

The influence of market orientation, entrepreneurial orientation and social media marketing on MSME marketing performance case study: Ismea Member

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Abstract. This study aims to analyze the impact of market orientation, entrepreneurial orientation, and social media marketing on the marketing performance of MSMEs that are members of ISMEA. This type of research is quantitative research. The study population consisted of 200 ISMEA members. the number of samples taken were as many as 67 respondents. The research instrument used was a questionnaire. The results of the analysis using multiple regression techniques. The results of the F test showed a significance value of $0.000 < 0.05$, and a calculated F value of $52.374 >$ from F table 3.134. This shows the alternative hypothesis is accepted. That is, simultaneously, market orientation, entrepreneurial orientation, and social media marketing have an influence on marketing performance. The results of the (partial) t test show that the significance value of market orientation is $0.151 <$ than 0.05 , and the calculated t value is $1.855 >$ from t table 1.67. This shows the alternative hypothesis is accepted. That is, market orientation has a significant effect on marketing performance, and the value of entrepreneurial orientation is $0.0391 > 0.05$. Then the alternative hypothesis is accepted. This shows that entrepreneurial orientation has a significant influence on marketing performance. The results of the t test (partial) show that the effect of social media marketing on marketing performance is a t count of $1.972 >$ t table of 1.67. Therefore, the social media marketing alternative hypothesis is accepted. That is, there is an influence between social media marketing and marketing performance.

Keywords. Market Orientation, Entrepreneurial Orientation, Social Media Marketing, Marketing Performance

Introduction

Micro, Small and Medium Enterprises (MSMEs) are an important pillar in a country's economic growth in the era of globalization and rapid technological advancement. MSMEs play a strategic role in creating jobs, boosting the local economy, and supporting sustainable development. Research on the components that affect the marketing performance of MSMEs is an interesting subject in this context, especially as market and consumer dynamics change. This research will concentrate on three main factors that are considered very important to improve MSME marketing results: market orientation, entrepreneurial orientation, and the use of social media in marketing strategies. Members of the MSME Association (ISMEA), which are representatives of MSMEs in a particular sector or region, will be the focus of this case study.

According to (Suparyanto & Rosad, 2015) marketing management is the process of analyzing, planning, organizing, and managing a program. This includes designing, pricing, advertising, and distributing products, services, and ideas designed to create and maintain profitable exchanges with target markets to achieve corporate goals. Market orientation, as argued by Never and Slater is a business culture in which organizations foster the behavior to be constantly creative in creating superior value for customers while remaining concentrated on long-term interests and profitability (Darmanto, 2018). Putranto (2013: 96) also stated that market orientation is built by three main constructs, namely customer understanding orientation, customer satisfaction orientation and competitive orientation. Market segmentation is the process of dividing a heterogeneous market into smaller, more grouped groups based on similar characteristics, needs, or behaviors. Kotler and Armstrong in Irfayanti et al. (2020), according to Widjaya in Pomantow (2019) that the target market is a group of buyers who share the same needs or characteristics where the company decides to serve. The target market evaluates each segment's interest within the market and selects one or more segments to enter. according to Suryana (2014: 15) stated that entrepreneurial orientation can be seen from the indicators below : Self-Confidence People who have matured physically and spiritually, so that they are able to develop their potential to the maximum, do not hesitate and are always optimistic about what is done. Taking action decisively in an uncertain environment by exploring the unknown, borrowing large sums, and allocating significant resources to the business (Ranto, 2016). Entrepreneurship is referred to as a pioneer (spearhead) to realize sustainable and highly competitive company economic growth. While entrepreneurship itself means a human activity by exerting the energy of the mind or body to create or achieve a job that can realize noble people. The form of application of entrepreneurial attitudes can be indicated by an entrepreneurial orientation with indications of innovation ability, proactivity, and risk-taking ability (Setiawan, 2013: 184). Small Business is a productive economic business that stands alone carried out by individuals or business entities that are not subsidiaries or branches of owned businesses, controlled or being part either directly or indirectly of Medium Enterprises or Large Enterprises, Medium Enterprises are productive economic enterprises that stand alone carried out by people individuals or business entities that are not subsidiaries or branches of owned businesses, controlled or become part either directly or indirectly of Medium Enterprises or Large Enterprises (Kuswiratmo, 2016). Kaplan & Haenlein, (2010) Social media is defined as a collection of Internet applications built on Web 2.0 ideologies and technologies, allowing users to create and exchange content. Web 2.0 is a platform whose content is constantly changing through sharing and collaboration by all users. These Web 2.0 technologies create interactive platforms where individuals and communities can share, create, discuss, and modify user-generated content. The use of social media can help companies to see various opinions and analyze shifts in attitudes from customers. This can provide insight to companies to be able to maintain themselves in the midst of market changes and company brand image (Ratana, 2018). Performance (business performance) is to lead to the level of achievement in the company in a certain period (Astuti, 2016: 124). Purwaningsih (2015) marketing performance can be measured by several indicators below: Sales Growth Is the level of success of the company in increasing sales on the goods and services offered. The higher the sales, the better the level of marketing performance in a company. Capital Growth Is the level of success of the company in an effort to increase the capital owned so that it will increase. The company's success rate when the capital owned is increasing day by day and this will improve marketing performance. The success of the latest marketing performance can be seen from the

growth of company profits. Profit growth is determined by sales growth and market expansion carried out by a company with better marketing performance. Market Growth Is the company's effort to expand the market on an ongoing basis to improve marketing performance. Market Orientation is a business culture in which organizations foster behavior to continue to be creative in creating superior value for customers while concentrating on long-term interests and profitability (Darmanto 2018).

Research methods

This research uses a quantitative approach with research methods held in a natural setting. The research was conducted on the ISMEA MSME group in Jakarta, Bekasi, Bogor, and Bandung during the period January 2023 to May 2023. This research design uses multiple regression analysis to examine the influence of independent variables, namely Market Orientation, Entrepreneurial Orientation, and Social Media Marketing, on the dependent variable, namely Marketing Performance. Market Orientation is measured through indicators such as Customer Understanding Orientation and Customer Satisfaction Orientation. Entrepreneurial orientation is measured through initiative, proactivity, motivative, and risk-taking. Social media marketing is measured through content creation, content sharing, engagement, and community building. The population of this study was 200 MSME business actors included in the ISMEA MSME group, and a sample of 67 respondents was selected using the simple random sampling method. Data collection is carried out through questionnaires, observations, and literature studies, with primary data obtained directly from MSME business actors. Data analysis involves validity tests, reliability tests, classical assumption tests, multiple regression analysis, t tests, F tests, and determination coefficient analysis. The results of this study are expected to provide an understanding of how Market Orientation, Entrepreneurial Orientation, and Social Media Marketing affect Marketing Performance in ISMEA MSMEs.

Results and discussion

In this study respondents varied, both from men and women, with different age ranges and varying levels of education. Respondents had access to a smartphone, laptop, or tablet, or at least one of them. To collect data, researchers used questionnaires both offline and online. The questionnaire distribution process was carried out for 4 days, starting from May 15, 2023 to May 19, 2023. And the analysis of research descriptions is divided into:

By gender

Table of Respondents' Characterization by Gender

Frequency		Percent	Cumulative Percent
Valid	Man	51	76
	Woman	16	24
	Total	67	100

Source: Data processed by researchers 2023

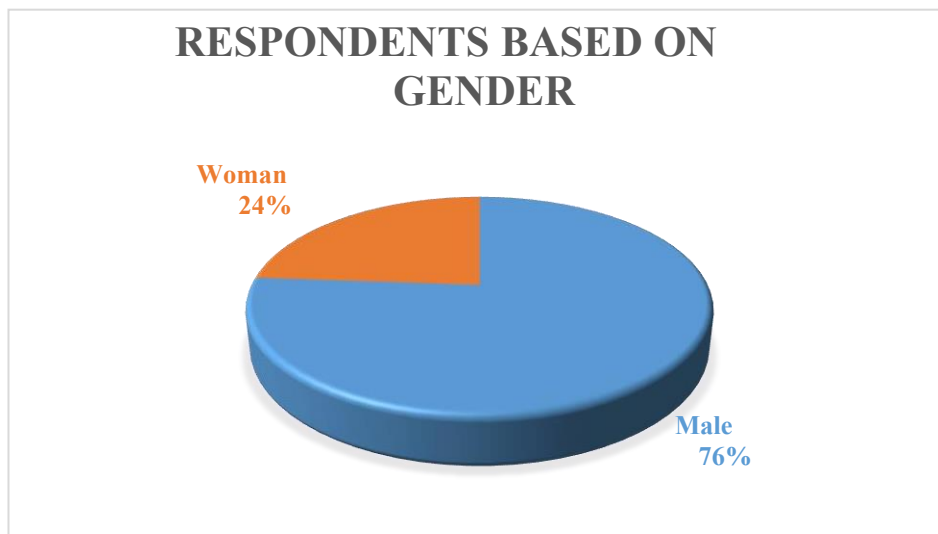


Figure 6 Respondent Gender Graph
 Source: Processed data

Based on the data obtained, the total number of respondents was 67 people, where male respondents amounted to 51 people or (76%) and for female respondents amounted to 16 people or (24%). Thus it can be concluded that the gender of most respondents is Men, this is because in general men are the breadwinners for the family, and in other cases because they choose business as an alternative livelihood. The validity of each variable item is analyzed. An instrument is considered valid if it is able to measure the variables to be studied precisely. The validity of instruments related to the variables Market Orientation (X 1), Entrepreneurial Orientation (X2), Social Media Marketing, and Marketing Performance (Y) was assessed. Sujarweni (2019: 165) validity test is used to measure the validity or invalidity of a questionnaire.

To determine the r value of the table with degrees of freedom $(df) = n - k = 67 - 2 = 65$ and a significance level of 0.05 (5%), the r number of the table is 0.244. An instrument is said to be valid if the value of r is calculated $> r$ of the table. The technique used to test this validity is Pearson's "product moment correlation" with a confidence level of 95% ($\alpha = 0.05$). To check whether each indicator is valid or not, it can be seen in the following table.

Product Moment Correlation Table

Variable	Statement	r Calculate	r Table	Ket
Market Orientation (X1)	X 1.1	.335	0,244	Valid
	X 1.2	.950	0,244	Valid
	X 1.3	.922	0,244	Valid
	X 1.4	.950	0,244	Valid
	X 1.5	.630	0,244	Valid
	X 1.6	.785	0,244	Valid
	X 1.7	.785	0,244	Valid

Variable	Statement	r Calculate	r Table	Ket
	X 1.8	.950	0,244	Valid
Entrepreneurial Orientation (X2)	X 2.1	.607	0,244	Valid
	X 2.2	.788	0,244	Valid
	X 2.3	.788	0,244	Valid
	X 2.4	.929	0,244	Valid
	X 2.5	.315	0,244	Valid
	X 2.6	.912	0,244	Valid
	X 2.7	.919	0,244	Valid
	X 2.8	.948	0,244	Valid
Social Media Marketing (X3)	X 3.1	.720	0,244	Valid
	X 3.2	.480	0,244	Valid
	X 3.3	.531	0,244	Valid
	X 3.4	.561	0,244	Valid
	X 3.5	.734	0,244	Valid
	X 3.6	.753	0,244	Valid
	X 3.7	.633	0,244	Valid
	X 3.8	.314	0,244	Valid
Marketing Performance (Y)	Y.1	.535	0,244	Valid
	Y.2	.608	0,244	Valid
	Y.3	.584	0,244	Valid
	Y.4	.554	0,244	Valid
	Y.5	.400	0,244	Valid
	Y.6	.421	0,244	Valid
	Y.7	.731	0,244	Valid
	Y.8	.387	0,244	Valid

Source: SPSS processed data, 2023

The calculation of the calculated r value (Corrected Item-Total Correlation) for eight items in each variable shows that these values are greater than the r value of the table at a significance level of 5% ($\alpha=0.05$) with a sample number of $n=67$. The r value of the table obtained is 0.244. Thus, it can be concluded that each item of the research variable is valid to be used as an instrument in research.

This test is used to evaluate the validity of a questionnaire as an indicator of a variable or a specific construct. A questionnaire is said to be reliable or reliable if a person's response to the statements in the questionnaire is consistent or stable over time. A variable is considered reliable if its Cronbach Alpha value exceeds 0.60

Reliability Test Table

No	Variable	Cronbach's Alpha	value <input type="checkbox"/>	Information
1	Market Orientation (X1)	0,939	0,6	RELIABLE
2	Entrepreneurial Orientation (X2)	0,934	0,6	RELIABLE
3	Social Media Marekting (X3)	0,849	0,6	RELIABLE
4	Marketing Performance (Y)	0,810	0,6	RELIABLE

Source: SPSS processed data, 2023

The results of reliability testing show that each variable has a Cronbach's alpha value that exceeds 0.60. This indicates that each concept of measuring variables in the questionnaire can be considered reliable. Therefore, the next step is to consider the use of items related to each variable concept as a measuring tool in this study.

The data normality test can be performed using the Kolmogorov-Smirnov one-way test. To determine whether a data follows a normal distribution or not, conclusions can be obtained by taking into account its significance value. If the significance value > 0.05, then the variables can be said to be normally distributed. Conversely, if the significance value < 0.05, then the variables are not normally distributed. In testing data normality using the Kolmogorov-Smirnov test in the SPSS application, a probability level (sig) of 0.05 is used. In this criterion, if the exact probability value (sig) > 0.05, then the data can be considered normally distributed. Conversely, if the exact probability value (sig) < 0.05, then the data is considered not normally distributed.

Table Normality Test

Kulmogorov-Sminorv	
N	67
Mean	.0000000
St. Deviation	3,353
Kolmogorov-Smirnov Z	0,187
Conclusion	0.0187 > 0.05 = Normal Distributed

Source: SPSS processed data, 2023

From the results of the Kolmogorov-Smirnov (K-S) test, a significance value of 0.187 was obtained. Based on this significance value, it can be concluded that the three variables that have been tested have a normal distribution. This can be inferred because the significance values are $0.187 > 0.05$

A multicollinearity test is performed to evaluate whether there is a correlation between independent variables in the regression model. In a good regression model, there should be no correlation between independent variables. The method used to test for multicollinearity can

be seen from the tolerance value or variance inflation factor (VIF). If the tolerance value > 0.1 or the VIF is less than 10, there is no multicollinearity.

Table Multicollinearity Test

Variable	Collinearity Statistics		Information
	Tolerance	VIF	
X1	0,283	3,533	No Multicollinearity
X2	0,263	3,800	No Multicollinearity

Variable	Collinearity Statistics		Information
	Tolerance	VIF	
X3	0,712	1,404	No Multicollinearity

Source: SPSS processed data, 2023

Based on the test results contained in the table above, it can be seen that the value of the Variant Inflation Factor (VIF) for the Market Orientation variable (X 1) is 3,533 with a tolerance value of 0.283, while the VIF value for the Entrepreneurial Orientation variable (X2) is 3,800 with a value of tolerance 0.263. Furthermore, for the Social Media Marketing variable (X3), the VIF value is 1.404 with a tolerance value of 0.712. From these values, it can be concluded that there is no tendency to multicollinearity. This is because the VIF value for both variables is smaller than 10 , while the tolerance value for both variables is greater than 0.10

The heteroscedasticity test is used to evaluate whether or not heteroscedasticity occurs in a model. This can be seen from the Spearman Rank correlation coefficient between the independent variable and the dependent variable. If the probability value (sig) > 0.05, it can be concluded that there is no heteroscedasticity.

Heteroscedasticity Test Table

Variable	Coefficient			Information
	Sig	Sym	Referen ce	
X1	0,734	>	0,05	NOT HAPPENING
X2	0,628	>	0,05	NOT HAPPENING
X3	0,470	>	0,05	NOT HAPPENING

Source: SPSS processed data, 2023

From the table above shows the significance value for Market Orientation (X 1) is 0.734, the signification value for Entrepreneurial Orientation (X 2) is 0.628, and the significance value for Social Media Marketing (X3) is 0.470 where the three signification values are greater than 0.05 and it is stated that Sujarweni (2019: 227) explained that this study aims to see the influence between independent

variables and dependent variables with measurement scales or ratios in a linear equation. And the results of data processing for multiple linear analysis using spss are as follows:

Multiple linear analysis tables

Type	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	
1	(Constant)	7.673	2.138	
	Market Orientation	.395	.271	.501
	Orientation Entrepreneurship	.133	.288	.164
	Social Media Marketing	.224	.113	.218

Source: SPSS processed data, 2023

Based on the calculation results from the coefficients table above, there are multiple linear regression results, namely the constant value of 7.673, if the value of X1 X2, X3 is 0, then the constant is 7.673, the value of the regression coefficient (b1) is 0.395, the positive value coefficient means that there is a positive relationship between market orientation to current performance, the value of the regression coefficient (b2) is 0.133, the positive value coefficient means that there is a positive relationship between entrepreneurial orientation to performance ripening. And the value of the regression coefficient (b3) of 0.224, a positive value coefficient means that there is a positive relationship between social media marketing and mass performance Based on these values, a multiple regression equation is obtained, as follows: $Y = 7.673 - 395X1 + 0.133X2 + 0.224X3$ The t test is a test of the regression coefficient of each independent variable on the dependent variable to find out how much influence the independent variable has on the dependent variable. (Ghozali, 2013: 98). From the results of the t-test calculation, then the hypothesis tested can be determined accepted or rejected with the following conditions: If $t_{calculate} > t_{table}$ or $sig < 0.05$ then H_0 is accepted H_1 .

The results of the t test (partial) show that the significance value of the influence of Market Orientation (X1) on Marketing Performance (Y) is $0.151 > 0.05$ and the calculated value is $1.855 > table 1.67$ then h_0 is rejected and h_1 is accepted. This means that Market Orientation (X1) has a significant effect on Marketing Performance (Y). The results of this hypothesis test are in line with previous research from S. Faradilla (2021) with the research title The Effect of Market Orientation, Entrepreneurial Orientation and Competition Intensity on Marketing Performance Market orientation has a positive and significant effect on the marketing performance of export furniture SMEs in Jepara Regency. These results mean that if the market orientation improves, marketing performance will increase. increase. The results of the t test (partial) show that the significance value of the effect of Entrepreneurial Orientation (X2) on Marketing Performance (Y) is $0.0391 > 0.05$ and then h_0 is rejected and h_1 is accepted. This means that Entrepreneurial Orientation (X2) has a significant effect on Marketing Performance (Y). The results of this hypothesis test are in line with research conducted by Andri Prasetyo and Andi Wijaya (2019) Entrepreneurial orientation has a significant effect and is positively related to the performance of Micro, Small and Medium Enterprises in the culinary industry in the Old Market Tangerang The results of the t test (partial)

show that the significance value of the influence of Social Media Marketing (X3) on Marketing Performance (Y) is a calculated value of $1.972 > \text{table } 1.67$, then h_0 is rejected and h_1 is accepted. This means that Market Orientation (X3) has a significant effect on Marketing Performance (Y). The results of the hypothesis test conducted stated that the results of the hypothesis test were in line with research conducted by Acai Sudirman, Fitria Halim, Anju Bhermadetha Nainggolan, Novita Butarbutar, Sherly (2021) showed that the results of testing social media variables showed that social media usage factors had a positive and significant effect on business performance

Conclusion

Market orientation has a positive effect on the marketing performance of MSMEs. This hypothesis answers the formulation of the problem that there is an influence of market orientation on marketing performance and is in line with research conducted by S. Faradilla (2021) with the research title "*The Effect of Market Orientation, Entrepreneurial Orientation and Competition Intensity on Marketing Performance*". Market orientation has a positive and significant effect on the marketing performance of export furniture SMEs in Jepara Regency. These results mean that if the market orientation improves, marketing performance will increase.

This happens because respondents feel that determining market orientation such as seeing how customer satisfaction, how customer needs, and how other business actors make strategies need to be considered

Entrepreneurial Orientation has a significant positive effect on MSME Performance, this is obtained because the entrepreneurial attitude in building and strengthening their business is the basis for improving marketing performance, such as a positive attitude of confidence, bringing out creatives and making innovations new to marketing products.

The results of the study answer the formulation of the problem that there is an influence of entrepreneurial orientation on MSME marketing performance and is supported by previous research that is in line, namely research conducted by Andri Prasetyo and Andi Wijaya (2019) with the research title "*Influence Entrepreneurial Orientation and Market Orientation towards MSME Performance in the Culinary Field in the Old Market of Tangerang*". Entrepreneurial orientation has a significant effect and is positively related to the performance of Micro, Small and Medium Enterprises in culinary industry in Pasar Lama Tangerang

Social Media Marketing has a significant positive effect on Marketing Performance. This happens because social media has become a part of everyday life, thus creating a new market. Where social media itself already has market features to make it easier for business actors to market their products and improve marketing performance.

The results of the study answer the formulation of the problem that there is an influence of social media marketing on marketing performance. Then supported by previous research conducted with the research title "*Reviewing the Relationship Between Social Media Use and Market Orientation to MSME Sector Business Performance*" by Acai Sudirman, Fitria Halim, Anju Bhermadetha Nainggolan, Novita Butarbutar, Sherly (2021) showed The results of testing social media variables show that social media usage factors have a positive and significant effect on business performance.

Simultaneously Market Orientation, Entrepreneurial Orientation, Social Media Marketing have a significant positive influence on marketing performance. In this case, respondents feel that the formation of market orientation, entrepreneurial orientation, and the

creation of social media marketing can be useful and improve marketing performance. This is of course because each variable can correlate with one another.

The results of this study answer the hypothesis that each variable of market orientation, entrepreneurial orientation, and social media marketing has an influence on marketing performance.

The results of this study are in line with research conducted by Vivi Herlina, Syahmardi Yacob, Yohanes, Ade Octavia (2022) "*The Role of social media marketing in improving marketing performance for smes during the covid-19 pandemic: a literature Social media marketing has a role to play in improving SME marketing performance. This study has formulated a research model by implementing two exogenous variables: entrepreneurial orientation and market orientation* According to Machali, (2015) that the rule of testing Significance based on F value is that if $F_{\text{counts}} \geq F_{\text{table}}$ then H_0 is rejected meaning Significant. Whereas if $F_{\text{counts}} \leq F_{\text{table}}$ then H_0 is accepted meaning it is not Significant

Based on the table of F test results above shows a significant value of $0.000 < 0.05$ and a calculated F value of $52.37 > F_{\text{table}} 3.134$ means that H_0 is rejected and H_a is accepted. This means that simultaneously there is an influence of market orientation, entrepreneurial orientation, social media marketing on marketing performance.

The results of the hypothesis test simultaneously show the results of research conducted by Vivi Herlina, Syahmardi Yacob, Yohanes, Ade Octavia (2022) "The Role of social media marketing in improving marketing performance for smes during the covid-19 pandemic: a literature review" Social media marketing has a role in improving SME marketing performance. This study has formulated a research model by implementing two exogenous variables: entrepreneurial orientation and market orientation, and the intervening variables are social media marketing and customer engagement

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