

# The Influence of Entrepreneurial Orientation, Market Orientation, and Product Innovation on the Marketing Performance of Culinary MSMEs in Cirebon City

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**ABSTRACT:** This research was conducted with the aim to analyze the influence of entrepreneurial orientation, market orientation and product innovation on marketing performance in culinary MSMEs in Kesambi District. This research method uses quantitative research methods. The results showed that the first hypothesis was accepted, which means that entrepreneurial orientation has a positive and significant effect on the marketing performance of the Research. The results showed that the second hypothesis was accepted, which means that market orientation has a positive and significant effect on marketing performance. The results showed that the third hypothesis was accepted, which means that product innovation has a positive and significant effect on marketing performance. The results showed that the fourth hypothesis was accepted, which means that Entrepreneurial Orientation, Market Orientation and Product Innovation have a positive and significant effect simultaneously on marketing performance. Based on the results of the analysis that has been described regarding the influence of entrepreneurial orientation, market orientation and product innovation on the marketing performance of culinary MSMEs in the city of Cirebon, especially in Kesambi District, it is concluded that Entrepreneurial Orientation has a positive and significant effect on Marketing Performance. Market Orientation has a positive and significant effect on Marketing Performance. Product Innovation has a positive and significant effect on Marketing Performance. Entrepreneurial Orientation, Market Orientation and Product Innovation have a positive and significant effect simultaneously on marketing performance.

**Keywords:** entrepreneurial orientation; market orientation; product innovation

## INTRODUCTION

In the current era of globalization, development in

developing countries such as Indonesia is an element to achieve a better state than before. Development can be

## 1943 | The Influence of Entrepreneurial Orientation, Market Orientation, and Product Innovation on the Marketing Performance of Culinary MSMEs in Cirebon City

achieved in several fields, namely economic, socio-cultural, political, defense and security. One of the areas that helps in national development is in the economic field (Nugraha, 2015). The existence of Micro, Small and Medium Enterprises (MSMEs) cannot be underestimated, even though in the category of small businesses, MSMEs always grow and develop to remote villages, micro, small medium enterprises have a considerable contribution to the development of the Indonesian economy (SE. Fatimah, 2020).

Based on the results of data collection at the Central Statistics Agency, Micro Small Enterprises (MSEs) in the city of Cirebon are 38,485 units. Meanwhile, in 2020, the Department of Trade, Cooperatives, Small and Medium Enterprises of Cirebon City recorded 2,206 units of micro, small and medium

enterprises spread across 5 districts. Based on business scale, the majority are micro enterprises, namely 1,390 units, while for small and medium enterprises 593 units and 223 units, respectively. Based on its distribution, Kesambi District has micro, small, and medium enterprises with a total of 230 units (Cirebon City in 2023 Figures).

MSME players with culinary business categories dominate compared to other business categories. Many culinary businesses are chosen by MSMEs on the grounds that culinary businesses are resistant to crisis conditions (Retnawati & Retnaningsih, 2020) because food and beverages are primary needs that must be met by everyone. Currently, the culinary business is growing because the market wants food that is practical in making, serving, and how to consume.

**Table 1. The Number of Food and Beverage Businesses in Kesambi District in 2023**

Business Type	Unit
Food	191 unit
Drink	12 unit
<b>Total</b>	<b>203</b>

*Source : MSME Data Kesambi District*

The culinary business is considered promising because food is one of the basic human needs (Suci, 2017). Based on data from MSMEs in Kesambi District, there were 203 units of food and beverage businesses, consisting of 191 units of food MSMEs and 12 units of beverage MSMEs.

Based on a survey that has been conducted related to culinary MSMEs in Kesambi sub-district, it is known that business actors have carried out marketing strategies but their income is still fluctuating (up / down) and even some business actors experience

declining income. This indicates a marketing performance problem in culinary MSMEs in Kesambi District, Cirebon City.

Several studies related to marketing performance state that increases or decreases in marketing performance can be influenced by factors that are often used to measure the impact of the strategies implemented by the company (Fatmawati et al., 2016). Strategies implemented in every company must be planned and directed so as to improve marketing performance. Marketing

performance is important to achieve because marketing performance is an achievement obtained by the company in achieving sales targets in the market with certain strategies, not only sales but market parts must also be considered, (Nasir, 2017).

To achieve this, a corporate culture is needed that is able to implement marketing concepts in the form of entrepreneurial orientation (Trihudyatmanto & Purwanto, 2018), market orientation, (Sefianti et al., 2020) and product innovation, (Ulya, 2019), which has been viewed by some experts as a factor that can influence a company's efforts to improve its marketing performance.

Some studies state that performance can be influenced by entrepreneurial orientation (Fatmawati et al., 2016) (Guspul, 2016) (Yeni et al., 2014). The results of this study are also in line with several other studies that state that increasing marketing performance or vice versa can be significantly influenced by entrepreneurial orientation (Gholami & Birjandi, 2016) (Ibrahim & Mahmood, 2016) (Mustikowati & Tysari, 2014). But on the contrary, there are other studies that state that marketing performance is not influenced by entrepreneurial orientation (Hatta, 2015) (Priatin et al., 2017).

Several other studies also state similar things where marketing performance is stated to be significantly influenced by the market orientation of business actors (Chairani, 2016) (Hussain et al., 2016) (Sarjita, 2017). However, in contrast to the statement above, several studies state that market orientation has no significant effect on marketing

performance (Gholami & Birjandi, 2016) (Priatin et al., 2017).

Product innovation has a positive and significant effect on marketing performance in research conducted in the United Kingdom (Parkman et al., 2012). Similar research was also put forward by (Chaston & Scott, 2012), in contrast to research conducted by (Nanda, 2015) stated that innovation could not have a significant effect on the performance of marketing.

This research was conducted with the aim to analyze the influence of entrepreneurial orientation, market orientation and product innovation on marketing performance in culinary MSMEs in Kesambi District. The benefits of this research are expected to improve the marketing performance of culinary MSMEs through entrepreneurial orientation, market orientation, and product innovation and as a model for improving MSME performance.

## RESEARCH METHOD

This research method uses quantitative research methods. Quantitative research is a type of approach to identifying social problems using the basis of variables as a measuring tool by analyzing numbers using statistics as a predictive of the truth of a hypothesis (Sugiyono, 2018). The type of research used in this study is associative research, namely to determine the value of the influence of entrepreneurial orientation variables (X1), market orientation (X2) and product innovation (X3) on the marketing performance (Y) of culinary MSMEs in Cirebon City in Kesambi District.

The population in this study is culinary MSMEs in Kesambi District,

Cirebon City, totaling 203 respondents. The sampling technique in this study uses probability sampling because it is to randomly select samples from the large number of existing populations. To determine the number of samples (n) used the Slovin Formula with a sampling error rate in the study of 10%, the results for the research sample were 66.99 rounded up to 67 respondents.

Data sources are obtained from primary data in a study obtained directly from the source by making measurements, calculating themselves in the form of questionnaires, observations, interviews and others (Hardani et al., 2020). Researchers obtained respondent data by

distributing questionnaires (questionnaires) to culinary MSME business actors in Kesambi District, Cirebon City. The data analysis studied in this study used multiple linear regression analysis using SPSS statistics version 22.

## RESULT AND DISCUSSION

### Characteristics Responden

This research was carried out on culinary MSMEs in Kesambi sub-district according to the title, the samples taken were culinary MSME actors. From a population of 203 culinary MSME players, 67 respondents were sampled.

**Table 2. Number of respondents by gender**

Gender	Number of Respondents	Percentage %
Woman	34 people	49,3%
Men	33 people	50,7%
Total	67 people	100%

*Source: Data Processing Results, 2024*

Table 2 shows that most of the study respondents were women with a percentage of 50.7%.

**Table 3. Number of respondents by age**

Age	Number of Respondents	Percentage %
20 – 25 years	18 people	26,9 %
26 – 30 years	17 people	25,4 %
31 – 35 years	22 people	32,8 %
36 – 40 years	10 people	14,9 %
Total	67 people	100 %

*Source: Data Processing Results, 2024*

Data table 3 shows that the age of respondents varies greatly, it can be said that most respondents are aged 31-35 years with a percentage of 32.8% of the total respondents followed by those aged 20-25 years with a percentage of

26.9% of the number of respondents, while the age of 26-30 years is 25.4%, while 36-40 years ranges from 14.9% of the number of respondents.

### Validity Test

The validity test is used to find out whether the indicators of each variable can be used to measure the research variables. In this study, the significance level used was 0.05 and the number of samples was  $n = 67$  respondents. Thus, if a statement item has an *item-total correlation value* or

validity coefficient  $>$  a probability value of Sig. 2 tailed = 0.05, then the statement item is declared valid (Santoso, 2019). The results of the validity test calculation in this study are as follows:

a. Marketing Performance

**Table 4. Marketing Performance Validity Test Results**

No.	R count	R table	Information
1	0,857	0.240	Valid
2	0,864	0.240	Valid
3	0,809	0.240	Valid

*Source: Data Processing Results, 2024*

b. Product Innovation

**Table 5. Product Innovation Validity Test Results**

No.	R hitung	R tabel	Information
1	0.875	0.240	Valid
2	0.861	0.240	Valid
3	0.820	0.240	Valid
4	0.841	0.240	Valid

*Source: Data Processing Results, 2024*

c. Market Orientation

**Table 6. Market Orientation Validity Test Results**

No.	R count	R table	Information
1	0.839	0.240	Valid
2	0.842	0.240	Valid
3	0.828	0.240	Valid
4	0.711	0.240	Valid
5	0.878	0.240	Valid
6	0.815	0.240	Valid

*Source: Data Processing Results, 2024*

d. Entrepreneurial Orientation

**Table 7. Entrepreneurship Orientation Validity Test Results**

No.	R count	R table	Information
1	0.777	0.240	Valid
2	0.860	0.240	Valid
3	0.834	0.240	Valid
4	0.822	0.240	Valid
5	0.799	0.240	Valid
6	0.875	0.240	Valid

*Source: Data Processing Results, 2024*

**Reliability Test**

Reliability tests show the consistency and stability of the score or

measuring device (Kuncoro, 2009: 175). Reliability measurement using Alpha Cronbach because reliability less than

**1947 | The Influence of Entrepreneurial Orientation, Market Orientation, and Product Innovation on the Marketing Performance of Culinary MSMEs in Cirebon City**

0.6 is not good and reliability is more than 0.6 good (Ghozali, 2009: 41-42).

The following are the results of the reliability test calculation:

**Table 8. Intervariable Reliability Test Results**

Variable	Cronbach's Alpha	R table	Information
Marketing Performance (Y)	0.797	0.60	Reliable
Product Innovation (X3)	0.871	0.60	Reliable
Market Orientation (X2)	0.902	0.60	Reliable
Entrepreneurial Orientation (X1)	0.908	0.60	Reliable

Source: Data Processing Results, 2024

From the table above the reliability test it can be concluded that the value of *Cronbach's Alpha* is all greater than the r value of the table (0.60), so it is said that all variables have good reliability.

According to Ghozali (2018) the normality test is used to test whether a regression model has a normal or abnormal distribution, with a significant value of  $> 0.05$  then it is normally distributed, otherwise if  $< 0.05$  is not normal distributed.

**Classical Assumption Test**

**Normality Test**

**Table 9. Normality Test Results**

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			67
Normal Parameters <sup>a,b</sup>	Mean		.0000000
	Std. Deviation		.87587055
Most Extreme Differences	Absolute		.064
	Positive		.064
	Negative		-.046
Test Statistic			.064
Asymp. Sig. (2-tailed) <sup>c</sup>			.200 <sup>d</sup>
Monte Carlo Sig. (2-tailed) <sup>e</sup>	Sig.		.701
	99% Confidence Interval	Lower Bound	.689
		Upper Bound	.713

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 926214481.

Source: Data Processing Results, 2024

Based on the results of the table analysis above, the sig value is obtained.

(2-tailed) which is  $0.200 > 0.05$  then the data is normally distributed.

**Heterokedasticity Test**

**Table 10. Heterokedasticity Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.024	.442		.055	.957
	X1TOTAL	-.027	.037	-.212	-.735	.465
	X2TOTAL	.011	.030	.086	.381	.704
	X3TOTAL	.063	.056	.341	1.130	.263

a. Dependent Variable: ABS2

Source: Data Processing Results, 2024

Based on the results of the table analysis above, the sig value is obtained. The variables of Entrepreneurship Orientation (X1) are (0.465), Market Orientation (X2) is (0.704), and Product Innovation (X3) is (0.263), so that from the three variables > 0.05, it is concluded that there is no heterokedasticity problem.

**Uji Multicollinieritis**

According to Suliyanto (2011: 90) the Multicollinearity Test can be done by looking at the TOL (Tolerance) and Variance Inflation Factor (VIF) values of each independent variable against the dependent variable. If the VIF value is not more than 10, then the model is declared to have no Multicollinier symptoms.

**Table 11. Multicollinearity Test Results**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.945	.775		1.219	.227		
	X1TOTAL	.157	.064	.318	2.451	.017	.180	5.542
	X2TOTAL	.114	.052	.221	2.166	.034	.291	3.432
	X3TOTAL	.292	.098	.406	2.994	.004	.165	6.073

a. Dependent Variable: YTOTAL

Source: Data Processing Results, 2024

Based on the results of the table analysis above, the *Tolerance* value of the Entrepreneurial Orientation Variable (X1) is (0.180), Market Orientation (X2) is (0.291), and Product Innovation (X3) is (0.165) which shows a value of > 0.100 while the VIF value of the X1 Variable is (5.542), X2 is (3.432), and X3 is (6.073) < 10.00, it is concluded that there are no symptoms of multicollinearity.

**1 | The Influence of Entrepreneurial Orientation, Market Orientation, and Product Innovation on the Marketing Performance of Culinary MSMEs in Cirebon City**

**Correlation Coefficient and Hypothesis Test Determinance**

**Table 12. Hypothesis Test Results Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.899 <sup>a</sup>	.809	.800	.89648

a. Predictors: (Constant), X3TOTAL, X2TOTAL, X1TOTAL

b. Dependent Variable: YTOTAL

Source: Data Processing Results, 2024

Based on the results of the analysis above, the percentage of diversity of variables in the amount of marketing performance (Y) that can be explained by the variables

Entrepreneurial Orientation (X1), Market Orientation (X2), Product Innovation (X3) is 80.9%, while the remaining 19.1% is explained by other variables outside the regression model.

**Multiple Linear Regression Test**

**Table 13. Multiple Linear Regression Test Results**

Model	Coefficients <sup>a</sup>						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.945	.775		1.21	.22		
X1TOTAL	.157	.064	.318	2.45	.01	.180	5.542
X2TOTAL	.114	.052	.221	2.16	.03	.291	3.432
X3TOTAL	.292	.098	.406	2.99	.00	.165	6.073

a. Dependent Variable: YTOTAL

Source: Data Processing Results, 2024

The multiple regression equation can be written as follows (Sugiyono, 2013: 276):

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 0.945 + 0.157X_1 + 0.114X_2 + 0.292X_3$$

- a. A constant of 0.945, this shows that if X1, X2, and X3 are 0 then the Y value remains 0.945
- b. Based on variable X1, the results of the regression test show that variable X1 has a positive regression coefficient with a value of b = 0.157, meaning that if there is an increase in the value of variable X1 by 1 point, there

- will also be an increase / increase in variable Y by 0.157
- c. Based on variable X2, the results of the regression test show that variable X2 has a positive regression coefficient with a value of b = 0.114, meaning that if there is an increase in the value of variable X2 by 1 point, there will also be an increase / increase in variable Y by 0.114.
- d. Based on the variable X3 regression test results which show that variable X3 has a positive regression coefficient with a value of b = 0.292,



meaning that if there is an increase in the value of variable X3 by 1 point, there will also be

an increase / increase in variable Y by 0.292.

**F Test (Simultaneous)**

**Table 14. F Test Results (Simultaneous)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	214.413	3	71.471	88.930	.000 <sup>b</sup>
	Residual	50.632	63	.804		
	Total	265.045	66			

a. Dependent Variable: YTOTAL

b. Predictors: (Constant), X3TOTAL, X2TOTAL, X1TOTAL

Source: Data Processing Results, 2024

Based on the results of the table analysis above, it was obtained that f count (88,930) > f tabebl (3,140) and sig (0,000) < 0.05, it can be concluded that there is a positive and significant

influence of variables X1, X2 and X3 simultaneously on Y so that H4 is accepted and H0 is rejected.

**Uji T (Partial)**

**Table 15. T Test Results (Partial)**

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.945	.775		1.219	.227		
X1TOTAL	.157	.064	.318	2.451	.017	.180	5.542
X2TOTAL	.114	.052	.221	2.166	.034	.291	3.432
X3TOTAL	.292	.098	.406	2.994	.004	.165	6.073

a. Dependent Variable: YTOTAL

Source: Data Processing Results, 2024

- a. Based on the results of the analysis of the table above, the value of t is calculated (2,461) > t table (1,997) and sig 0.017 < 0.05, it is concluded that Entrepreneurial Orientation has a positive and significant effect on the Marketing Performance of culinary MSMEs in Kesambi sub-district, H1 is accepted and H0 is rejected.
- b. Based on the results of the analysis of the table above, the value of t is calculated (2,166) > t table (1,997) and sig 0.034 < 0.05, it is concluded that Market Orientation has a positive and significant effect on the

- Marketing Performance of culinary MSMEs in Kesambi sub-district, H2 is accepted and H0 is rejected.
- c. Based on the results of the analysis from the table above, the value of t is calculated (2,994) > t table (1,997) and sig 0.004 < 0.05, it is concluded that Product Innovation has a positive and significant effect on the Marketing Performance of culinary MSMEs in Kesambi sub-district, H3 is accepted and H0 is rejected.

### **The Effect of Entrepreneurial Orientation on Marketing Performance**

The results showed that the first hypothesis was accepted, which means that entrepreneurial orientation has a positive and significant effect on marketing performance. This research is in accordance with research conducted by Wulaningtyas & Widiartanto (2018) and Gradistya & Farida (2016) which states that there is a positive and significant relationship between entrepreneurial orientation to marketing performance. These results are in line with the theory stating that entrepreneurial orientation serves as helping to improve marketing in marketing performance.

### **The Effect of Market Orientation on Marketing Performance**

The results showed that the second hypothesis was accepted, which means that market orientation has a positive and significant effect on marketing performance. When consumer needs can be met effectively and efficiently, trust and good value will be obtained from consumers, so that superior business marketing performance on an ongoing basis can be achieved. The higher the market orientation, the higher the marketing performance. This research is in accordance with research conducted by Sari (2013), Kumar et al. (2011), and Jabeen et al. (2013) which states that market orientation has a positive and significant influence on marketing performance.

### **The Effect of Product Innovation on Marketing Performance**

The results showed that the third hypothesis was accepted, which means

that product innovation has a positive and significant effect on marketing performance. Innovation in question is the way, results of development, exploitation, activation of insights, expertise (including technological expertise), experience of generating, improving products or services, current systems, providing meaningful value, very important ways. The more effective the product innovation, the more improved marketing performance. The research is in accordance with research conducted by Maun and Ariyani (2002), Ernawati, Sarbullah, and Zulkifli (2021); Nurjanah and Isa (2021); Rachma, Purwinarti, and Mariam (2021) revealed that product innovation has an effect and is significant on marketing performance.

### **The Effect of Entrepreneurial Orientation, Market Orientation and Product Innovation on Marketing Performance**

The results showed that the fourth hypothesis was accepted, which means that Entrepreneurial Orientation, Market Orientation and Product Innovation have a positive and significant effect simultaneously on marketing performance.

## **CONCLUSION**

Based on the results of the analysis that has been described regarding the influence of entrepreneurial orientation, market orientation and product innovation on the marketing performance of culinary MSMEs in Cirebon, especially in Kesambi District, the following conclusions were obtained:

Entrepreneurial Orientation has a positive and significant effect on Marketing Performance.

Market Orientation has a positive and significant effect on Marketing Performance.

Product Innovation has a positive and significant effect on Marketing Performance.

Entrepreneurial Orientation, Market Orientation and Product Innovation have a positive and significant effect simultaneously on marketing performance.

This research only focuses on culinary MSME businesses in the city of Cirebon, especially Kesambi district. The results of this study can complement existing theories. The results of this research can be used as reference material for culinary MSME business owners. Then the results of this research can also be used as a reference for MSMEs in improving marketing performance by increasing entrepreneurial orientation, market orientation and product innovation directly.

It is expected that future research can add research variables such as consumer satisfaction, taste image, purchase decision, competitive advantage. In addition to adding other variables, it is hoped that further research can expand the scope of research so that the results obtained are more general and used for all business sectors.

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