

The Effect of Market Orientation, E-Commerce, and Product Innovation on Marketing Performance in MSMEs Culinary Sector

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Abstract. *The pressure of competition is so tight and market players are increasingly aggressive in seizing market share, causing MSMEs to need to improve their marketing performance. MSMEs actors must build a strong strategy through market orientation, e-commerce, and product innovation. This study aims to determine and analyze the effect of market orientation, e-commerce, and product innovation on marketing performance in the culinary sector MSMEs in Pekanbaru City. This research is a quantitative research with research sampling method that is nonprobability sampling. The sample used was 100 MSMEs in the culinary sector in Pekanbaru City with purposive sampling methods. The results of this study are market orientation variables have a positive and significant effect on marketing performance in the culinary MSMEs sector in Pekanbaru City, e-commerce have a positive but not significant effect on marketing performance in the culinary MSMEs sector in Pekanbaru City, and product innovation variables have a positive and significant effect on marketing performance in the culinary MSMEs sector in Pekanbaru City.*

Keywords: *Market orientation, e-commerce, product innovation, marketing performance, MSMEs*

Abstrak. *Adanya tekanan persaingan yang begitu ketat dan semakin agresifnya pelaku pasar dalam merebut porsi pasar, menyebabkan UMKM perlu untuk meningkatkan kinerja pemasarannya. Pelaku UMKM harus membangun strategi yang kuat melalui orientasi pasar, e-commerce, dan inovasi produknya. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh orientasi pasar, e-commerce, dan inovasi produk terhadap kinerja pemasaran pada UKM sektor kuliner di Kota Pekanbaru. Penelitian ini merupakan penelitian kuantitatif dengan metode pengambilan sampel nonprobability sampling dengan teknik purposive sampling. Pengumpulan data dilakukan dengan melalui kuesioner yang disebarakan secara online menggunakan google form sehingga diperoleh responden penelitian sebanyak 100 UMKM sektor kuliner di Kota Pekanbaru. Hasil penelitian ini adalah variabel orientasi pasar berpengaruh positif dan signifikan terhadap kinerja pemasaran pada UMKM sektor kuliner di Kota Pekanbaru, e-commerce berpengaruh positif namun tidak signifikan terhadap kinerja pemasaran pada UMKM sektor kuliner di Kota Pekanbaru, dan variabel inovasi produk berpengaruh positif dan signifikan terhadap kinerja pemasaran pada UMKM sektor kuliner di Kota Pekanbaru.*

Kata kunci: *Orientasi pasar, e-commerce, inovasi produk, kinerja pemasaran, umkm*

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Introduction

At the beginning of 2020, the emergence of the COVID-19 pandemic that occurred globally in almost all parts of the world, including in Indonesia, had a negative impact on various lines of business. Many MSMEs are not ready for the changes that occur due to the spread of covid-19 and this has resulted in the weakening of the Indonesian economy (Damarwulan et al., 2021). However, entering 2022, cooperatives and MSMEs are ready to enter a transformative recovery phase. This transformative recovery phase is the stage of awakening cooperatives and MSMEs with five adaptation foundations that have been prepared throughout 2021, namely with easy access to finance, market expansion, and digitization, partnerships, data collection and bureaucratic reform (Kementerian Koperasi dan UKM, 2021). MSMEs play an important role in economic development. Indonesia's creative economy sector ranks third in the world after the United States and South Korea.

This creative economy industry contributes 7.8% or more than IDR 1,100 trillion to Indonesia's GDP. Of the 17 sub-sectors of the creative economy, namely applications, architecture, interior design, Visual Communication Design (DKV), product design, *fashion*, animated films and videos, photography, handicrafts, culinary, music, publishing, game development, advertising, arts performances, fine arts, tv and radio, there are three sub-sectors that are the biggest contributors to the national gross domestic product (GDP), including culinary, *fashion* and handicrafts. This culinary sub-sector is favored because it provides a fairly large contribution, which is 30% of the total revenue of the tourism and creative economy sectors and has a very high potential to develop (Hendriyani, 2022). The high public awareness for entrepreneurship makes MSMEs in Indonesia a potential to grow and develop rapidly. The development of MSMEs is also accompanied by the diversity of MSMEs business types in Pekanbaru City, namely as follows:

Table 1.
MSMEs Development per Business Type in 2021 in Pekanbaru City

No.	Type of Business	Total	Percentage (%)
1.	Culinary	10,294	39%
2.	Trade	9,035	34.22%
3.	Services	3,507	13.28%
4.	Convection and Clothing	1,382	5.23%
5.	Crafts	565	2.14%
6.	Livestock	531	2.01%
7.	Agriculture, Plantation, and forestry	507	1.92%
8.	Fishery	443	1.68%
9.	Innovative and Creative	137	0.52%
	Total	26,401	100%

Source: Pekanbaru City Cooperatives and MSMEs Office 2022

It can be seen from table 1 that over time, the types of MSMEs are also growing by adjusting to the needs of the community. Of the several types of MSMEs businesses in Pekanbaru City, this type of culinary MSMEs has the highest number. The tight competition in various creative industries, especially in the culinary field, requires MSMEs actors to be able to continue to improve their knowledge of technology, quality, creativity, innovation and always build long-term relationships with customers (Sandri & Hardilawati, 2019).

Pekanbaru is the capital of the province of Riau and the city center itself is in Pekanbaru. The culinary business is a very promising business for business people in the city of Pekanbaru, various snacks can be sold in this area. Ranging from fast food, snacks and even food for souvenirs. This is because the city of Pekanbaru is an area that has a heterogeneous population and is also a trading area, so that people who come and go for business needs become very crowded. That's why the development of culinary in Pekanbaru is increasing (fatkhurahman & Siregar, 2019)

The growth of MSMEs in Riau Province, especially in Pekanbaru City, is still facing more internal problems, these problems affect efforts to realize its functions and objectives. In particular the emphasis is on the lack of human resource capabilities in managing the company, which is caused by limited education and knowledge (Hardi & Zaharman, 2018). Companies must be able to provide something, both goods and services that are worth more than competitors in order to develop or survive in a business environment. This added value is not only measured by lower prices, but also quality, service, and others, in accordance with the basic principles of customer-oriented marketing (Pudyastuti & Saputra, 2021). Most MSMEs are only able to survive and are rarely oriented towards growth, capacity building and company capabilities.

The changing business environment requires companies to be market-oriented (Pudyastuti & Saputra, 2021). In the current global era, challenges and competition are getting sharper in seizing market share so that companies are required to strengthen their own resources effectively and efficiently in order to have an advantage in their performance. Companies that understand the desire and are able to satisfy their customers will win the market competition. The more competitive a business is, the more crucial the company's market orientation capability will be ((Pudyastuti & Saputra, 2021).

There is a very tight competitive pressure that directly or indirectly affects marketing performance (Na, Y. K., Kang, S., & Jeong, H. Y. (2019). Likewise, with the increasingly aggressive market players in seizing market share, MSMEs need to improve their marketing performance due to the increasing growth of existing MSMEs. Marketing performance is a measure of achievement obtained from the overall marketing process activities of a company or organization. Marketing performance is a factor that is often used to measure the impact of the strategies implemented by the company (Sandri & Hardilawati, 2019). The company's strategy is always directed to produce good performance and companies that perform well will be seen from the high performance of their marketing management such as high *volume*, high *market share*, and high marketing profitability (Kurniawan, 2019). To improve marketing performance, in marketing their products, MSMEs actors should not only pay attention to the quality of their products but also have to build a strong strategy through market orientation, *e-commerce*, and product innovation.

To overcome the problems described above, market orientation can be used as a strategy to improve marketing performance. Market orientation is management thinking to find out customer desires which focuses on the knowledge and resources possessed in overcoming problems and opportunities obtained through processes and activities in the context of business development. Market orientation is an important factor for MSME actors in the culinary sector to be able to rise up and realize that they must always be close to their market due to increasing global competition and the ever-changing needs of consumers (Na et al., 2019). In a study conducted by (Ariantini et al., 2020) which concluded that market orientation has a positive and significant effect on marketing performance. However, another study conducted by Shodiqin & Rhain (2020) stated that market orientation had no significant effect on marketing performance.

E-commerce is a process of selling or buying products electronically by consumers and from company to company with computers as intermediaries for business transactions (Permana et al., 2021). *E-commerce* is also one of the drivers of economic growth in Indonesia. Due to the continued increase in population and internet users, Indonesia has become one of the potential *e-commerce*. With the continued development of *e-commerce*, MSME actors can also use *e-commerce* to market their business and can follow market developments so as to create product or service innovations (Hanum & Sinarasri, 2018).

According to research (Yadnya & Santika, 2017) *e-commerce* has a positive and significant influence on improving marketing performance (Prihadi & Susilawati, 2018). This proves that the use of *e-commerce* by MSMEs can improve marketing performance. Meanwhile, according to in his research obtained different results, namely that the ability of *e-commerce* has no significant effect on marketing performance. These results create research gaps that can be investigated further.

Product innovation is product development, making product design changes, which are customer-centered starting and ending with solving customer problems (Kotler & Armstrong, 2018). The ability to increase creativity in getting new and unique ideas is needed to compete in the global market. Marketing performance can be maintained properly with the support of innovation. Product innovation that goes well will get a positive response from consumers. Companies that have great innovation are able to capture various environmental changes and then will build new strengths (Kurniawan, 2019).

Product innovation must be carried out continuously in accordance with consumer needs. The success of the creative industry in developing market-oriented products and innovating its products can improve its marketing performance. For creative industries such as MSMEs, consumer-oriented innovation is a solution to survive and be ready to face global business challenges. Management awareness to innovate encourages sustainable company growth (Sutapa et al., 2017).

The results of research conducted by (Ulya, 2019) state that product innovation directly has a positive and significant effect on marketing performance. This is also in line with research conducted by (Sismanto & Yulinda, 2020) in their research which says that there is a positive influence between product innovation on marketing performance. The research conducted Ishaq (2020) found different results, namely product innovation did not have a positive effect on marketing performance.

Literature Review

Market Orientation

Orientation is defined as an activity to search for market information, including current and future consumer needs, the distribution of this information is cross-functional, and the organization as a whole responds well to the information (Soehadi, 2012). According to (Hasan, 2013) a market-oriented business has

various benefits, namely it can help companies produce products or services that are in accordance with those perceived by customers, help produce more efficiently than competitors, can explain the differences in performance that can be achieved by consumers. company, and can also lead the company to a competitive advantage that can be maintained by adapting market orientation, adapting to change and increasing effectiveness over time and procedural knowledge.

Market-oriented MSMEs are able to retain existing customers by maintaining satisfaction, loyalty in attracting new customers, achieving the desired growth rate and market share, and achieving the desired level of business performance. In research conducted by (Kusuma, 2018) stated that market orientation partially has a positive effect on marketing performance. This research is also supported by research (Rachma et al., 2021). Based on the explanation above, the following hypotheses can be obtained:

H₁: Market orientation is thought to have a positive and significant effect on marketing performance in the culinary sector MSMEs in Pekanbaru City.

E-commerce

E-commerce is a transaction process of goods or services through information systems by utilizing information technology. The emergence of online buying and selling causes various products to be seen and to know prices and can even negotiate without having to meet in person, so that *e-commerce* is defined as the use of information and communication technology by business people, individuals, or related parties to manage and run business processes so that they can provide benefits in the form of security, flexibility, integration, optimization, efficiency, as well as increased productivity and profit (Fahmi, 2016).

Using *e-commerce* can expand market share so as to improve marketing performance. In research conducted by Sandri & Hardilawati (2019) stated that *e-commerce* has a positive and significant influence on increasing marketing performance. Based on the explanation above, the following hypothesis can be obtained:

H₂: E-commerce is suspected positive and significant effect on the marketing performance of the culinary sector MSMEs in Pekanbaru City.

Product Innovation

Innovation according to (Kotler & Armstrong, 2018) is the whole process that starts from new ideas, new discoveries and the development of a new market that influences each other. The result of the introduction of a new way of innovation has an impact on a very large change in comparing the use value test of the benefits of a product produced by the company and the price set by the manufacturer.

Innovation can increase customer satisfaction as well as customer loyalty and company performance in terms of economic and market support for increasing customer value through continuous improvement and innovation. In research conducted by (Ulya, 2019) stated that product innovation has a positive and significant effect on marketing performance. This research is also supported by research (Mandasari, 2020). Based on the explanation above, the following hypothesis can be obtained:

H₃: Product innovation is suspected to have a positive and significant effect on marketing performance in the culinary sector of MSMEs in Pekanbaru City.

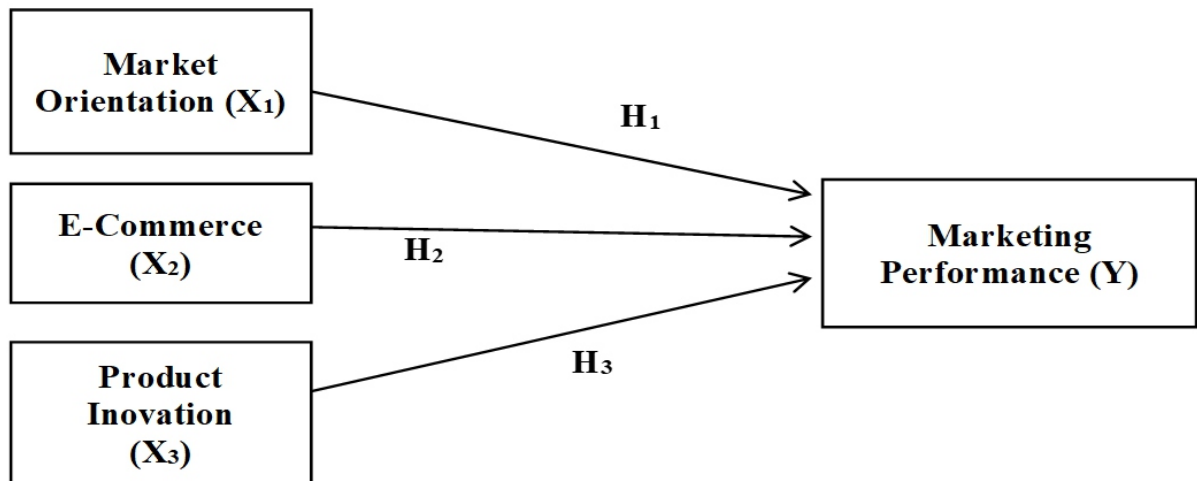


Figure 1.
Conceptual Framework

Research Methodology

This research is a quantitative research with a research sampling method, namely the *Nonprobability sampling*. The sample used was 100 MSMEs in the culinary sector in Pekanbaru City. The sample selection used a *purposive sampling technique*, namely sampling with consideration of certain criteria (Sugiyono, 2017).

The criteria for taking samples in this study are:

1. MSMEs actors in the culinary sector in Pekanbaru City
2. MSMEs in the culinary sector who market their products in e-commerce
3. MSMEs that have been established for at least 3 years

In this research the scale used is a form of scale such as measurement as follows:

Table 2.
Likert Scale Measurement

Answer Choices	Answer score
Strongly Agree (SS)	5
Agree (S)	4
Disagree (KS)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

Sumber: (Sugiyono, 2017)

The data collection technique used is by distributing a list of questions to the owners/MSMEs in the culinary sector as respondents through a questionnaire (google form). This questionnaire was used to obtain data from respondents regarding market orientation, e-commerce, product innovation and marketing performance. The measurement of the indicator variables used in this study is the Likert scale. This scale develops questions that result in strongly agree to disagree answers in a wide range of values. This study uses multiple linear regression analysis with the help of SPSS 25 software

Results and Discussion

Before analyzing the data, it is first described the analysis of the characteristics of the respondents used in this study, which are classified by gender, age, length of establishment the business and income.

Table 2.
Analysis of Respondents

Characteristics	Frequency	Percentage (%)
Gender		
Female	86	86%
Male	14	14%
Age		
< 25 years	8	8%
26 – 36	26	26%
37 – 47	42	42%
48 - 58	23	23%
> 58 Year	1	1%
Length of Establishment		
3 – 5 Years	76	76 %
6 – 9 Years	23	23 %
> 10 Years	1	1 %
Income		
< Rp 500,000	1	1%
Rp 500,000 - Rp 2,000,000	33	33%
Rp 2,000,000 - Rp 5,000,000	63	63%
> 5,000,000	3	3%

Based on table 2, some of the respondents were women (86%), and were dominated by the ages of 37-47 years (42%), and the respondents who had been running their business for at most 3-5 years (78%), and most

of them had income from the owner dominated in the range of Rp. 2,000,000 - Rp. 5,000,000 (63%), which shows that the MSME culinary sector in Pekanbaru City is still in the micro category and does not yet have a large market share.

Table 3.
Descriptive Analysis of Variables

	N	Min	Max	Mean	Std. Dev
(X1)	100	29	45	39.18	3,276
<i>E-commerce</i> (X2)	100	40	60	52.16	4,456
Product Innovation (X3)	100	28	45	38.95	3,786
Marketing Performance (Y)	100	27	45	37.77	Valid
N (listwise)	100			4.032	

The result of data analysis conducted using SPSS 25 is shown in Table 3. The results show that:

1. *Market Orientation*

It is known that the minimum value is 29, the maximum value is 45 and the average value (*mean*) is 39.18 with a standard deviation of 3,276. The average value and standard deviation of market orientation indicate that there are data results that are said to be good because the average value is greater than the standard deviation value.

2. *E-Commerce*

It is known that the minimum value is 40, the maximum value is 60 and the mean value is 52.16 with a standard deviation of 4.456. The average value and standard deviation of *e-commerce* shows that there are data results that are said to be good because the average value is greater than the standard deviation value.

3. *Product Innovation*

It is known that the minimum value is 28, the maximum value is 45 and the average value (*mean*) is 38.95 with a standard deviation of 3,786. The average value and standard deviation of product innovation indicate that there are data results that are said to be good because the average value is greater than the standard deviation value.

4. *Marketing Performance*

It is known that the minimum value is 27, the maximum value is 45 and the average value (*mean*) is 37.77 with a standard deviation of 4.032. The average value and standard deviation of marketing performance indicate that there are data results that are said to be good because the average value is greater than the standard deviation value.

Validity Test

Results Validity Test Results shows that based on the test results on each statement submitted to 100 respondents resulted in r count greater than r table. So it can be concluded that statistically each statement indicator on the variables of market orientation, e-commerce, product innovation and product marketing performance is valid and feasible to be used as research data.

From table 4 it can be seen that all variables in this study has a *Cronbach alpha* that is greater than the critical value of 0.60. Thus, all variables in this study are said to be reliable.

Table 4.
Reliability Test

Variable	Cronbach Alpha	Value Critical	Description
Market Orientation	0.707	0.60	Reliable
E-Commerce	0.826	0.60	Reliable
Product Innovation	0.802	0,60	Reliable
Marketing Performance	0.829	0.60	Reliable

Classical Assumption Test

Table 5.
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.4447970
Most Extreme Differences	Absolute	.075
	Positive	.050
	Negative	-.075
Test Statistic		.075
Asymp. Sig. (2-tailed)		.184 ^c

Based on the results of the normality test in table 5 using the *One Sample Kolmogrov Smirnov*, it shows that the *asympt value. Sig (2-tailed)* of $0.184 >$ from 0.05 .

So it can be concluded that the data in this study are normally distributed and can be continued to the next test.

Table 6.
Multicollinearity Test

Model		Collinearity Statistic	
		Tolerance	VIF
1	(Constant)		
	Market Orientation	.605	1,653
	E-Commerce	.685	1,459
	Product Innovation	.520	1,924

From the results of the multicollinearity test in table 6 shows that all market orientation variables (X_1) shows the value of VIF is less than 10.00 ($1,653 < 10$), *E-Commerce* (X_2) is worth ($1,459 < 10$), and Product Innovation (X_3) is worth ($1,924 < 10$) and the tolerance value of all variables shows a value greater than 0.10 .

So it can be concluded that there is no multicollinearity disorder in the variables of Market Orientation, *E-Commerce*, and Product Innovation.

Table 7.
Heteroscedasticity Test

		Coefficients ^a				
Model		Unstandardized Coefficients	Std. Error	Stan. Coefficients	t	Sig.
		B		Beta		
1	(Constant)	8.011	2.815		2.846	.005
	Market Orientation	-.025	.079	-.040	-.314	.754
	E-Commerce	-.072	.054	-.159	-1.317	.191
	Product Innovation	-.027	.073	-.050	-.363	.717

a. Dependent Variable: Abs_Res

Based on the heteroscedasticity test in table 7, the significance value for each independent variable, namely market orientation, *e-commerce*, and product innovation, has a significance

value greater than 0.05. Thus, it can be interpreted that there is no heteroscedasticity problem in this study.

Multiple Linear Regression Analysis

Table 8.
Multiple Linear Regression Test Results Discussion

Model		B	t	Sig.
1	(Constant)	2.837	.650	.517
	Market Orientation	.417	3.423	.001
	-Commerce	.114	1.354	.179
	Product Innovation	.325	2.852	.005

From the regression model it can be interpreted that: The value of a (constant) of 2.837 can be interpreted that if market orientation, *e-commerce*, and product innovation are fixed or constant then marketing performance will be worth 2.837. The regression coefficient for market orientation is 0.417 and is positive, stating that every increase in market orientation by 0.417 will increase marketing performance by 0.417. The regression coefficient for *e-commerce* is 0.114 and is positive, stating that every increase in *e-commerce* by 0.114 will increase marketing performance by 0.114.

Hypothesis

Testing Partial Test (t Test)

Based on the results of the regression test that has been carried out, it can be interpreted as follows:

1. The influence of market orientation on marketing performance in the culinary sector MSMEs in Pekanbaru City shows the value of t count = (3.423) > t_{table} (1.98498) with the resulting significant value of 0.001 < 0.05, then H₀ rejected and H₁ accepted. This shows that the market orientation variable has a positive and significant influence on marketing performance in the culinary sector MSMEs in Pekanbaru City.

2. The Effect of *E-Commerce* on MSMEs in the culinary sector in Pekanbaru City shows the value of $t_{\text{arithmetic}} = (1.354) < t_{\text{table}} (1.98498)$ with a significant value of $0.179 > 0.05$. Then H_0 is accepted and H_2 is rejected. This shows that the *e-commerce* has a positive but not significant effect on marketing performance in the culinary sector *MSMEs* in Pekanbaru City.

3. The effect of product innovation on marketing performance in MSMEs in the culinary sector in Pekanbaru City shows the value of $t_{\text{count}} = (2.852) > t_{\text{table}} (1.98498)$ with a significant value generated at $0.005 < 0.05$. Then H_0 is rejected and H_3 is accepted. This shows that the product innovation variable has a positive and significant influence on marketing performance in the culinary sector *MSMEs* in Pekanbaru City.

Coefficient of Determination Test (R²)

Can be seen that the relationship between the independent variable and the dependent variable in this study is strong because the correlation coefficient (R) is 0.656. And the *Adjusted R Square* is 0, 413. This means that the variables of market orientation, *e-commerce* and product innovation are able to explain the marketing performance of 41.3%. The remaining 58.7% is explained by other variables not examined in this study.

Effect of Market Orientation on Marketing Performance

The results of this study indicate that market orientation has a positive and significant effect on marketing performance. This can be seen in table 4.18 where the t value is 3.423 with a significant level of 0.001 or less than 0.05 and a coefficient value of 0.417, so H_1 is accepted. This means that the more MSMEs actors understand customer needs and act quickly against competitors, the marketing performance will increase.

Companies that are responsive to efforts in the form of strategies that are oriented to market conditions, customer desires, and consumer demands will automatically understand the strategies or behavior of their competitors.

Along with increasing global competition and changes in customer needs, companies are realizing that they need to be close to their markets. By being market-oriented, this is also to show that the company pays attention to its consumers and is one way to survive in the market. The results of this study support previous research conducted by (Ulya, 2019) which states that market orientation has a positive and significant effect on marketing performance. And another study conducted by (Rachma et al., 2021) states that simultaneously market orientation has a positive effect on marketing performance.

Effect of E-Commerce on Marketing Performance

The results of the analysis show that *e-commerce* has an effect but not significantly on marketing performance. This can be seen in table 4.18 where the t value is 1.354 with a significant level of 0.179 or greater than 0.05 and a coefficient value of 0.114

Researchers assume that the culinary sector *MSMEs* in Pekanbaru City still believe that direct sales further improve its marketing performance because customers are still more interested in coming directly than seeing only based on images on the *website*, causing them not to use *e-commerce* potential, which is the implementation of this still limited to inserting their products into the platform. This is the cause of the not yet maximal role of *e-commerce* in improving the marketing performance of MSMEs in the culinary sector in Pekanbaru City. On the other hand, a common problem that is often faced by MSMEs actors is the lack of understanding of MSMEs actors in using *e-commerce*, limited human resources to manage *e-commerce* more optimally and the lack of assistance and training as well as consistency in the use of *e-commerce*. even though they have used *e-commerce*, they still have not had a significant impact (Subagio & Sarawati, 2020).

The results of this study support previous research conducted by (Prihadi & Susilawati, 2018) in their research, which obtained the results that *e-commerce* had no significant effect

on marketing performance. And also other research conducted by (Subagio & Sarawati, 2020) states that the use of *E-commerce* does not have a significant influence on the performance of MSMEs.

The 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 can be seen in table 4.18 where the t value is 2.852 with a significant level of 0.005 and the coefficient value is 0.325, so H_3 is accepted. This means increasing product innovation will improve marketing performance which is shown by good product quality making customers believe in the products produced so as to increase profit growth, good product variants will increase consumer buying interest so that consumers are not easily bored with the products produced so that it will increase growth sales, and good product style and design will increase market growth for the products produced because good product style and design will affect customer interest in buying these products.

The results of respondents assessment of product innovation get a score in the good category, this shows an increase in product innovation which is well indicated by MSMEs owners, it will improve marketing performance as indicated by increased market growth, increased sales growth, and increased profit growth. Previous research conducted by (Kusuma, 2018) shows that product innovation partially has a positive effect on marketing performance. And other supporting research results are stated by (Ningrum et al., 2020) that product innovation partially has a positive effect on marketing performance.

Conclusion

From the results of data processing that has been carried out in the previous chapter, it can be concluded that market orientation has a positive and significant effect on marketing

performance in the culinary sector *MSMEs* in Pekanbaru City, so the first hypothesis can be accepted. This means that the higher the market orientation, the MSMEs actors in the culinary sector in Pekanbaru City can find out, understand and answer the wishes and expectations of their customers or markets, so that it will have an impact on increasing marketing performance in the culinary sector MSMEs in Pekanbaru City.

This research is expected to be used as a reference and increase literacy for Culinary Sector MSMEs actors in Pekanbaru City, especially regarding Market Orientation, E-Commerce, and Product Innovation on Marketing Performance.

In which MSMEs actors can be responsive to changes that occur in the market to be able to create value (in the form of products or services) by obtaining information from the market in the form of data, facts or results of analysis regarding conditions or matters relating to customer needs. One of the things that can be done is by conducting a general survey to see whether the product is needed and is in accordance with the target market and after obtaining this information it can be used as an improvement and evaluation to monitor marketing performance.

Creating new products that have the characteristics of their products to differentiate them from competing products and this also shows that the ability to innovate to create more diverse product variations is needed by MSMEs players to offer customers so they don't feel bored with pre-existing products so they can attract customers to make purchases and not switch to competitors. And for further researchers, it is hoped that they can use a larger sample and can cover all elements of the population in a balanced way so that the results can be wider, and use additional variable aspects in further research. And also using data collection techniques other than questionnaires that can provide data with a better level of accuracy.

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