

The Impact of Market Orientation and Product Innovation to The Marketing Performance of MSME Local Dessert (Dodol) Ibu Hj. Murnihati - Bekasi

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ABSTRACT

This research aims to determine the influence of market orientation and product innovation on marketing performance at the Dodol Industrial Center, Ibu Hj. Murnihati Kp. Ceger Bekasi District empirically, both partially and simultaneously. This population is employees and consumers of the Dodol Industrial Center, Mrs. Hj. Murnihati Kp. Ceger, Bekasi District, this research used a sample of 60 respondents where the questionnaire was carried out via Google. From sampling using the Nonprobability Sampling method with the saturated sampling method (Census) Data analysis method using Multiple Linear Regression Test, with Partial and Simultaneous Hypothesis Testing processed using the SPSS Version 26.0 program. The results of this research show that the two independent variables, namely Market Orientation and Product Innovation, have a positive and significant effect, both partially and simultaneously, on the dependent variable Marketing Performance. In addition, in this research, Market Orientation and Product Innovation explain Marketing Performance by 82.8%. The remaining 17.2% is influenced by other factors.

Keywords: Market Orientation, Product Innovation, Marketing Performance

RESEARCH BACKGROUND

The current era of globalization that has complex goals as well as a high rate of acceleration, Every company has a goal to realize its growth and survival for the long term. Companies are required to have the ability to develop strategic choices in the field of marketing management so that they are able to adapt to the dynamic environment. In fact, the market must be managed with a systematic effort to place profits from superior market performance.

The Company faces various opportunities and threats both abroad and domestically. Competition in business makes entrepreneurs required to understand and understand what is happening in the market and know what consumers need. Entrepreneurs need to know the changes in the business environment so that they can compete with other companies. Business pressure from competitors indirectly affects the marketing performance of small and medium-sized businesses.

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Corporate culture that is most effective and efficient in creating good value for customers and market-oriented organizations is required to be superior, feel the desires of the market, and be able to connect customers and respond to changing market needs ahead of their competitors. Market-oriented organizations end up focusing entirely on customer needs, as opposed to finding new customers or an active effort in understanding customer needs.

In general, small industries are one of the alternatives expected by the government to solve economic problems, because they are considered to be able to survive and anticipate sluggishness caused by inflation and various other factors. In 2020-2022 at the Regency / City level, West Java Province in Micro and Small Enterprises experienced an increase in numbers every year as seen in Data from the Central Bureau of Statistics West Java. The number of Micro and Small businesses today causes business continuity to experience a high level of competition, especially industries that produce similar products, as well as other industries.

In the Dodol manufacturing industry, Mrs. Hj. Murnihati Kp. Ceger, Bekasi Regency experienced ups and downs and fluctuations. With the phenomenon of the last 2 years, there has been a Covid-19 pandemic where activities have stopped completely. To find out the extent to which the products sold will improve marketing performance can be explained by the existence of market share. Market share or market share is the number of sales of products and commodities of a sale, compared to the sales of products and commodities in the industry or producer as a whole at the Dodol Industrial Center Mrs. Hj. Murnihati Kp. Ceger Kab. Bekasi, today can be seen from the sales of dodol products are as follows:

Table 1. Sales Achievement

No	Year	Achivement	
		In Kg	IDR
1	2019	35.000	35.000.000
2	2020	35.000	35.000.000
3	2021	35.000	35.000.000

Sources: Data Processed by the Authors (2023)

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During the Covid-19 pandemic, entrepreneurs continue to make dodol. Looking at the income three years back, it is still in the same income figure. Due to the Covid-19 phenomenon, various other companies are completely paralyzed in producing various types produced. The dodol industry experienced drastic fluctuations due to consumer interest, the decline in consumer interest affected the dodol industry, resulting in a decrease in consumer purchases or demand. Raw materials are the main staple in making dodol also has an impact on price increases. The price increase for dodol entrepreneurs, Mrs. Hj. Murnihati as the owner or owner is not a problem because the raw materials of dodol increase only around five thousand rupiah. No objection to the increase in raw material prices.

The product innovations offered and consumer demand dodol have a variety of variants, flavors, and forms that are of interest to consumers, and the products offered are in units and kilos. The times are increasingly advanced in competitiveness with other sellers, the dodol manager continues to make product innovations. The cycle of market orientation in consumers continues to occur in product interest ranging from flavors, forms, and other variants.

Packaging or packaging as an interesting medium in the shape and size of the dodol itself. In today's era, packaging is an added value for buyer attraction, not only that packaging is a distinguishing mark in every shape and taste. Consumer demand in packaging becomes a new innovation or invention. As a corporate identity, the manager provides labels on the packaging of its products. An achievement of the company's marketing performance requires a marketing strategy on the product by means of promotion. Introducing products through social media such as Facebook, Instagram, TikTok, and others, is a great opportunity to offer products easily.

Based on the background above, the variables in the problem are to elaborate on the presence or absence of "The Influence of Market Orientation and Product Innovation on Marketing Performance at the Dodol Industrial Center, Mrs. Hj. Murnihati, Kp. Ceger, Bekasi Regency".

LITERATURE REVIEW

Marketing Performance

According to (Ariana, 2016) Marketing performance is a benchmark for the company's success in marketing it in the market.

Marketing Orientation

According to Ariana (2016), market orientation is a process and activity related to the creation and satisfaction of customers continuously to evaluate customer needs and wants.

Product Orientation

According to Sefianti (2020), Product Innovation is a new invention that is different from existing ones. Innovation as the successful application of creative ideas in the company to adapt to a dynamic environment, so that companies are required to be able to create new discoveries, new ideas, offer innovative products and improve service performance that satisfies customers.



RESEARCH METHODOLOGY

This research is a Quantitative research, with a data collection method using a Survey. The population of this study is Employees and Consumers at the Dodol Industrial Center, Mrs. Hj. Murnihati, Kp. Ceger, Bekasi Regency. In this study using the Non Probability method by means of sampling techniques using saturated sampling. The sample amounted to 60 respondents. The data collection instrument uses a questionnaire arranged based on the Likert Scale. The indicators in this study adopted from research (Jasmani, 2018; Kotler Amstrong, 2010, and Wirawan, 2017).

DISCUSSIONS AND RESULTS

Cronbach's Alpha Test Result

The results of data quality testing are contained in Table 1 items. Cronbach's Alpha Based On Standardized Item Variables Market Orientation (0.949), Product Innovation (0.966), Marketing Performance (0.936) > 0.60 or has been Reliable.

Table 1 Cronbach's Alpha Test Results

	Market Orientation	Product Innovation	Marketing Performance
Cronbach's Alpha	0,949	0,966	0,936

Sources: Data processed by SPSS 26 (2023)

Classical Assumptions

The requirement of no multicollinearity with a VIF value of < 10 and a tolerance value of > 0.10 is met. Heteroscedasticity testing found a P value of > 0.05 or insignificant, meaning there was no heteroscedasticity. The results of the normality test using Kolmogorov Smirnov test showed an asymp value. Sig 0.200 > 0.05 or insignificant, meaning residual data are normally distributed. The normality test findings are consistent with the results of the normal graph p-p plot, which shows the distribution of points following a diagonal line.

Tabel 2 One Sample Kolmogorov Smirnov Test

	Unstandardized Residual
Kolmogorov Smirnov Z	.071
Asymp. Sig. (2-tailed)	.200 ^{c,d}

Sources: Data Processed by SPSS 26 (2023)

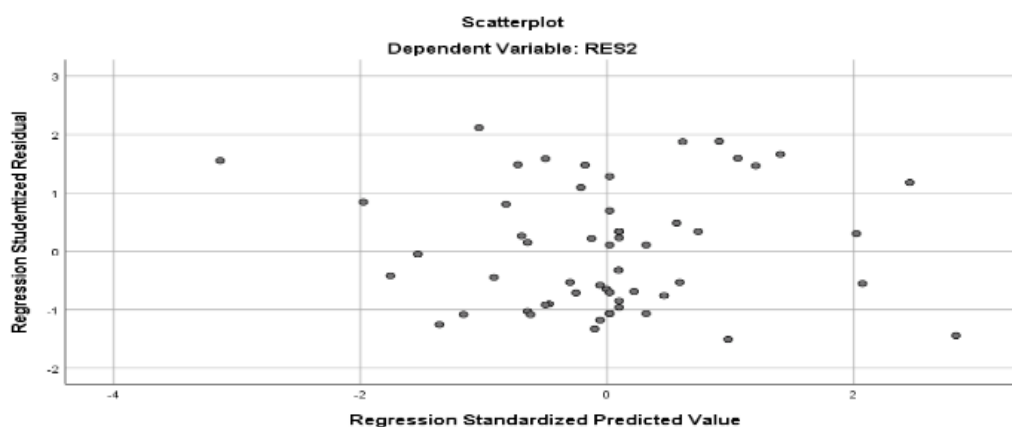


Figure 1 Heteroscedasticity Test Result

Sources: Data processed by SPSS 26 (2023)

Hypothesis Test Results

The results of hypothesis testing show the probability value of the variables Market Orientation (0.739), Product Innovation (0.000), $< \alpha$ (5%), which means that partially these two variables have a significant effect on Marketing Performance. Based on the value of standardized coefficient beta, the variable that affects Marketing Performance is Market Orientation.

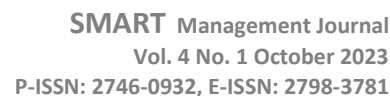
Table 3

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	15.828	2.226		7.111	.000
Marketing Orientation	.043	.128	.044	.335	.739
Product Innovation	.865	.129	.870	6.686	.000

Sources; Data processed by SPSS 26 (2023)

Market Orientation Indicators are concerned with understanding potential competitors, strengths, weaknesses, and capabilities. The market-oriented Dodol Ibu Hj. Murnihati Industrial Center is able to retain existing customers by maintaining satisfaction, loyalty in attracting new customers, achieving the desired growth rate of market share, and achieving the desired level of business performance.

The positive influence of market orientation has been able to meet marketing performance shows that the system is able to meet. The positive influence of market orientation on marketing performance is consistent with research (Jasmani, 2018; Kotler



CONCLUSIONS

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