

Contribution of Market Orientation, Product Innovation, and Online Marketing to the Marketing Performance of Batik SMEs in Yogyakarta

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ABSTRACT

The cornerstones of the Indonesian economy are Micro, Small, and Medium-Sized Enterprises, or MSMEs; Yogyakarta's Batik MSMEs is one of them. The purpose of this study is to investigate how product innovation, market orientation, and internet marketing affect Yogyakarta's Batik MSMEs' marketing performance. Purposive sampling was the method utilized in the sampling, and the sample size consisted of 43 MSMEs in Yogyakarta. Multiple linear regression is used by the data analysis tool. The study's findings demonstrate that: (1) Batik MSMEs in Yogyakarta will do much better in terms of marketing if they have a strong market orientation. (2) Product innovation is not a deciding element in marketing performance since it has no discernible impact on the marketing performance of Batik MSMEs in Yogyakarta. (3) Yogyakarta's Batik MSMEs' marketing performance is not significantly impacted by online marketing.

INTRODUCTION

The Indonesian economy is supported by various economic sectors, one of which is the creative economy. Creative economic growth in 2021 increased by 2.9% compared to the previous year and increased to 9.49% in 2022 (BPS, 2023). The growth of the creative economy after the COVID-19 pandemic has increased quite significantly and has made a positive contribution to the national economy.

The contribution of the creative economy to GDP in 2022 will reach IDR 1280 trillion, and contribute to national labor absorption reaching 17.7% (Menparekraf, 2023). The batik business is one of the creative economy sectors that helps explain the rise in MSMEs. The Special Region of Yogyakarta Province is one of the Indonesian places where the batik industry is growing. There will be 1,687 Batik MSMEs in DIY Province by 2023 (Dinas Koperasi dan Usaha Kecil Menengah Daerah Istimewa Yogyakarta, 2024).

The accomplishment of strong business performance has lagged behind the growth of MSMEs in terms of quantity. This is because the MSME generation faces a number of internal and external challenges. The problems of MSMEs, in general, are low funding, limited market access, and marketing, lack of a conducive business environment and support from various institutions, dependence on the availability of entrepreneurs, and increasingly fierce competition both domestically and internationally (Juliprijanto dkk., 2017; Septiana dkk., 2019; Hartono dan Hartomo, 2016). These obstacles or problems have an impact on the performance of MSME businesses, one of which is marketing performance.

The degree of success attained via marketing endeavors is measured by marketing performance. A method or phase for gauging a business's success in the marketing process is marketing performance (Julio & Sefnedi, 2023). Marketing performance can be used as a success parameter which is an accumulation of all marketing activities so that the company can also see the market achievement of the products offered (Nurudin dkk., 2022), through sales, new customer acquisition, and increasing market share (Cao dan Weerawardena, 2023).

There are a few components that impact the marketing performance of MSMEs, namely market orientation (Saraswati & Santika, 2019), product innovation (Bahren et al., 2018), and online marketing (Anggraeni & Sanaji, 2021; Fadilah & Nuvriasari, 2024).

Market orientation is a marketing approach that emphasizes the importance of understanding market conditions to effectively meet consumer needs and preferences. (Sefnedi dkk., 2022). Market orientation is a description of the relationship between several components such as customers (not only), competition, and organizational and company output or a description of constant relationships while operating in the market (Prifti & Alimehmeti, 2017). Market orientation is an important strategic posture for companies, and its implementation is associated with good customer orientation being able to monitor competitors in competitor orientation can create coordination between functions. Three indicators are used to quantify market orientation: inter-

functional coordination, competitor orientation, and customer orientation (Julio & Sefnedi, 2023).

With market orientation, a business can find out what customers need through good strategies so that it can fulfill customer desires. Research by Ulya (2019) and Munawar et al. (2023) implies that a company's marketing success is positively and significantly impacted by its market orientation. This indicates that as a company's market orientation strengthens, its marketing performance is likely to increase (Riswanto dkk., 2020). However, some studies contradict this finding, suggesting that market orientation has no significant effect on marketing performance (Shodiqin dan Rhain, 2020). This shows that market orientation is not an indicator of improving marketing performance.

Another crucial element that can impact marketing performance is product innovation. This process begins with the generation of new ideas and discoveries, which then evolve into the creation of a new market. (Ningrum dkk., 2020). Innovation is a change and improvement in technology, products, processes, and services that make a positive contribution to customers (Fadhillah dkk., 2021). Product innovation carried out with high intensity can significantly impact marketing performance and competitive advantage. This is because it can serve as a crucial tool for a company's survival, not only through growth but also through adapting to increasingly intense competition in an uncertain environment (Nasir, 2017).

Based on the results of Petrus, (2023) Marketing performance is significantly impacted by product innovation. This indicates that when comparing the use value test of a company's product's advantages, the introduction of a new approach in the form of product innovation may have a significant influence on extremely large changes. Blichfeldt & Faullant (2021) product innovation also reflects the potential for new products in a market to gain a competitive advantage by giving a touch to the innovation process through the technology used. In contrast to research by Amin et al, (2019) It claims that the performance of marketing is significantly and negatively impacted by product innovation. This is because customers won't buy the product until it is no longer usable since it is utilized over an extended period of time.

Another factor that influences marketing performance is online marketing. Online marketing is a behavioral pattern of promoting a product that is carried out online using technology in the form of social media with innovative marketing approaches, such as the integration of artificial intelligence into digital marketing, social media marketing activities, and brand loyalty in the telecommunications industry (Lahuerta-Otero, 2022). The media used in online marketing needs to be adjusted to target consumers and marketing strategies to achieve company goals (Dwivedi dkk., 2021). With a wide marketing reach and flexible working hours, online marketing can communicate products to customers as promotional efforts more effectively and efficiently (Baharuddin dkk., 2022).

It is evident from earlier research's findings that using social media for internet marketing significantly and favorably impacts marketing performance

(Anggraeni dan Sanaji, 2021; Juliani & Nuvriasari, 2024). This implies that a business's marketing performance will rise in proportion to the degree to which it uses online marketing media as a platform for online marketing. Kuswanto et al (2021) state that online marketing has a positive and significant effect on marketing performance. This means that having digital technology capabilities as a good online marketing venue will be able to improve marketing performance because product information that is disseminated has a high probability of reaching and being accepted by consumers. Online marketing is deeply connected to the concept of dynamic capabilities, which represents a company's capacity to adapt and influence changes in its operating environment. This adaptability is essential for companies to thrive in a competitive and constantly evolving market (Zahara dkk. 2023).

This research on marketing performance was carried out on Batik MSMEs in Yogyakarta. The development of batik MSMEs in terms of quantity encourages the level of business competition. So MSMEs need to make efforts to improve their business performance. This is a basis for further research.

LITERATURE REVIEW

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

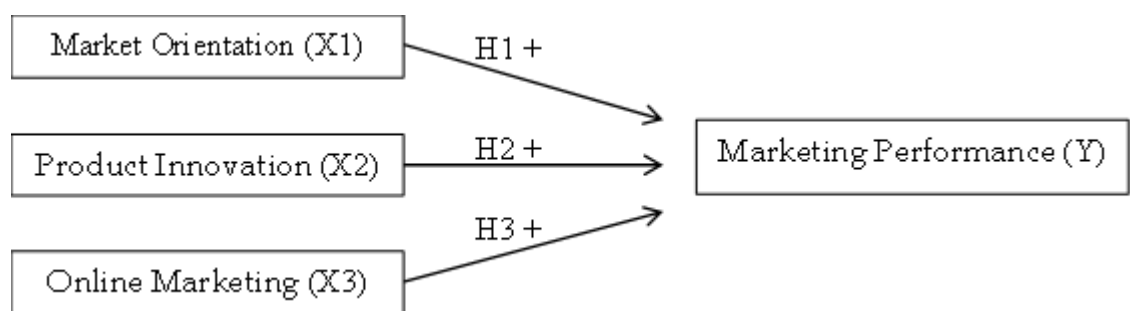


Figure 1. Research Framework

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

H1 = Market orientation has a significant effect on the marketing performance of Batik MSMEs in Yogyakarta.

H2 = Product innovation has a significant effect on the marketing performance of Batik MSMEs in Yogyakarta.

H3 = Online marketing has a significant effect on the marketing performance of Batik MSMEs in Yogyakarta

METHODOLOGY

The quantitative nature of this study is the approach taken. This research is classified as explanatory research because to its goals. The study's 1,687 Batik MSMEs in Yogyakarta are its population. Purposive sampling was the method of sampling utilized in this study. The firm must have been in operation for at least three years in order to meet the sample criteria. The Slovin method was utilized to determine the sample size for this study, and 43 batik MSMEs made up the sample. Data collection in this research used a questionnaire. Uses a 5-

level Likert scale. Market orientation indicators include commitment to customer satisfaction, creating customer value, understanding customer needs, measuring customer satisfaction, responding quickly to competitor actions, studying competitor strategies, all functions contribute to customer value, inter-functional various market information, product innovation indicators include producing products that are different, developing new product lines, continuously improving product quality, raw material innovation, production process innovation, online marketing indicators include information accuracy, website display quality or digital marketing media, promotional attractiveness, ease of interacting with customers, availability of payment methods and indicators Marketing performance includes sales growth, level of retention (customer loyalty), profit growth, expansion of market share and overall business performance.

RESEARCH RESULT

Respondent Profile

Table 1. Respondent Profile

No.	Criteria	Amount	Percentage
1	Position in the Company		
	a. Owner	21	48.8%
	b. Person responsible	14	32.6%
	c. Owner and responsible	8	18.6%
	Total	43	100%
2	Gender		
	a. Man	32	74.4%
	b. Female	11	25.6%
	Total	43	100%
3	Age		
	a. 31-35 Years	19	44.2%
	b. >35 years	24	55.8%
	Total	43	100%
4	Education		
	a. High school graduate	12	27.9%
	b. Bachelor degree	31	72.1%
	Total	43	100%
5	Length of Work Period		
	a. 3 years	19	44.2%
	b. 4 years	5	11.6%
	c. 5 years	7	16.3%
	d. 6 years	3	7.0%
	e. 7 years	5	11.6%
	f. 8 years	1	2.3%
	g. 10 years	1	2.3%
	h. 15 years	1	2.3%

No.	Criteria	Amount	Percentage
	i. 20 years	1	2.3%
	Total	43	100%

(Source: Primary Data Processed with SPSS 25, 2024)

From Table 1 it can be shown that the largest number of respondents were Batik MSME owners, 21 people (48.8%). Based on gender, the majority of respondents were 32 men (74.4%). The majority of respondents were >35 years old, 24 people (55.8%). The highest number of respondents with the last education was a Bachelor's degree, as many as 31 people (72.1%), and the most had 3 years of work as many as 19 people (44.2%).

Validity test

Table 2. Validity Test Results

Statement	r count	r table	Information
Market Orientation			
X1p1	0.719	0.301	Valid
X1p2	0.510	0.301	Valid
X1p3	0.486	0.301	Valid
X1p4	0.483	0.301	Valid
X1p5	0.522	0.301	Valid
X1p6	0.551	0.301	Valid
X1p7	0.582	0.301	Valid
X1p8	0.596	0.301	Valid
Inovasi Produk			
X2p1	0.631	0.301	Valid
X2p2	0.645	0.301	Valid
X2p3	0.754	0.301	Valid
X2p4	0.512	0.301	Valid
X2p5	0.657	0.301	Valid
Pemasaran Online			
X3p1	0.631	0.301	Valid
X3p2	0.645	0.301	Valid
X3p3	0.754	0.301	Valid
X3p4	0.512	0.301	Valid
X3p5	0.657	0.301	Valid
Kinerja Pemasaran			
Yp1	0.631	0.301	Valid
Yp2	0.645	0.301	Valid
Yp3	0.754	0.301	Valid
Yp4	0.512	0.301	Valid
Yp5	0.657	0.301	Valid

(Source: Primary Data Processed with SPSS 25, 2024)

Table 2 shows that the variable questionnaire utilized in this study has an overall computed r value $> r$ table of 0.301. It is decided that every instrument included in the questionnaire has been deemed valid and appropriate for usage.

Reliability Test

Table 3. Reliability Test Results

Variable	Cronbach Alpha	Critical Value	Information
Market Orientation	0.661	0.60	Reliable
Product Innovation	0.617	0.60	Reliable
Online Marketing	0.717	0.60	Reliable
Marketing Performance	0.678	0.60	Reliable

(Source: Primary Data Processed with SPSS 25, 2024)

It is evident from Table 3 that every variable included in this research has a Cronbach Alpha value higher than 0.60. All of the questionnaire instruments are deemed to be dependable and, as a result, appropriate for usage.

Classic assumption test

Normality test

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		43
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.21801637
Most Extreme Differences	Absolute	.100
	Positive	.097
	Negative	-.100
Test Statistic		.100
Asymp. Sig. (2-tailed)		.200 ^{c,d}

(Source: Primary Data Processed with SPSS 25, 2024)

A one-sample Kolmogorov-Smirnov test result on Asymp is used for the normalcy test in Table 4. Since Sig. (2-tailed) was achieved at 0.200, which is more than 0.05, the study's data were found to be normally distributed.

Multicollinearity Test

Table 5. Multicollinearity Test Results

Coefficients ^a		Collinearity Statistics	
Model		Tolerance	VIF
1	Market Orientation	.211	4,733
	Product Innovation	,279	3,582
	Online Marketing	,265	3,780

(Source: Primary Data Processed with SPSS 25, 2024)

Table 5 shows that every independent variable had a tolerance value > 0.10 and a VIF < 10. It follows that there is no multicollinearity in this study as there is no connection between the independent variables.

Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,026	1,008		2,009	,051
	Market Orientation	,019	,075	,086	,254	,801
	Product Innovation	-.129	,093	-.405	-1,386	,174
	Online Marketing	,038	,095	,120	,399	,692

(Source: Primary Data Processed with SPSS 25, 2024)

In Table 6, the heteroscedasticity test uses the Glajser test for all values in Sig. > 0.05, thus there are no symptoms of heteroscedasticity.

Inferential Analysis

Multiple Linear Regression Analysis

The direction of effect of Market Orientation (X1), Product Innovation (X2), and Online Marketing (X3) on Marketing Performance (Y) is examined using multiple linear regression analysis. The following table displays the findings of the linear regression analysis:

Table 6. Results of Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,450	1,624		,892	,378
	Market Orientation	,455	,121	,682	3,774	,001
	Product Innovation	-.107	,150	-.113	-.717	,477
	Online Marketing	,285	,154	,300	1,857	,071

(Source: Primary Data Processed with SPSS 25, 2024)

The multiple linear regression equation follows:

$$Y = 1,450 + 0,455 X1 - 0,107 X2 + 0,285 X3 + e$$

Interpreting the multiple linear regression equation from this study involves looking at the constant values and the values of the standardized regression coefficient, which shed light on the connections between the variables:

A constant value of 1.450 indicates that the marketing performance variable value is 1.450 because the three variable values market orientation (X1), product innovation (X2), and internet marketing (X3) do not vary or remain constant (value 0). With a market orientation variable (X1) value of 0.455, it is

evident that the market orientation variable has a favorable impact on marketing performance. The product innovation variable's (X2) value of -0.107 indicates that the product innovation variable has a negative impact on marketing performance. The online marketing variable's (X3) value of 0.285 indicates that the online marketing variable has a positive direction of effect on marketing performance.

t-test

The purpose of the t-test is to assess, to a partly extent, how internet marketing (X3), product innovation (X2), and market orientation characteristics (X1) affect marketing performance (Y). Table 6 indicates that Ho is rejected and Ha is approved when the significance value of t computed > t table with a significance level < 0.05 indicates that the independent variable significantly affects the dependent variable. In contrast, Ho is accepted and Ha is denied if t count < t table with a significance level of >0.05, indicating that the independent variable has no discernible impact on the dependent variable. Out of the three hypotheses put out, one was accepted and the other two were rejected based on the t-test findings.

Coefficient of Determination (R²)

The following outcomes are produced by the coefficient of determination, which attempts to quantify the degree of the independent variable's effect on the dependent variable.

Table 7. Coefficient of Determination Results

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,855 ^a	,731	,710	1,264

(Source: Primary Data Processed with SPSS 25, 2024)

According to Table 7, online marketing factors, product innovation, and market orientation all contribute 0.710, or 71%, to marketing performance. In the meanwhile, factors not included in this study have an impact on the remainder.

DISCUSSION

The Influence of Market Orientation on Marketing Performance

The market orientation positively and statistically significantly affects the marketing performance of Batik MSMEs in Yogyakarta, according to the results of hypothesis testing. This claim demonstrates that one factor influencing the marketing effectiveness of Yogyakarta's Batik MSMEs is market orientation. This implies that marketing success will be impacted by the degree of market orientation among Yogyakarta's Batik MSMEs. The results of this research support the results of previous research conducted by Saraswati & Santika (2019); Putri & Yasa (2018); Asri & Nuvriasari (2024) which showed that market orientation had a positive and significant effect on marketing performance.

The Influence of Product Innovation on Marketing Performance

Testing the hypothesis has shown that Yogyakarta's Batik MSMEs' marketing performance is unaffected by product innovation. This demonstrates that Yogyakarta's Batik MSMEs' marketing success is unaffected by product innovation. Because of this, marketing results will be unaffected by the degree of product innovation in Yogyakarta's Batik MSMEs. Researchers found that, on average, Yogyakarta's Batik MSMEs innovate their products well. But the marketing results are unaffected by this product improvement. This may be due to the fact that MSMEs have established such a robust innovation culture that their marketing performance is not dependent on new product launches. This study's findings align with those of Amin et al. (2019) which also found that product innovation has no significant impact on marketing performance.

The Influence of Online Marketing on Marketing Performance

The outcomes of the hypothesis test verify that the marketing performance of Batik MSMEs in Yogyakarta is not significantly impacted by internet marketing. This claim demonstrates that Yogyakarta's Batik MSMEs' marketing performance is not influenced by online marketing. This implies that there would be no significant difference in the influence on marketing performance between Yogyakarta's Batik MSMEs with high or low levels of internet marketing. According to study findings, Batik MSMEs in Yogyakarta generally have effective internet marketing; nevertheless, the effectiveness of this online marketing is not significantly impacted by it. Online marketing has no effect on the marketing success of Batik MSMEs since their marketing is mostly conducted via traditional means, which involves contacting potential customers in person through outlets. The results of this study support the results of previous research conducted by Ramadhani dkk. (2022) which shows that online marketing has no significant effect on marketing performance.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This research was conducted to analyze the factors that influence marketing performance and the following conclusions can be drawn:

1. Batik MSMEs in Yogyakarta have found that market orientation significantly and favorably affects their marketing success. The results of this study demonstrate that a factor influencing marketing performance is market orientation.
2. In Yogyakarta's Batik MSMEs, market innovation has little effect on marketing outcomes. The results of this study show that marketing performance is not influenced by market innovation.
3. Yogyakarta's Batik MSMEs' marketing performance is not greatly impacted by online marketing. The results of this study show that marketing performance is not influenced by internet marketing.

Recommendations

The following are some recommendations that researchers might make in light of the findings and conclusions of this study:

1. The results of the descriptive analysis show that market orientation demonstrated through a commitment to customer satisfaction is rated the lowest on average by the leaders/persons in charge of batik SMEs in Yogyakarta. It is recommended that Batik MSMEs in Yogyakarta be more committed to customer satisfaction by providing quality products accompanied by maximum service to customers with a friendly and patient attitude, which is expected to increase customer satisfaction and marketing performance.
2. The results of descriptive analysis on product innovation show that the leaders/persons in charge of MSMEs on average give the lowest assessment to raw material innovation. It is recommended that Batik MSMEs in Yogyakarta try new raw materials that can be used in producing various batik products, such as alternative dyes that come from nature such as tree bark or flowers, and can also use plant parts to make various batik motifs (ecoprint batik) so that can improve raw material innovation and marketing performance.
3. The results of the descriptive analysis show that the adoption of online marketing in the form of ease of interacting with customers is on average rated low by MSME leaders/persons in charge. Thus, it is recommended for batik MSME owners/leaders to emphasize the marketing department or employees who handle online marketing to further increase customer interaction by immediately responding to potential consumers who ask for product information, providing online chat facilities, and providing responses to customer reviews, both positive and negative. And can do live streaming via social media to make it easier to interact with customers which can improve marketing performance.

ADVANCED RESEARCH

The following are research limitations and suggestions that researchers might provide for further research the limitation of this research is that the research sample is still limited to 43 Batik MSMEs in Yogyakarta, even though they have met the minimum sample size criteria. However, it is not enough to represent the business conditions in Batik in general, especially on a national scale. Thus, future researchers need to expand the research sample not only to one area so that it can be more generalized.

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