



Marketing performance of small and medium industrial shoe entrepreneurs in greater Bandung

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ABSTRACT

This study aims to analyze and design SIDATA, a database management system tailored for final project data, utilizing the Rapid Application Development (RAD) methodology. The primary objective is to enhance the efficiency and responsiveness of SIDATA in managing, storing, and retrieving final project-related information within an academic setting. The research employs a systematic approach that involves an initial analysis of user requirements and a comprehensive understanding of the final project data attributes. The RAD methodology is then applied, focusing on iterative development, quick prototyping, and continuous user feedback to tailor SIDATA to the specific needs of its users. The methodology allows for swift adjustments and refinements throughout the development process. Implementing RAD in the analysis and design of SIDATA has led to a more user-centric and adaptive database management system. SIDATA now efficiently captures, organizes, and presents final project data, streamlining the process for students, faculty, and administrators. The iterative nature of RAD facilitated the rapid development of features and ensured that SIDATA remained aligned with the evolving requirements of the academic environment. In conclusion, applying RAD in the analysis and design of SIDATA has proven to be instrumental in creating a responsive, user-friendly database management system. The iterative and collaborative nature of RAD has enhanced the adaptability of SIDATA to the dynamic needs of its users, providing an efficient platform for managing final project data within an academic context.

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1. INTRODUCTION

Micro, Small, and Medium Enterprises are one way or solution in Indonesia to current economic problems, such as low economic growth, poverty, unemployment, and income inequality. As for the phenomenon in this research, the majority of SMEs (Small and Medium Shoe Industries) lack creativity and innovation. So there is always a shortage of shoe orders and they are unable to compete with shoe products that are aggressively entering the market at cheaper and more innovative prices. This makes shoe

entrepreneurs in Indonesia nervous, especially in Greater Bandung. The production process and sales volume of shoes have decreased from the expected target. As a result, marketing performance decreases so the income and profitability of shoe entrepreneurs decrease. Maintaining quality and creating product characteristics to anticipate business competition, expanding market share in big cities in Indonesia by utilizing promotional media, innovation, and product variations to increase selling prices by utilizing technological advances, utilizing banking institutions to develop business, introducing trademarks to promote products, collaborating with the government or related agencies to improve managerial abilities, financial management, and marketing, handling the production process from upstream to downstream to increase profits, utilizing technological advances to increase production and expand market share. The sequence of strategies developed for craftsmen is to look for other sources of capital to reduce capital dependence on wholesalers and develop business, collaborate with the government or related agencies to improve managerial capabilities, financial management, and marketing, maintain quality, and highlight product characteristics. increasing sales, introducing trademarks to enter a wider market, innovation, and product variations to increase selling prices by utilizing technological advances, producing quality products, and actively looking for opportunities to market products other than to collectors (Yanuar & Harti, 2020).

The research results show that there is no influence between product innovation on sales performance, there is a significant influence of market orientation on sales performance, and product innovation and market orientation simultaneously have a significant influence on sales performance in the home industry (Yanuar & Harti, 2020). Product innovation, market orientation, and competitive advantage have an influence of 61.2% on marketing performance (Amin & Sudarwati, 2019).

(Adiputra & Mandala, 2017) stated that competitive advantage will be achieved if a company can provide more value to customers compared to what competitors offer. Competitive advantage can come from a company's various activities such as designing, producing, marketing, delivering, and supporting its products. Each of these activities should be directed at supporting the company's relative cost position and creating a basis for differentiation.

Innovation that is continuously implemented by shoe manufacturers plays an important role in continuing to survive in this increasingly fierce competition and continuing to improve its marketing performance. The role of product innovation in improving marketing performance cannot be said to be optimal if the process and stages of innovation have not been carried out well and, the innovation is also not followed by marketing activities, improvements are needed in the process and stages of innovation as well as marketing concepts that go beyond just participating in exhibitions and word of mouth marketing so that MSME businesses experience a stable increase in sales (Yohanes, 2013).

According to Kotler, in (Bakti & Harun, 2011), market orientation is something important for companies where the company is always close to its market and has a commitment to continue to be creative in creating superior value for the company. According to Wahyono in (Bakti & Harun, 2011), market orientation is created through customer orientation, competitor orientation, as well as coordination between functions, and market orientation has a positive effect on marketing performance. In global competition, every company should have the courage to face increasingly tight business competition. Competition is increasingly fierce and consumers are increasingly critical in choosing products, requiring companies to be more innovative in producing products, in other words, companies must be able to offer new products that are much better than the products offered by competitors. The increasingly fierce level of competition requires all business actors to mobilize all their potential. Rinandiyana et al in Anak Agung Ayu Mirah (Dewi, 2019) stated that strict competitiveness includes various activities including designing, producing, marketing, delivering, and promoting products. Porter's research results state that there are methods or ways to gain competitive advantage, including

promoting products or services at minimum prices (cost leadership), offering products or services that are unique compared to competitors or displaying the uniqueness of their products.

This increase in marketing performance can be seen from the company's accuracy in providing innovative products on the market and responding to consumer complaints such as product quality, consumer needs, mastery of new markets, as well as continuous product innovation. (Prakoso, 2022). Related to the decline in marketing performance among SME shoe industry entrepreneurs, A marketing strategy model is needed that can be used to improve the marketing performance of SME shoe entrepreneurs, especially in Greater Bandung. This research covers product innovation, partnerships, market orientation, marketing strategy, and marketing performance, and focuses on SME shoe entrepreneurs in Greater Bandung for the following reasons: shoe craftsmen in Greater Bandung are increasingly being eroded due to the lack of regeneration, income as a craftsman is less attractive, they do not have own brand, shoe production is considered less promising in the future: the second reason is that the strategy of shoe craftsmen has faded due to the onslaught of imports of imported products. Therefore, in the future, to increase the shoe brand in Greater Bandung, it cannot be denied that it will fade, efforts will be made to hold a shoe center festival so that the shoe brand throughout Greater Bandung will be raised again and the shoe center will become a tourist destination for tourists. come to the Greater Bandung Shoe Center.

Hopefully this research can produce practical benefits, especially in the field of marketing and be used as reference material for small and medium businesses in implementing marketing strategies so that their companies can progress and continue to grow.

2. RESEARCH METHOD

This research was conducted using an explanatory survey research method, namely research that uses a questionnaire as the main data collection tool, which explains the independent variables of the dependent variable studied. Data analysis techniques in quantitative research use two types of statistics used for data analysis in research, namely descriptive statistics and inferential statistics. Hypothesis testing in this research uses Structural Equation Modelling (SEM). The SEM analysis technique can combine measurement models and structural models simultaneously and efficiently when compared to other multivariate techniques (Hair, 2009). Structural Equation Modelling pays attention to the causal and effect relationships between various constructs in the model. Considering that the model in this research is causal, to empirically test the research hypothesis, multivariate statistics will be used, using the Structural Equation Model (SEM) test tool. Meanwhile, data processing uses the LISREL program, which is a statistical program package for SEM. Consideration of using SEM because of its ability to measure constructs through indicators and analyze indicator variables, latent variables, and measurement errors so that measurements are more accurate.

3. RESULTS AND DISCUSSIONS

By using the help of the Lisrell program application, the output of the correlation coefficient results is obtained as follows:

Table. 1. Correlation Coefficient Between Substructure Independent Variables 1

		Correlations		
		product innovation	business partnership	market orientation
product innovation	Pearson Correlation	1	.517**	.534**
	Sig. (2-tailed)	.		.000
	N	310	310	310

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business partnership	Pearson Correlation	.517**		1.000
	Sig. (2-tailed)	.000		.
	N	310	310	310
market orientation	Pearson Correlation	.534**		
	Sig. (2-tailed)	.000		.
	N	310	310	310

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data Processing Results, 2023

In Table 1, the correlation coefficient values that have large values include the correlation coefficient between the Business Partnership and Market Orientation variables with a correlation value of 0.585 or 58.5%. The magnitude of the correlation value falls into the Fairly Strong category, and the second largest correlation coefficient value is the correlation coefficient between the Product Innovation and Market Orientation variables with a correlation value of 0.534 or 53.4%. The magnitude of the correlation value falls into the Fairly Strong category. The largest correlation coefficient value is the correlation coefficient between the Product Innovation and Business Partnership variables with a correlation value of 0.517 or 51.7%. The correlation value listed above can be included in the Fairly Strong category.

As a result of using Structural Equation Modelling using LISRELL 8.7, a model is obtained as in Figure 1 below.

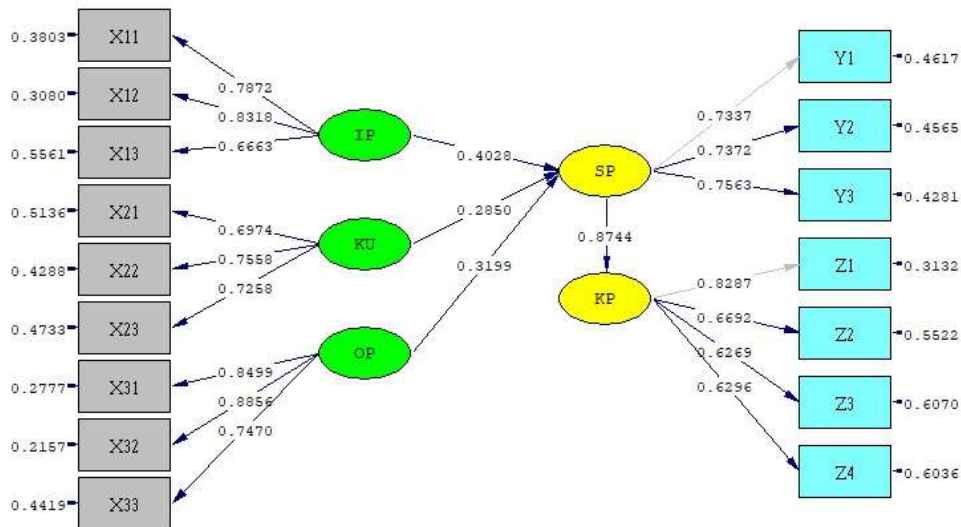


Figure 1 . Relationship Structure of All Research Variables

Table .2. Results of Variable Measurement Model Analysis

GOF size	Estimation	Test results	Condition
Chi-Square Statistics (X ²)	3.6730	Suitable	
-P value	0.07643	Suitable	>0.05
Conformity Index (GFI)	0.9665	Suitable	>= 0.90
Root mean square error of approximation	0.09729	Suitable	>=0.05
Expected cross validation index)	1.4846	Suitable	~1
Tucker-Lewis Index (TLI) or Non-Normed Fit Index	0.9509	Suitable	>= 0.90
The Kindness of Parsimonius	0.9180	Suitable	~1
Parsimonious Normal Fit Index	0.9657	Suitable	~1

Source: Results of researcher data processing, 2023

Table .2. Results of Variable Measurement Model Analysis, The following is the fit model in the Equation Model structure: Value was 3.6730 with p-value = 0.07643. Judging from the small X2 value with a p-value of less than 0.05, it shows that the X2 test is significant (p-value > 0.05). This means that the results obtained

arel due to a match between the X^2 value and the p-value. (Jöreskog & Sörbom, 1999).

Meanwhile, the Goodness of Fit Index is a measure of absolute fit, where the Goodness of Fit Index equates to an assumed model with no model. The Goodness of Fit Index value > 0.90 is categorized as a good fit, while $0.80 < GFI < 0.90$ is categorized as a marginal fit. The GFI value of 0.9665 means that the model resulting from the processing of this research data is a good fit. Root mean square error of approximation value that is 0.09729, it is declared that the model studied is feasible because it meets the criteria, namely $0.05 < RMSEA < 0.08$. So it can be concluded that the model studied is well fit.

The Expected Cross Validation Index for this model is 1.4846, while the ELCVI for the saturated model is 0.8803 and the ELCVI for the Independent model is 0.8803. 22.8242. The ELCVI value of the model that is between the ELCVI for the saturated model or the ELCVI value for the k Independent model is included in the category fit. It can be concluded that the model is used for replication by subsequent researchers.

The Tucker-Lewis Index or Non-Normed Fit Index (NNFI) is referred to as an incremental fit index that is assumed to be the model being tested as a baseline model. TLI is used to overcome problems that arise due to model complexity. The value obtained by $TLI > 0.90$. TLI is an index that is less influenced by sample size. The value for this model is 0.9509, it can be categorized as a fit model.

Parsimonious goodness of fit is the research model obtained, namely 0.9180, this means that the parsimony model is good where the PGFI value ranges between 0 - 1, meaning this model has high savings because fewer parameters are used. Parsimonious Normed Fit Index results from data processing obtained a value of 0.9657 means that the model falls within the good fit criteria.

The results of measuring model suitability show that the model obtained meets all GOF criteria. The results of the goodness of fit measurement calculations show that the model "Product Innovation, Business Partnerships, and Market Orientation in Marketing Strategy and Its Implications for Marketing Performance" is a good model for describing the relationship between the variables studied.

From the results of data processing and analysis, together (simultaneously), Product Innovation, Business Partnerships, and Market Orientation contribute to the Marketing Performance variable through Marketing Strategy by 0.7089 or 70.89%, while the remaining 29.11% is influenced by other variables. not observed in this study. Based on the results of hypothesis testing, there is a significant simultaneous influence of product innovation, business partnerships, and market orientation on marketing strategy. Because the calculated F value is greater than the F table ($248.4370 > 2.634$), this shows how important product innovation, business partnerships, and market orientation are in improving marketing performance through marketing strategy. This was confirmed by previous researchers according to the research results of (Suendro, 2010), product innovation through marketing strategy affects marketing performance. According to Sarjita's research results (Andari et al., 2015), market orientation influences marketing performance through marketing strategy. Research results (Vicario & Badra Nawangpalupi, 2020) state that business partnerships affect marketing performance. From the description above, it can be concluded that shoe entrepreneurs need to implement product innovation by improving the quality of shoe products, meeting customer needs, creating new markets in society, developing and applying knowledge and insight, changing products or services, and increasing product efficiency. Based on the results of the verification analysis, it is known that Product Innovation has a significant effect on marketing strategy. The total contribution of product innovation to marketing strategy is 0.2819 or 28.19%. The Product Innovation variable has a direct influence value that is greater than its indirect influence, so it can be concluded that the Product Innovation variable is the dominant variable. Based on the test

criteria described previously, it can be seen that the calculated t value of the Product Innovation variable is in the area of rejection of the null hypothesis ($1.968 < 4.8894$). This shows that H_0 is rejected and H_1 is accepted, meaning that Product Innovation has a partially significant effect on Marketing Strategy. This statement is strengthened by the results of previous research, according to (Kanagal, 2015), Innovation has an impact on marketing strategy, Innovation creates and produces value and can reflect jointly created value and shared value.

Partially, business partnerships have a significant influence. Partially, business partnerships have a significant effect on marketing strategy. The total contribution of business partnerships to marketing strategy is 19.29%. The business partnership variable has a direct influence value that is smaller than the indirect influence, so it can be concluded that the business partnership variable is a non-dominant variable.

Based on the test criteria described previously, it can be seen that the calculated t value of the Business Partnership variable is in the area of acceptance of the null hypothesis ($1.968 < 3.6153$). This shows that H_0 is rejected and H_1 is accepted, meaning that business partnerships have a partially significant effect on marketing strategy. This statement is in line with research conducted by (Yusrita et al., 2023), where business partnerships have a significant influence on marketing performance through marketing strategies.

Market orientation partially has a significant effect on marketing strategy. The total contribution of business partnerships to marketing strategies is 0.2341 or 23.41%. The Market Orientation variable has a direct influence value that is smaller than its indirect influence, so it can be concluded that the Market Orientation variable is a non-dominant variable (Nuvriasari et al., 2015)

From the test criteria, it can be concluded that the calculated t value of the marketing strategy variable is in the area of rejection of the null hypothesis ($1.968 < 3.5116$). This shows that H_0 is rejected and H_1 is accepted, meaning that Marketing Strategy has a partially significant effect on Marketing Performance. Entrepreneurs must improve their market orientation to be better at facing competition, especially in collecting information about consumer tastes, seeking information about competitors' strategies, and holding regular discussions with all employees. The above statement is strengthened by previous research, according to (Arbawa & Wardoyo, 2018) market orientation has a significant effect on marketing performance through marketing strategy. Likewise, according to (Kajalo & Lindblom, 2015), market orientation impacts marketing strategy, and market orientation is significant to marketing strategy.

In the marketing strategy, the partial calculation results obtained were 0.7646 or 76.46%. In calculating the test criteria obtained the calculated t value of the Marketing Strategy variable is in the null hypothesis position ($1.968 < 12.3120$). This shows that H_0 is rejected and H_1 is accepted, meaning that Marketing Strategy has a partially significant effect on Marketing Performance. According to (Anggraini, 2021), marketing strategy has a significant effect on marketing performance.

4. CONCLUSIONS

From the discussion of data processing carried out by researchers, the researchers concluded: (1) Product innovation, business partnerships, and market orientation have a positive effect on marketing strategy and are significant on marketing performance. (2) Product Innovation has a positive and very significant influence on Marketing Strategy. (3) Market orientation has a positive and significant influence on marketing strategy. (4) Business Partnerships have a positive and significant effect on Marketing Strategy. (5) Marketing Strategy has a positive and significant influence on Marketing Performance.

Judging from the practical implications, it was found that the marketing management model through the approaches and methods used to explore new approaches in the aspects of product innovation, business partnerships, and market orientation influences marketing strategy and marketing performance. In the results of this research, results were obtained that influenced the dependent variable, which can be seen in the coefficient of determination, the result of which is almost 50%, which can be described as follows: From the processing, it can be seen that Product Innovation, Business Partnerships, and Market Orientation have an influence on Marketing Strategy with a value of 70.91 %. Strategy influences Marketing Performance with a value of 76.46 %.

From the explanation above, it is stated that the model developed fulfills the goodness of an econometric model which is based on a strong theoretical perspective, so that it can contribute to the development of science and policy or problem-solving, especially for small and medium industrial shoe entrepreneurs throughout Greater Bandung.

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