; c) the quality factor with two components factors selected which are the indicator of the quick response to consumer complaints and product resilience

endurance; (d) the cost factor with one component selected that is the indicator of the use of production and inventory capacity.

From several factors that affect the competitiveness in improving the productivity of Binong Jati knitting creative industry, there is one dominant factor that influences the most, that is flexibility factor with the indicator of quick adjustment to the interests of environment since it has the highest value.

There are also seven factors of competitiveness and one factor is predominantly influence the productivity, which is human resource and can be taken into account of consideration in the revitalization of creative industries and city branding in Bandung.

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