

## THE EFFECT OF MARKET ORIENTATION, PRODUCT INNOVATION AND CREATIVITY OF BUSINESS ACTOR ON MARKETING PERFORMANCE IN MSMES (STUDY ON COFFEE MSMES IN NORTH ACEH REGENCY)

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### Abstract

Marketing is how to meet or satisfy the needs of consumers through certain distribution channels through the products offered. The number of coffee shops located in various places is unique for the people of Aceh which creates high competitiveness among coffee shop owners, so an optimal strategy is needed to be able to compete with other coffee shop owners. In order to compete, it is necessary to develop strategies and innovations, this is necessary because a good innovation will get a response from consumers. Innovation is important to maintain competitive advantage. This study aims to determine the development of coffee shops in North Aceh district and to determine the performance of the influence of market orientation, product innovation and creativity of business actors on marketing performance of coffee SMEs in North Aceh district. The variables used in this study are market orientation, product innovation, and creativity of business actors as independent variables, and marketing performance as the dependent variable. Research Analysis This research uses quantitative research. The data sources in this study are primary data where the method of collecting data and conducting direct observations to observe the behavior and activities of Aceh coffee shops and the questionnaire method distributed to coffee SMEs in North Aceh district. The results of this study indicate that market orientation has a positive and significant effect on marketing performance. Product innovation has a positive and significant effect on marketing performance. The creativity of business actors has a positive and significant effect on marketing performance. Market orientation, product innovation, and creativity of business actors have a simultaneous (simultaneous) effect on marketing performance. The outputs in this study consist of publications in national journals and IPR.

**Keywords:** *Market Orientation, Product Innovation, Creativity, MSME*

### 1. INTRODUCTION

Every company has a goal to realize its growth and survival for the long term. In a global era marked by equal competition due to complex goals and a high level of acceleration, companies are required to have the ability to develop strategic options in the field of marketing management so that they are able to adapt to a dynamic environment. In fact, the market must be managed with systematic efforts to take advantage of superior market performance. The increasingly fierce business competition today requires every business owner to have a strategy to survive and develop his business. The strategy chosen must make the business have an advantage over other businesses. A business that has advantages will make it survive in the market, can attract consumers, and able to increase sales. Competitive advantage will build the ability to improve performance more effectively than competitors. (Nurdianah & Mudiantono, 2019).

Competitive advantage can be achieved by implementing the right marketing strategy. The strategy can include many things, such as market orientation, product innovation, and market orientation. Every business that has a competitive advantage will have the power to survive in the market and be able to compete with other businesses. Competitive advantage also shows the extent to which the business will succeed. Measurement of the success or failure of a business can use marketing performance. Marketing performance is a benchmark of the results achieved from the marketing activities of a business. The better the strategy implemented by the business owner, the

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higher the marketing performance of the business. Marketing performance can be measured through sales volume, customer growth, and capabilities.(Fadzillah, 2019)

Therefore, in facing the globalization era later, the company's dependence on the entrepreneurial orientation of the owner must be accompanied by the company's ability to formulate its strategy and implement the strategy properly. Strategy can be seen as a response, both short-term and long-term, in facing challenges and opportunities due to environmental changes that occur. The company implements its strategy in order to get new customers or customers and also to anticipate changes that occur. Without the support of the right strategy, the company is difficult to survive in the midst of competition. Starting from this, the company demands to be able to formulate a good marketing strategy. Companies need to make marketing strategies that are creative and in tune with changing environmental conditions. The competition that occurs today is very different from the competition in the past so that its marketing programs also need to be adjusted. Creativity in making marketing programs is the key to the company's success in the era of globalization.(Abarca, 2021)

## **2. LITERATURE REVIEW**

### **2.1. Market Orientation**

Orientation is a review to determine the right and correct attitude (direction, place, etc.) as well as the views that underlie thoughts, concerns or tendencies. While entrepreneurship is a discipline that studies the values, abilities, and behavior of a person in facing life's challenges and how to obtain opportunities with various risks that they may face.(Prakoso, 2005)

### **2.2. Product Innovation**

Innovation is something related to goods, services or ideas that are perceived as new by someone. In this case, SMEs or coffee business owners make product, process, organizational and marketing innovations. These innovations are carried out to provide good service to clients and to get loyal customers, besides that innovation is carried out to improve business performance and to gain profits.(Inspiration, 2018)

### **2.3. Entrepreneur Creativity**

Creativity understands creativity (capital power) will attract a strong power to create modules or tools about entrepreneurship. creativity as the ability to develop new ideas and to find new ways of solving problems in the face of opportunities".(Abarca, 2021)

### **2.4. Marketing Performance**

Performance measurement in business and marketing research continues to grow on the basis of various indications. Absolute performance descriptions such as ROI, sales volume, and market share are relatively difficult to compare between companies with different company size conditions, different market operating areas, use of different accounting standards, and market determinations that also have many differences.(Suryanita, 2006)

### **2.5. Micro, Small and Medium Enterprises (MSMEs)**

In general terms, micro, small and medium enterprises (MSMEs) are businesses that produce goods and services using the main raw materials based on the utilization of natural resources, talents and traditional works of art from the local area. Micro, Small and Medium Enterprises MSMEs are productive business units. stand alone, which is carried out by individuals or business entities in all economic sectors.(Halim, 2020).

## **3. RESEARCH METHOD**

### **3.1. Types of research**

The type of research used is a quantitative method, which is a concept/idea measured using a technique that produces numbers. These figures are considered to represent the concept/idea then analyzed. Quantitative methods are used to examine certain populations or samples, data collection

using instruments In research, data analysis is statistical in nature with the aim of testing the established hypothesis.(Sugiyono, 2014)

### 3.2. Research Location and Time

This research was conducted on micro, small and medium enterprises (MSMEs) in North Aceh Regency which are registered with the Central Statistics Agency (BPS) and those that are not registered.

### 3.3. Population and Sample

The population in this study is MSMEs in North Aceh Regency which are engaged in the coffee business which is registered or not registered with the Central Statistics Agency (BPS). By using a sample of 130 respondents.

### 3.4. Data Collection Method

The method of data collection in this study is to use a questionnaire or questionnaire and documentation method.

### 3.5. Data Analysis

The data analysis method used is multiple linear regression using SPSS analysis tool.

## 4.RESULTS AND DISCUSSION

The results that have been processed by researchers are as follows:

**Table 1. Multiple Linear Regression Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.282	1.151		1.983	.050
	ORIENTASI PASAR X1	.071	.068	.075	1.044	.298
	INOVASI PRODUK X2	.197	.076	.197	2.583	.011
	KREATIVITAS PELAKU USAHA X3	.473	.064	.645	7.417	<.001

a. Dependent Variable: KINERJA PEMASARAN Y

Source: Processed Primary Data (SPSS Output 28), 2022.

### 4.1. Coefficient of Determination Test (R<sup>2</sup>)

The value of R<sup>2</sup> has an interval between 0 to 1 (0 R<sup>2</sup> 1). The larger R<sup>2</sup> is close to 1, the better the results for the regression model and the closer to 0, the independent variable as a whole cannot explain the dependent variable. The results that have been processed by researchers are as follows:

**Table 2 Results of the Coefficient of Determination (2)**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.874 <sup>a</sup>	.763	.758	1.922

a. Predictors: (Constant), KREATIVITAS PELAKU USAHA X3, ORIENTASI PASAR X1, INOVASI PRODUK X2  
b. Dependent Variable: KINERJA PEMASARAN Y

Source: Processed Primary Data (SPSS Output 28), 2022.

Based on table 4.15 shows that the value of the coefficient of determination expressed by R Square is 0.763 or 76.3%. This means that marketing performance can be explained by variations in market orientation, product innovation and creativity of business actors by 76.3%, while the remaining 23.7% is explained by other variables not examined.

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4.2. Simultaneous Test (Test -F)

Simultaneous test (f-test) is used to determine how far the influence of the independent variables together in explaining the variation of the dependent variable. The results that have been processed by researchers are as follows:

Table 3 Simultaneous Test Results (F-Test)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1501.301	3	500.434	135.400	<.001 <sup>b</sup>
	Residual	465.691	126	3.696		
	Total	1966.992	129			

a. Dependent Variable: KINERJA PEMASARAN Y  
 b. Predictors: (Constant), KREATIVITAS PELAKU USAHA X3, ORIENTASI PASAR X1, INOVASI PRODUK X2

Source: Processed Primary Data (SPSS Output 28), 2022.

Based on table 3 shows that the f-count value is 135.400 > f-table 3.07, with a probability value of 0.000. Because the probability value is less than 0.05, the regression model can be used to predict marketing performance or it can be said that the three independent variables, namely market orientation, product innovation and creativity of business actors together affect marketing performance. Market orientation, product innovation and creativity of business actors are factors that can affect the achievement of marketing performance for MSMEs in North Aceh Regency. Marketing performance will be achieved through market orientation. Through market orientation, business actors get a lot of actual, accurate and action-oriented market information. With this information, it enhances the ability of business actors to grow their creativity in order to be able to create innovative products so as to improve marketing performance. This means that:

**H1: Market Orientation, Product Innovation and Creativity of Business Actor Have a Positive and Significant Impact on Marketing Performance, Accepted.**

4.3. Partial Test (t-test)

Partial test (t-test) was used to measure how far the influence of one independent variable individually in explaining the dependent variable. The results that have been processed by researchers are as follows:

Table 4 Partial Test Results (t-test)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.282	1.151		1.983	.050
	ORIENTASI PASAR X1	.071	.068	.075	1.044	.298
	INOVASI PRODUK X2	.197	.076	.197	2.583	.011
	KREATIVITAS PELAKU USAHA X3	.473	.064	.645	7.417	<.001

a. Dependent Variable: KINERJA PEMASARAN Y

Source: Processed Primary Data (SPSS Output 28), 2022.

Based on table 4.20 shows that the market orientation variable has a positive regression coefficient value of 0.071 and has a t-count value of 1.944 > t-table 1.656 and has a significance value of 0.02 > 0.05 which means that the market orientation variable has a positive influence. and significant to marketing performance. With a market orientation, of course this is very supportive, where market orientation is able to create behaviors that can have a positive impact on consumers and will produce superior performance for the company. Market orientation and management



capabilities will synergize well even if it is done intentionally or not, because through innovation and creative ideas will realize business performance which is certainly beneficial to marketing performance.

## **H2: Market Orientation Has a Positive And Significant Effect on Marketing Performance, Accepted.**

The product innovation variable has a positive regression coefficient value of 0.197 and has a t-count value of 2.583 > t-table 1.656 and has a significance value of 0.01 < 0.05, which means that the product innovation variable has a positive and significant influence on marketing performance. . Due to market conditions that continue to change so that it has an impact on marketing dynamics where consumer tastes continue to change, thus requiring business people to continue to innovate on their products in order to be able to maintain the viability of the company. Product innovation continues to be carried out by MSMEs because they realize it is a basic need that is able to create advantages for their products in competition. This means that:

## **H3: Product Innovation Has a Positive And Significant Effect on Marketing Performance, Accepted.**

The creativity variable of business actors has a positive regression coefficient value of 0.473 and has a t-count value of 7.417 > t-table 1.656 and has a significance value of 0.00 < 0.05 which means that the creativity variable of business actors has a positive and significant influence on marketing performance. Business people recognize creativity as the first step in innovation, which is the successful implementation of product updates, the fit of ideas and innovations that are vital to the long-term success of change. Because the business world is dynamically changing, so that steps must be in line with acceleration, no company that continuously offers the same goods or services can survive long without creativity in any business sector. This means that:

## **H4: Business Actor's Creativity Has a Positive And Significant Effect on Marketing Performance, Accepted.**

### **4.4. The Influence of Market Orientation, Product Innovation and Business Creativity on MSME Marketing Performance.**

Based on the calculation results of simultaneous hypothesis testing (f-test), the f-count value is 135.400 > f-table 3.07. In addition, the significance level of f-count 0.000 < 0.05. So it can be concluded that the variables of market orientation, product innovation and creativity of business actors together (simultaneously) can affect the marketing performance of MSMEs, so the hypothesis in this study is accepted.

### **4.5. The Influence of Market Orientation on MSME Marketing Performance.**

Based on the calculation of the partial hypothesis test (t-test), the significance value of the market orientation variable is 0.02, which means that the value is smaller than the predetermined significance level of 0.05. This study also obtained the results of the market orientation variable regression coefficient of 0.071. So it can be concluded that there is a significant and positive influence between market orientation variables and the marketing performance of MSMEs, so the hypothesis in this study is accepted.

### **4.6. The Effect of Product Innovation on MSME Marketing Performance.**

Based on the calculation of the partial hypothesis test (t-test), the significance value of the product innovation variable is 0.01, which means that the value is smaller than the predetermined significance level of 0.05. This study also obtained the results of the product innovation variable regression coefficient of 0.197. So it can be concluded that there is a significant and positive influence between product innovation variables and MSME marketing performance, so the hypothesis in this study is accepted.

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## 5. CONCLUSION

Based on the research that has been done, that all variables affect marketing performance, namely:

### 5.1. Market orientation variables

In this study, the market orientation variable affects marketing performance, but one of the elements of the market orientation variable is how a business actor can recognize the desires of consumers or the market before making a product to be marketed.

### 5.2. Product innovation variables

In this study, product innovation variables affect marketing performance, but from product innovation variables, it is a process that provides solutions to existing problems or adds creative ideas to a product. By

Therefore, the authors suggest SMEs to pay more attention to product innovations that may still not give an attractive impression to consumers.

### 5.3. Entrepreneurial creativity variables

In this study, the creativity of business actors has an effect on marketing performance. The variable of creativity of business actors is how a businessman or business actor can create a work in his business. For this reason, the authors suggest to MSME business actors to be more creative in order to suit the wishes of consumers.

### 5.4. Marketing performance

Marketing performance is a measure of achievement obtained from the overall marketing activity process for a company. This size is one indication that describes the progress or failure of a company. The factor that is often used to measure the impact of the strategy used by a company is marketing performance.

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