

## The Role of Market Orientation, Marketing Capability and Promotion on The Marketing Performance of MSME Flower Shops in Yogyakarta

Sera Nopita Asri<sup>1\*</sup>, Audita Nuvriasari<sup>2</sup>  
Universitas Mercu Buana Yogyakarta

**Corresponding Author:** Sera Nopita Asri [seranopita.asri8@gmail.com](mailto:seranopita.asri8@gmail.com)

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### ABSTRACT

The purpose of this study is to examine how market orientation, marketing capability, and promotion affect Yogyakarta's flower shop MSMEs' marketing performance. In this study, 45 responders made up the sample. A questionnaire is utilized as the study instrument in this non-probability sampling strategy. The study's findings demonstrate that: (1) Market orientation has no discernible impact on marketing performance. (2) Marketing Performance is positively and significantly impacted by Marketing Capability. (3) The Marketing Performance is not much impacted by promotion. (4) The marketing performance of Yogyakarta's flower shop MSMEs is significantly impacted by market orientation, marketing capability, and stimulant promotion.

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## INTRODUCTION

The previous three years have seen a fairly quick expansion of Micro, Small, and Medium-Sized Enterprises (MSMEs) in Indonesia following the Covid-19 outbreak, which resulted in a fall in sales for MSMEs in that country. According to statistics from the Katadata Insight Center (KIC) that was made public on July 3, 2020, 82.9% of MSMEs in general had a poor experience. Nonetheless, following the epidemic, MSMEs in Indonesia will grow very quickly in 2021. Indonesia has the highest number of MSMEs in the ASEAN region, with 65.46 million units in 2021, according to statistics from the ASEAN Investment Report, which was published in September 2022.

In developing nations like Indonesia, MSMEs play a significant role in economic growth (Maisirata, 2021). As of 2021, 97% of Indonesia's workforce is made up of MSMEs, which also account for 60.23% of the country's GDP and 14.4% of its exports, according to Katadata.co.id. This demonstrates that MSMEs are a business sector that may boost the economy and lower the unemployment rate, increasing people's welfare through the creation of jobs. (Harini et al., 2022).

One of the MSMEs that is currently developing in Yogyakarta is the Flower Shop MSME. In Yogyakarta there are 45 UMKM Flower Shop business units that serve various purposes such as flower bouquets, flower boards, wedding decorations, and so on. Considering that Yogyakarta is a student city, there are many universities that hold graduation ceremonies every year. At this activity, many people used flower bouquets as a complement to the graduation ceremony. Apart from that, there are also changes in people's lifestyles which often give gifts at certain events in the form of flower bouquets.

With this business opportunity, it encourages MSME Flower Shop players to be able to understand the needs and desires as well as tastes or market trends that are currently developing. One effort to attract consumers is to deliver superior marketing performance. MSME players need to determine strategies to produce marketing performance (Farliana et al., 2021). Marketing performance is important for MSMEs because it is a company's achievement in achieving sales targets in the market using strategy (Harini et al., 2022). Marketing performance is also important for customer growth because it can measure the level of customers who make repeat purchases of the products sold (Manambing et al., 2018).

In improving marketing performance, a company must have the ability to influence the improvement of its marketing performance by being market oriented because the stronger the competition, the stronger the relationship between market orientation and marketing performance (Manambing et al., 2018). Market orientation is important for companies because it can provide insight into customers, successes and failures in meeting the needs of the target market (Hidayat, 2018). The importance of market orientation for consumers is that companies become more aware of consumer needs so that companies can create new products that suit consumer needs (Wirawan, 2017).

Market orientation can provide superior value to consumers based on insights gained from competitor and consumer analysis (Nuvriasari et al., 2020). With market orientation, companies have the ability to identify, understand, and respond to customer needs and expectations. Besides that, it can assess

competitors' weaknesses and advantages, as well as manage the use of company resources in a coordinated manner. Market-oriented companies are able to create superior value for customers and achieve sustainable performance (Ekawati, 2017).

In order for marketing performance to be achieved and marketing strategies to be implemented optimally, companies need marketing capabilities (Farliana et al., 2021). Capabilities are important for understanding where the company is in the organizational environment, especially towards consumers, competitors, suppliers and distributors. A company needs to understand its corporate environment so that the company runs effectively (Maisirata, 2021). In order for marketing capabilities to run well, a company needs to have creativity in marketing so that it can meet customer needs through product development and exploration of new markets. This aims to increase sales and achieve optimal performance (Salisu et al., 2017). In order to achieve superior marketing performance, marketing capabilities are needed so that the marketing strategy carried out can function optimally (Hidayat, 2018).

In running MSMEs to further develop, business actors need to communicate to consumers about the business they are running. Therefore, business actors must have a good promotional strategy so that consumers become interested (Yunarni, 2022). Attractive promotions will definitely give an advantage to the company. Promotions that have appeal can trigger consumer curiosity and interest in finding out and trying the product or service being promoted. Therefore, it is important to pay attention to promotions because they can have a big influence on consumer perceptions (Yunarni, 2022).

Considering that flower bouquet products are increasingly in demand by the public, this will also have an impact on increasing competition from MSME Flower Shop players. Therefore, MSME players can offer products that attract consumer interest. Business actors need to design the content of promotional messages, the media used to carry out promotions, and the intensity of promotions. By formulating the right promotional program, it will have an impact on increasing marketing performance (Suhendra, 2022).

This research was conducted at the MSME Flower Shop in Yogyakarta with the aim of examining the factors that influence marketing performance, namely market orientation, marketing capability and promotion. The importance of conducting research on marketing performance at Flower Shop MSMEs is to formulate appropriate marketing strategies so that they can encourage increased marketing performance.

## **LITERATURE REVIEW**

### ***Marketing Performance***

Marketing performance can be used as a measuring tool to achieve a company's success in marketing its products (Suryani & Yacob, 2021). Marketing performance can measure the achievement of market success from product sales (Adistia & Sanaji, 2022). Marketing performance is an important element for company performance (Gunistyo and Hanfan, 2019). Marketing performance is an activity that involves understanding consumers, product development, communication, and delivering value, with the aim of increasing

company revenue or profits (Dahmiri & Bhayangkari, 2022). Marketing performance is the main benchmark in evaluating the success of creating value and can improve a company's innovation capabilities (Zulfikar, 2018). Marketing performance is a tool for assessing the overall success of a company's strategy, sales growth and profits (Rokhman, 2019). Marketing performance indicators, namely: (Harini et al., 2022)

- a. Sales growth is an increase in sales due to consumers making many purchases of a product produced by the company.
- b. Consumer growth is an achievement that the company has achieved in growing its customers.
- c. Profit growth is an increase in product sales profit growth that has been achieved by the company.

### **Market Orientation**

Market orientation is a sustainable culture to collect consumer value and create maximum value for buyers (Octavia and Sriayudha, 2020). Market orientation is a benchmark for companies in prioritizing meeting customer needs and desires as a basis for organization (Nuvriasari et al., 2022). A company's market orientation is the key to creating superior customer value by making consumers the main focus (Yakin & Suhaeni, 2020). To understand customer wants and needs, companies must apply market orientation (Arrezqi & Wibowo, 2021). Market orientation is the main basis in marketing which has an impact on company performance and sustainable competition (Fikri et al., 2022). Market orientation is used to evaluate satisfaction and predict future consumer needs (Abshar & Septrizola, 2023).

The findings of earlier studies, which demonstrate that market orientation has a favorable and substantial impact on marketing performance, support the idea that market orientation influences marketing performance (Handoyo, 2015 and Musa et al., 2022). The study's findings indicate that a company's ability to enhance MSMEs' marketing performance increases with its level of market orientation. According to research by Hidayat (2018), marketing performance is not much impacted by market orientation. Three market orientation aspects are as follows (Wirawan, 2017).

- a. Customer Orientation is an understanding of creating the best benefits for the products purchased by customers or producing products that they continue to like. Indicators of customer orientation are a focus on customer satisfaction and commitment to serving customer needs.
- b. Competitor Orientation is a company's comprehensive understanding of the strengths, weaknesses and strategies of its potential competitors, both short and long term. An indicator of competitor orientation is responding quickly to competitor actions and studying competitor strategies.
- c. Interfunctional coordination is the benefit of combining company resources to create superior value for customers. Indicators include information sharing and work unit coordination.

H1: Market orientation has a positive and significant effect on the marketing performance of MSME Flower Shop in Yogyakarta.

### ***Marketing Capability***

Marketing capability is a company's ability to target, set prices, provide quality products, manage distribution, choose promotional strategies, and use resources to meet customer needs (Rosmayani, 2021). According to Hoiron et al (2019) Marketing capability is the company's skills in carrying out various marketing functions. Marketing capabilities are the collection of skills and knowledge that enable a company to coordinate activities and make good use of its assets (Lagat & Frankwick, 2017). Marketing capability is the process of integrating a company's skills and resources with market needs (Absah et al., 2019). Marketing capabilities can be associated with the ability to advertise and sell various products (Shirley, 2019).

The influence of marketing capability on marketing performance is supported by the results of previous research which explains that marketing capability has a positive and significant effect on marketing performance (Lagat & Frankwick, 2017). The results of this research show that the more marketing capabilities a company has can contribute to marketing performance. However, there are findings that say that marketing capability has no influence on marketing performance (Maisirata, 2021). Marketing capability indicators, namely: (Farliana et al, 2021)

- a. Product capabilities is a strategic tool that can outperform competitors, featuring a variety of functions including durability, reliability, precision, and ease of use.
- b. Distribution capability is the skill of a group of institutions that handles all aspects of the function of transferring products and their ownership rights from the consumer environment.
- c. Price Capability is the total value provided by customers to gain benefits from owning or using a product or service.
- d. Promotion Capability is an activity used to convey information about the product to be sold.

H2: Marketing capability has a positive and significant effect on the marketing performance of MSME Flower Shop in Yogyakarta.

### ***Promotion***

Promotion is a company's effort to disseminate information and introduce products to consumers through various media on a regular basis, with the aim of strengthening relationships between products, traders and consumers (Abubakar, 2018). Promotion is an activity that highlights product advantages and influences target consumers to buy (Saleh and Said, 2019). Promotion is an activity to influence and attract consumers to get to know and buy company products, so that they feel happy and interested (Agustina et al., 2021). Promotion is a marketing communication from a company to its customers (Yismaw Ayenew, 2023). Promotion is the process of conveying product information to consumers by business actors (Pradini et al., 2022). Promotion is a strategy to convince potential customers to buy a product, aimed at increasing sales in the short term (Segun Ogunmuyiwa, 2022).

Results from earlier studies, which indicate that promotions have a favorable and substantial impact on marketing performance, support the idea

that promotions have an impact on marketing performance (Arumsari & Marka, 2018 and Suhendra, 2022). The study's findings demonstrate that a company's ability to enhance marketing performance increases with the efficacy of its promotional campaign. Research, however, continues to support the notion that promotions have little bearing on marketing effectiveness (Semadi et al., 2022 and Utami & Nuvriasari, 2023). Four promotion indications exist, specifically: (Suhendra, 2022).

- a. Promotional attractiveness is a benchmark for how effective the promotional message is implemented and conveyed to the market.
- b. Promotional media is what media is used to carry out the promotion.
- c. Variety of promotions is how often promotions are carried out by the company.
- d. Promotion intensity is the number of promotions carried out at a time using promotional media.

H3: Promotion has a positive and significant effect on the marketing performance of MSME Flower Shop in Yogyakarta.

H4: Market orientation, marketing capability and promotion have a significant effect on the marketing performance of Flower Shop MSMEs in Yogyakarta.

Based on the description that the author describes in the background of the problem developed on a theoretical basis, the author formulates the framework of thought is as follows:

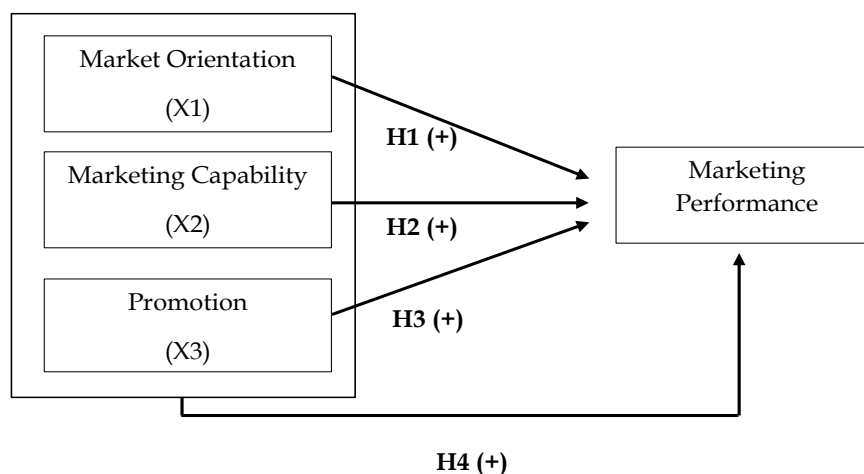


Figure 1. Conceptual Framework

## METHODOLOGY

This study employs a quantitative research design according to the methodology employed. According to Sugiyono (2013), the quantitative approach involves using numerical research data and employing statistical tools for analysis. Causal research is study that establishes a cause-and-effect link. The study's population, which consists of all Yogyakarta MSME flower shops, is unlimited. Non-probability sampling is used in this study. Purposive sampling was the method of sampling that was applied. The sample size for this study was established using Rosce's approach (Sugiyono, 2017). 45 respondents made up the sample that was used in this study. A questionnaire

with respondent and business profiles as well as assessments of research variables is used in the data measuring procedure. A 5-level Likert scale is used in the measuring scale. Conventional methods involve visiting with study participants directly and distributing questionnaires.

The tool test that is employed is a validity test, and it is deemed valid if  $r \text{ count} > r \text{ table}$ . On the other hand, the reliability test is assessed using the Cronbach Alpha test and is deemed faulty if  $r \text{ count} < r \text{ table}$ . According to Situmorang (2017), a scale in the development stage can have an alpha coefficient of 0.60, while a scale that is deemed stable needs one with an alpha value of 0.70. The multicollinearity test, the normality test, and the classical assumption test are the classical assumption tests that were employed in this study. test for heteroscedasticity. Descriptive statistical analysis is the method of data analysis employed in this study. Descriptive analysis will be used to characterize the respondent's profile and evaluation of the study variables. Multiple linear regression, the t test, the f test, and the coefficient of determination are the inferential analytic techniques employed.

## RESEARCH RESULT

### Data Instrument Test

#### *Validity Test*

The results of the validity test of the questionnaire instrument in this study are shown as follows:

**Table 1. Validity Test Results**

Statement	r count	r table	Information
<b>Market Orientation</b>			
X1.1	0.481	0.294	Valid
X1.2	0.874	0.294	Valid
X1.3	0.874	0.294	Valid
X1.4	0.824	0.294	Valid
X1.5	0.838	0.294	Valid
X1.6	0.633	0.294	Valid
<b>Marketing Capabilities</b>			
X2.1	0.691	0.294	Valid
X2.2	0.877	0.294	Valid
X2.3	0.763	0.294	Valid
X2.4	0.413	0.294	Valid
Statement	r count	r table	Information
<b>Promotion</b>			
X3.1	0.776	0.294	Valid
X3.2	0.732	0.294	Valid
X3.3	0.753	0.294	Valid
X3.4	0.456	0.294	Valid
<b>Marketing Performance</b>			
Y.1	0.820	0.294	Valid
Y.2	0.889	0.294	Valid

Y.3	0.888	0.294	Valid
Y.4	0.706	0.294	Valid
Y.5	0.502	0.294	Valid

(Source: processed research data, 2024)

Overall, the questions in the variable questionnaire employed in this study had a computed  $r$  value higher than the  $r$  table of 0.294, as shown by Table 1. All of the questionnaire instruments are deemed legitimate and fit for usage, it may be inferred.

### *Reliability Test*

The following are the findings of the questionnaire instrument's reliability test in this study:

**Table 2. Reliability Test Results**

Variable	Cronbach Alpha	Critical Value	Information
Market Orientation	0.848	0.60	Reliable
Marketing Capabilities	0.626	0.60	Reliable
Promotion	0.609	0.60	Reliable
Marketing Performance	0.803	0.60	Reliable

(Source: processed research data, 2024)

It is clear from Table 2 above that every variable included in this study had values higher than 0.60. As a result, it may be concluded that every questionnaire tool is dependable and, thus, appropriate for usage.

### *Inferential Analysis Results*

#### *Multiple Linear Regression Analysis*

The direction of effect of marketing capability (X2), promotion (X3), and market orientation (X1) on marketing performance (Y) is investigated using multiple linear regression analysis. Table 4.3 displays the linear regression analysis's findings as follows:

**Table 3. Results of Multiple Regression Analysis**

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5,074	7,786		,652	,518		
	X1	-,036	,164	-,031	-,219	,827	,954	1,049
	X2	,593	,244	,345	2,424	,020	,963	1,039

X3	,395	,241	,236	1,642	,108	,941	1,062
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(Source: processed research data, 2024)

The multiple linear regression equation is as follows:

$$Y = 5.074 - 0.036 X_1 + 0.593 X_2 + 0.395 X_3 + e$$

The meaning of the constant values and standardized regression coefficient values may be described as follows using the multiple linear regression equation that has been obtained:

1. A constant value of 5.074 indicates that the market orientation variable (X1), marketing capacity variable (X2), and promotion variable (X3) have not had an impact on the marketing performance variable. The marketing performance variable won't alter if the independent variable doesn't exist.
2. The market orientation variable's regression coefficient value (X1) is - 0.036, indicating that there is no positive relationship between the market orientation variable and marketing performance. This means that for every unit increase in the market orientation variable, the impact of marketing performance is decreased by 0.036.
3. The marketing capability variable (X2) has a regression coefficient value of 0.593, indicating that it positively affects marketing performance. Specifically, an increase of 1 unit in the marketing capability variable has a 0.593 impact on marketing performance.
4. The promotion variable (X3) has a regression coefficient value of 0.395, indicating that it positively influences marketing performance. Specifically, marketing performance is impacted by 0.395 for every unit increase in the promotion variable.

### ***T-Test Results***

This t test aims to partially examine the variables that affect marketing performance (Y), including market orientation (X1), marketing competence (X2), and promotion (X3). Considering Table 4. 3 Ho is rejected and Ha is approved if the significance value of t computed > t table is 2.019 with a significance level < 0.05. This indicates that the independent variable significantly affects the dependent variable. In contrast, Ho is approved and Ha is denied if the significance value of t computed < t table is 2.019 with a significance level of > 0.05, indicating that the independent variable has no discernible impact on the independent variable. Table 4's 12 t test findings allow for the following conclusions to be drawn:

1. Examination of Hypotheses 1 The computed t value is - 0.219 < t table is 2.019 and the significance value is 0.827 > 0.05 based on the test findings. Based on these findings, it can be concluded that market orientation has no discernible impact on marketing success at Yogyakarta's UMKM Flower Shop (H01 is accepted and Ha1 is denied).
2. Hypothesis Testing 2 The computed t value is 2.424 > t table is 2.019, and the significance value is 0.020 < 0.05 based on the test findings. These findings indicate that H02 is rejected and Ha2 is accepted, indicating that

marketing performance at Yogyakarta's UMKM Flower Shop is positively and significantly impacted by marketing competence.

3. Hypothesis Testing 3 The computed t value is  $1,642 < t$  table is 2.019 and the significance value is  $0.108 > 0.05$  based on the test findings. These findings indicate that promotion has no discernible impact on marketing success at Yogyakarta's UMKM Flower Shop, with H03 being accepted and Ha3 being refused.

**F-Test Results**

The F test is used to find out whether there is a significant influence between variable X as a whole on variable Y (Sahir, 2021).

**Table 4. F-Test Results**

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35,289	3	11,763	3,430	,026b
	Residual	140,622	41	3,430		
	Total	175,911	44			

(Source: processed research data, 2024)

The sig value shows that, according to the previous table, X1, X2, and X3 collectively have a considerable impact on Y. 0.026 is less than 0.05. Ha4 is therefore accepted and H4 is refused.

**Coefficient of Determination Results (R2)**

With the following outcomes, the coefficient of determination seeks to determine the extent to which the independent variable affects the dependent variable:

**Table 5. Results of Determination Coefficient Analysis (R2)**

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,448a	,201	,142	1.85198

(Source: processed research data, 2024)

The aforementioned table indicates that the market orientation, marketing competence, and promotion factors have a 0.201 effect on the marketing performance variable. Twenty-one percent of the changes in variable Y may be attributed to changes in variable X; the remaining portion is determined by other factors.

**DISCUSSION**

***The Influence of Market Orientation on Marketing Performance***

The hypothesis test findings demonstrate that market orientation has no discernible impact on the marketing effectiveness of Yogyakarta's MSME Flower Shop. This claim demonstrates that the marketing success of MSME Flower Shop in Yogyakarta is not influenced by market orientation. This

implies that neither high nor low marketing performance will be impacted by a flower shop MSMEs in Yogyakarta's strong or poor market orientation.

A very strong market orientation is explained by the descriptive analysis results for the UMKM Flower Shop in Yogyakarta. The effectiveness of marketing is not much impacted by this perspective, though. Arbawa & Wardoyo (2018) claim that this happens as a result of business actors' incapacity to comprehend the wants and demands of customers as well as their insensitivity to shifts in the competition. In spite of this, sales operations are still ongoing today.

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

Based on the results of the hypothesis test, it is proven that marketing It is established that marketing competence significantly and favorably affects the marketing performance of MSME Flower Shop in Yogyakarta based on the findings of the hypothesis test. This claim demonstrates that one factor influencing the marketing efficacy of Yogyakarta's MSME Flower Shop is its marketing capabilities. This implies that marketing performance would be influenced by Flower Shop MSMEs' degree of marketing competence in Yogyakarta. It is clear from the descriptive study results that Yogyakarta's MSMEs that sell flowers have generally excellent marketing skills. According to Hidayat (2018), this implies that a business with strong marketing capabilities would offer advantages that can raise marketing performance..

### ***The Effect of Promotion on Marketing Performance***

It is established that promotions have no discernible impact on the marketing performance of Yogyakarta's Flower Shop MSMEs based on the findings of the hypothesis test. This claim demonstrates that Yogyakarta's MSME Flower Shop's marketing success is independent of promotion. Thus, the effectiveness of the UMKM Flower Shop advertising program in Yogyakarta won't affect the degree of marketing performance.

The MSME Flower Shop in Yogyakarta is excellent at running promotions, yet this has little bearing on marketing success, according to the descriptive analysis's findings. A lack of consistency in the execution of promotional activities, such as the usage of promotional messages that are less appealing or relevant to the target audience, might be the root of the problem, according to Duffet (2017). Furthermore, promotional efforts may not be able to significantly contribute value to the business if they lack creativity and efficacy. A promotion may not be able to change customer behavior if it is poorly incorporated into the marketing plan, for instance by failing to elicit a significant response from the public.

### ***The Influence of Market Orientation, Marketing Capability, and Promotion on Marketing Performance***

Their effects on marketing performance in the market orientation, marketing capability, and stimulant promotion have a major impact on the marketing performance of MSME Flower Shop in Yogyakarta, as demonstrated by the hypothesis test findings. The test's findings demonstrate that these three

factors influence both MSME Flower Shop's strong and low marketing performance.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusion**

The following findings may be made from this study, which examined the variables influencing marketing performance:

1. Market orientation at Yogyakarta's UMKM Flower Shop has no discernible impact on marketing effectiveness. The results of this study show that marketing performance is not influenced by market orientation.
2. UMKM Flower Shop in Yogyakarta experiences a noteworthy and favorable impact on its marketing performance due to its marketing competence. The study's conclusions show that a factor influencing marketing performance is marketing capacity.
3. Yogyakarta's UMKM Flower Shop's marketing success is not significantly impacted by promotions. The results of this study show that marketing performance is not influenced by promotion.
4. The marketing success of Yogyakarta's Flower Shop MSMEs is significantly impacted by market orientation, marketing competencies, and stimulant promotions.

### **ADVANCED RESEARCH**

Future researchers can make the following recommendations in light of the study's findings and conclusions:

1. Information sharing is the least significant indication in the market orientation variable, according to the descriptive analysis's findings. It is advised that Yogyakarta Flower Shop MSMEs communicate information on a regular basis to comprehend the objectives of the business. Additionally, the study reveals that the best indicator is customer satisfaction, indicating that great marketing performance raises customer happiness via service.
2. The descriptive analysis's findings indicate that the capacity to keep an eye on rivals' prices is the least reliable indicator of the marketing skill variable. For suitable pricing strategies, it is advised that MSME Flower Shops in Yogyakarta often inquire about the prices of their competition. Furthermore, the study demonstrates that the average of the product capacity indicators pertaining to distribution, promotion, and innovation is the same, which might enhance marketing effectiveness.
3. The descriptive analysis's findings indicate that the promotion variable's lowest indicators are promotion intensity and variety. It is advised that Yogyakarta's Flower Shop MSMEs keep using promotional tactics like price reductions to boost marketing output. The data also reveals that the two categories with the highest averages are promotional media and promotional appeal, suggesting that by using a variety of promotional media, marketing performance may be enhanced by reaching a larger audience.

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