

## The Influence of Digital Marketing, Marketing Innovation and Competitor Orientation on the Marketing Performance of Bamboo Crafts MSMEs in Yogyakarta

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### ARTICLE INFO

*Keywords:* Digital Marketing,  
Marketing Innovation,  
Competitor Orientation,  
Marketing Performance

*Received :* 24, March

*Revised :* 26, April

*Accepted:* 28, May

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### ABSTRACT

The aim of this research is to determine the influence of digital marketing, marketing innovation, and competitor orientation on the marketing performance of bamboo craft MSMEs in Yogyakarta. By using a questionnaire and a non-probability sampling approach, the research sample consisted of 81 respondents. Based on the Instrument Test findings, the research data turned out to be accurate and genuine. The data in this study was proven to be normally distributed using the Classical Assumption Test which also produced heteroscedasticity and multicollinearity regression models. The research findings show that: (1) Digital marketing has a positive and significant effect on the marketing performance of bamboo craft MSMEs in Yogyakarta. (2) Marketing innovation has a positive and significant effect on the marketing performance of bamboo craft MSMEs in Yogyakarta. (3) Competitor orientation does not have a significant effect on the marketing performance of bamboo craft MSMEs in Yogyakarta.

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## **INTRODUCTION**

The expansion of the MSME sector contributes significantly to national economic growth, job creation, and income growth for individuals. Yogyakarta Special Region is one of the Indonesian provinces where MSMEs are developing quickly. The Department of Industry and Trade of the Special Region of Yogyakarta recorded that there were 412 bamboo craft MSMEs in 2022. The large number of MSMEs in Yogyakarta also has an impact on the high level of competition so that MSMEs are required to be able to perform well while being able to excel in competition.

MSMEs' performance can be defined as a comprehensive image of the state of the business over a given time period. It displays outcomes and accomplishments that are impacted by the business's operational actions in making use of its resources. MSME performance reflects the work achieved by MSMEs in a certain period of time which is associated with certain value measures or standards and adjusts to the role or task of MSME goals (Pramestiningrum & Iramani, 2020). MSMEs' performance can be categorized into two categories: financial performance and non-financial activities, including marketing output

Marketing performance is a measure of the achievement or success of all overall marketing activities carried out by a company (Sugiyarti, 2016). MSMEs have an important role in producing good marketing performance in a country's economy such as contributing to the local economy, economic diversification, innovation, creativity, community empowerment, income distribution, Flexibility marketing, skills development, local capacity, and increased competitiveness Global. There are a number of factors that can affect marketing performance, namely: Digital Marketing (Haryanto & Dewi, 2020), marketing innovation (Cyasmoro & Talumantak, 2021) and competitor orientation (Dewi & Nuzuli, 2017). Digital marketing are activities, institutions, and processes facilitated by digital technology in creating, communicating, and conveying values to consumers and other interested parties (Kannan & Hongshuang, 2016).

Digital Marketing Role As one of the strategies to improve marketing performance, it is one way to reduce costs to be more efficient (Chung dkk., 2020). Digital marketing has a significant contribution to the development of marketing performance. Benefits of using Digital Marketing Namely increasing sales, getting closer to consumers, increasing revenue (Prasetyo Wati et al., 2020). After previous research proved that Digital Marketing Positive and significant effect on marketing performance (Umar et al., 2020), (Halik et al., 2021) and (Yasri & ; Budiarti, 2020). The study explains that the more effective the utilization of Digital Marketing then it will cause marketing performance to increase. Different studies are shown by Ramadhani et al., (2022) which states that Digital Marketing does not have a significant effect on marketing performance. The difference in the results of the study shows the results of research on the influence of Digital Marketing to marketing performance.

Wijayanto and Sanaji (2021) have identified marketing innovation as an additional factor that influences marketing performance. A new product or service's level of development for a specific market, where the market's potential value and growth influence the product or service's success, is known as marketing innovation (Trienekens et al., 2008). This involves analyzing consumer demand. The importance of marketing innovation for companies is to maintain and improve company competitiveness. Therefore, companies must continue to innovate in their marketing strategies to meet customer needs and expand their market share (Anugrah Dwi., 2023). The influence of marketing innovation on marketing performance is supported by the results of previous research which explains that marketing innovation has a positive and significant effect on marketing performance (Handoyo, 2015), (Wijayanto & Sanaji, 2021). The results of this study explain that the more effective the use of marketing innovation will cause marketing performance to increase.

Competitor orientation is the second element that influences marketing performance (Wulandari, 2012). Understanding the long-term capabilities and strategies of both current and potential competitors, in addition to their short-term strengths and shortcomings, is known as competitor orientation (Nature, 2010). Competitor orientation is the seller's comprehension of the capabilities, short- and long-term strengths, shortcomings, and strategies of both his present and significant prospective competitors (Suendro & Ginanjar, 2010). Competitor orientation is important for companies because it helps them understand competitors' strategies and actions, identify opportunities and threats in the market, plan more effective strategies, and maintain competitiveness by responding quickly to market changes. It helps companies in better strategic decision making, improving product differentiation, proper pricing, and risk management.

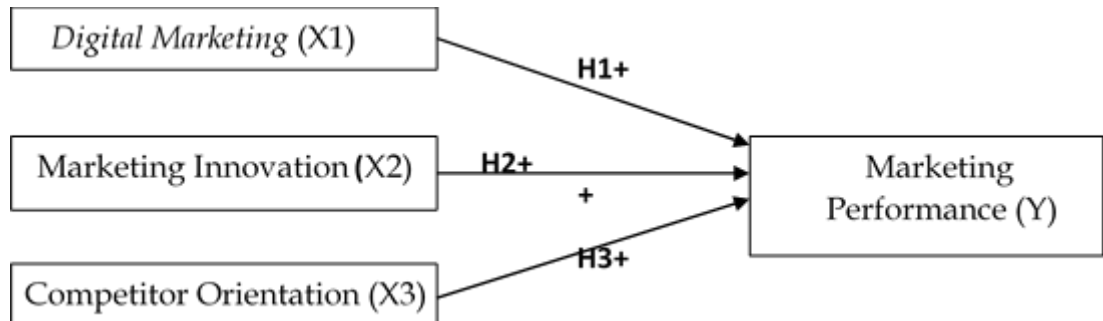
The influence of competitor orientation on marketing performance is supported by the results of previous studies which explain that competitor orientation has a positive and significant effect on marketing performance (Wulandari, 2012), (Yulianthini & Dewanti, 2023) and (Isywari et al., 2019), the finding that companies are increasingly oriented towards competitors can then influence the improvement of marketing performance. But on the contrary, if the company is not oriented to competitors, it will have a downward effect on marketing performance. Based on research conducted by (Utami & Nuvriasari, 2023) Obtaining findings that competitor orientation does not have a positive and significant effect on marketing performance. This shows that there are differences in research results that need to be further examined by researchers.

The difference in research results previously described shows that there is still room for research that needs further study. In addition, based on the results of previous studies, it was also explained that marketing performance is an important factor that needs to be considered by companies, including MSMEs. With intense market share competition, MSMEs need to make improvements by referring to the results of their marketing performance. Thus this research raised the title of the Influence of Digital Marketing, Marketing Innovation, Competitor

## Orientation on the Marketing Performance of Bamboo Handicraft MSMEs in Yogyakarta.

### THEORETICAL REVIEW

The following is the determination of the inner framework, based on the above literature review:



**Figure 1. Research Mindset**

Based on the above framework, the research hypothesis is determined as follows:

- H1: The marketing effectiveness of bamboo craft MSMEs in Yogyakarta is significantly improved by digital marketing.
- H2: The marketing performance of bamboo craft MSMEs in Yogyakarta is positively and significantly impacted by marketing innovation.
- H3: A favorable and noteworthy impact on the marketing performance of bamboo craft MSMEs in Yogyakarta was attributed to competitor orientation.

### METHODOLOGY

In this study, 412 MSMEs in the Yogyakarta Special Region Province that specialize in bamboo crafts were among the populace. The sampling technique uses purposive sampling with the criteria that MSMEs have been running their business for at least the last 3 years. Sample size was determined using the Slovin formula and 81 research samples were obtained. Digital marketing indicators consist of ease of use, interaction ability, ability to promote, trust, disruptions that occur, ability to provide information. Marketing innovation indicators consist of product innovation, product design innovation, product packaging innovation, promotion innovation, price strategy innovation, service innovation, distribution innovation. Competitor orientation indicators consist of studying competitor strengths, studying competitor strategies, measuring competitor capabilities, responding quickly to competitor actions. The analytical tool used is multiple linear regression analysis.

**RESEARCH RESULT**

**Validity Test**

**Table 1. Validity Test Results**

Statement	r calculate	r table	Sig	Information
Digital Marketing (X1)				
X1.1	0,573	0,224	<,001	Valid
X1.2	0,690	0,224	<,001	Valid
X1.3	0,665	0,224	<,001	Valid
X1.4	0,480	0,224	<,001	Valid
X1.5	0,639	0,224	<,001	Valid
X1.6	0,552	0,224	<,001	Valid
Marketing Innovation (X2)				
X2.1	0,746	0,225	<,001	Valid
X2.2	0,676	0,225	<,001	Valid
X2.3	0,688	0,225	<,001	Valid
X2.4	0,659	0,225	<,001	Valid
X2.5	0,636	0,225	<,001	Valid
X2.6	0,674	0,225	<,001	Valid
X2.7	0,620	0,225	<,001	Valid
Competitor Orientation (X3)				
X3.1	0,744	0,221	<,001	Valid
X3.2	0,804	0,221	<,001	Valid
X3.3	0,721	0,221	<,001	Valid
X3.4	0,806	0,221	<,001	Valid
Marketing Performance (Y)				
Y.1	0,688	0,222	<,001	Valid
Y.2	0,765	0,222	<,001	Valid
Y.3	0,693	0,222	<,001	Valid
Y.4	0,713	0,222	<,001	Valid
Y.5	0,758	0,222	<,001	Valid

After calculating r values greater than the table r value and r significance values less than  $\alpha = 0.05$  for all variables in the questionnaire, such as digital marketing (X1), marketing innovation (X2), competitor orientation (X3), and marketing performance (Y), it is possible to conclude that the research instrument used with the questionnaire is deemed valid.

**Reliability Test**

**Table 2. Reliability Test Results**

Variabel	Cronbach's Alpha	Keterangan
Digital Marketing (X1)	0,631	Reliabel
Marketing Innovation (X2)	0,796	Reliabel
Competitor Orientation (X3)	0,768	Reliabel
Marketing Performance (Y)	0,773	Reliabel

Tabel.2 demonstrates that the variables digital marketing (X1), marketing innovation (X2), competitor orientation (X3), and marketing performance (Y) all have Cronbach's Alpha coefficients that are greater than the critical value of 0.60, indicating the stated reliability of the questionnaire's statement elements.

Normality Test

**Table 3. Normality Test Results**

<i>One-Sample Kolmogorov-Smirnov Test</i>			
		<i>Unstandardized Residual</i>	
N		81	
<i>Normal Parameters<sup>a,b</sup></i>	<i>Mean</i>	.0000000	
	<i>Std. Deviation</i>	1.57236396	
<i>Most Extreme Differences</i>	<i>Absolute</i>	.126	
	<i>Positive</i>	.083	
	<i>Negative</i>	-.126	
<i>Test Statistic</i>		.126	
<i>Asymp. Sig. (2-tailed)<sup>c</sup></i>		.013	
<i>Monte Carlo Sig. (2-tailed)<sup>d</sup></i>	<i>Sig.</i>	.014	
	<i>99% Confidence Interval</i>	<i>Lower Bound</i>	.011
		<i>Upper Bound</i>	.017

Table 3 employs the one-sample Kolmogorov-Smirnov test for normality testing. The criteria state that the data is considered normally distributed if the value >  $\alpha=0.05$ , and not normally distributed if the value <  $\alpha=0.05$ . Table 4.17 displays the Asymp value for the normalcy test. We can conclude that the data is normally distributed because the two-tailed significance values are 0.013 and 0.014 in the Monte Carlo simulation.

**Multicollinearity Test**

**Table 4. Multicollinearity Test Result**

<i>Coefficients<sup>a</sup></i>								
		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>			<i>Collinearity Statistics</i>	
Model		B	<i>Std. Error</i>	Beta	<i>t</i>	<i>Sig.</i>	<i>Tolerance</i>	VIF
1	<i>(Constant)</i>	-.336	2.330		-.144	.886		
	X1	.450	.115	.398	3.905	<.001	.578	1.730
	X2	.230	.095	.297	2.415	.018	.396	2.527
	X3	.155	.111	.149	1.398	.166	.530	1.886

a. Dependent Variable: Marketing Performance (Y)

In table 4, in the multicollinearity test, the VIF (Variance Inflation Factor) value for the digital marketing variable is 1,730 with a tolerance value of 0.578, the VIF value for the marketing innovation variable is 2.527 with a tolerance value of 0.396, and the VIF value for the competitor orientation variable is 1,886 with a tolerance value of 0.530. In this research, to determine whether or not there is a regression model that has a correlation between the independent variables,

the criterion is to use the VIF (Variance Inflation Factor) which is less than 10, which shows that there is no relationship between the independent variables, which means that in this research there is no multicollinearity.

**Heteroscedasticity Test**

**Table 5. Heteroscedasticity Test Result**

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.308	1.499		1.540	.128		
X1	-.101	.074	-.202	-1.363	.177	.578	1.730
X2	.066	.061	.192	1.077	.285	.396	2.527
X3	-.016	.071	-.034	-.223	.824	.530	1.886

a. Dependent Variable: Res2

In table 5, in the heteroscedastic test using the Glejser test based on the output above, it is known that the significance value (Sig.) for the digital marketing variable (X1) is 0.177, marketing innovation (X2) 0.285, and competitor orientation (X3) 0.824. Because the significance value for the three variables above is greater than 0.05, in accordance with the basis for decision making in the Glejser test, it can be concluded that there are no heteroscedastic symptoms in the regression model.

**Linear Regression Analysis**

**Table 6. Result of Multiple Linear Regression Analysis**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.336	2.330		-.144	.886
	X1	.450	.115	.398	3.905	<.001
	X2	.230	.095	.297	2.415	.018
	X3	.155	.111	.149	1.398	.166

a. Dependent Variable: Marketing Performance (Y)

The results of this analysis can be concluded as follows:

1. The constant value above is -0.336, this figure shows that if X1 (digital marketing), X2 (marketing innovation), and X3 (competitor orientation) are constant (no change), then marketing performance is -0.336.
2. The coefficient value for digital marketing, or X1, is 0.456. In other words, if the other independent variables are held constant, the marketing

performance evaluation score will rise by 0.456 units for every unit that the digital marketing assessment score rises.

- The coefficient value for marketing innovation (X2) is 0.236. This indicates that, provided the other independent variables are held constant, the marketing performance evaluation score will rise by 0.236 units for every unit that the digital marketing assessment score rises.

Coefficient value for competitor orientation, or X3, is 0.155. Accordingly, if all other independent variables remain constant, an increase of 1 unit in the digital marketing assessment score will result in a 0.155-unit rise in the marketing performance evaluation score.

**Coefficient of Determination Analysis ( $R^2$ )**

**Table 7. Results of Coefficient of Determination Analysis ( $R^2$ )**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 <sup>a</sup>	.538	.520	1.878

Table 7 shows the results of the analysis of the coefficient of determination ( $R^2$ ), which obtained an adjusted value ( $R^2$ ) of 0.520, which means that the variables digital marketing, marketing innovation and competitor orientation contribute to marketing performance by 52.0% while the remaining 48% influenced by other variables not examined in this study.

**Test t**

**Table 8. t Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.336	2.330		-.144	.886
	X1	.450	.115	.398	3.905	<.001
	X2	.230	.095	.297	2.415	.018
	X3	.155	.111	.149	1.398	.166

a. Dependent Variable: Y

Based on the results of the t test, a decision can be made and stated as follows:

- Test Hypothesis 1 (Digital Marketing on Marketing Performance)

The test findings show that the significance value is  $0.001 < 0.05$ , the t value is  $3.905 > t$  table is 1.99167. According to these findings, digital marketing significantly and favorably affects the marketing performance of bamboo craft MSMEs in Yogyakarta, with  $H_0$  being rejected and  $H_a$  accepted.

2. Test Hypothesis 2 (Marketing Innovation on Marketing Performance)  
The significant value is  $0.018 < 0.05$  and the computed t value is  $2,415 > t$  table of 1.99167 based on the test results. According to these findings, marketing innovation significantly and favorably affects the marketing performance of bamboo craft MSMEs in Yogyakarta, with  $H_{o2}$  being rejected and  $H_{a2}$  accepted.
3. Test Hypothesis 3 (Competitor Orientation on Marketing Performance)  
The significant value is  $0.166 > 0.05$  and the computed t value is  $1,398 < t$  table of 1.9917 based on the test results. These findings indicate that competitor orientation has no discernible impact on the marketing performance of bamboo craft MSMEs in Yogyakarta, with  $H_{o3}$  being accepted and  $H_{a3}$  being rejected.

## DISCUSSION

### **The Influence of Digital Marketing on Marketing Performance**

Based on the results of the hypothesis test in hypothesis 1, it is proven that digital marketing has a significant effect on the marketing performance of bamboo craft MSMEs in Yogyakarta. This statement proves that digital marketing is a variable that influences the marketing performance of bamboo craft MSMEs in Yogyakarta. These findings explain that the more effective use of digital marketing will have an impact on increasing the marketing performance of bamboo craft MSMEs in Yogyakarta. Digital marketing activities carried out by bamboo craft MSMEs in Yogyakarta are utilizing social media such as Instagram, WhatsApp and utilizing marketplaces such as Shopee, Tokopedia, Lazada, Facebook, Bukalapak which are very easy to operate, help in interacting with consumers, function to promote products, increase trust consumers regarding the reputation of bamboo craft MSMEs in Yogyakarta, being able to overcome problems quickly, and providing the information needed by consumers. The results of this research support the results of previous research conducted by Haryanto & Dewi, (2020), Yetti et al., (2022), Sultoni et al., (2022), and Pramuki & Putu Ayu, (2020) which show that digital marketing has a significant effect on marketing performance.

### **The Influence of Marketing Innovation on Marketing Performance**

Based on the results of the hypothesis test in hypothesis 2, marketing innovation has a positive and significant effect on the marketing performance of bamboo craft MSMEs in Yogyakarta. This statement proves that marketing innovation is a variable that influences the marketing performance of bamboo craft MSMEs in Yogyakarta. These findings explain that the more effective marketing innovation in bamboo craft MSMEs in Yogyakarta will have an impact on increasing marketing performance. Marketing innovations carried out by bamboo craft MSMEs in Yogyakarta include innovations that are different from competitors, innovations in bamboo craft product designs, innovations in product packaging to attract consumers, innovations in promotions both online and offline, innovations in prices to be competitive, innovate services that are different from competitors, and innovate distribution to make it easier for consumers to get products. The results of this research support the results of

previous research conducted by Cyasmoro & Talumantak, (2021), Breesama et al., (2019), Handoyo, (2015) which showed that marketing innovation has a significant effect on marketing performance.

### **The Influence of Competitor Orientation on Marketing Performance**

Based on the results of the hypothesis test in hypothesis 3, competitor orientation has no significant effect on the marketing performance of bamboo craft MSMEs in Yogyakarta. This statement proves that competitor orientation is not a variable that influences the marketing performance of bamboo craft MSMEs in Yogyakarta. This finding explains that the stronger or weaker the competitor orientation of bamboo craft MSMEs in Yogyakarta will not have an impact on the level of marketing performance. Competitor orientation does not have a positive and significant impact because bamboo craft MSMEs in Yogyakarta do not study competitors' strengths, do not study strategies used by competitors, do not measure competitors' capabilities objectively, and do not respond quickly to actions taken by competitors. The results of this research support the results of previous research conducted by Manambing et al., (2018) and (Zulfikar, 2019) which showed that competitor orientation does not have a significant effect on marketing performance.

### **CONCLUSIONS AND RECOMMENDATIONS**

This research was conducted to analyze the factors that influence marketing performance, so that several conclusions can be drawn as follows:

1. Digital marketing has a positive and significant effect on the marketing performance of bamboo craft MSMEs in Yogyakarta. The findings of this research indicate that digital marketing is a factor that influences marketing performance.
2. Marketing innovation has a positive and significant effect on the marketing performance of bamboo craft MSMEs in Yogyakarta. The findings of this research indicate that marketing innovation is a factor that influences marketing performance.
3. Competitor orientation does not have a significant effect on the marketing performance of bamboo craft MSMEs in Yogyakarta. The findings of this research indicate that competitor orientation is not a factor that influences marketing performance.

### **FURTHER STUDY**

Based on the research results and research conclusions, there are several suggestions that researchers can give as follows

1. Based on the results of descriptive analysis on digital marketing variables, measuring disruptions that occur when using digital marketing is an indicator with a high assessment score. So it is recommended that bamboo craft MSMEs in Yogyakarta continue to measure problems that can be quickly resolved when using digital marketing. Apart from that, in this research the results of descriptive analysis show that the indicator of promoting ability has a very high average value, meaning that the marketing performance of bamboo craft MSMEs in Yogyakarta is good.

2. Based on descriptive analysis of the marketing innovation variable, distribution innovation is an indicator with a high assessment score. So it is recommended that bamboo craft MSMEs in Yogyakarta actively carry out distribution innovations to make it easier for consumers to get products and be able to improve the marketing performance of bamboo craft MSMEs in Yogyakarta.
3. Based on the results of descriptive analysis on the competitor orientation variable, the indicator of studying competitor strengths is an indicator with a high assessment score. So it is recommended that bamboo craft MSMEs in Yogyakarta continue to actively study the strengths of competitors. Apart from that, in this research the results of descriptive analysis show that the indicator of studying competitor strategies has a very high average value, meaning that the good marketing performance of bamboo craft MSMEs in Yogyakarta is because bamboo craft MSMEs in Yogyakarta choose the right competitor strategy.

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