



Contribution of Market Orientation, Marketing Capability and E-commerce Adoption in Influencing the Marketing Performance of Coffee Shop in Yogyakarta

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ABSTRACT

The purpose of this research is to examine how Yogyakarta coffee shops' marketing performance is impacted by market orientation, marketing capability, and e-commerce adoption. 40 responders made up the study's sample. The sampling technique used the purpose sampling method with the research instrument used was a questionnaire. Based on the research results obtained that market orientation, marketing capabilities, and e-commerce adoption have a positive and significant effect on the Marketing Performance of Coffee Shops in Yogyakarta.

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are the most strategic sector of the national economy and concern the lives of many people so that they become the backbone of the economy in Indonesia and become the key to safeguarding the national economy in times of economic crisis and become a distributor of economic growth (Wicaksono & Nuvriasari, 2012). Although the number of MSMEs has increased significantly to reach 8.71 million units by 2022, many of them face internal and external constraints that hinder the achievement of optimal business performance.

MSME performance is an important thing that must be considered in business continuity. Financial and non-financial performance are two things that can be seen from the company's performance. Customer satisfaction, product quality, market share conditions, and new product development are examples of marketing performance that demonstrate non-financial success (Cicillia, 2017). Business success in a competitive market is reflected in marketing performance (Oktora, et al., 2022). One of the factors that influence marketing performance is market orientation (Falakhussyaifusonii et al., 2022), marketing capabilities (Hatta, 2015; Nuvriasari et al., 2024) and e-commerce adoption (Yadnya et al., 2017).

The most successful and efficient organizational culture to foster the required behavior is market orientation, which strives to provide greater value to consumers to consistently produce superior company performance (Setiawan, 2012). Market focused MSMEs will be able to satisfy their clients. Market orientation provides a competitive advantage for companies in improving marketing performance and becomes an inspiration for implementing creative strategies (Harini et al., 2022). Previous research has shown the importance of market orientation in influencing marketing performance, which shows that market orientation significantly improves marketing performance (Oktora et al., 2022; Falakhussyaifusoni et al., 2022). The results of other studies explain that market orientation has no significant effect on marketing performance (Nuvriasari et al., 2024).

Marketing capacity is another element that influences marketing performance (Mawu et al., 2016). The integrated process intended to apply a company's knowledge, skills, and resources to relevant companies with market-related demand is known as marketing capability. To achieve targeted marketing performance, marketing capabilities are required to execute well-chosen marketing strategies (Sumarwan, 2011). Marketing capabilities enable organizations to be competitive and provide value and generate value for consumers (Mawu et al., 2016). Previous research shows that marketing capabilities have a major impact on marketing performance, which indicates the importance of marketing capabilities in influencing marketing performance (Suciati et al., 2020; Hatta, 2015). Other research results explain that marketing capabilities have no significant effect on marketing performance (Manurung, 2022).

Marketing performance can also be influenced by the adoption of e-commerce. E-commerce is the buying and selling of goods or services using

network media carried out by companies, individuals, households, governments, communities or other organizations (Prihadi & Susilawati, 2018). Implementing e-commerce is one of the most effective things used to support MSMEs in terms of marketing, merchandise becomes faster and more practical and more efficient. Implementing e-commerce can expand the market system and increase opportunities in terms of selling business products (Edelia & Aslami, 2022). With the presence of e-commerce, MSMEs can enter the global market easily so that business actors can easily establish relationships with consumers (Sudiantini et al., 2023). The role of e-commerce adoption in influencing marketing performance has been proven through previous research which shows that marketing capabilities have a significant effect on marketing performance (Yadnya et al., 2017; Harfie & Lastiati, 2022). Other research results prove that e-commerce adoption has no significant effect on marketing performance (Prihadi & Susilawati, 2018).

Marketing performance research was conducted on MSMEs in the coffee shop sector in Yogyakarta. The phenomenon of rapid growth of coffee shops in Yogyakarta, reaching around 3,000 units by 2022, shows competition in this sector. This condition has an impact on the higher competition, requiring business people to be able to compete healthily. Efforts to excel in competition need to be followed by the creation of good marketing performance. This phenomenon is one of the reasons for the importance of this research.

The objectives of the study are 1). To analyze the effect of the contribution of market orientation to the marketing performance of coffee shops in Yogyakarta. 2). To analyze the effect of marketing capability on the marketing performance of coffee shops in Yogyakarta. 3). To analyze the effect of e-commerce adoption on the marketing performance of coffee shops in Yogyakarta.

LITERATURE REVIEW

Market Orientation and Marketing Performance

Market orientation as an organizational culture that not only implements, but also internalizes essential behaviors to provide superior value to customers and improve business performance (Fatmawati, 2016). Market orientation is a process that involves extracting in-depth information related to consumer desires, both now and in the future (Puspitasari, 2015). The initial stage of market orientation starts from searching for product information on the market. Product information search involves a thorough analysis of the factors that influence consumer needs and preferences (Yanuar & Harti, 2020).

Marketing capability is significantly influenced by market orientation (Hidayat & Murwatiningsih, 2018). Marketing capability can be positively and significantly influenced by a combination of product innovation and effective market orientation (Jasmani, 2018). Marketing performance is significantly influenced by market orientation (Yanuar & Harti, 2020).

H1: Market orientation has a positive and significant effect on the marketing performance of coffee shops in Yogyakarta.

Marketing Capability and Marketing Performance

Marketing capability refers to the capabilities, knowledge, processes, and resources possessed by a company or organization in planning, executing, and managing marketing strategies to achieve their business objectives (Herhausen, 2020). Marketing capability indicates the ability to maximize the use of inputs and resources, including financial resources as well as the existing customer base (Syarifuddin et al., 2019).

Marketing capabilities have a significant effect on marketing performance (Hatta, 2015; Suciati et al., 2020). Marketing capabilities have a positive and significant effect on marketing performance (Farliana et al., 2021).

H2: Marketing capabilities have a positive and significant effect on coffee shops in Yogyakarta.

E-Commerce and Marketing Performance

E-commerce is not just a process of buying and selling goods and services on the internet but serves as a mechanism that facilitates transactions involving two or more parties by utilizing electronic tools (Nurrohmah & Alfanur, 2016). E-commerce refers to exchanges and services between independent parties that occur online. In this process, electronic media connected to the internet acts as a container and intermediary to facilitate transactions (Laudon & Traver, 2017).

E-commerce in MSMEs is shown through business transaction activities using digital media such as marketplaces, Instagram, Facebook and other social media. Marketing through digital media has a positive impact on improving business performance in MSMEs (Nuoriasari et al., 2024).

Marketing performance is significantly influenced by e-commerce adoption (Yadnya & Santika, 2017). SME performance is positively and significantly affected by e-commerce adoption. The use of e-commerce is able to develop SMEs, especially in terms of sales and marketing that are increasingly developing (Ausat et al., 2022).

H3: E-commerce adoption has a positive and significant effect on the marketing performance of coffee shops in Yogyakarta.

Research Framework

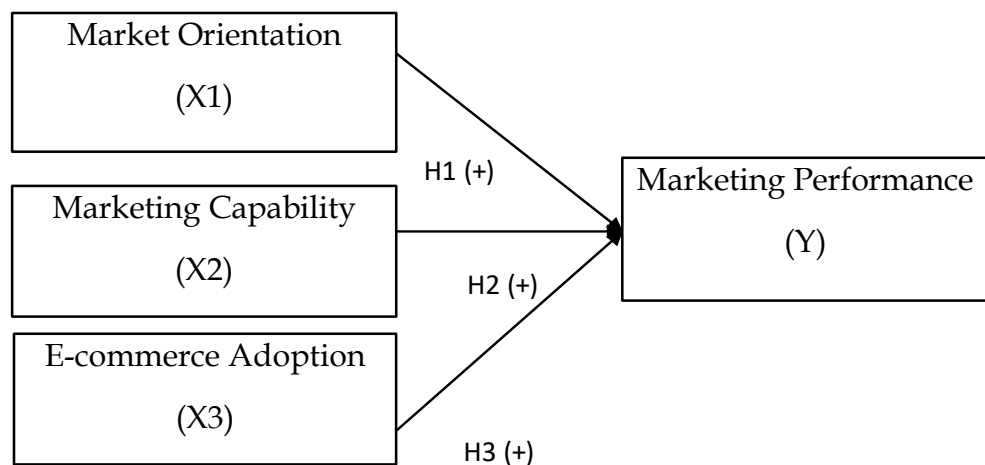


Figure 1. Research framework

METHODOLOGY

The object of this research is coffee shop has been actively operating for at least the last 3 years and uses e-commerce to support its marketing activities. The research subjects consisted of coffee shop leaders or owners. The sampling technique used is purposive sampling. The questionnaire distribution process was carried out face-to-face and addressed to the owner or manager of the coffee shop in Yogyakarta. The items of questionnaire were measured using a 5-level Likert Scale. The analytical tool used is multiple liner regression and hypothesis testing using the t test.

The dimensions of the market orientation consist of 3 dimensions, namely customer orientation, market orientation, and market information. Customer orientation indicators consist of understanding customer wants and tastes, commitment to creating customer satisfaction, and creating customer value through quality service (Azizah et al., 2017 and Jasmani, 2018). Market orientation indicators include studying competitors' strategies and responding quickly to competitors' actions. Market information indicators include changes in consumer behavior and studying market trends. Marketing indicators include product capability, distribution capability, pricing capability and promotion capability (Suciati, 2020). E-commerce adoption indicators include product sales advice, human resource support, readiness to respond online, market information search, market expansion, and ease of business transactions (Ausat et al., 2022; Yadnya, 2017).

RESEARCH RESULT

Validity Test

The validity test uses Pearson product moment correlation with the following results:

Table 1. Validity Test Results

Variable	Items	r count	R table	Significant Value	Description
Market Orientation (X1)	X1.1	0,826	0,312	0.05	Valid
	X1.2	0,799	0,312	0.05	Valid
	X1.3	0,779	0,312	0.05	Valid
	X1.4	0,799	0,312	0.05	Valid
	X1.5	0,807	0,312	0.05	Valid
	X1.6	0,809	0,312	0.05	Valid
	X1.7	0,722	0,312	0.05	Valid
Marketing Capability (X2)	X2.1	0,769	0,312	0.05	Valid
	X2.2	0,750	0,312	0.05	Valid
	X2.3	0,885	0,312	0.05	Valid
	X2.4	0,567	0,312	0.05	Valid
E-commerce Adoption (X3)	X3.1	0,859	0,312	0.05	Valid
	X3.2	0,805	0,312	0.05	Valid
	X3.3	0,804	0,312	0.05	Valid
	X3.4	0,756	0,312	0.05	Valid
	X3.5	0,773	0,312	0.05	Valid
	X3.6	0,618	0,312	0.05	Valid

Marketing Performance (Y)	Y.1	0,837	0,312	0.05	Valid
	Y.2	0,779	0,312	0.05	Valid
	Y.3	0,765	0,312	0.05	Valid
	Y.4	0,632	0,312	0.05	Valid
	Y.5	0,779	0,312	0.05	Valid

Reliability test

The reliability test in this study uses Cronbach's Alpha (α) with the criteria if Cronbach's Alpha > 0.60 then the variable reliable.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Critical Value	Description
Market Orientation (X1)	0,900	7	0,60	Reliable
Marketing Capability (X2)	0,729	4	0,60	Reliable
E-commerce Adoption (X3)	0,865	6	0,60	Reliable
Marketing Performance (Y)	0,818	5	0,60	Reliable

Normality Test Results

The normality test was conducted according to one-way Kolmogorov-Smirnov or graphical analysis.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		40
Normal Parameters	Mean	0
	Std Deviation	1.07091157
Most Extreme Differences	Absolute	0.125
	Positive	0.076
	Negative	-0.125
Test Statistic		0.125
Asymp. Sig. (2-tailed)		.115 ^c

The normality test was conducted according to one-way Kolmogorov-Smirnov or graphical analysis. These results show that the value of Asymp. Sig. (2-tailed) is 0.115 which means it is greater than 0.05 thus proving that the data is normally distributed.

Multicollinearity Test Results

The purpose of the multicollinearity test is to determine if the independent variables in the regression model are correlated.

Table 4. Multicollinearity Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.507	1.414		.358	.722		
	Orientasi Pasar	.258	.080	.388	3.207	.003	.256	3.901
	Kapabilitas Pemasaran	.441	.171	.346	2.579	.014	.209	4.785
	Pengapdosian E-Commerce	.213	.090	.258	2.373	.023	.317	3.156

a. Dependent Variable: Kinerja Pemasaran

Based on table 4, it shows that there is no multicollinearity in this study because there is no relationship between the independent variables.

Heteroscedasticity Test Results

To determine the presence or absence of heteroscedasticity in a model can be seen from the scatterplot image pattern. The following graph is the result of SPSS output in this study:

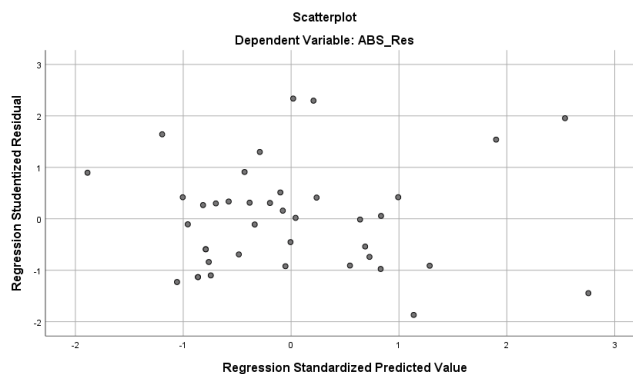


Figure 2. Heteroscedasticity Test Results

It is evident from the graphic that the points are dispersed and lack a distinct pattern. Therefore, it may be said that there isn't a heteroscedasticity issue.

Multiple Linear Regression Analysis Test Results

The following are the outcomes of the multiple linear regression analysis:

Table 5. Multiple Linear Regression Analysis

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.507	1.414		.358	.722		
	Orientasi Pasar	.258	.080	.388	3.207	.003	.256	3.901

Kapabilitas Pemasaran	.441	.171	.346	2.579	.014	.209	4.785
Pengapdosian E-Commerce	.213	.090	.258	2.373	.023	.317	3.156
a. Dependent Variable: Kinerja Pemasaran							

The multiple linear regression equation is as follows

$$Y = 0.507 + 0.258 X_1 + 0.441 X_2 + 0.213 X_3$$

The following is an explanation of the multiple linear regression equation:

1. The constant value, which is shown as positive, is 0.507. This positive sign suggests that the test's Marketing Performance variable is influenced unidirectionally by the variables of Market Orientation (X1), Marketing Capability (X2), and E-commerce Adoption (X3).
2. The market orientation variable's (X1) regression coefficient value of 0.258 means that the marketing performance assessment score will rise by 0.258 units for every unit increase in the market orientation assessment score.
3. The marketing capability variable's (X2) regression coefficient value of 0.441, the marketing performance assessment score will rise by 0.441 units for every unit increase in the marketing capability assessment score.
4. The e-commerce adoption variable (X3) regression coefficient value of 0.213, the marketing performance assessment score will rise by 0.213 units for every unit increase in the e-commerce adoption assessment score.

T Test Results

Table 6. Result of t test

Variable	t count	Significance	Conclusions
Market Orientation	3,207	0,003	Ha ₁ retrieved
Marketing Capability	2,579	0,014	Ha ₂ retrieved
E-commerce Adoption	2,373	0,023	Ha ₃ retrieved

Based on table 4.12, a decision can be made and stated as follows:

1. Hypothesis Testing 1 = The Effect of Market Orientation on Marketing Performance
Based on the results of testing hypothesis 1, the t value of 3.207 > t table of 2.028 and a significance value of 0.003 < 0.05 means that market orientation has a positive and significant effect on the marketing performance of coffee shops in Yogyakarta
2. Hypothesis Testing 2 = Effect of Marketing Capability on Marketing Performance
Based on the results of testing hypothesis 2, the calculated t value of 2.579 > t table of 2.028 and a significance value of 0.014 < 0.05 means that marketing capabilities have a positive and significant effect on the marketing performance of coffee shops in Yogyakarta.
3. Hypothesis Testing 3 = Effect of E-commerce Adoption on Marketing Performance
Based on the results of testing hypothesis 3, the calculated t value of 2.373 > t table of 2.028 and a significance value of 0.023 < 0.05 means that e-

commerce adoption has a positive and significant effect on the marketing performance of coffee shops in Yogyakarta.

DISCUSSION

The Effect of Market Orientation on Marketing Performance

This study states that market orientation has a positive and significant effect on the marketing performance of coffee shops in Yogyakarta. The results showed that coffee shops in Yogyakarta have a strong market orientation, which will improve marketing performance. The main factor in market orientation that drives improved marketing performance is that coffee shops always study consumer behavior as a basis for product development. The findings of this study corroborate those of other studies that demonstrate that market orientation influences marketing performance (Oktora, et al., 2022; Falakhussyaifusoni et al., 2022).

The Effect of Marketing Capabilities on Marketing Performance

This study states that marketing capabilities have a positive and significant effect on the marketing performance of coffee shops in Yogyakarta. This claim demonstrates that the marketing capacity variable is a determinant in the attainment of Yogyakarta coffee shop marketing performance, implying that both high and poor marketing capabilities of Yogyakarta coffee shops will influence marketing performance. The ability of coffee shops to provide services to customers rapidly is the primary component of marketing skills that leads to better marketing success. The findings of this study corroborate those of other studies that demonstrate that marketing performance is determined by marketing capabilities (Suciati et al., 2020; Hatta, 2015).

The Effect of E-Commerce Adoption on Marketing Performance

This study states that the adoption of e-commerce has a positive and significant effect on the marketing performance of coffee shops in Yogyakarta. The results of this study explained that coffee shops in Yogyakarta have utilized e-commerce to produce good marketing performance. With e-commerce, consumers find it easier to find out information and purchase products anywhere and anytime. The main factor in the adoption of e-commerce that drives improved marketing performance is that coffee shops utilize online marketing media as a means of finding market information. The study's findings corroborate other research's findings that e-commerce usage influences marketing effectiveness (Yadnya et al., 2017; Harfie & Lastiati, 2022).

CONCLUSIONS AND RECOMMENDATIONS

This research was conducted to analyze the factors that affect marketing performance, so it can be concluded as follows:

1. Market orientation has a positive and significant effect on marketing performance at Coffee Shop in Yogyakarta. The findings of this study indicate that market orientation is a determining factor in the level of marketing performance.

2. Marketing capability has a positive and significant effect on the marketing performance of Coffee Shop in Yogyakarta. The findings of this study indicate that marketing capability is a determining factor in the level of marketing performance.
3. E-commerce adoption has a positive and significant effect on the marketing performance of Coffee Shops in Yogyakarta. The findings of this study indicate that e-commerce adoption is a determining factor in the level of marketing performance.

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