

The Role of Competitive Advantage, Marketing Innovation and Product Innovation on Marketing Performance

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ABSTRACT

Examining how competitive advantage, marketing innovation, and product innovation affect Yogyakarta coffee shops' marketing success is the aim of this study. The study focuses on coffee shop company owners who have been operating their businesses for a minimum of 3 years. The sampling approach employed was purposive sampling, with a sample size of 100 coffee shops in Yogyakarta. The results of this study show that marketing performance is benefited and significantly impacted by competitive advantage. Furthermore, both product and marketing innovation significantly and favorably impact marketing performance.

INTRODUCTION

The Coffee Shop industry is seeing fast growth in several parts of Indonesia, including Yogyakarta. A coffee shop is a compact establishment that offers coffee, non-alcoholic beverages, basic cuisine, and snacks, along with the necessary amenities. The development of the coffee shop business in Yogyakarta can be shown by the number of coffee shops which has experienced a significant increase, where in 2017 it reached 1,200 coffee shops and in 2022 it will increase to around 3,000 coffee shops (Pandangan-Jogja/Kumparan.com).

The rise of the Coffee Shop business is partly due to changes in consumer lifestyles who like gathering activities with their social groups outside the home. Drinking coffee has become a new lifestyle and is popular with various groups. Apart from that, there is a growing trend among students to use coffee shops as a place to gather, discuss and do college assignments. Technological changes have an impact on the ease of business people in promoting their products through social media which is easily accessible to potential consumers.

The large number of business people in the coffee shop sector encourages intense competitive business competition. The existence of this phenomenon shows the importance of business people paying attention to marketing performance so that they can maintain business continuity. Marketing performance is very important as a reference in determining business success (Ringhard, 2018).

Marketing performance refers to the evaluation of a company's accomplishments in the field of marketing. Every company has a vested interest in assessing its accomplishments as an indication of its success in the competitive market. These achievements are a direct result of implementing company strategies, which encompass factors such as customer satisfaction, the successful launch of new products, increased sales, and overall profitability of the company (Mardiyono and Sugiyarti, 2015).

Several factors can impact marketing success, with competitive advantage being a significant one (Ringhard, 2018). Competitive advantage may be achieved by generating distinctiveness in product and package design, implementing superior quality manufacturing methods, employing more appealing marketing strategies, providing more gratifying sales services to consumers, and other similar measures (Hartanti and Ratnawati, 2013). In addition to competitive advantage, marketing success is influenced by other aspects, such as marketing innovation (Suharno et al., 2021). Marketing innovation may be achieved by implementing promotional strategies, employing distinctive designs (Efrata et al., 2019), and creating new business models while upgrading product designs (Askoy, 2017). Hidayanti et al. (2022) said that product innovation can exert an impact on marketing performance. Sukarmen (2013) defines product innovation as the functional advancement of a product that surpasses its competitors' offerings.

LITERATURE REVIEW

Performance encompasses all aspects of activity and the outcomes achieved. Marketing performance refers to the evaluation of a company's accomplishments in the field of marketing (Ringhard, 2018).

Competitive advantage refers to the added value that a firm gains by effectively implementing its strategy, resulting in cost savings and superior value relative to its competitors. Competitive advantage may be achieved by generating distinctiveness in product and package design, implementing superior quality production methods, employing more appealing marketing strategies, and providing consumer-centric sales services (Hartanti and Ratnasari, 2013). Prior studies by Ringhard (2018), Hidayanti (2022), Palwaguna (2021), Suryaningsih (2018), and Manimbing (2018) support the connection between competitive advantage and marketing performance. These research confirm that marketing performance is greatly impacted by competitive advantage.

The study concludes that Yogyakarta's coffee shops' marketing success is positively and statistically significantly impacted by their competitive edge. Marketing innovation is a crucial determinant of success in today's continuously evolving company landscape. In order to survive and maintain its operations, a corporation must engage in constant innovation (Hadiyati, 2011). According to earlier research, marketing innovation significantly affects marketing performance (Efrata, 2019; Askoy, 2017; Suharno, 2021).

Yogyakarta coffee shops have a significant effect of marketing innovation on their marketing performance. Product innovation is a valuable strategy for organizations to enhance market performance and gain a competitive edge in a business climate that prioritizes service-based competition over physical items (Ingsih, 2021). Prior studies by Sulaiman (2018), Ingsih et.al. (2021), Dahana et.al. (2021), and Haryadi (2020) all support the hypothesis on the effect of product innovation on marketing performance.

H3: Product innovation has a substantial impact on the marketing success of Coffee Shops in Yogyakarta.

Sugiyono (2017) defines a framework of thinking as a theory that shows how the variables under study are related. The tool is a reference for addressing research problems and developing research theories. It is presented as flowcharts together with qualitative justifications. The present work uses two variables: a dependent variable and an independent variable. In this work, the independent variables are Product Innovation (X3), Marketing Innovation (X2), and Competitive Advantage (X1). The study's principal focus is Marketing Performance (Y), the dependent variable.

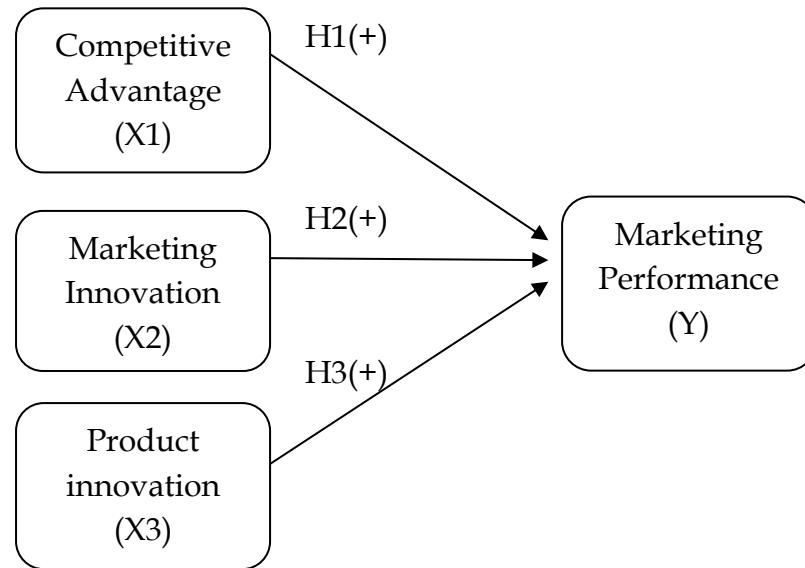


Figure 1. Research Framework

METHODOLOGY

Questionnaires are the primary data gathering tool utilized in this quantitative research design. A coffee shop in Yogyakarta that has been open for business for at least three years serves as the research sample. Purposive sampling was the method of sampling, and 100 coffee shops served as the sample size. Data analysis testing uses multiple regression analysis. Competitive Advantage Indicators Include: Market position, Product uniqueness, Competitive prices, Not easy to imitate, Not easy to find, Not easy to replace. Marketing Innovation Indicators Include: Promotion methods, Pricing methods, Marketing program, Build relationships with customers, Update sales techniques. Product Innovation Indicators Include: Product variants, Product quality, Product design, Technical/technological innovation, Production process innovation. Marketing Performance Indicators Include: New customer growth, Profit growth, Sales growth, Increased productivity, Achievement of marketing goals, Control of market share.

RESEARCH RESULT

Evaluations of preliminary validity and reliability are conducted before to testing the proposed hypotheses. All of the questionnaire's questions are valid, according to the validity evaluation of the product-moment correlation. The significance value (p), which is less than 0.05, and the calculated r value, which is greater than the r table value, both support this conclusion.

Table 1. Research Questionnaire Validity Test Results

Variable	Statement	R Count	R Table	Sig	Information
Competitive Advantage	X1. 1	0,855	0,195	0,000	Accurate
	X1. 2	0.458	0,195	0,000	Accurate
	X1. 3	0.887	0,195	0,000	Accurate
	X1. 4	0,516	0,195	0,000	Accurate
	X1. 5	0,682	0,195	0,000	Accurate

	X1. 6	0,891	0,195	0,000	Accurate
Marketing Innovation	X2. 1	0,921	0,195	0,000	Accurate
	X2. 2	0,295	0,195	0,003	Accurate
	X2. 3	0,928	0,195	0,000	Accurate
	X2. 4	0,446	0,195	0,000	Accurate
	X2. 5	0,908	0,195	0,000	Accurate
Product innovation	X3. 1	0,792	0,195	0,000	Accurate
	X3. 2	0,775	0,195	0,000	Accurate
	X3. 3	0,701	0,195	0,000	Accurate
	X3. 4	0,768	0,195	0,000	Accurate
	X3. 5	0,795	0,195	0,000	Accurate
Marketing Performance	Y. 1	0,725	0,195	0,000	Accurate
	Y. 2	0,718	0,195	0,000	Accurate
	Y. 3	0,724	0,195	0,000	Accurate
	Y. 4	0,719	0,195	0,000	Accurate
	Y. 5	0,747	0,195	0,000	Accurate
	Y. 6	0,793	0,195	0,000	Accurate

It is clear that every question expressing the independent and dependent variables has a significance value less than $\alpha = 0.05$ and a r value higher than the essential r value of 0.195. As such, the questionnaire used as a research tool can be considered valid.

The acceptance that an instrument is trustworthy enough to be used as a data collection tool is known as reliability (Arikunto, 2014). The reliability was evaluated using the Cronbach Alpha method in this work. The table that follows lists the questionnaire's reliability assessment results:

Table 2. Research Questionnaire Reliability Test Results

Variable	Cronbach Alpha	Critical Value	Information
Competitive Advantage	0,801	0,60	Dependable
Marketing Innovation	0,755	0,60	Dependable
Product innovation	0,822	0,60	Dependable
Marketing Performance	0,841	0,60	Dependable

Every variable—including competitive advantage, product innovation, marketing innovation, and marketing performance—has a Cronbach Alpha coefficient value greater than 0.60. This implies that all the answers on the questionnaire concerning these aspects are regarded as reliable. To demonstrate that the tests performed in this work satisfied the criteria of heteroscedasticity, multicollinearity, and data normality, the classical assumption test was performed. Thus, it was verified that the tests were suitable for application in linear regression analysis.

The normality test tries to determine if the residual or confounding variables in the regression model have a normal distribution. One can use a normality test to determine if a variable follows or departs from a normal distribution (Ghozali, 2011). The Kolmogorov-Smirnov (KS) normal test is the one applied in this work.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	2.70654992	
Most Extreme Differences	Absolute	.074	
	Positive	.040	
	Negative	-.074	
Test Statistic			.074
Asymp. Sig. (2-tailed)			.200 ^{c,d}

The One-Sample Kolmogorov-Smirnov Test for normalcy produced a p-value of 0.200, above the 0.05 significance level. It may thus be inferred that the data of the study follow a normal distribution. The aim of the multicollinearity test is to determine whether the independent variables in the regression model have a complete correlation. An perfect regression model would have absolutely no relationship at all between the independent variables.

Table 4. Multicollinearity Test Results

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.623	1.894		2.441	.016		
	Competitive Advantage	.381	.051	.571	7.490	.000	.955	1.047
	Marketing Innovation	.125	.059	.161	2.108	.038	.952	1.051
	Product innovation	.196	.057	.256	3.429	.001	.996	1.004

a. Dependent Variable: Y1

A tolerance value of 0.955 and a VIF (Variance Inflation Factor) value of 1.047 are obtained from the multicollinearity test for the competitive advantage variable. With regard to the marketing innovation variable, the tolerance value is 0.952 and the VIF value is 1.051. At last, for the product innovation variable, the tolerance value is 0.996 and the VIF value is 1.004. As such, the tolerance value should be greater than 0.10 and the VIF value should be less than 10 in the absence of multicollinearity among the independent variables.

To ascertain if there is a difference in the residuals' variance among the data in the regression model, the heteroscedasticity test is performed (Ghozali, 2018). A set of criteria is used in this study to assess if the data are heteroscedasticity-free. It specifically looks at whether there is a dispersion between the x and y axes on the scatterplot graph without any obvious pattern appearing.

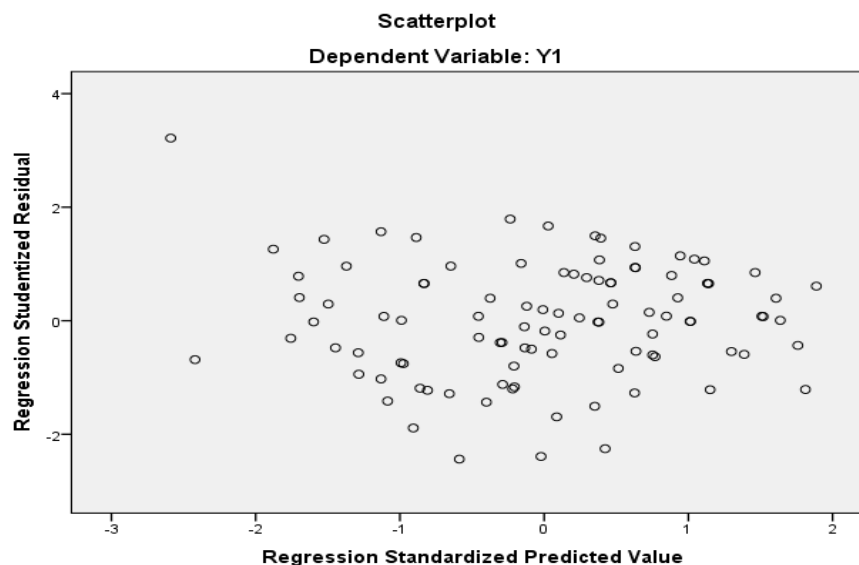


Figure 2. Hteroskeastisitas Test Result

The dots in the scatterplot are randomly distributed and show variability above and below the Y axis, according to the findings of the heteroscedasticity test. In the scatterplot, no obvious pattern or trend can be seen. Thus, it can be concluded that the regression model employed in this study does not exhibit heteroscedasticity.

The next test that comes after finishing the traditional assumption test is the coefficient of determination (R^2) analysis. Coefficient of determination (R^2) analysis aims to quantify the proportion of the variance of the dependent variable that the independent factors can explain.

Table 5. Test Results for the Coefficient of Determination (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.684 ^a	.468	.451	1.64911

a. Predictors: (Constant), Inovasi Produk, Keunggulan Bersaing, Inovasi Pemasaran

b. Dependent Variable: Y1

An Adjusted R Square value of 0.451 was derived from the Determination Coefficient Analysis findings. This indicates that 45.1% of marketing performance may be attributed to the variables competitive advantage, marketing innovation, and product innovation, with the remaining 54.9% being influenced by variables not included in this study.

Proceed to assess the hypothesis by using the t test. The significance of each independent variable's contribution to the partial explanation of the dependent variable in this study is ascertained using the t test.

Table 6. Partial Test Results (t)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		

1	(Constant)	4.623	1.894		2.441	.016
	Keunggulan Bersaing	.381	.051	.571	7.490	.000
	Inovasi Pemasaran	.125	.059	.161	2.108	.038
	Inovasi Produk	.196	.057	.256	3.429	.001

a. Dependent Variable: Y1

One interpretation for the t test results is as follows:

1. Test of First Hypothesis (H1) The t test results show that the computed t value of 7,490 > t table, or 1,660, and the significance value of 0.00 < 0.05. As such, Ho is turned down and Ha is accepted. The results of this hypothesis test show that the competitive advantage of Yogyakarta Province coffee shops greatly and favorably affects their marketing success.
2. Testing Second Hypothesis (H2) The results of the t test show that the computed t value of 2,108 > t table, or 1,660, and the significance value of 0.038 < 0.05. As such, Ho is turned down and Ha is accepted. Testing the theory, the results show that marketing innovation has a major and favorable effect on the marketing performance of coffee shops in Yogyakarta Province.
3. Considering Hypothesis Three (H3)
The results of the t test show that the computed t value of 3,429 > t table, or 1,660, and the significance value of 0.01 < 0.05. As such, Ho is turned down and Ha is accepted. Testing the theory, the results show that product innovation has a big and beneficial effect on the marketing performance of coffee shops in Yogyakarta Province.

DISCUSSION

Testing hypothesis 1's findings demonstrate that competitive advantage significantly and favorably affects the marketing performance of coffee shops. This demonstrates that a coffee shop's ability to improve its marketing effectiveness increases with the strength of its competitive advantage in operating a business. In contrast, a coffee shop will not be able to improve marketing effectiveness if its competitive edge in operating a firm is less. The findings of this study corroborate those of other studies by Ringhard (2018), Palwaguna (2021), Hidayanti (2022), Suryaningsih et al. (2018), and Manimbing (2018), which demonstrated the substantial impact of competitive advantage on marketing success.

Testing hypothesis 2's findings demonstrate that marketing innovation significantly and favorably affects the marketing performance of coffee shops. This demonstrates that the coffee shop can increase its marketing performance to a greater extent the better its marketing innovation is executed. However, the coffee business won't be able to boost marketing performance if its marketing innovation isn't as strong. The findings of this study corroborate those of earlier studies by Efrata (2019), Askoy (2017), and Suharno (2021) demonstrating the substantial impact of marketing innovation on marketing performance.

According to the findings of testing hypothesis 3, the marketing performance of coffee shops is positively and significantly impacted by product innovation. This demonstrates that a coffee shop's marketing performance can increase in direct proportion to the quality of its product innovation.

Nevertheless, the coffee shop won't be able to boost marketing results if its product innovation isn't as strong. The results of this study support earlier research indicating the significant influence of product innovation on marketing performance by Sulaiman (2018), Ingsih et al. (2021), Dahana et al. (2021), and Haryadi (2020).

CONCLUSIONS AND RECOMMENDATIONS

To examine and evaluate variables that affect marketing effectiveness. The results of this study demonstrate that the factors of product innovation, marketing innovation, and competitive advantage all significantly and favorably affect marketing performance.

There are restrictions on this research as well. Competitive advantage, marketing innovation, and product innovation remain the only elements that affect marketing performance; together, they account for 45.1% of the total, with other factors outside the scope of this study influencing the other 54.9%. Competitive advantage, product innovation, and marketing innovation are just a few examples of the internal elements that come from the marketer and nevertheless have an impact on marketing performance. Meanwhile, this study has not taken into account outside variables that may affect consumer loyalty, such as perceived value, brand image, and product quality.

ADVANCED RESEARCH

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

1. Based on descriptive analysis of the competitive advantage variable, the lowest average value was obtained for the coffee shop characteristic indicators. For this reason, it is recommended for coffee shop business actors to have standard characteristics for superior products so that they can satisfy consumers and will have an impact on improving marketing performance.
2. Based on descriptive analysis of the marketing innovation variable, we obtained the lowest average value for the indicator. We always innovate prices in order to reach more consumers. For this reason, it is recommended for coffee shop entrepreneurs to consider the price of a product and the quality of the product. By adjusting price to quality, it can have an impact on improving marketing performance.
3. Based on descriptive analysis of the product innovation variable, the lowest average value was obtained for the indicator that we always innovate in the production process, especially on the coffee menu. So it is recommended that coffee shop entrepreneurs be able to evaluate the coffee menu in the future and review developments in the market menu.
4. Based on descriptive analysis of the marketing performance variable, the lowest average value was obtained for the indicator of the average level of productivity in producing new menus in the last 3 years at the coffee shop. For this reason, it is recommended that coffee shop entrepreneurs evaluate their products and improve and even create new products by

adapting to consumer needs so that they can attract consumers and improve marketing.

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