

IMPROVEMENT OF MARKETING PERFORMANCE BASED ON PRODUCT INNOVATIVENESS

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ABSTRACT

The dynamics of business competition is very strict demands that businesses must have a good marketing performance to be able to compete with competitors. One strategy that can be used by businesses to improve marketing performance. Marketing a good performance will facilitate the success of a business, in this case the performance marketing is seen as the spearhead of success in achieving corporate goals for future. The purpose of this research is done in order to investigate the variable product innovativeness, towards differentiation advantage and cost advantage to improve the marketing performance of SMEs in Semarang. This data research using questionnaires. The sampling technique is to use probability sampling, with one of the methods used is purposive sampling.

Keywords: Product Innovativeness, Differentiation Advantage, Cost Advantage, Marketing Performance.

Introduction

The dynamics of business competition is very strict demands that businesses must have a good marketing performance to be able to compete with competitors. One strategy that can be used by businesses to improve marketing performance (Kairisto-Mertanen et al, 2013). Marketing a good performance will facilitate the success of a business, in this case the performance marketing is seen as the spearhead of success in achieving corporate objectives for future (Wang et al. 2016). In the context of marketing performance improvement strategy can be done through differentiation and cost advantages (Cemal et al, 2015). Cemal et al, (2015) found in their product development to create advantages of product differentiation and cost advantages, and both as an important determinant of the NPP because it provides a compelling reason for customers to buy new products and improve the performance of market conducted by the company will facilitate improvement in performance marketing, which in turn affect the sustainability of the company.

Although the MP has been studied extensively in the past, but there is a difference masi results of the study. According to Story et al, (2014) says that the innovativeness of the product made by the company had no connection with the marketing performance and deemed less useful for companies below the level of higher market dynamics. However, another study conducted by Anning et al, (2017) argues that the product innovativeness and significant positive effect on the performance of marketing, which means the better product innovativeness made by an employee, it will increase in a company's marketing performance.

The strategy for improving marketing performance is also needed by the business both large, medium and small enterprises (SMEs), as an independent business organizations, SMEs have an important role in the economic and industrial growth in a country (Rita, 2014). At the time of the economic crisis in Indonesia, Small and Medium Enterprises is an economic sector that has the most excellent resistance among other sectors.

Semarang has a huge potential for it, given the natural resources are extremely

abundant especially with the implementation of the Asean Economic Community in 2015, forcing businesses and the economy in the city of Semarang work hard and smart in managing the business they pursue in order can survive and win free competition is getting tougher and complected, but there are still many obstacles relating to marketing performance, lack of innovation, business licensing, the lack of development or strengthening of business, design, technology used, reduce the competitiveness of marketing of SMEs in Semarang city.

Based on data from cooperatives and SMEs Semarang taken from the last 3 years, indicating the data turnover of SMEs food Semarang which decreased.

The Development Of UMKM Food Turnover In Semarang

No	Name of Commodity	2016	2017	2018
1	Handycraft	34.320.000.000	39.301.100.000	32.851.000.000
2	Batik	1.220.762.000	1.215.100.000	1.353.779.000
3	Drinks	889.000.000	694.000.000	744.000.000
4	Food	13.113.000.000	9.323.000.000	4.351.000.000
5	Fashion	275.000.000	1.072.252.300	450.000.000
6	Convection	156.986.000	208.000.000	293.000.000
7	Craft	602.287.000	300.000.000	1.538.000.000
8	Soap	989.000	2.190.000	1.120.000.
9	Services	-	11.000.000	-

Source: Department of Cooperatives and UMKM Central Java data processed (2019)

Based on the above table shows that the development of SMEs food turnover has decreased in every year, we can see in Table 1.3 that in 2016 the turnover reached 13.113 billion in 2017 but fell as much as 3.79 billion in 2018 decreased to 50% of turnover in 2017, it proved that the performance of marketing still remain very weak in SMEs in Semarang that need special attention from the government of Semarang city in order to keep food SMEs exist amid intense market competition and complex.

Based on the existing problems in this study included the formulation of the problem as follows: Actually many previous researchers who have discussed the factors that influence the performance of marketing. However, as seen in the explanation of the

research gap between the research findings with other research that there are inconsistencies. Primarily related to the effect of product innovativeness on performance marketing and no one has done a study using the product innovativeness toward marketing performance by using product differentiation and cost advantages as an intervening variable.

Therefore, a problem that will be answered this research is formulated as follows: how to improve marketing performance through product innovativeness in product differentiation and cost advantages as an intervening variable. With

LITERATURE REVIEW

Marketing Performance

Marketing performance operationalized as a dynamic process that has many dimensions which aims to achieve marketing goals of the organization (Morgan et al, 2002). Performance Marketing has been defined as the ability to achieve marketing goals (Alrubaiee et al, 2016). Therefore, marketing performance management goal is to achieve results and to optimize the performance of the main target groups, individuals, or organizations.

product innovativeness

PI is a unique product and is a major environmental factor that allows the development of new products to understand consumer desires According maniac et al., (2014). Product innovation is enhancing the development of new products that are fully and accurately reflected the tastes of customers, thereby increasing the attractiveness of new products and the performance in question (Liu & Chan, 2015).

Past research on product innovativeness has been done including the relationship between product innovativeness towards excellence product differentiation, as research conducted by Huang and Tsai (2014) which says that the product innovativeness can boost the advantages of product differentiation, which means more and more often companies do product innovativeness it will affect positively to the resulting product differentiation advantages, this study are consistent with Liu and Chan (2015) argues that the innovativeness of the product can improve the performance of a new product that has the advantage of product differentiation.

Based on the results of previous studies described above, the first hypothesis is:

H1: The better the product innovativeness, the better advantages of differentiation.

Another study conducted by Cui and Wu, (2016) argues that the product innovativeness positive effect on new product advantage (cost advantage), which means more and more often companies do product innovativeness it will be more efficient in terms of pembiayaan. baru and research results are in line with research conducted by O'Cass et al, (2014) says that the company is doing product innovativeness create advantages for customers of different positions in the form of differentiation and cost efficiency and help explain the effects of exploration and exploitation capabilities to better the performance of the market, meaning *product innovativeness* have a positive influence on the cost advantage.

Based on the results of previous studies described above, the authors put forward the hypothesis that the two are:

H2: The better the product innovativeness, the better cost advantage.

differentiation advantage

Differentiation strategy will be a unique advantage in the market by offering products and services company that is unique or different. According to Barney and Hesterly (2006), differentiation is a reflection of individuals and groups working in a company. When compared with competitors competitive differentiation strategies provide higher profitability by creating brand loyalty and price sensitivity is low (Porter, 1988).

According to the theory porter Different strategies offer different degrees of differentiation. Differentiation does not guarantee competitive advantage, especially if fairly standard products meet customer needs or if impersonation continuously by possible competitors. A durable product that is difficult to imitate by competitors is the most good.

Past research on product differentiation excellence has been done including the relationship between excellence product differentiation toward marketing performance, such as research conducted by Tan & sousa (2015) who said that with the advantages of product differentiation may

meningkatkan performance of the company including marketing performance means excellence product differentiation has a positive influence on marketing performance.

other studies conducted by Zehir et al, (2015) argues that the strategy of differentiation-related advantages of product differentiation can improve marketing performance, which means that with the advantages of product differentiation that is owned by the company can trigger an increase in marketing performance, in this case the company should try to create excellence differentiation product well in order to compete in the market.

Based on the results of previous studies described above, the authors propose a third hypothesis is:

H3: The better advantages of differentiation the better marketing performance,

cost advantage

In the cost advantage, the company strives to offer products or services that are sold at lower prices than similar items that are in a particular industry (Suwarso, 2004).

According Schaeck & Cihak (2013) interpret the application of cost advantage is a demand of firms for market share are relatively large and have a competitive advantage on cost-efficiency, as a result of economies of scale, the variety of products, excellence production processes, and control of raw materials ,

According to the theory porter struggling to become low-cost producers in an industry can be very effective if the market consists of many buyers are sensitive to price, if there are a few ways to achieve product differentiation, if buyers do not really care about the difference between brand, or if there are many buyers with bargaining power are important.

The previous study on the cost advantage has been done including the relationship between the cost advantage against *marketing performance*, As research conducted by Davcik and Sharma (2016) which says that the presence of product excellence (excellence differentiation and cost advantages) can meningkatkan marketing

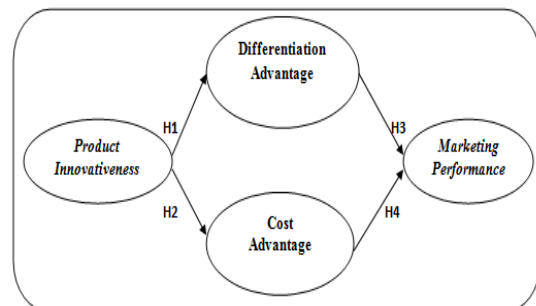
performance means the cost advantages have a positive influence on marketing performance.

other studies conducted by Cacciolatti & Lee (2016) which says that the cost leader that includes a cost advantage has been found to increase marketing capability that impact on the company's performance include increased marketing performance, which means that if the company wants to improve the marketing performance of the company, firms should pay attention the resulting cost advantages of an innovative product, the result is in line with the research conducted by Chang et al, (2016) who said that with the positional advantage that includes a cost advantage can improve the performance of the company including marketing and financial performance.

Based on the results of previous studies described above, the fourth hypothesis is:

H4: The better cost advantage the better marketing performance,

Picture 1
Theoretical Framework



Source: Kim et al, (2016), Liao (2016), Zehir et al, (2015).

RESEARCH METHODS

The population in this study is the SMEs business operators who are registered as members of SMEs assisted service cooperatives and UMKM Semarang.

In this study, the authors took a sample using purposive sampling technique. Characteristics of the respondents as follows:

1. SMEs assisted service cooperatives and SMEs Semarang
2. Having a business license
3. As an active member koperasi dan official target SMEs Semarang.

In this study used data collection method is by using a questionnaire /

questionnaire. This technique premiere to do collect data.

This research technique using two approaches:

1. *Confirmatory factor analysis*, The SEM using AMOS computerized package 21 in this case to confirm the factors predominant in one group of variables.
2. *Regression Weight SEM* were used to investigate how much the relationship between variables.

By looking at the complexity of the data measurement techniques proposed is a multivariate technique that is SEM (Structural Equation Modeling). developed into more complex techniques and complex.

To create a complete modeling some steps that need to be done (Ferdinand, 2005), namely:

1. development of a model
2. Development of flow charts to show causality.
3. Conversion flowchart into a series of structural equations and measurement model specifications.
4. Selection of the input matrix and estimation techniques on models built.
5. Assessing the problem of identification.
6. Goodness of fit model evaluation.
7. Interpretation and modification of the model.

The description of each step will be described as follows.

1. Theoretical Model Development.

Development of SEM model is finding or developing a model that has a strong theoretical justification.

2. Development Flowchart (path diagram)

In the second step the theoretical models that have been built in the first step is depicted in a path diagram as shown in Figure 1. In the path diagram, the relationship between the constructs will be expressed through the arrows. Straight arrows indicate a direct causal relationship between the construct with other constructs. path diagram which can be divided into two groups, namely:

1. *exogenous constructs* known also as the source variables or independent variables that are not predicted by other variables in the model

2. *endogenous constructs* which are all factors that predicted by a single or multiple constructs.

3. Conversion Flowchart In Eq.

In this step can start converting circuit model specifications into the equation. The equation is built will consist of:

Structural equations (structural equations). This equation was formulated to express causality between the different constructs, which form the equation is:

$$\text{Variable Endogenous} = \text{V.Eksogen} + \text{V.Endogen} + \text{Error} \dots (1)$$

In this study conversion to form structural equation models were performed as in the following table.

Table 2
Structural Equation Model

<i>Differentiation Advantage</i>	$= \beta_1 \text{Product Innovativeness} + e1$
<i>Cost Advantage</i>	$= \beta_1 \text{Product Innovativeness} + e2$
<i>Marketing Performance</i>	$= \beta_1 \text{Differentiation Advantage} + \beta_2 \text{Cost Advantage} + e3$

Equation specification measurement model (measurement model). In this specification determined which variables which measure constructs, as well as define a series of matrices that show the correlation between the hypothesized constructs or variables.

Table 3
Measurement Model

Konsep Eksogen (Model Pengukuran)	Konsep Endogen (Model Pengukuran)
$X_1 = \lambda_1 \text{Product Innovativeness} + e1$	$X_4 = \lambda_4 \text{Differentiation Advantage} + e4$
$X_2 = \lambda_2 \text{Product Innovativeness} + e2$	$X_5 = \lambda_5 \text{Differentiation Advantage} + e5$
$X_3 = \lambda_3 \text{Product Innovativeness} + e3$	$X_6 = \lambda_6 \text{Differentiation Advantage} + e6$
	$X_7 = \lambda_7 \text{Cost Advantage} + e7$
	$X_8 = \lambda_8 \text{Cost Advantage} + e8$
	$X_9 = \lambda_9 \text{Cost Advantage} + e9$
	$X_{10} = \lambda_{10} \text{Marketing Performance} + e10$
	$X_{11} = \lambda_{11} \text{Marketing Performance} + e11$
	$X_{12} = \lambda_{12} \text{Marketing Performance} + e12$

4. Choose the Input Matrix and Estimation Model

SEM only use matrix variance / covariance or correlation matrix as input data for the overall estimation is done.

5. Possible emergence Problem Identification

Problem identification is principally a problem of the inability of models developed to produce estimates that are unique. So to

solve it should be given a solution for the provision of many constraints on the model analyzed and means to eliminate the number of estimated coefficients.

6. Evaluation Criteria Goodness-of-fit

Data evaluation

For the first action taken is to evaluate whether the data used to meet the assumptions of SEM are:

Samples 1.Ukuran

Where the sample size that must be met is a minimum of 100 samples were then used 10 observations for each estimated parameter.

2.Normalitas and Linearity

Where normality is tested by viewing the image histogram data or tested using statistical methods.

3.Outliers

outliers is an observation that appears to the extreme value that is emerging as a unique combination of characteristics and looks very different from other observations.

4.Multicollinearity and Singularity.

The existence of multicollinearity can be seen from the determinant of the covariance matrix is very small.

Test Reliability and Variance Extract

There are two ways that can be used is to look at the construct reliability and variance extracted, that both of these have Cut Off Value that each of at least 0.70 and 0.50. Nonetheless values of the cut-off value is not a number die. The results of testing the construct reliability and variance extracted is described in the following sections:

1.Construct Reliability,

Reliability Construct formula be obtained from the formula Hair et al. (1995)

$$\text{Construct-Reliability} = \frac{\sum (\text{std. loading})^2}{\sum (\text{std. Loading})^2 + \sum \epsilon_j}$$

Information :

-*Standard Loading* derived from standarized loading for each indicator are obtained from computer calculations.

- $\sum \epsilon_j$ is the measurement error of each indicator. Measurement error can be obtained from 1 - reliability indicators. An acceptable level of reliability is ≥ 0.7 .

Extracted 2.Variance

On principally This measurement indicates the amount of variance of the indicators - the indicator extracted by the latent constructs were developed. Latent constructs represented by indicators - indicators of good report, if the variance value is extracted acceptable ≥ 0.50 . Variance is derived formulas extracted Hair et al. (1995) used are:

$$\text{Variance Extract} = \frac{\sum (\text{std. loading})^2}{\sum (\text{std. loading})^2 + \sum \epsilon_j}$$

Information :

-*Standard Loading* derived from standarized loading for each indicator are obtained from computer calculations.

- ϵ_j is the measurement error of each indicator.

Suitability Index and Cut-Of Value

In SEM analysis, no single statistical test equipment to measure or test hypotheses about the model. Here are some indexes suitability and *cut-off value* to test whether a model can be accepted or rejected (Ferdinand, 2005).

- Chi-Square Statistic χ^2

The most basic test equipment to measure the overall fit is a likelihood ratio chi-square statistic. The smaller the value, the better the model χ^2 (because of the different chi-square test, $\chi^2 = 0$, meaning absolutely no difference, H_0 accepted) and accepted by the probability of the cut-off value of $p < 0.05$ or $p > 0.10$.

- The Root Mean Square Error of Approximation (RMSEA)

RMSEA is an index that can be used to compensate the Chi-square statistic in a large sample. RMSEA value less than or equal to 0.08 is an index for the acceptability of a model that shows a close fit of the model was based on degrees of freedom.

- Goodness of Fit Index (GFI)

GFI is a non-statistical measure that has a range of values between 0 (poor fit) up to 1.0 (perfect fit). A high value in this index indicates a better fit. The suitability index will calculate the weighted proportion of the variance in the sample covariance matrix described by the covariance matrix terestimasikan population.

- Adjusted Goodness-of-Fit Index (AGFI)

AGFI is an analogue of R² in the regression. Fit this index can be adjusted to the degree of freedom available to test whether the model is accepted. Recommended acceptance rate is when AGFI has a value equal to or greater than 0.90.

-The Minimum Sample Discrepancy Function (CMIN) / Degree of Freedom (DF)

CMIN / DF is nothing but the Chi-square statistic, χ^2 divided DF her so-called χ^2 -relative. χ^2 -relative value of less than 2.0 or even sometimes less than 3.0 are indicative of an acceptable fit between model and data.

- Tucker Lewis Index (TLI)

TLI is an alternative incremental fit index which compares a model that is tested against a baseline models. The recommended value as a reference for the adoption of a model is a reception ≥ 0.95 and a value very close to 1 indicates a very good fit.

- Comparative Fit Index (CFI)

The magnitude of this index is in the range of a value of 0-1, which is getting close to 1 indicates the highest degree of fit (a very good fit). The recommended value is CFI ≥ 0.95 . A model be feasible if each of these indices has a cut of value as shown in Table 4 below:

table 4
Goodness of-fit Indices

Goodness of-fit index	Cut-off Value
$\chi^2 - \text{Chi-square}$	<df dengan $\alpha=0,05$
Significance Probability	≥ 0.05
RMSEA	≤ 0.08
GFI	≥ 0.90
AGFI	≥ 0.90
CMIN/DF	≤ 2.00
TLI	≥ 0.95
CFI	≥ 0.95

Source: developed for this study (2019)

7. Interpretasi and Modification Model

At this stage the model is interpreted and modified for models that do not qualify testing. Hair et al. (1999) in Ferdinand (2005) provides guidelines to consider whether or not to modify the model by looking at the amount of residuals generated by the model. Safety limits for residual value ≥ 1.96 was interpreted as statistically significant at the 5% level, then when the limit is exceeded modifications began to be considered.

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