EFFECT OF LOGISTIC SUPPORT ON MARKETING PERFORMANCE FOR COMPETITIVE ADVANTAGE

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Abstract. An increasingly competitive business environment encourages high levels of competition and has a strong impact on marketing performance. Marketing performance plays an important role in business growth. Studies on marketing performance have been carried out by a number of researchers involving various variables including logistical support and the competitive advantage of a company. The logistical support and competitive advantage can identify marketing performance as a benchmark to remain competitive. The purpose of this study is to examine and analyze the effect of logistics support on competitive advantage, test and analyze the effect of logistics support on marketing performance, test and analyze the effect of competitive advantage on marketing performance, and test and analyze the effect of logistics support through competitive advantage on a company's marketing performance. The research method used is a quantitative approach using 25 samples consisting of staff, supervisors, and company managers under study. The results of the study indicate that there is a positive and significant direct effect of logistics support on marketing performance, and a positive and significant indirect effect of logistics support on marketing performance through competitive advantage.

Keywords: logistics support; marketing performance; competitive advantage.

INTRODUCTION

Logistics is an art in regulating and controlling the flow of goods, energy, information, and other resources, such as products, services, and people, from production sources to the market (Hasibuan et al., 2021). This is intended to optimize the use of capital. In this case, manufacturing and marketing are felt to be difficult to do without logistical support (Fatihudin & Firmansyah, 2019). Logistics is related to the integration of information, transportation, inventory, warehousing, *reverse logistics* and packaging (Aruperes et al., 2018).

The business environment in its development is increasingly competitive, this encourages high competition and has an impact on marketing performance (Asnawati, 2022). The competitive advantage of a company has a role in efforts to improve marketing performance (Pudyastuti & Saputra, 2021). This shows the compatibility between the business target or level of achievement with the achievement obtained at the end of the period.

Marketing performance plays an important role in business growth (Oktavinus, 2020). Companies with good performance in terms of logistics support and marketing performance will be able to develop business, have business sustainability, and have competitive advantages. In this case, good company performance can be used as a guideline in operating a business efficiently in order to gain competitive advantage and business sustainability (Handayani & Amrita, 2020).

Performance measurement is considered important for all companies, because it is able to help identify and identify the achievement of the level of success and failure of a company (Warella et al., 2021). Research on company performance has been carried out by involving various variables as various antecedents, including logistical support and competitive advantage.

Performance is a function of the organization as well as the implementation of a successful marketing strategy (Fathurrochman et al., 2021). Performance is the extent to which a manager is able to perceive results to be realized and operationalized in financial and strategic terms (M Suyanto et al., 2021). Meanwhile, logistics is related to the strategic management process of storing and moving goods, finished goods, and spare parts from suppliers, between company facilities and from the company to customers (Hutri et al., 2020).

Logistics has a crucial position in business which can be seen from three things (Widjanarko, 2021). First, almost 25% of the company's assets are inventories. Second, optimal logistics costs will boost the company's performance. Third, play an important role in the return on investment. In relation to the rate of return on investment, logistics contributes from: the service level which directly affects sales revenue, the cost of the logistics itself, the amount of inventory (inventory), and fixed assets (Barlianto & Riesfandiari, 2021).

Logistics criteria that are able to describe their performance in order to provide support for marketing performance for competitive advantage

are classified into several dimensions, including: effectiveness, efficiency, and differentiation related to the achievement of logistics activities (Ahmad, 2020).

The novelty in this study is to display and empirically test the logistic support variables on marketing performance variables that can affect competitive advantage. This is done, considering the importance of logistical support in improving the marketing performance mechanism to increase the competitive advantage of a company.

Based on a review of several relevant previous research results, an interesting problem to be studied further is: "*How does logistics support influence marketing performance for competitive advantage?*" with research objectives including: testing and analyzing the effect of logistical support on competitive advantage, testing and analyzing the effect of logistical support on marketing performance, testing and analyzing the effect of competitive advantage on marketing performance, and testing and analyzing the effect of logistical support through competitive advantage on the marketing performance of a company. company. Based on the description and data above, it is interesting to conduct a research entitled "*The Effect of Logistical Support on Marketing Performance for Competitive Advantage*".

METHODS

The approach used is a quantitative approach (Parjaman & Akhmad, 2019). The research method used is the correlation method (Ramdani & Badriah, 2018). This method was chosen to see the relationship between the independent variable and the dependent variable which is influenced by the mediating variable. Below is a chart of variables from this research.
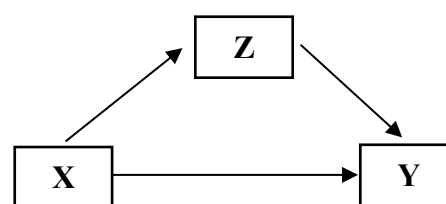
Figure 1. Research Variable Design Chart

Description:
X = Independent Variable (Logistics Support)
Y = Dependent Variable (Marketing Performance)
Z = Mediation Variable (Competitive Advantage)

This research was conducted in 5 (five) companies in Cirebon City. The number of samples consists of 25 samples who are employees of the companies mentioned above consisting of staff, supervisors, and managers. The data collection technique in this study used a questionnaire instrument (Mudanta et al., 2020). This instrument is used to obtain data from the variables of logistical support, marketing performance, and competitive advantage. Below are indicators of each of the variables in this study.

Table 1. Indicators of Research Variables

No.	Variables	Indicators
1	Logistics Support	Business procurement of goods
		Distribution of materials, parts, and final inventory
		Storage of materials, parts, and final inventory
		Information to meet consumer needs (Muharom & Prasetyo, 2021)
2	Marketing Performance	*Return on investment*
		Volumesales
		(Mardiyono, 2018)
3	Competitive Advantage	Product uniqueness Product
		quality
		Price (Herman, 2018)

The data analysis technique used in this study uses descriptive analysis techniques and inferential data analysis techniques (Anderha & Maskar, 2021) assisted by using the IBM application SPSS version 25. The tests carried out in this research are classical assumption tests such as normality test, multicollinearity test, heteroscedasticity test, followed by path analysis, Sobel test and hypothesis testing.

RESULTS AND DISCUSSION

Results of the Classical Assumption Test
a. Substructure Regression 1

Table 2. The Classical Assumption Test Results of the Substructure 1

Model	of the Classical Assumption Test Results of the Substructure 1			
	Normality	Test Heteroscedasticity	Test Multicollinearity Test	
			Tolerance	VIF
X1	.175^c	.085	.314	4.317
Dependent Variable: Z				

Test results The above normality is the effect of logistical support on competitive advantage with a normal distribution. The assessment indicator is normal or not, it can be seen from the Asymp value. Sig. (2-tailed) of 0.175. When compared, the value is greater than 0.05 so it is said that the data is normally distributed.

The results of the

Heteroscedasticity test of the effect of logistical support on competitive advantage above show that there are no symptoms of Heteroscedasticity. This can be seen from the significance value in the column above showing a number of 0.085 which is greater than 0.05.

The results of the multicollinearity test of the effect of logistical support on competitive advantage above show that there are no symptoms of multicollinearity. This is evidenced by

the value of Collinearity Tolerance and VIF value of these variables. The value of Collinearity Tolerance obtained is 0.314 which is greater than 0.10 so that it shows that there are no symptoms of Multicollinearity. As for the VIF value obtained from the variables above, it is 4.317, which is smaller than 10, indicating that there are no symptoms of multicollinearity.

b. Substructure Regression 2

Table 3. Classical Assumption Test Results Substructure 2

Model	Classical Assumption Test Results Substructure Regression 2			
	Normality	Test Heteroscedasticity	Test Multicollinearity Test	
			Tolerance	VIF
X		.284 .218	5.315	.517
Z	.217ᶜ	.117	7.557	Normality
Dependent Variable: Y				

test results The effect of logistical support on marketing performance mediated by competitive advantage is normally distributed. The indicator of normal assessment or not is seen from the Asymp value. Sig. (2-tailed) of 0.217. When compared, the value is greater than 0.05 so it is said that the data is normally distributed.

The results of the normality test of the effect of logistical support on marketing performance mediated by competitive advantage showed that there were no symptoms of heteroscedasticity. This can be seen from the significance value in the column above showing the numbers

0.284 and 0.517, both of which are greater than 0.05.

The results of the normality test of the effect of logistical support on marketing performance mediated by competitive advantage show that there are no symptoms of multicollinearity. This is evidenced by the value of Collinearity Tolerance and VIF value of the two variables. The value of Collinearity Tolerance obtained is 0.218 and 0.117, both of which are greater than 0.10 so that it shows that there are no symptoms of Multicollinearity. As for the VIF value obtained from the two variables above, namely 5.315 and 7.557, both values are smaller than 10, indicating that there are no symptoms

of multicollinearity.

Analysis Test Results Path Table

a. **Substructural Regression Analysis 1 (Effect of logistical support on competitive advantage)**

Table 4. Results of Substructure Regression Analysis 1

Model	Coefficients				Model Summary	
	t	Sig.	Std. Error	Standardized Coefficients Beta	R	R Square
X	.948	a	2.147	.025 .427 .653	.835	
					Dependent	Variable
: Z						

1) Hypothesis Testing

The t-count value was also measured to calculate the effect of each independent variable partially on the mediating variable. The t-count value of logistical support (X) gets a value of 2.403. The t-table value obtained is 2.060. Then the comparison of t-count and t-table for the logistic support variable (X) is 2.147 > 2.060, which means that there is an influence between logistical support (X) on competitive advantage (Z) or Ha is accepted (Hypothesis 1). In addition, the significance value obtained is 0.025 <0.05.

2) Coefficient of Determination and Correlation Test

When viewed from the summary model table above, to see the coefficient of determination, the R Square value obtained is 0.835, which means that logistical support contributes 83.5% influence on competitive advantage. As for about 16.5% contributed by other variables not examined in this study. As for the value of e1 that is obtained by (1-0.101)=0.948. As for seeing the correlation coefficient, it can be seen from the R value obtained at 0.948 which is included in the category of very strong correlation level.

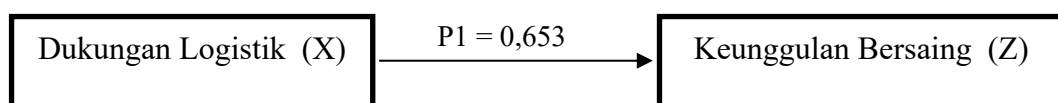The following is a chart of the trajectory of logistical support to competitive advantage.

| Dukungan Logistik (X) | P1 = 0,653 → | Keunggulan Bersaing (Z) |

Figure 2. Trajectory of the Effect of Logistics Support on Competitive Advantage

c. Substructural Regression Analysis 2 (Effect of logistical support and competitive advantage on marketing performance)

Table 5. Results of Substructure Regression Analysis 2

Model	Coefficients				Model Summary	
	t	Sig.	Std. Error	Standardized Coefficients Beta	R	R Square
X	2,947	.000	.046	.307	.958ᵃ	.861
Z	4.117	.000	.069	.534		
Dependent Variable: Y						

1) Hypothesis Testing

The t-count value was also measured to calculate the effect of each independent variable and variable partial mediation of the dependent variable. The t-count value for logistical support (X) is 2,947, and competitive advantage (Z) is 4,117. The t-table value obtained is 2.060. Then the comparison of t-count and t-table for the logistic support variable (X) is 2.947 > 2.060, which means that there is an influence between logistical support (X) on marketing performance (Y) or Ha is accepted (Hypothesis 2). The significance value obtained is 0.000 <0.05.

The comparison of t-count and t-table for the competitive advantage variable (Z) is 4.117 > 2.060, which means that there is an influence between the competitive advantage variable (Z) on marketing performance (Y) or Ha is accepted (Hypothesis 3). In addition, the significance value obtained is 0.000 <0.05.

2) Coefficient of Determination and Correlation Test

When viewed from the summary model table above, to see the coefficient of determination, the R Square value obtained is 0.861, which means that logistical support and competitive advantage contribute 86.1% of the influence on marketing performance. As for about 13.9% contributed by other variables not examined in this study. As for the value of e1 that is obtained by (1-0.101) = 0.958. As for seeing the correlation coefficient, it can be seen from the R value obtained at 0.958 which is included in the category of very strong correlation level.

The following is a chart of the trajectory of logistical support and competitive advantage to marketing performance.
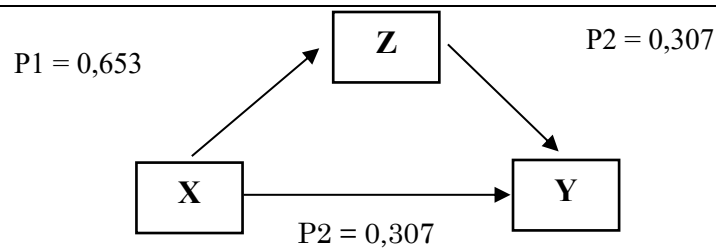
P1 = 0,653   Z   P2 = 0,307

X   Y   P2 = 0,307

Figure 3. Trajectory of the Effect of Logistics Support and Competitive Advantage on Marketing Performance

3) Sobel Test

mediator variable

A (SE_A)   B (SE_B)

independent variable   dependent variable

A: 0.653
B: 0.534
SE_A: 0.427
SE_B: 0.069

Calculate!

Sobel test statistic: 1.50026417
One-tailed probability: 0.06677299
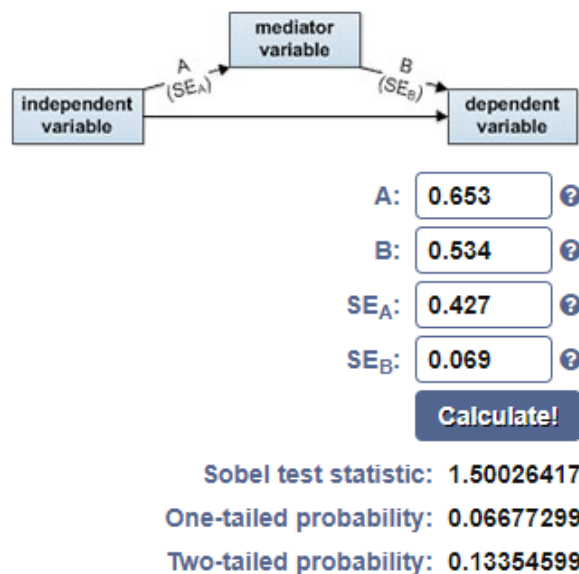Two-tailed probability: 0.13354599

Figure 4. Sobel Test Results

To see that competitive advantage can mediate the effect of logistical support on marketing performance, a Sobel test was conducted. The results obtained are sobel test statistic = 1.50026417. The significance value at the one tailed probability level is 0.06677299 > 0.05 or Ha is accepted (Hypothesis 4). So it can be concluded that competitive advantage can mediate the effect of logistical support on marketing performance.

d. Discussion of the Effect of Logistics Support on Competitive Advantage

The results show that logistical support has an influence on competitive advantage with a t-count value of 2.403 and a significance of 0.025. This shows that with good logistics support it will be able to increase the competitive advantage of a company, as stated by Lutfiah, (2020) that logistics support from vendors has a positive and significant influence on the success of ERP implementation and the company's competitive advantage.

This shows that logistical support has a very crucial role in the business or business world that can affect a company's competitive advantage.

e. The Effect of Logistics Support on Marketing Performance

The results showed that logistical support had an influence on marketing performance with a t-count value of 2,947 and a significance of 0.000. This shows that with good logistical support it will be able to improve the marketing performance of a company, as Yunus, (2019) that good logistical support can improve cement marketing performance in Indonesia, with indications of increased production performance to meet cement demand. In other words, increasing logistical support will be able to improve a company's marketing performance.

f. The Effect of Competitive Advantage on Marketing Performance

The results show that logistical support has an influence on competitive advantage with a t-count value of 4.117 and a significance of 0.000. This shows that with a good competitive advantage, it will be able to improve the marketing performance of a company, as Kurniawan & Mudiantono, (2019) stated that the company's competitive advantage is the heart of a company's marketing performance. The statement shows that competitive advantage is a company strategy in creating value advantages

from products compared to competitors in the market. In this case, it can be seen that the higher the competitive advantage of a company, the more the marketing performance of the company will increase.

g. The Effect of Logistics Support Through Competitive Advantage on Marketing Performance

The results show that logistical support has an indirect influence on marketing performance through a company's competitive advantage, as seen from the results of the *sobel test statistic* reaching 1.50026417 with a significance of 0.06677299. This shows that with good logistics support it will be able to improve a company's marketing performance indirectly through a company's competitive advantage, as stated by Marina et al., (2018) that customer-oriented logistics support has a positive and significant effect on increasing company competitiveness and customer loyalty. The competitive advantage based on the results of the study shows that it has been able to mediate logistical support on marketing performance. This can be seen from the increasing influence of logistics support on marketing performance which was originally 0.65 to 1.50, meaning that the stronger and increasing the competitive advantage of a company, the greater the influence of logistics support on the marketing performance of a company.

CONCLUSIONS

Logistics support has a positive and significant effect on the marketing performance of a company. This shows that logistical support is able to improve marketing performance. The increase is based on efficiency and logistics performance which optimally provides material and information support. Logistics support is indispensable for the progress of a company to improve marketing performance for a company's competitive advantage.

The competitive advantage of a company has a positive and significant effect on marketing performance, and is able to mediate logistics support variables in order to improve a company's marketing performance. Competitive advantage is one of the factors that can show a company will last a long time. With a good competitive advantage, it will strengthen the position of a company as a formidable competitor and able to expand the market.

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