

The Effect of Market Orientation and Product Innovation Ability on Marketing Performance Through Competitive Advantage as an Intervening Variable (Study on the Weaving Industry in Bali Province)



Ni Ketut Cantika Paraswani¹, Gregorius Paulus Tahu², I Gusti Agung Teja Kusuma³

^{1,2,3} Universitas Mahasaraswati Denpasar

ABSTRACT: Province is very famous until to overseas Because its culture which is results from creativity , will , and feeling of the Balinese people . Almost all over regions in Indonesia have skills weave , start from Sabang until Merauke , including Bali. One of cloth weaving that developed in Bali is cloth weaving endek . Research objectives This For see influence market orientation and capability innovation product to performance marketing with superiority compete as intervening variable . Research This use method quantitative with analysis partial least square , the sample used was 71 respondents with the saturated sample method. The results of this study indicate that market orientation does not influences product competitiveness, market orientation does not influence on marketing performance, product innovation capabilities has a positive and significant effect on product competitiveness, product innovation capability has a positive and significant effect on marketing performance, and product competitiveness has a positive and significant effect on marketing performance . This study recommends that industry weaving in Bali Province must maintain and improve orientation to the market environment due to own good grades in research this , and on marketing strategy , satisfaction Customers and Communication promotion advertisement still very lacking and can improved return so that can formation good market orientation .

KEYWORDS: Product orientation, capability innovation product , advantages compete , and performance marketing .

INTRODUCTION

Province is very famous until to overseas Because its culture which is results from creation , will , and feeling of the Balinese people . The form culture Balinese people can seen from system its culture in the form of ideas, concepts , patterns think , and concept think Balinese people , from system its social form activity patterned society in interact , and from culture his physical form things or equipment results work Balinese society . There are many very culture physique Balinese society , one of the form culture physique is clothing (cloth) weaving).

Woven fabric is cloth typical Indonesian made from strands woven thread use various certain techniques and motifs . Weaving as one of the inheritance culture which is pride Indonesian nation . Indonesia is very rich in results weaving diverse traditional Variety decoration influenced by custom customs , culture , and tools used . Almost all over regions in Indonesia have skills weave , start from Sabang until Merauke , including Bali. One of cloth weaving that developed in Bali is cloth weaving endek (Fadlilah, 2014). Woven cloth endek start develop since century 16th. Although cloth endek has There is since 16th century , will but endek start develop rapidly in Bali after independence with the diversity of motifs produced more Lots depicting flora, fauna, and characters puppetry that is often appear in mythologies Balinese story . Almost all over Regencies and Cities in Bali produce cloth weaving endek , so that each region the produce cloth weaving endek with different motifs , patterns , coloring One with the others . Differences the has causing each Regency /City in Bali to call it with different terms , although can it is said You're welcome cloth endek , like cloth endek Buleleng , cloth Country endek , cloth Karangasem endek and cloth endek Klungkung is produced with method weaving .

Weave is a learning process that relies on skills hands and knowledge For process material standard thread , and making design or the motive which is then made into a sheet cloth weaving endek (Indrayani and Sukadana . 2017). Balinese woven fabric is very suitable For made into goods souvenirs and industry tourist new creative Because cloth endek is cloth Balinese and different

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from cloth weaving other Because No use machine . In addition, with made into cloth Balinese weaving as industry tourist creative, of course can become source more income for craftsmen cloth Balinese weaving (Deannisa, et.all, 2015). Currently cloth endek used No only as cloth (kamen), but cloth endek Already used as fashion and used by various circles society , even there is also used as uniforms for employees service government area Bali Province and also used employee private like bank, hotel and travel employees as well House sick , and fashion products .

People use cloth endek as fashion , of course the remains material Darling For discarded . The remains material Can utilized For making souvenirs as characteristics typical Balinese crafts . Patterns of weaving beautiful endek processed by creative people will produce object or goods crafts that have mark sell . This business can developed For create industry creative as support tourism in Bali. Industry creative This a activities that create original knowledge , products and services , in the form of results work himself (Budhyani , 2014).

Craft weaving for Balinese people especially public The city of Klungkung No foreign again . Crafts weaving This is the legacy of the grandmothers ancestors who have There is since the Neolithic era . Skills This almost The same evenly found throughout islands in the archipelago. Bali itself own cloth weaving traditional in every area . One of the many known is cloth songket . There is area of concern results work the namely Regency Klungkung . Regency The city of Klungkung own manufacturer cloth scattered songket in some areas, one of manufacturer cloth songket in Klungkung namely Dian's Songket & Endek . Dian's Songket & Endek located in Gelgel Village and often known as place producer cloth weaving valuable songket tall Because use tool No machine so that marketed price Enough tall However quality provided in accordance with the price offered .

Craft cloth weaving Songket Gelgel have typical alone with motifs and threads that become differentiator with area others . Advantages in product craft cloth weaving Songket Gelgel is a special motif that exists from Songket Gelgel the . Apart from that , Dian's Songket & Endek also supplies it songket from Karangasem Regency . Karangasem Regency is also known as manufacturer cloth weaving songket located in the Sidemen area . Sidemen songket has characteristics typical that is affordable price compete in the market compared to with Songket Gelgel .

Sidemen songket uses busy motifs on the market and cotton thread that has quality standard compared to Songket Gelgel . Insert thread gold and silver that form the pattern on the fabric , really make people see direct awestruck between second type songket said . At Dian's Songket own market share of second product songket said . After done studies introduction with do interview to owner of Dian's Songket namely I Putu Agus Aksara Diantika mention that moment this is also already Lots circulating songket imitation with imitate the motif of Balinese Songket as example for motifs on fabric embroidery that has similarity of the motifs created with machine so that price Far more cheap .

That matter can influence decision purchase consumer For cloth Balinese Songket. Apart from that, there are also competitors from Dian's Songket Already change pattern think consumer to product Balinese Songket , where consumer consider The same between Balinese Songket with stone embroidery . So that Lots the consumer decides use stone embroidery than Balinese Songket . Regency Buleleng is one of Regency in Bali that has Lots craftsman cloth weaving songket (Department of Industry and Trade) Regency Buleleng Regency , 2023). Buleleng located in the section north of Bali Island. There is a number of sub-districts spread across the Regency Buleleng , which consists of 7 sub-districts among them is Subdistrict Buleleng , District Sukasada , District Busungbiu , District Seririt , District Kubutambahan , District Tejakula , and Sawan District .

Regency Buleleng there is a number of the village that has inheritance hereditary specifically craft cloth weaving songket as well as its people own extraordinary spirit normal For preserving , maintaining and also developing business craft cloth weaving songket that has been inherited from ancestors during hereditary . Some the village in question earlier among them are Sinabun Village , Kalianget Village , Jinengdalem Village , Seririt , Sawan Village , Tejakula Village , Panji Village , Pacung Village, Sambiran Village , Bengkel Village , Kaliuntu Village (Disperindag Regency Buleleng , 2023). According to I Dewa Made Susastra (2023) adults This “ cloth ” industry weaving "in Bali Province experienced competition tight due to emergence competitors , good from in and also from outside area . The emergence competitors business those who are capable produce cloth endek with price Far more cheap with use tool weaving machine However own standard better quality low . If the thing This in progress Keep going continuously , then industry cloth endek traditional in the district Buleleng which relies on its uniqueness will displaced .

Observation results in a way intensive done to representative entrepreneur who operates in fabric weaving in each district in Bali Province shows the problems they face face it related about effort improvement marketing part big admit , the craftsmen who are also as businessman own limitations For dig which market information is next transform it into part production . The next problem is existence limitations in do design new . During This Still depend on pattern design traditional only . Impact from second problem the cause Power competition felt very weak For face product replacement such as batik, and types textile others, next will the decline number marketing . There is four matter that is ability do innovation product , market orientation , power competitiveness and performance Marketing . Information more complete from results observation can seen in Appendix

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1. Based on the phenomenon described said, then it is very important For prove in a way empirical impact from ability innovation product, market orientation, to build Power competition cloth weaving so that can increase performance marketing.

A number of study previously (such as: Mohammad, et al., 2019; Sarminah, 2018; Kiyabo, et al., 2020; and Do and Nihn, 2020) stated that superiority competitive influential positive to performance effort. However Thus, there is different findings from study Alihusna, et al., (2019) and Prasetyo, et al., (2021) that superiority competitive No influential to performance business. In addition to the advantages competitive, performance business can also influenced by ability in market orientated. This is put forward by research previously from Romadliyaton, et al., (2019), Didik, et al., (2020), Udriyah, et al., (2019), Astrid (2017), Kilic and Ozkan (2020) who stated that that market orientation is influential positive to performance business.

There are results different findings from research by Khanh, et al., (2018) and Widi, et al., (2020) which stated that market orientation is not influential to performance business. In addition to performance business, market orientation can also influence superiority competitive, as stated by research from Romadliyaton, et al., (2019), Didik, et al., (2020), Udriyah, et al., (2019), Widi, et al., (2020) and Astrid (2017) stated that that market orientation is influential positive to superiority competitive. However existence results different findings from research by Rini, et al., (2020) and Mona, et al., (2016) which stated that market orientation is not influential to superiority competitive. In addition to market orientation, performance effort and excellence competitive can also influenced by innovation product. This is put forward by research from Daniel (2016), Hasan (2017), Ichwan and Nursyamsiah (2019), Sharma, et al., (2016) and Zaefarian, et al., (2017) who stated that innovation product influential positive to performance effort. However existence results different findings from research by Muh, et al., (2019) and Narida, et al., (2021) which states that innovation product No influential to performance business.

Innovation products can also influence superiority competitive. This is also stated by research previously from Astrid (2017), Aditi (2017), Raeshartono et al. (2019), Lay Hong et al., (2016) and Mario (2018) who stated that innovation product influential positive to superiority competitive. However existence results different findings from research by Christian, et al., (2021) and Prasetyo, et al., (2021) which states that that innovation product No influential to superiority competitive.

Based on phenomenon as well as research gap above, then researcher lift title namely "Influence Market Orientation And Capabilities Innovation Product On Marketing Performance Through Superiority Compete As Variables Intervening (Case Study in Industry) Weaving in Bali Province)"

LITERATURE REVIEW

Resource Based View Theory

According to (Maqhfirah & Fadhlia, 2020) Resource Based View Theory called with Human Resource Theory in analyze ability in compete with use approach source power. In theory this is what was discussed is about How source Power company can used in a way effective and efficient so that capable create superiority in compete.

According to Susanto (2007) in (Angela, 2016), in determine source Power main company, Resource Based Theory own a number of criteria that must be met filled namely, as following:

- a. Source available power capable in sufficient need consumer compared to with competitor other.
- b. Source the existing power is minimal and not easy to be plagiarized. There is a number of characteristics that make source Power become difficult For plagiarized, namely source Power in a way physique own uniqueness, the time required is long and requires huge cost, uniqueness source Power difficult acquired and exploited by competitors, and large capital investments required For get source Power company.
- c. Source available power can increase profit company. The more tall profit acquired company consequence from source the power utilized, so that can it is said that source Power become valuable.
- d. Resilience source power, valuable source Power seen when source Power the more slow in depreciation.

According to resourcebased view theory, A company considered as combination from asset tangible and intangible tangible as well as ability company For acquire, operate and maintain source Power company. According to Purwanto (2017), all something related with source Company power including human capital (employees), physical capital (assets) physical, and capital structure (capital structure) if company can manage and optimize component the with Good then the company's added value each other impressive to performance finance (Purwanto, 2017).

Study This use theory resource based theory as because of existence connection in theory This that is something industry must be use as well as manage intellectual capital and resources the energy possessed so that get superiority competitive for upgrade mark add what you can produce characteristics so that Can as well as able to compete with competitors. And can

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concluded if industry that has good intellectual capital want to influence performance industry as well as produce mark so that Can upgrade superiority competitive something industry .

Problems faced by weaving SMEs during the crisis economy like Now This is a company that operates in the field export and import craft weaving middle experience decline amount sale products . Consumers often compare price sell goods local more expensive with price goods abroad . The level of competition that occurs the more tight inside industry weaving happen consequence decrease domestic market share so demand companies in industry This For implementing relevant strategies with condition companies and the environment that continue changed .

UMKM is slow must still make an effort For maintain continuity his life . Progress companies in the industry endek fully depends from ability company in do innovation products , so that influential to ability Power competition product For build performance expected marketing .

Marketing performance is size achievements obtained by marketing process activities in a way comprehensive from A company or organization . In addition , performance marketing can also viewed as A the concept used For measure until how far the market has achieved achieved by a point products produced company . Performance is quite a concept extensive , and meaningful changes in accordance with perspective and needs users (Lebas , 1995 in Alrubaiee , 2013:5). Ferdinand (2000:116) stated performance marketing is factors that often used For measure impact from the strategies implemented company .

Corporate strategy always directed For produce performance marketing (such as sales volume and level growth good sales) and also performance good finances (Putranto , 2003: 100). According to Ferdinand, 2002 (in Suendro , 2010:17) indicators performance marketing is sales volume , market share and level growth sales . Opinion the supported by research by Indrajit, 2002:18 (in Waluyo , 2008:18), namely marketing performance measured use: satisfaction customer, motivation work, system information, sales volume, growth customers, growth sale .

Superiority compete is heart performance marketing For face competitors . Advantages compete interpreted as a benefit strategy from companies that do cooperation For create superiority compete more effective in its market . This strategy must designed For realize superiority continuous competition continuously so that company can dominate Good in both old and new markets . Bharadwaj et al., (993; 83-84) explained that superiority compete is results from implementation of strategies that utilize various resources owned company . Unique expertise and assets viewed as source from superiority compete . Expertise unique is ability company For make their employees as part important in reach superiority compete . Advantages compete According to Thomas W, Zimmer and Norman M, Scarborough (2008: 116) is a bunch differentiating factors company small from its competitors and give it position unique in the market so that more superior than its competitors .

Superiority compete can obtained from ability company For manage and utilize source power and capital it has . A company that is able to create superiority compete will own strength For compete with company other Because the product will still in demand customers . With thus superiority compete have influence positive to improvement performance marketing company .

Success market -oriented companies are largely determined by their capabilities do coordination marketing , activities between functions in organization , fast response to change environment competition and anticipation every change its strategy . Companies that have level high market orientation will own performance high marketing , because companies that have degrees high market orientation will own superiority competitive in thing ; quality product , quality service , innovation products and costs .

Market orientation must be emphasize importance analysis the needs and desires of the target market in general more efficient and effective compared to with its competitors in business For reach superiority compete . Emphasis market orientation towards Power competition based on identification need customer so that every company sued For can answer desired needs consumer Good That through creation new product or development from products that have been there is , so that you can create superior value for its consumers in a way sustainable and can become the main capital for company For can to win competition .

Hypothesis built furthermore tested the truth through the analysis process with using the data obtained from research subjects conducted in the weaving industry in the Regency Buleleng in the form of report results performance marketing with method documentation and research data This is secondary data , whereas For answer formulation problems , research use analysis descriptive quantitative with use technique structural equation modeling (Structural Equation Modeling-SEM) , which is known with Partial Least Squares (PLS). Determination the magnitude sample done with sample fed up .

The entire research process will produce a conclusion as answer to the problems studied . The conclusion later will used as material evaluation taking decision . Series the will produce a draft thesis . Concept thesis give a discovery new that can used and provide contribution to theory new or development knowledge knowledge in study .

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Hypothesis

1. Hypothesis 1 (H1) : Market orientation has an effect positive to Product Competitiveness.
2. Hypothesis 2 (H2) : Ability innovation product influential positive to Power competition product.
3. Hypothesis 3 (H3) : Market orientation has an effect positive to performance marketing.
4. Hypothesis 4 (H4) : Ability innovation product influential positive to performance marketing.
5. Hypothesis 5 (H5) : Competitiveness product influential positive to performance marketing.

RESEARCH METHODS

Research conducted on the weaving industry in Bali Province . This research was conducted on the weaving industry in Bali Province with the consideration that there was a decline in the export value of craft production caused by designs that did not match market tastes, Balinese craft products that were easily imitated and could be produced in large quantities at cheaper prices and the rapid changes in market tastes. This research was conducted in November 2023 to with finished . The object of this research is the owner of the weaving industry in Bali Province .

The population in this study was the owners of the weaving industry in Bali Province, totaling 71 populations (Disperindag Bali, 2023). In this study, the sampling technique used was the Non-Probability technique , namely saturated samples or often called total sampling. The sample in this study was all owners of the weaving industry in Bali Province , totaling 71 respondents (Disperindag Bali, 2023). All samples were used as respondents to answer the questionnaire questions that were distributed.

The variables in this study can be identified into 2 (two) variables, namely: exogenous variables , and endogenous variables . The exogenous variables in this study are Market Orientation (X1) and Product Innovation Ability (X2) . The endogenous variables in this study are Product Competitiveness (Y 1) and Marketing performance (Y 2) .

Inferential analysis techniques are used to test the empirical model and hypotheses proposed in this study. The analysis technique used is a structural equation model (Structural Equation Modeling - SEM) based on variance or component-based SEM, known as Partial Least Square (PLS). PLS is a powerful analysis method , because it does not assume that data must use a certain scale, is used in small sample sizes (30 - 50 units or <100 units), and can also be used to confirm theories (Hair et al ., 2010).

RESULTS AND DISCUSSION

Hypothesis Testing Results

Testing hypothesis done with t-test on each path influence direct in a way partial and influence not direct through variable mediation . Related with testing this , then testing hypothesis can sorted become submission live and testing influence not direct or testing variable mediation . In the section following This outlined in a way consecutive results testing influence live and testing medical variables .

Table 1: Testing Hypothesis Direct

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Information
X1. Market Orientation -> Y1. Product Competitiveness	0.140	0.907	0.365	rejected
X1. Market Orientation -> Y2. Marketing Performance	0.076	0.594	0.553	rejected
X2. Ability Innovation Product -> Y1.Product Competitiveness	0.259	2.396	0.017	Accepted
X2. Ability innovation Product -> Y2.Marketing Performance	0.181	2,043	0.042	Accepted
Product Competitiveness -> Y2. Marketing Performance	0.662	7,623	0.000	Accepted

Source: Data processed 2024

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Test results to hypothesis study based on Table 1 is as following :

- a. Testing Hypothesis 1: market orientation does not influential to Power competition products in industry weaving in Bali. This result can seen in value coefficient of 0.140 with The t-statistics value is 0.907. The t- statistics value is 0.907. the is at under value 1.96 and sig value (0.365), then can stated Hypothesis 1 is rejected .
- b. Testing Hypothesis 2: market orientation does not influential to performance marketing in industry weaving in Bali. This result can seen in value coefficient of 0.076 with t- statistic value of 0.594. The t- statistic value the is at under value 1.96 and sig value (0.553), then can stated Hypothesis 2 is rejected .
- c. Testing Hypothesis 3: ability innovation product influential to Power competition products in industry weaving in Bali. This result can seen in value coefficient of 0.259 with t- statistic value of 2,396. The t- statistic value the is at on value 1.96 and sig value (0.017), then can stated Hypothesis 3 is accepted .
- d. Testing Hypothesis 4: ability innovation product influential to performance marketing in industry weaving in Bali. This result can seen in value coefficient of 0.181 with t- statistic value of 2,043. The value of the t-statistics is is at on value 1.96 and sig value (0.042), then can stated Hypothesis 4 is accepted .
- e. Testing Hypothesis 5: power competition product influential to performance marketing in industry weaving in Bali. This result can seen in value coefficient of 0.662 with t- statistic value of 7.623. The t- statistic value the is at on value 1.96 and sig value (0.000), then can stated Hypothesis 5 is accepted .

Table 2: Test Results Mediation

	Original Sample (O)	T Statistics (O/STDEV)	P Values
X1.Market Orientation -> Y1.Product Competitiveness -> Y2.Marketing Performance	0.093	0.851	0.395
X2. Innovation Capability Product -> Y1.Product Competitiveness -> Y2.Marketing Performance	0.172	2.169	0.031

Source: Data processed 2024

Test results to hypothesis mediation study based on Table 2 and is as following :

- a. Market orientation is not influential to performance marketing with mediated by power competition products in industry weaving in Bali. This result can seen in value coefficient of 0.093 with t- statistic value of 0.851. The t- statistic value the is at under value 1.96 and sig value (0.395)
- b. Ability innovation product influential to performance marketing with mediated by power competition products in industry weaving in Bali. This result can seen in value coefficient of 0.172 with t- statistic value of 2.169. The t- statistic value the is at on value 1.96 and sig value (0.031)

RESEARCH DISCUSSION

Influence Market Orientation towards Product Competitiveness Industry Weaving in Bali Province

Test results hypothesis show that market orientation is not has an effect on product competitiveness. This result means that the market orientation is too high , resulting in No will impact on product competitiveness due to very tight competition . The results of this hypothesis test support various concepts and empirical findings that have existed previously which explain that market orientation has no influence on product competitiveness . Market orientation is various processes and activities which places interest customer First with method fulfil need customer industry weaving in Bali Province, so that the products we have can compete with competitors. The findings seen in this study are when there is an industry weaving listening to customer complaints so that we can provide products according to market needs that can compete with competitors. This is because companies that have degrees high market orientation will own superiority good competitive in thing; quality product, quality service, innovation products and costs. According to results answer Respondent orientation on communication promotion advertising is very lacking, it can cause wasted marketing budget and waste. Research This in line with research conducted by Rini et al., (2020) market orientation does not influential to Power competitive. According to Kohli and Jaworski (2010: 1-18), market orientation is culture a company that can lead to increasing performance marketing. The results of this study are also comparable backwards with research conducted by Sugiyarti (2015), Udriyah et al., (2019), and Herman et al., (2018) which showed that market orientation had a positive and significant influence towards competitive advantage.

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Influence Market Orientation to Marketing Performance Industry Weaving in Bali Province

Test results hypothesis show that market orientation is not has an impact on marketing performance. This is happen because of make various policy the operations of the craftsmen are very much determined by the holders the brand that gave the order to craftsman weaving , so that performance company No depends on how much tall Market Orientation . According to results answer Respondent less orientation to marketing strategy , with lack of a clear strategy on a company can cause the decrease market performance . It is due to No existence clarity from company For hook or captivating consumer For buy products in the company said. Research This in line with study previously conducted by Yosef Budi Susanto (2017), who stated Market orientation is not influential significant on Marketing Performance Market Orientation does not significant build performance Marketing , then study advanced need done For know orientation strategic what builds Marketing Performance . And compared backwards with research conducted by YD Pertiwi (2016) which stated Market orientation is influential positive significant to performance marketing It means the more increase market orientation so performance marketing the more increase

Influence Product Innovation Capability to Product Competitiveness Industry Weaving in Bali Province

Test results hypothesis show that product innovation capability has a positive and significant effect on product competitiveness. This result means that the better the product innovation capability, the more the product competitiveness increases. The results of this hypothesis test support various concepts and empirical findings that have existed previously which explain that product innovation capability has a positive and significant impact on product competitiveness . In the results answer from respondents to the question response to change price competitor Enough height , thing That Can stated that company can see and be agile in competitor so that company compete For fix it , or make a new and superior innovation and finally can compete to company other . Product innovation refers to the development and introduction of new or developed products that are successful in marketing (Nelly et al., 2001). Product innovation can be in the form of changes in design, components and product architecture. Some indicators used to assess product innovation are innovation culture, technical innovation, and product innovation. Thus, with the existence of product innovation in an industry, it will affect customer preferences for the products offered by the industry and ultimately will increase product competitiveness . The findings seen in this study are when there is an industry that is able to develop new products and features so as to attract customers . Hartini (2010:1), states that: "Innovation product defined as product or service newly introduced to the market for fulfil market needs ". Innovation product is something that can seen as progress functional products that can bring product one step more proceed compared to with product competitors. If product the own a advantages that are seen as mark plus for Consumers. Innovation product able to build superiority compete company (Kafetzopoulos et al., 2015). Study about influence innovation product to superiority compete has Lots proven by research previously show significant results (Wong, 2012; Liu and Jiang, 2016; Efendi et al., 2020). The results of this study support the research conducted by Dismawan (2013), Djodjobo & Alum (2014), Sugiyarti (2015), Herman et al., (2018), and Udriyah et al., (2019) the innovation product influential positive and significant to superiority compete .

Influence Product Innovation Capability to Marketing Performance Industry Weaving in Bali Province

Test results hypothesis show that Product innovation capability has a negative and significant effect on marketing performance. This result means that the better the product innovation capability, the lower the marketing performance. The results of this hypothesis test support previous empirical findings that explain that product innovation capability has a negative and significant impact on marketing performance. According to results answer Respondent ability For develop a number of feature very little new , If a company does not develop new features, then the company risks losing competitiveness and losing market share in an increasingly competitive market. Some of the negative impacts that can occur if a company does not develop products include losing customers and declining sales. This is because in the weaving industry the products are used in the long term so that consumers will not purchase woven products as long as the product is not damaged, so if product innovation is carried out continuously, it will result in decreased marketing performance. Product weaving that has been done innovation ; requires cost high production , long production process and no direct in demand by consumers . This is cause product the No direct sell well in the market, which results in performance marketing experience decline . This is supported by research Utaminingsih (2016) stated that that i innovation influential positive to performance marketing , research Metasari et al., (2018) also found that i innovation product in a way partial influential to performance marketing . This is in line with results study Meraki et al., (2017) and Killa et al., (2014) stated that innovation products and influence significant to performance marketing .

Influence Product Competitiveness To Marketing Performance Industry Weaving in Bali Province

Test results hypothesis show that product competitiveness has a positive and significant effect on marketing performance. This result means that the better the product competitiveness, the lower the marketing performance. The results

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of this hypothesis test support various concepts and empirical findings that have existed previously that explain product competitiveness has a positive and significant impact on marketing performance. Porter (1990, p.03) excellence compete is heart performance marketing For face competitors . Advantages compete interpreted as a benefit strategy from companies that do cooperation For create superiority compete more effective in its market . This strategy must designed For realize superiority continuous competition continuously so that company can dominate Good in both old and new markets . The findings seen in the study This is product market share new rising in the industry weaving in Bali Province . In addition to that , the advantage which increased from product sales results new industry weaving in Bali Province . According to results answer Respondent sale product new low , thing That Can interpreted that products launched by the company the not enough captivate the market. Or can interpreted that company Not yet do strategy good marketing in promote or sell product new ones issued by the company . This matter supported by research Djodjobo & Tawas (2014) stated that Superiority compete in a way partial influential positive and significant to performance marketing yellow rice business in Manado city , Merakati et al., (2017) stated that there is influence positive Superiority compete on the marketing performance of the Trusmi batik central SME in Cirebon district . This in line with results study Thevaranjan , Puspaningrum (2020) and Hidayatullah et al., (2019) stated that superiority compete influential significant to performance marketing .

CONCLUSION

Based on the results of the analysis and discussion that have been carried out in this study, the following conclusions can be drawn:

1. Market orientation is not affect the competitiveness of the product. This result means that it is increasingly not specifically defined market orientation can result in No There is influence on power competition product .
2. Market orientation is not has an impact on marketing performance. This is happen because of make various policy the operations of the craftsmen are very much determined by the holders the brand that gave the order to craftsman weaving , so that performance company they No depends on how much tall Market Orientation .
3. Product innovation capability has a positive and significant effect on product competitiveness. These results mean that the greater the ability of a product to innovate, the more its competitiveness will increase. The results of this hypothesis test support many previous conceptual and empirical findings that explain that product innovation ability has a positive and significant effect on product competitiveness.
4. Product innovation capability has a positive and significant effect on marketing performance. This result means that the better the product innovation capability, the better the marketing performance . The results of this hypothesis test support previous empirical findings that explain that product innovation capability has a positive and significant impact on marketing performance .
5. Product competitiveness has a positive and significant effect on marketing performance . This result means that the better the product competitiveness, the higher the marketing performance. The results of this hypothesis test support various existing concepts and empirical results explain that product competitiveness has a positive and significant effect on marketing performance. The results of this study focus on the advantages of new products in the weaving industry in Bali province. This factor increases the marketing efficiency of the weaving industry in Bali province.
6. Market orientation is not influential to performance marketing with mediated by power competition products in industry weaving in Bali. This is show the more tall innovation product will reduce performance marketing so that No Can compete with product other.
7. Ability innovation product influential to performance marketing with mediated by power competition products in industry weaving in Bali. This is show the more tall innovation product will increase performance marketing so that can compete with product other.

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