

# The Impact of Product Innovation on Marketing Performance

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## ABSTRACT

As the largest industry in Indonesia, small and medium enterprises play a major role in the Indonesian economy because they can stimulate economic growth and generate new opportunities for entrepreneurs. The purpose of this research was to examine the impact of customer orientation and entrepreneurship orientation on marketing performance toward product innovation. The population data in this research is the Small and Medium exhaust Industry in Districts Purbalingga. The total sample is 119 respondents. This research using a proportional random sampling. The data analysis method in this research using descriptive analysis, regression analysis, and path analysis with IBM SPSS version 20. The research result shows that customer orientation and entrepreneurship orientation had positive and significant influence on marketing performance. Additionally, product innovation is able to mediate the effect of customer orientation and entrepreneurship orientation when it comes to marketing performance. It is suggested that SMEs should provide better customer service, conduct more exhaust innovation, and maintain the quality of their products. Further research on the object should be expected to include entrepreneurial orientation references and expand the scope of the object.

**Keywords:** *Product Innovation, Marketing Performance, Customer Orientation, Entrepreneurial Orientation.*

## 1. INTRODUCTION

IKM in Indonesia is currently facing a difficult situation amid the changing business environment which is increasingly complex and competition is getting tighter along [1]. The existence of this competition makes the company faced with various opportunities and threats. Therefore, IKM is required to think creatively to face increasingly dynamic market conditions. Micro, Small and Medium Enterprises can grow and develop so that they can increase their products [2]. Entrepreneurs need to know the changes in their business environment so that they can compete with other companies and win the competition. This is where marketing plays an important role. Marketing is a human activity that is directed to meet market needs and wants through a process of exchange in a profitable manner.

One way to be able to judge a business as having good marketing progress or not is by looking at its marketing performance, business performance leads to the level of achievement of the company in a certain

period which is said to be good if it is marked by good sales growth, profit, which is always increasing and capital that is always increasing. Marketing performance is generally used to measure the impact of company strategy and is one of the aspects in determining business performance which can increase if the company is able to choose and implement the right approach.

Performance measurement is an attempt to map strategies into actions to achieve certain targets, not only the final target needs to be measured performance but also related to the competencies and processes that have been implemented, meaning that every company is forced to be ready to face increasingly critical consumers. in choosing products.

In addition to companies paying attention to marketing performance, companies must also pay attention to customer orientation as the main factor to improve marketing and sales performance. Companies that do not have the ability to know the market, competitors, consumers, environmental trends, and technology will experience difficulties in running their

business, meaning they are unable to survive and compete, which will then affect their company profits [10].

The achievement of marketing capabilities and performance is also supported by strong entrepreneurial orientation abilities [7]. Entrepreneurial orientation is seen as having the ability to improve the performance of a company. An entrepreneurial orientation can contribute to the performance and resilience of a superior business and is seen as having the ability to improve the performance of a company [8].

In addition to having a direct influence, entrepreneurial orientation also has an indirect influence on marketing performance, as research conducted by, [13] states that until now there is still an influence of entrepreneurial orientation on performance through innovation considering that most companies do their work by doing innovations in improving their performance and studies conducted in countries- developing countries use a strong entrepreneurial concept by making innovations to improve company performance.

Innovation is needed by consumers to fulfil their desires according to their respective needs. Therefore, industry players are required to make product innovations in order to satisfy the needs of their consumers. With this innovation, the ability to solve problems creatively and create opportunities to increase income and performance in business.

The purpose of this study was to determine the effect of customer orientation and entrepreneurial orientation on marketing performance through product innovation at IKM Knalpot in Purbalingga Regency.

**Table 1.** Data on average sales of purbalingga exhausts per business unit in 2014-2019

Year	Average exhaust sales	Difference	%
2014	3,501		
2015	3,249	-252	-7.20%
2016	3,666	417	12.83%
2017	3,707	41	1.11%
2018	3,689	-18	-0.48%
2019	3,705	16	0.43%

Source: DISPERINDAG Purbalingga Regency 2019

## 2. METHOD

The object of this research is the Exhaust IKM in Purbalingga Regency, with a population of 170 Knalpot IKM. The population is relatively moderate. The number of samples in this study were 119 Tofu IKM.

The sampling technique in this study uses Proportional Random Sampling, it is said to be proportional random sample because the sampling of sample members is done randomly but still proportional to the number of population members in each region.

The independent variable is a variable that affects changes in the dependent variable and has a positive or negative relationship to the dependent variable. The independent variables in this study are customer orientation and entrepreneurial orientation. Meanwhile, the intervening variable is a factor that theoretically affects the phenomenon that is observed to be fixed, cannot be seen, measured, or manipulated, but the impact can be concluded based on the impact of independent and moderating variables on the observed phenomenon. The intervening variable in this study is product innovation that links customer orientation and entrepreneurial orientation to marketing performance. The data collection methods in this study were questionnaires and documentation.

In this study, the questionnaire was addressed to IKM exhaust in Purbalingga Regency. To measure the value of the variables in this questionnaire using a Likert scale. The Likert scale is used to measure the attitudes, opinions and perceptions of a person and a group of people about social phenomena, which in this study are referred to as research variables. The answer for each instrument item that uses the Likert scale has a gradient from very positive to very negative.

## 3. RESULTS AND DISCUSSION

### 3.1. Validity test

The results and testing of instruments from the research questionnaire were carried out by proposing validity and reliability. Validity testing is used to assess the accuracy of the validity of the instrument. The calculation of the validity test was carried out using the SPSS version 20 program. The significance test was carried out by looking at the instrument item score (Sig 2 tailed) <0.05. The instrument is said to be valid if the significance value of the instrument item score (Sig 2 tailed) <0.05.

Based on the validity test results of the marketing performance variable (Y2), it shows that all items used are declared valid. The product innovation variable shows that one item of the statement is declared invalid. Meanwhile, the customer orientation and entrepreneurial orientation variables indicate that all statements are valid.

From the results of the instrument validity test, it can be explained that from the total statement instruments there are only 35 statements that can be used in this study, with details of 9 items of marketing performance variables, 8 items of product innovation variables, 9 items of customer orientation variables and 9 items of entrepreneurial orientation variables.

**3.2. Reliability Test**

Measurement data using the SPSS program by looking at Cronchbach Alpha ( $\alpha$ ). A variable is said to be reliable if it provides a Cronchbach Alpha ( $\alpha$ ) value  $> 0.70$  or equal to  $0.70$  [4].

**Table 2.** Reliability Test Results

No	Variable	The value of Cronchbach's Alpha is calculated	Cronchbach's Alpha criteria	Remark
1	Customer Orientation	0.798	0.70	Reliable
2	Entrepreneurial Orientation	0.820	0.70	Reliable
3	Product Innovation	0.725	0.70	Reliable
4	Marketing Performance	0.765	0.70	Reliable
5	Customer Orientation	0.798	0.70	Reliable
6	Entrepreneurial Orientation	0.820	0.70	Reliable
7	Product Innovation	0.725	0.70	Reliable
8	Marketing Performance	0.765	0.70	Reliable

Source: Data processed in 2020

**3.3. Classic Assumption Tests**

The normality test conducted in this study shows that all existing data are normally distributed. The test results with a probability plot describe the distribution of data, depicted by dots that form a pattern following a diagonal line. These results indicate that the data is normally distributed. To strengthen this assumption, a statistical analysis was also carried out using the Kolmogorov-Smirnov test. The test results show that the Kolmogorov-Smirnov value is  $0.644$  with an Asymp Sig (2-tailed) value of  $0.801 >$  a probability

value of  $0.05$ , so the research data is normally distributed. If the Kolmogorov Smirnov value  $> \alpha = 0.05$ , the data is normally distributed [4]. The customer orientation variable has a tolerance value of  $0.766$ , entrepreneurial orientation of  $0.938$ .

Meanwhile, the VIF value on the results of the multicollinearity calculation shows the VIF value for all variables is less than  $10$  which indicates no multicollinearity. So it can be concluded that there is no multicollinearity between the independent variables in the regression model.

According to [4] the heteroscedasticity test aims to test whether in the regression model there is an unequal variance from the residuals of one observation to another. If the variance from one observation to another is constant, it is called homoscedasticity. A good regression model is homoscedasticity or heteroscedasticity does not occur.

The heteroscedasticity test in this study uses a scatter plot, it can be seen that there is no clear pattern, and the dots spread above and below the zero marketing performance axis. Therefore, it can be concluded that in this model heterosdasticity does not occur.

The heteroscedasticity test also uses the Glejser test, where the significance value is greater than  $0.05$ . In this study, all independent variables have a significance value greater than  $0.05$ , which means there is no heteroscedasticity.

**3.4. Statistical test t**

The t statistical test or usually referred to as a partial test is used to test the hypothesis partially to show the effect of each independent variable on the dependent variable. In conducting the test using a significance level with alpha ( $\alpha$ ) which has been determined, namely  $5\%$ . If the probability t value  $< 0.05$  then  $H_a$  is accepted, and vice versa (Table 2).

**Table 3.** Statistical test t

Model		Unstandart. Coefficients		Standart. Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	21,737	2,394		9,081	.000
	X1	.173	.071	.231	2,433	.017
	X2	.165	.113	.211	2,273	.024
	Y1	.206	.070	.280	2,923	.004

a. Dependent Variable: Y2  
Source: Data processed in 2020

The results of t statistical test calculation using the SPSS version 20 program, the customer orientation variable (X1) obtained a sig value of 0.017 <0.05, It means that customer orientation has a positive and significant effect on marketing performance. The entrepreneurial orientation variable (X2) obtained a sig value of 0.024 <0.05. Its means that entrepreneurial orientation has a positive and significant effect on marketing performance. The product innovation variable (Y1) obtained a sig value of 0.004 <0.05. It is means that product innovation has a positive and significant effect on marketing performance.

**3.5. Path Analysis**

Path analysis is used to measure the causality relationship between predefined variables. The causality variables used in this study are customer orientation and entrepreneurial orientation towards marketing performance and how is the relationship between customer orientation and entrepreneurial orientation on marketing performance mediated by product innovation. To be able to find out how the relationship or influence of the intervening variable, it is necessary to use the path coefficient method. The path coefficient is calculated by making two equations, namely regression equation 1 and regression equation 2 which shows the relationship between these hypotheses. The Effect of Customer Orientation and Entrepreneurial Orientation on Product Innovation (Table 3).

**Table 4.** Results of Path Analysis Model 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.498 <sup>a</sup>	.248	.235	2.413

a. Predictors: (Constant), X2, X1

**Table 5.** Result of t test Model 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.545	2.933		4.277	.000
	X1	.481	.082	.473	5.846	.000
	X2	.051	.020	.208	2.575	.011

a. Dependent Variable: Y1

Source: Data processed in 2020

To find out the variance of the regression model 1, the following formula is used:

$$e1 = \sqrt{1 - R^2}$$

$$e1 = \sqrt{1 - 0.248}$$

$$e1 = 0.867$$

Referring to the two tables above, the regression structure equation for model 1 can be drawn up as follows:

$$KP = \beta1 OP + \beta2 OK + e1$$

$$KP = 0.473 OP + 0.208 OK + e1$$

The Influence of Customer Orientation, Entrepreneurship Orientation and Product Innovation on Marketing Performance (Table 4)

**Table 6.** Results of Path Analysis Model 2

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.452 <sup>a</sup>	.204	.183	1.830

a. Predictors: (Constant), Y1, X2, X1

b. Dependent Variable: Y2

Source: Data processed in 2020

**Table 7** Result of t test Model 2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21.737	2.394		9.081	.000
	X1	.173	.071	.231	2.433	.017
	X2	.165	.113	.211	2.273	.024
	Y1	.206	.070	.280	2.923	.004

a. Dependent Variable: Y2

Source: Data processed in 2020

To find out the variance of the regression model 2, the following formula is used:

$$e2 = \sqrt{1 - R^2}$$

$$e2 = \sqrt{1 - 0.204}$$

$$e2 = 0.892$$

Referring to the two tables above, the regression structure equation for model 2 can be drawn up as follows:

$$KPs = \beta1 OP + \beta2 OK + \beta3 I + e1$$

$$KPs = 0.231 OP + 0.211 OK + 0.280 I + e1$$

The results of the calculation of the table above shows the effect of marketing capability on marketing performance is shown  $\beta3$ , which is equal to 0.280. It is known that from the output of SPSS 20, the direct effect of the customer orientation variable on product innovation ( $\beta4$ ) is 0.473. It is known that the output of the SPSS 20 calculation, the direct effect of the customer orientation variable on marketing performance ( $\beta1$ ) is 0.231.

The indirect effect of the customer orientation variable on marketing performance through product innovation can be determined by multiplying the regression coefficient from the customer orientation

variable to the product innovation variable with the regression coefficient of the marketing performance variable ( $\beta_4 \times \beta_3$ ), which is  $0.473 \times 0.280 = 0.132244$ . The total effect of the path coefficient of the customer orientation variable is calculated by adding the direct effect and the indirect effect, namely  $(\beta_1) + (\beta_4 \times \beta_3) = 0.231 + 0.13244 = 0.36344$ .

Based on the results of the calculation, the total effect of the path coefficient of the customer orientation variable on marketing performance through product innovation is 0.363 with the value of the direct effect of customer orientation on marketing performance of 0.231. It means that customer orientation has a positive and significant effect on marketing performance through product innovation.

Based on Table 4 it is known that from the output of SPSS 20, the direct effect of the entrepreneurial orientation variable on product innovation ( $\beta_5$ ) is 0.208. It is known that the output of the SPSS 20 calculation, the direct effect of the entrepreneurial orientation variable on marketing performance ( $\beta_2$ ) is 0.211.

The indirect effect of the entrepreneurial orientation variable on marketing performance through product innovation can be determined by multiplying the regression coefficient of the entrepreneurial orientation variable on the product innovation variable with the regression coefficient of the marketing performance variable ( $\beta_5 \times \beta_3$ ) which is equal to  $0.208 \times 0.280 = 0.05824$ . The total effect of the path coefficient of the entrepreneurial orientation variable is calculated by adding the direct effect and the indirect effect, namely  $(\beta_2) + (\beta_5 \times \beta_3) = 0.211 + 0.05824 = 0.26924$ .

Based on the calculation results, the total effect of the path coefficient influence of the entrepreneurial orientation variable on marketing performance through product innovation is 0.269 with the value of the direct influence of entrepreneurial orientation on marketing performance of 0.211. It means that Entrepreneurial orientation has a positive and significant effect on marketing performance through product innovation in the exhaust industry in Purbalingga Regency.

## **4. DISCUSSION**

### **4.1. The Effect of Customer Orientation on Marketing Performance**

Based on the results of the processing and data analysis that has been done, it can be seen that customer orientation has a positive and significant effect on marketing performance. The results of this study indicate that customer orientation which consists of understanding customer wants and tastes, creating value for customers, and customer satisfaction has a positive influence in efforts to improve marketing performance. This means that the more exhaust operators pay attention to customers in carrying out their business processes, the more marketing performance will be increased.

This research is supported by [3] which states that customer orientation has a positive and significant effect on marketing performance. Another supporting research is the results of research by Salojarvi, et al [15] which states that customer orientation has a positive and significant effect on marketing performance, which means that the customer orientation variable can improve marketing performance.

With a more customer-oriented business, such as better understanding of customer wants and tastes, creating value for customers and prioritizing customer satisfaction, will make a positive contribution to business processes that will improve the marketing performance of exhaust SMIs. For example, a muffler entrepreneur conducts research on customer tastes such as the sound of the exhaust produced by the exhaust, the shape of the exhaust, the color of the exhaust, and the basic ingredients of the exhaust, then implements the results of this research on the product.

### **4.2. The Influence of Entrepreneurial Orientation on Marketing Performance**

The results of this study indicate that entrepreneurial orientation has a positive and significant effect on marketing performance. This means that the better the entrepreneurial orientation applied to the object of research will be able to improve marketing performance. Conversely, the lower the entrepreneurial orientation on the object, the lower the marketing performance. Entrepreneurial orientation has a positive and significant effect on marketing performance. Entrepreneurial orientation has a positive and significant effect on marketing performance.

With the entrepreneurial orientation possessed by the IKM Muffler players in Purbalingga Regency, the IKM players are more willing to take risks on the products being sold and are more proactive in preparing strategies to deal with future problems. So that IKM players do not need to be afraid to develop their business. Exhaust IKM players will be even more innovative with the exhaust products they sell. With this, it will make marketing performance better and increase.

#### **4.3. Effect of Product Innovation on Marketing Performance**

The results of this study indicate that product innovation has a positive and significant effect on marketing performance. This means that the more innovative entrepreneurs are in implementing business processes, the more marketing performance will be increased. On the other hand, the more monotonous the business processes and products issued by the exhaust entrepreneur, the lower the marketing performance.

These results are consistent which states that product innovation has a positive and significant effect on marketing performance. Research by [5] also states that product innovation has a positive and significant effect on marketing performance. From the results of these studies indicate that to improve marketing performance, SME Exhaust Players must be more innovative. Starting from modifying products, imitating products that are in demand in the market, as well as creating new products, so that they will have a positive impact on the marketing performance of the SME Mufflers in Purbalingga Regency.

The various types of exhaust produced by exhaust manufacturers in Purbalingga Regency are able to increase profit growth and customer growth. The reason is that the various types and forms of exhausts are able to attract a wider market. The quality produced from the exhaust also has high competitiveness. This is due to the similarity in the type of exhaust produced, which triggers entrepreneurs to create the best possible product in order to meet consumer needs.

#### **4.4. The Influence of Customer Orientation on Marketing Performance through Product Innovation**

Based on the results of the data analysis test that has been conducted, it can be seen that customer orientation has a positive and significant effect on

marketing performance through product innovation. This is known through the path coefficient analysis, the direct effect of customer orientation on marketing performance is smaller than the total indirect effect of customer orientation on marketing performance through product innovation. This means that the more attention paid by customers by IKM players to product innovation will improve marketing performance. Conversely, the lower the attention of customers on product innovation, the lower the marketing performance.

The results of this study are consistent with research conducted by Lapina & James [11] which states that there is a positive and significant relationship between customer orientation and marketing performance through product innovation. Another study by Sanja [16] also states the same thing that there is a positive and significant relationship between customer orientation and marketing performance through product innovation.

By having a high customer orientation, it will be able to encourage product innovation of Muffler IKM players, with more innovation the IKM players will make better sales so that it will increase good marketing performance. Customer orientation is able to contribute in creating innovation for IKM Mufflers in Purbalingga Regency. knowing consumer tastes, what consumers want, and providing valuable products to consumers will make entrepreneurs think of making new products that are more needed by customers and more in accordance with customer tastes, so that marketing performance will also increase.

#### **4.5. The Influence of Entrepreneurship Orientation on Marketing Performance through Product Innovation**

The results of this study indicate that product innovation is proven to be an intervening variable with a relatively high mediation coefficient between entrepreneurial orientation and marketing performance. This is known through the path coefficient analysis, the direct effect of entrepreneurial orientation on marketing performance is smaller than the total indirect effect of entrepreneurial orientation on marketing performance through product innovation. This means that the higher the entrepreneurial orientation towards customer orientation will increase marketing performance. Conversely, the lower the entrepreneurial orientation towards product innovation, the lower the marketing performance.

The results of this study are consistent with previous research conducted by [12] which states that product innovation mediates the effect of entrepreneurial orientation on marketing performance. Another research also states that product innovation is a variable that perfectly mediates the effect of entrepreneurial orientation on marketing performance [9].

In this study, entrepreneurial orientation is able to influence marketing performance with product innovation as the mediation, this is because exhaust industry players dare to take risks to fulfill customer desires by producing types of exhaust according to orders from their customers. In this case the company is able to improve its performance with their proactive attitude in creating product innovation.

Having a good entrepreneurial orientation will make the SME Muffler players even more innovative for their products, such as improving sound quality or making a more unique model that will increase the marketing ability of the Muffler IKM players, thus affecting the marketing performance of the Muffler IKMs for the better.

## 5. CONCLUSIONS AND SUGGESTIONS

Customer orientation has a positive and significant effect on marketing performance. Customer orientation has a positive and significant effect on marketing performance through product innovation in Purbalingga exhaust SMEs. Entrepreneurial orientation has a positive and significant effect on marketing performance. Entrepreneurial orientation has a positive and significant effect on marketing performance through product innovation in SME exhaust players in Purbalingga Regency. Product innovation has a positive and significant effect on marketing performance.

Exhaust IKM players in Purbalingga Regency are expected to further increase their innovation by modifying product modifications so that they are more in line with customer needs and tastes, performing imitation techniques for products currently selling on the market or also creating new innovations with good quality and responsiveness. All customer needs, so that the marketing performance will also increase.

The weakness of this study is the lack of references regarding entrepreneurial orientation. So that it is hoped that the next researcher can study more sources and references related to entrepreneurial orientation so that the research results can be better and more complete. The next researcher is expected to be able to conduct research on a wider scope of objects and add

to the research sample, for example IKM Muffler in Central Java or even IKM Knalpot in Indonesia.

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