

THE EFFECT OF PRODUCT INNOVATION AND MARKET ORIENTATION ON SALES PERFORMANCE IN THE HOME INDUSTRY KERIPIK IN BIREUEN DISTRICT

Mulyadi¹, Koko Bustami², Imam Malik³, Lakharis Inuzula⁴
Universitas Islam Kebangsaan Indonesia, Fakultas Ekonomi dan Bisnis
E-mail: mulyadi.adi2356@gmail.com

Abstract: *The purpose of this research is to know the effect of product innovation and market orientation on sales performance and impact to the product innovation in the Home Industry Keripik in Bireuen District. The result of research should be use full in practical nor theoretical, that substance on marketing development management, the specific is entrepreneur 'home industry Keripik Bireuendistrict to increase product innovation, market orientation and sales performance. The methods of research use Quantitative Research, with the nature descriptive research and verivicative. Data collecting through questioner with field study technique, the sampling census. The field data collecting is carry on 2021. The statistic analysis technique to test the hypothesis use analysis and sobel test. Basedon analysis result influence directly effect and not directly effect find that market orientation on product innovation have a positive influent and significant on sales performance in the Home product industry Keripik Bireuen District. Based on result mediation effect test results concluded that variable of innovation mediate on effect market orientation partial to sale performance Home industry Keripik Bireuen District. The mediate test result indicate all mediation.*

Keywords : *product innovation; market orientation; salesperformance*

INTRODUCTION

The Keripik business is a snack business that sourced from various type as bananas, breadfruits, sweet potatoes, potatoes and cassavas, the choices made in traditional for consumption. The fried Keripik is sort banana that have been sliced then fry its to consumption, the process is carry out like general frying.

Bireuen District is one of the area that many agribusiness activities, which

is keripik business, including bananas, sweet potatoes and the others that engaged in agribusiness on home industry scale or home- made industry. Bananas Keripik business which is a home industry are spreads in almost all districts in Bireuen Regency, including July districts, Peusangan, Jeumpa, Kota juang, Peudada districst and Batee Iliik districts

Bireuen is a district in Aceh province that known as the Aceh's

golden triangle. Bireuen District is also known as a sales of center area for various kinds of Keripik home-made industry, which are growing rapidly. Many various kinds of Keripik trade in along national roads between Kota Juang district, Peusangan and Jeumpa with kinds of flavors, the namely are sweet banana Keripik, salty banana Keripik, sweet potato Keripik, spicy, breadfruit Keripik and potato Keripik.

Home processing industry Keripikin Bireuen District get positive developments, this is evidenced by growth of Keripik's center sales along State roads likes Cot Gapu, Bireuen City, Geulumpang Payong and Matang glumpang dua. Home process of Keripik's industry is include Agro industry category, that is effort in increasing the efficiency of the agricultural sector, so that it becomes a productive activity through the agricultural modernization's process. Modernization in industrial sector on national scale can increase value so that export income will be greater. Basically the agro-industry business faced big competition so that it must be able to produce products or services that have high competitive in business of winning market trade, while avoided the market.

The Competition is one of problems experienced by all home process Keripik's industries, because usually this business have similar products and services. In economics, the competition is the most effective mechanism for regulating the market processes, which provides economic freedom undertakings and encourages them to increase their competitiveness (Melnik, 2013) In other words, competition is the competition of sellers who are equally to get profits, market, and the sales of numbers. The Sellers usually try to outperform with the by prices competition, products, distribution and promotions. Competition itself is essential for the growth of a business

because competition leads to business efficiency (Stoughton et al., 2017) Also, the competition allows companies to optimize the performance of managers so the company can win competition against its competitors (Yang, 2015)

The phenomenon nowadays of competition and change is happening so fast, the changes in technology, customer needs, then innovations that are required to keep up development with the times. Not for big company which sense the competition but small company and medium Bireuen Regency was experienced, which have complete the production of keripik's processing in other districts/cities such as Sare City, Aceh Besar and Langsa City. To be able to compete with other competitors, a business is required to always consider how the situation market is and to know what consumers want.

According to (Keller, 2014) The increasing competition to the compete market, causes companies to determine the right strategy in marketing their business products. Marketing is a social and managerial process by which individuals or groups to get what they need and want, by creating and offering and exchange value products with others. To maintain their market, several companies implement various strategies that are planned and directed to win the competition and produce good marketing performance, by knowing needs, meet the needs and tastes of consumers (Rodriguez & Morant, 2016) The marketing concept is used to measure the extent to which market achievements have been achieved by a product produced through the strategies by company (Bakti & Harun, 2011) The company's strategy is always directed to produce good marketing performance (such as sales volume and sales growth rate) as well as good financial performance.

(Yacob et al., 2017) stated that companies that are able to create a

competitive advantage will have the power to compete with other companies because their products are still in demand by customers. So that companies are able to survive in the midst of high market competition. Another thing that must be done by companies to stay afloat in the midst of competition is the advantages of developing this product strategy such as product differentiation or diversification, product variations, and product innovation. So it is hoped that these advantages can increase market share and sales volume and affects the company's performance. In line with the statement above (Supriyanto et al., 2017) state that the success of sales performance will be better if it is influenced by innovation product nor correct market orientation, because product innovation and market orientation have a positive effect on competitive advantage in order to improve sales performance. A product innovation is considered be able to eliminate boredom and boredom in consumers when choose products that are less diverse and do not have uniqueness. (Sumual et al., 2013) states that innovation is not only creating new ideas or new think but a process presenting different ideas with the way of innovation is actually implemented. Innovation is a concept that has been widely acknowledged to play a key role in the competitiveness of firms and countries. Innovation is understood to be a major driver of improved productivity and performance. Innovation helps business to improve the way products and services are delivered or to introduce entirely new ones. However, product innovation is the creation and subsequent introduction of goods and services that is either new or an improved version of previous goods and services (Wong, 2014). The Innovation has been widely accepted as a vital strategic factor that enables brands to build and maintain competitive advantage. Being the first

mover when accessing new markets with new and innovative products will give brands a better chance to build positive customers, and can also save them from stiff competitions. The Brands that frequently introduce highly innovative products can protect themselves from price competition. In addition, innovative products can largely increase future purchases and improve brand performance. In a highly competitive environment, it is clear that customer needs and requirements are constantly changing when thinking about buying a particular product category; purchasing decisions according to their perception of product innovation in terms of product design and attributes (Rosenbusch et al., 2011)

However, the facts is showing that the product innovation and market orientation by Home industry Keripik in Bireuen Regency are still very low. The results of the researcher's interviews with five entrepreneurs home-made industry Keripik spreads across Kota Juang District, Peusangan District and Juli can be concluded that the low innovation products is caused by the product being sold is not a new product and is a product that is already on the markets. According to Palmer in (Abiodun, I. A. and Taiwo, 2019) product if not nurtured through continuous improvements the products decline and naturally like any living being. With this understanding, product innovations are expected to be a continuous and deliberate strategic approach if organizations expect to sustain profitability and growth. According to Schilling and Hill in (Abiodun, I. A. and Taiwo, 2019) this theory has proven that products do not survive forever. Aggressive marketing strategies have to be applied throughout product life in any stage of the product life cycle. These strategies may include differentiation strategies, modifications and product positioning techniques including new innovations all together.

Another problem is limited technology used for production process, the weak financial management and low competence of human resources which are quite big problems for them. So that new ideas and ideas cannot be realized quickly. The statement of the problem is in line with the opinion of (Kuncoro, 2011) states that the Small and Medium Enterprises (UKM) in Indonesia is difficult to develop in the market because it faces several internal problems, namely the low quality of human resources such as lack of skilled human resources, lack of entrepreneurial orientations (entrepreneurial orientation), low mastery of technology and management, lack of information, and low market orientation (market orientation).

Therefore, it is important for the home industry Keripikin Bireuen district to always innovate in a sustainable manner so that the business does not go bankrupt, because the business is successful to the continuity sale product sales in ability to innovate one step ahead of competitors. The ability to suitable innovate in occur with customer needs will continuously and will be effect customer growth. So that the innovation must be well planned (Haji, 2017). According to (Wiwoho, 2013) companies in conducting innovation product must pay attention to market orientation because the knowledge about market orientation is the key to have successful product innovation to be produced. Market orientation is a management thinking that overcomes the limitations of theoretical marketing concepts and presents practical activity guidelines. It is thought of as the process of discovering and understanding the desires of not only existing customers, but potential customers as well. It is observing and overcoming the activities of existing and potential competitors, enabling the focus on the knowledge and resources of the company in solving

problems and opportunities obtained through those processes and activities that develop the organization and management system. In other words, market orientation can be considered as the tendency of marketorganizational activities to respond market demands better than competitors and predict market changes well to create sustainable competitive advantage and high profits (Jeong, 2017)

The phenomenon of market orientation in the Keripik's home industry in Bireuen Regency is still very low, meaning that entrepreneurs are not pay close attention to market orientation because they do not have knowledge about of market orientation, even though the understanding of market orientation is a success factor in producing innovation product. The results of the researcher's with five homes industry Keripik spreads in Kota Juang District, Peusangan District and Juli District, it can be concluded that the low market orientation of the home industry Keripik is product planning formulated by business owners and does not consider market desires, planning and decisions do not never involved employees, the business owner did not predict market changes in well, was unable to conduct market research to measure consumer satisfaction and the business owner did not have information about business competitors. (Kuncoro, 2011) argues that the main problem for small and medium enterprises (SMEs) is lies in the low market orientations.

This is due to the lack of companies in changing customer wants and needs. (Suliyanto, 2001) also states that some of weaknesses of Small and Medium Enterprises leaders in Indonesia in relationship to market orientation are the weak entrepreneurial spirit, low ability to determine change market, low market research skills, low leadership commitment to implementing market orientation in the organization and

training. According to (Supriyanto et al., 2017) the right market orientation can increase performance sale. Increased sales performance marketing will increase benefit or profits.

According to (Verbeke et al., 2010) performance sales is used as an ingredient in evaluating contribution of sale people in achieving company goals. Performance is the behavior of sale people, with the strategies as a form of responsibility for their work. The strategy used by the sale person shows the behavior of the sale person and the amount of results that have been obtained from his sales effort. The Aspects of experience and expertise of sale as a factor of sales performance, which has a positive influence on increasing sale performance. The Performance in sale activities is a necessity that must be have by a sale person, because skill is an important issue to deal with consumers and companies. The phenomenon of sales performance in the home industry Keripik in Bireuen District is declining. The results of the researcher's preliminary interviews with five home industry entrepreneurs spreads in Kota Juang District, Peusangan District and Juli District, it can be concluded that the decline in sales performance is caused by sales targets that are not achieved, entrepreneurs do not have the ability to increase the percentage of sales growth, do not have customer complaint services. According to (Spiro & Weitz, 2010) a decline in performance is a bad sign for many companies and business actors and is even considered that beginning of destruction for some business actors.

The Another problems that has caused a less in the sales performance of Keripik in Bireuen District is the Covid 19 pandemic. For the companies that run the business units in the production sector, the Covid 19 pandemic is a very serious obstacle. The pandemic condition hit the economy from all sectors, not

exception, including the production sector. However, it is undeniable that costs of operational still continue how the conditions. The Companies must make every effort to survive in the pandemicconditions. Sales are the main key so that the company is able to cover the operating arise costs. According to (Khasanah et al., 2020) unexpected circumstances situationin the form of a covid-19 disease have had an impact and influence on various sectors. The development of the virus quickly spread throughout inthe world. Every day data around the world reports the increasing coverage and impact of Covid-19. Based on the problems above the product innovation and market orientation are very important to develop because they are able to play a role in increasing sales performance in the home industry of processed Keripik in Bireuen Regency. The problem of business development now is the change value from the company to the customer. Intense competition and limited innovation by companies, so customers and markets have become actors that changes this situation. The Innovation is key for companies to survive in the midst competition, making companies grow faster, more efficient and more profitable (Alpay et al., 2012). Therefore, the entrepreneurs are expected more progressive in making breakthrough product innovations and combining them with market-oriented strategies to increase value to customers and contribute to company performance or effectiveness.

(Ryadi & Yasa, 2016) companies that are able to innovate are believed to be able to improve performance, and are also believed to be able to help a business in facing growing competition. The purpose of research was to examine the effect of market orientation on sale performance and its impact onproduct innovation in the home

industry of processing Keripik in Bireuen District.

The results of the research are expected to be able develop Marketing Management Science, especially that related to sale performance, market orientation and product innovation and can provide information to academics, both students, lecturers and management students, to scientific thinking processes, especially in understanding the influence of market orientation on sales performance. and its impact on the innovation Product.

RESEARCH METHODS

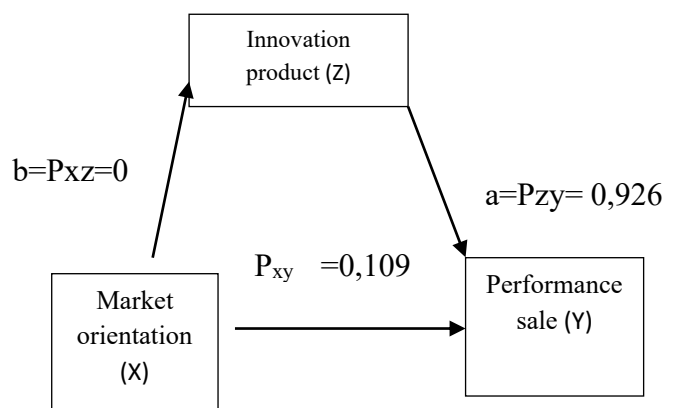
The independent variable in this research is market orientation, the dependent variable is performance sale and the intervening variable is performance sale product innovation. The method of the research use quantitative approach, which is the method that related to understanding how something is built. Sources of data used in this research are primary and secondary data. The Primary data in this research are statements from respondents obtained using the questionnaire method, while secondary data is data obtained by quoting from other sources and obtained from official government institutions. The questionnaire are provided by home industry entrepreneurs. The researcher used a questionnaire with a closed statement, namely a list of questions or statements that were filled in without asking to the respondent for written comments. Because the answers has been provided by the researcher. So, the respondents were only asked to answer according to the choices presented by the researcher.

In accordance with the needs research so that all the population is used as a sample of the research. The target of population selected based on the object of the research were home entrepreneurs industry Keripik in Bireuen Regency,

amount to 30 people. Because the total population is less than 100, so the entire sample is part of the population. So it can be said that this research uses the census method. (Sugiyono, 2014) The processing of data collected from questionnaires can be grouped into three steps, namely: preparation, tabulation, and application of data for the research approach. The data is used analysis technique Path Analysis (PATH Analysis) and Sobel Test.

RESULTS AND DISCUSSION

Based on the analysis calculation, the overall of the analysis results the influence of market orientation on sales performance and its impact on product innovation can be described as follows :



Source : Statistical Processing result 25

Figure 1 Market orientation and innovation product on the performance sale of the model

In the partial test on the image above using the theory according to (Hair.Jr., J. F., Black., W. C., Babin., B. J., Anderson., R. E., & L.Tatham., 2006) if on the scale is used in scaling, then for the coefficients of regression use value of the standardized coefficients, where its constant value does not need to be interpreted. The research model shows that individually the influence market orientation towards product innovation 0.466. While individual product innovation has a positive influence on sales performance, namely 0.926. This shows that if product innovation increases it will be followed by increased sales performance.

Still based on the table 1 above, it can be explained that the coefficients of each independent variable, namely market orientation, sales performance dependent variable and product innovation intervening variable, can be seen in table 1 below :

Table 1 The magnitude path of coefficient X

Path Coefficient	Coefficient Symbol	Magnitude Path Coefficien
X ke Z	PZX	0,466

Source: Statistical Processing Results SPSS 25

From table 1 above, its equation is interpreted mean that there is an associative relationship between product innovation and market orientation with a value of 0.466

Based on the direct calculation and the indirect calculation of market orientation (X) on the innovation product (Z). The calculation results can be see in table 2 below:

Table 2 Direct and Indirect Effects Dirrect from

Direct Influence and Indirect Contribution		Kontribusi
Jalur		
X to Y	PYX	0,109
X Through Z	PZX x PYZ	
	(0,466) x (0,926)	0,431
Total Effect X to Y through Z	PYX + (PZX x PYZ)	
	(0,109) + (0,431)	0,540

market orientation (X) towards product innovation (Z)

Based on table 2 above, the details of the direct and indirect effects together (simultaneously) of the market orientation variable on performance sale through product innovation, are follows: The effect of magnitude partial in market orientation on sales performance through product innovation, either directly or indirectly directly by 54.0%.

From the results direct and indirect effects of the analysis, it can be concluded that market orientation through product innovation has positive and significant effect to performance sales at the home industry Keripik in Bireuen District.

So the total effect of market orientation on product innovation is 21.7%, while the effect of other outside variables the variable is 78.3%

Based on picture 1 above, it can be explained the number of associative degrees or coefficients from the product innovation to the variable performance sale variable, the path coefficient is 0.926. The path equation is as follows:

$$Z = 0.926 Y + 2$$

To determine the effect magnitude variable of product innovation on performance sales, we use the coefficient of determination analysis, that is the square of the correlation value (r) multiplied by 100%.

$$KD = (r^2) \times 100\%$$

$$KD = 0.926 \times 100\% = 98.1\%$$

The variable of Product innovation is effects of performance sales by 98.1%. While the remaining 1.9% is explained by other variables are not examined in this research. The innovation Product has a positive effect on performance sale. This means that innovation product contributes towards performance sale 0.926. This means that high product innovation will lead to high performance sale and if it has a negative effect, so that low performance sale.

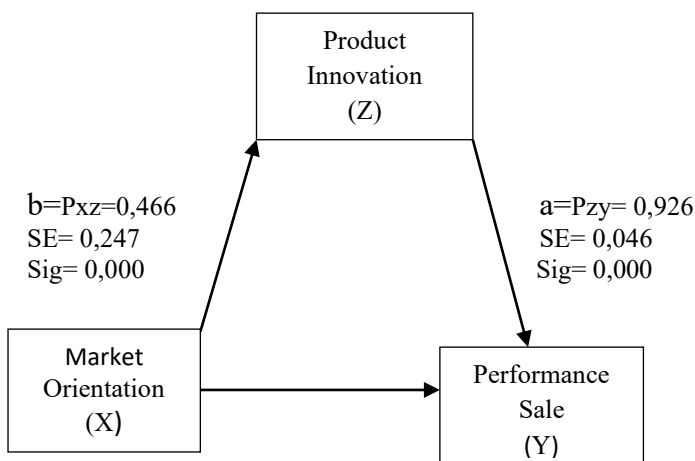
The mediation effect was also done from the independent variable to the dependent variable and the mediating variable. The results of research are showed that testing the mediating effect of the variables market orientation towards the product market orientation on sales performance and product innovation on performance sale as described in figure 2.

Based on Picture 2 above, shows that market orientation (X) has a positive and significant effect on performance sale (Y) through product innovation (Z) in the home industry Keripik in Bireuen District. The results of the Sobel scores are:

$$Z = \frac{ab}{\sqrt{(b^2 SE_a^2) + (a^2 SE_b^2)}}$$

$$Z = 2,77194967$$

From the results of the Sobel test calculation above the Z value of $2.77194967 > 1.98$ with a significance level of 5% so that product innovation mediates the effect of market orientation on performance sales in the home industry Keripik in Bireuen District. The results of the mediation show that the mediation is fully (partially mediated). This conclusion is obtained from the results of the significance test in Figure 2 where the market orientation variable has a positive and significant effects towards product innovation and on performance sale in the home industry Keripik in Bireuen District. Like the product innovation variables that have a positive and significant effects on performance sales in the home industry Keripik in Bireuen District, so that it can be concluded that product innovation variables partially mediated the influence of market orientation on performance sales in the home industry Keripik in Bireuen Regency. The results are in line with the research results. (Imam & Zainul, 2014) at market orientation in the UKM Batik will have a significant impact on marketing performance if it is mediated by innovation, which means that the marketing performance of UKM Batik is highly dependent on the company's level of innovation and also the level of market orientation that



Source: SPSS The Results of Statistical Processing 25

Figure 2 Market orientation to performance sale through the product innovation

affects innovations. Further research conducted by (Altuntaş et al., 2013) founded that innovation is highly dependent on market orientation and will play a role as a mediator to drive organizational performance in private health care organizations in Turkey. The results of the research also agree with (Rodriguez & Morant, 2016) state that market orientation is positive effect on marketing performance through innovation as a variable mediation on automotive manufacturing companies in Spain.

Performance is the result of a person as a whole during a certain period in carrying out tasks, such as work standards, targets or criteria targets that have been determined in advance and have been mutually agreed upon (Veithzal, 2012) This performance is not only seen from the output they get, but also whether their actions are as expected or not. In terms of measuring performance, most researchers do not distinguish between performance in terms of output and performance in terms of behavior, but performance measures can be seen in terms of a certain quantity and quality in accordance with the standards set by the organization or company. measuring instrument or standard) or intangible (cannot be determined by measuring instrument or standard), depending on the form and process of carrying out the work. Thus, a person's performance is not only seen from a quantitative but also a qualitative perspective that is seen from the actions in carrying out his job duties. Therefore, the sellers who have good output performance do not necessarily have good behavioral performance. On the other hand, someone who has good behavioral performance usually has good output performance. According to (Verbeke et al., 2010) sales performance is used as an ingredient in evaluating the sales

contribution of sales people in achieving company goals. Performance is the behavior of sales people, with various strategies as a form of responsibility for their works. The strategy used by the sales person is shows the behavior of the sales person and the amount of results that have been obtained from his sales effort. Aspects of experience and expertise of sales people as a driving factor of sales performance, which has a positive influence on increasing sales performance. Expertise in sales activities is a necessity that must be possessed by a sales person, because expertise Baldauf et al, in (Mulyono, 2011)state that effective sales performance is described as an evaluation of the overall sales results of an organization/company, which can usually be measured through several indicators: Total sales volume, market share, cost , ROA, profit contribution and customer satisfaction. Furthermore, Baldauf in (Mulyono, 2011) states that sales performance has a positive influence on the effectiveness of the sales organization, in addition to other factors that can affect the effectiveness of the sales organization, in addition to other factors that can affect the overall effectiveness and other factors that are beyond the control of the manager. Managers who achieve the targets, contribute as an important thing that is considered in the effectiveness of the sales organization. The company's strategic orientation which includes customer value and the scope of the company's product market also has a significant influence on achieving the effectiveness of sales performance. Customer value is more often associated with high prices and profit margins and is a core competitive advantage for managers. Meanwhile, a company with a broad product market scope will be able to provide customer satisfaction in several different market segments, so that a wider range of customers leads to

higher sales and a stronger market position can be achieved.

In general, innovation is defined as the orientation of a company to experiment with ideas or creative process performance that can lead to the development of new products. In particular, studies related to innovation have much interest in the types of innovation and diffusion processes and emphasize the importance of the role of consumers in the marketing efforts of companies (Kim & Lee, 2016). Innovation is a new product, service, idea, and perception from someone. Innovation is a product or service perceived by consumers as a new product or service. In simple terms, innovation can be interpreted as a breakthrough related to new products. However, innovation is not only limited to the development of new products or services. Innovation also includes new business thinking and new processes. Innovation is also seen as a company mechanism to adapt to a dynamic environment. Therefore, the company is expected to create new ideas, new ideas that offer innovative products and provide satisfactory service to customers. Innovation increasingly has an important meaning not only as a tool to maintain the survival of the company but also to excel in the competition (Keller, 2014). According to (Ogi et al., 2016) innovation is one of the determining aspects of company performance, in an increasingly competitive environment. The innovation ability of a company will ensure the company's competitive ability. Companies must see innovation as a new idea that can create added value for the company. Innovation creates new ideas and puts them into practice. Innovation is new ideas in products, so the results are better. In corporate organizations, innovation takes two forms, namely: product innovation, which produces new goods or services or improvements to existing ones, and

process innovation, which results in new ways of doing a process. With innovation, a person has made positive changes that lead to progress. This opinion is true, but for some consumers something is difficult to take for granted. (Altuntaş et al., 2013) stated that market orientation has a positive effect on innovation in private health organizations in Turkey. Research by (Imam & Zainul, 2014) shows that market orientation has a significant positive influence on innovation in Central Java Batik SMEs. Product innovation is one of the impacts of rapid technological change and high product variety in determining organizational performance (Hartini, 2012). High innovation, both process innovation and product innovation will improve the company's ability to create quality products.

(Jeong, 2017) states that market orientation can be considered as the tendency of organizational activities to respond to market demands better than competitors and predict market changes well to create sustainable competitive advantages and high profits. (El Baradei et al., 2012) stated that the main concept of market orientation still involves generating, disseminating, sharing information, and reacting well to changing market needs in order to achieve organizational goals, ensuring the needs and wants of customers, while simultaneously considering the interests of all company stakeholders. Research on market orientation towards product innovation has been carried out by (Suliyanto & Rahab, 2012) the results of this study state that market orientation has a positive and significant influence on innovation. In line with research conducted by (Altuntaş et al., 2013) found that the higher the market orientation, the higher the product innovation produced.

The results of this study indicate that financing and unemployment have a

significant effect on economic growth in Indonesia. The results of the study prove that changes in financing have a major impact on economic growth. An increase in the unemployment rate will have a negative impact on the level of the economy in the long run. Financing provided by Islamic banks is very useful in encouraging economic growth. The government is urged to make regulations in favor of Islamic banking. Furthermore, the Government is also advised to control the unemployment rate so that economic growth can increase as expected.

CONCLUSION

Descriptive analysis shows that the market orientation, innovation product and performance sales are in good categories, most of the respondents answered all statements with scores between 3, 4 and 5. The average rating of all respondents in all items gives a fair good assessment. This shows that the responses to various question items have been optimal. The results of the study partially shows that the variable of orientation product has a positive and significant effects on both sales performance and product innovation in the home industry Keripik in Bireuen District. The results of the mediation test shows that it is partially mediate. So it can be concluded that the product innovation variable partially mediates the effect of market orientation on sales performance in the home industry Keripik in Bireuen District. To improve the performance sale of home industry Keripik entrepreneurs, they must increase product innovation by observing conditions and working methods in similar industries outside the Aceh Province and abroad through social devices media such as YouTube, Instagram and Facebook so that knowledge of entrepreneurs in product innovation can increase. , so as to be able

to compete with competitors of similar products and improve orientation market by collecting customer information and competitor information because it can be effect sales performance. This research is only part of the factors that effect of innovation product and performance sale. When the viewed from (other factors that affect product innovation and performance sales) it is still quite large, including sales experience, quality of sales interaction, sales force skills, learning orientation, system control, sales force competence and competitive advantage. These factors can be studied further by further researchers.

ACKNOWLEDGMENTS

The authors says thank to the Ministry of Education and Culture (Kemendikbud) for providing research grants for novice lecturers (PDP). Furthermore, I would like to thank to the chairman and staff of the Indonesian National Islamic University LPPM for facilitating PDP activities, and E-Mabis for publishing this research.

REFERENCES

- Abiodun, I. A. and Taiwo, I. (2019). Workforce Diversity and Product Innovation in the Manufacturing Industry: Nigerian Experience. *International Joernal of Scientific and Engineering Research*, 10.
- Alpay, G., Bodur, M., Yilmaz, C., & Büyükbalci, P. (2012). How does innovativeness yield superior firm performance? The role of marketing effectiveness. *Innovation: Management, Policy and Practice*, 14(1), 107–128. <https://doi.org/10.5172/impp.2012.14.1.107>
- Altuntaş, G., Semerciöz, F., & Eregez, H. (2013). Linking Strategic and Market Orientations to Organizational Performance: The Role of Innovation in Private Healthcare Organizations. *Procedia - Social and Behavioral Sciences*, 99, 413–419. <https://doi.org/10.1016/j.sbspro.2013.10.509>
- Bakti, S., & Harun, H. (2011). Pengaruh Orientasi Pasar Dan Nilai Pelanggan Terhadap Kinerja Pemasaran Maskapai Penerbangan Lion Air. (Effect of Market Orientation and Customer Value on Marketing Performance of Lion Airlines Corporation). *Jurnal Manajemen Pemasaran Modern*, 3(1), 1–14. <http://online-journal.unja.ac.id/index.php/pemasaran/article/view/921>
- El Baradei, L., Wafa, D., & Ghoneim, N. (2012). Assessing the Voting Experience of Egyptians Abroad: Post the January 25 Revolution. *Journal of US-China Public Administration*, 9(11), 1223–1243.
- Hair, Jr., J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. (2006). *Multivariate Data Analysis*. Pearson International Edition.
- Haji, S. (2017). Pengaruh Orientasi Kewirausahaan, Inovasi Produk, Keunggulan Bersaing. *Samsul Haji Arifin Rois*, 83–95.
- Hartini. (2012). *Marketing Principles and Dynamics Ed. Tiga*, J&J Learning.
- Imam, S., & Zainul, A. (2014). The Effect of Market Orientation and Entrepreneurial Orientation toward Learning Orientation, Innovation, Competitive Advantages and Marketing Performance. *European Journal of Business and Management Online*, 6(21), 2222–2839.
- Jeong, G. . (2017). *The Effect Of Entrepreneurial Orientation On Marketing Capability*. Korean Corp.
- Keller, K. and. (2014). *Marketing Management*. Erlangga.
- Khasanah, D. R. A. U., Pramudibyanto, H., & Widuroyekti, B. (2020). Pendidikan Dalam Masa Pandemi Covid-19. *Jurnal Sinestesia*, 10(1), 41–48. <https://sinestesia.pustaka.my.id/journal/article/view/44>
- Kim, J., & Lee, S. (2016). *An Examination of the Differences in Perceptions of Generic Characteristics of Innovative New Products between Innovative and Imitative Consumers for Product Innovation Types An Examination of the Differences in Perceptions of Generic Characteristics of Innovative New Products between Innovative and Imitative Consumers for Product Innovation Types*. April.
- Kuncoro, M. (2011). *Fundamentals of Development Economics*. UPP STIM YKPN Yogyakarta.

- Melnyk, O. (2013). Theoretical Approaches To Concept of “Competition” and “Competitiveness.” *Ecoforum*, 2(2), 1.
- Mulyono, B. E. (2011). ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KINERJA PENJUALAN. *Jurnal Sains Pemasaran Indonesia*, IX(2), 106–124.
- Ogi, I., Massie, J., & Lopian, A. (2016). Pengaruh Orientasi Pasar Dan Inovasi Produk Terhadap Kinerja Pemasaran Pada Pt. Bpr Prisma Dana Amurang. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 4(1), 1330–1339. <https://doi.org/10.35794/emba.v4i1.12343>
- Rodriguez, A. L. L., & Morant, G. A. (2016). Linking Market Orientation, Innovation and Performance: an Empirical Study on Small Industrial Enterprises in Spain. *Journal of Small Business Strategy*, 26(1), 37–50.
- Rosenbusch, N., Brinckmann, J., & Bausch, A. (2011). Is innovation always beneficial? A meta-analysis of the relationship between innovation and performance in SMEs. *Journal of Business Venturing*, 26(4), 441–457. <https://doi.org/10.1016/j.jbusvent.2009.12.002>
- Ryidi, N., & Yasa, N. (2016). Kemampuan Inovasi Memediasi Pengaruh Orientasi Kewirausahaan Terhadap Kinerja Produk Imk Sektor Industri Makanan Di Kota Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 5(3), 253875.
- Spiro, R. L., & Weitz, B. A. (2010). Conceptualization, adaptive selling: Measurement, nomological validity. *Journal of Marketing Research*, 27(1), 61–69.
- Stoughton, N. M., Wong, K. P., & Yi, L. (2017). Investment efficiency and product market competition. In *Journal of Financial and Quantitative Analysis* (Vol. 52, Issue 6). <https://doi.org/10.1017/S0022109017000746>
- Sugiyono. (2014). *Business Research Methods: Qualitative, Quantitative, Dan R&D*. Alfabeta.
- Suliyanto. (2001). Effect of Entrepreneurship Orientation and Marketing-Based Reward System towards Marketing Performance. *Centre for Promoting Ideas, USA*, 168–175.
- Suliyanto, & Rahab. (2012). The role of market orientation and learning orientation in improving innovativeness and performance of small and medium enterprises. *Asian Social Science*, 8(1), 134–145. <https://doi.org/10.5539/ass.v8n1p134>
- Sumual, A. S., Danes, V. R., & Lintong, F. (2013). Pengaruh Berat Badan Terhadap Gaya Gesek Dan Timbulnya Osteoarthritis Pada Orang Di Atas 45 Tahun Di Rsup Prof. Dr. R. D. Kandou Manado. *Jurnal E-Biomedik*, 1(1), 140–146. <https://doi.org/10.35790/ebm.1.1.2013.1605>
- Supriyanto, A., Sukrina, H. R., & Abidin, M. Z. (2017). Pengaruh Orientasi Pasar dan Inovasi Produk Terhadap Keunggulan Bersaing (Studi pada UMKM Kopian Haji di Kabupaten Hulu Sungai Tengah). *Aimi*, 27–28. https://repository.unja.ac.id/3826/7/26_33_aimi.pdf
- Veithzal, R. (2012). *Human Resource Management For Companies*. Raja Grafindo Persada.
- Verbeke, W., Dietz, B., & Verwaal, E. (2010). Drivers of sales performance: A contemporary meta-analysis. Have salespeople become knowledge brokers? *Journal of the Academy of Marketing Science*, 38(3), 407–428.

<https://doi.org/10.1007/s11747-010-0211-8>

- Wiwoho, G. (2013). ANALISIS PENGARUH ORIENTASI PASAR, ORIENTASI PEMBELAJARAN TERHADAP INOVASI PRODUK, DAN KINERJA PEMASARAN (Studi pada Sentra Industri Kecil Rumah Tangga Kerajinan Anyaman Pandan di Desa Grenggeng Kecamatan Karanganyar Kabupaten Kebumen). *Fokus Bisnis : Media Pengkajian Manajemen Dan Akuntansi*, 12(2). <https://doi.org/10.32639/fokusbisnis.v12i2.5>
- Wong, S. K. S. (2014). Impacts of environmental turbulence on entrepreneurial orientation and new product success. *European Journal of Innovation Management*, 17(2), 229–249. <https://doi.org/10.1108/EJIM-04-2013-0032>
- Yacob, S., Octavia, A., Mayrina, & Hasan, H. (2017). Do Really Social Commerce Creating For Competitive Advantage On Small Medium Enterprises (Smes) Business Performance?: Evidence From Jambi, Indonesia. *The Sixth International Conference on Entrepreneurship and Business Management*, November, 1–7.
- Yang, I. L. Y. (2015). Product Market Competition and Corporate Investment Decisions. *The Eletronic Library*, 34(1), 1–5.