

IMPROVING MARKETING PERFORMANCE HANAN CATERING DURING THE COVID-19 PANDEMI

Wandi Kurniadi¹, Annisha Suvero Suyar², Norvadewi³

STIA Bagasasi Bandung¹, Universitas Harapan Medan², UIN Sultan Aji Muhammad Idris Samarinda³

ARTICLE INFO

Keywords:

*Entrepreneurial Orientation,
Innovation,
Marketing Performance*

E-mail:

wandi1703@gmail.com¹
 annishasuvero.24@gmail.com²
 norvadewi@uinsi.ac.id³

ABSTRACT

In this study aims to determine the influence between entrepreneurial orientation and innovation variables on marketing performance. This research uses quantitative methods. The population in this study is the owner of UMKM Hanan Catering in the city of Bandung and the sample used is 36 respondents. The data analysis technique used is multiple linear regression analysis and the sample technique used is probability sampling. The results of this study indicate that simultaneously and partially between entrepreneurial orientation and innovation variables have a positive and significant impact on marketing performance. The results of the f test are known from the value of $F_{count} 44.229 > 3,28$ shows that the value of F_{count} is greater than F_{table} and from the results of the correlation in this study has a very strong and high value of 0.737. Meanwhile, from the results of the t test value, namely $T_{count} 3.555 > 1.692$, it shows that T_{count} is greater than T_{table} so it can be concluded that entrepreneurial orientation and innovation variables have an influence on marketing performance.

Copyright © 2023 Economic Journal. All rights reserved.
 is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

The beginning of the emergence of Corona Virus Disease (Covid-19) originated from China which spread widely throughout the world at the end of 2019 due to the existence of the virus which had an impact very big for the whole world. In several countries affected by Covid-19, such as China, Britain, Italy, Spain, France, Ireland, El Salvador, Belgium, Malaysia and the Philippines, they have implemented a complete lockdown. Which is thought to inhibit the spread of this virus. In Indonesia, the first positive case of Covid-19 was on March 2, 2020, since then the government in Indonesia immediately implemented a lockdown policy (Yantina, 2020). however, the lockdown policy in Indonesia did not last long, in the end the Indonesian government made a new policy, namely the Enforcement of Large-Scale Social Restrictions (PSBB) and this policy in Indonesia lasted long enough, so that the impact of this corona virus was felt directly by the community and caused economic conflict.

At the beginning of the lockdown policy set by the government, of course, many things changed, such as reduced basic needs of the community, hampered business continuity, weak economic growth, and negative impacts on the domestic economy such as reduced consumption, reduced purchasing power, decreased company performance, threat to the banking and financial sector. The sectors affected during the Covid-19 pandemic were transportation, tourism, trade and health. In addition, the economic impact of the Covid-19 pandemic has also been felt by the Micro, Small and Medium Enterprises (MSMEs) sector [1]

Table 1. The impact of Covid-19 on MSMEs in Indonesia Impact Percentage (%)

Decline	
Sale	56.0
Capital	22.0
product	15.0

Source: Setiawan [2]

Based on the table above, it shows that of the four problems, it has been proven that the percentage decline in sales is the biggest problem felt by MSME players, the impact of the pandemic on MSMEs is felt to be very influential due to limited human resources, and the decline in sales has almost

been felt by MSMEs in Indonesia, even according to the Indonesian Business Development Services Association (ABDSI), which is a movement association in fostering MSMEs throughout Indonesia, revealed that as much as 26.6% of MSMEs sales fell by more than 60%, then 15 MSMEs admitted that their sales had dropped dramatically, ranging from 31% to 60%. [3]

In general, every company certainly has a goal to achieve its achievements as a reflection of the success of its business in market competition, with marketing performance the company can find out where the position of its success is. the success of MSMEs can be measured from several criteria and characteristics in the form of workforce, and marketing performance is very influential for every company because business actors must have a concept that is used to measure the development of a company. with the existence of marketing performance is very important for business people because to know the key to the success of a company in marketing products from marketing activities carried out by the company. marketing performance can also be seen from the criteria consisting of asset value, total capital, turnover, and sales volume, market, product orientation, and entrepreneurial orientation. Hence from Difficulty ingredients 4.0 he category is part of raw marketing performance indicators that are very important for the progress of a company.[4]

The decline in sales volume at MSMEs was due to weak marketing performance at the MSMEs themselves, because Marketing performance can be measured from data on sales levels, increased revenue, number of customers, or from other data that describes the extent to which the marketing success rate of a company's products or services. The decline in sales occurred due to decreased sales volume and social distancing, which required people to stay at home during the COVID-19 pandemic. And marketing performance has a significant effect on achieving entrepreneurial orientation abilities as a benchmark for company development, and innovation is used as a strategy in achieving marketing performance because the purpose of innovation is to meet market demand.

According to the Indonesian Central Statistics Agency (BPS), said that business actors, especially MSMEs, experienced a decline in sales of around 90% due to falling demand and declining consumer confidence during the co-19 pandemic . in the city of Bandung all MSMEs experienced a decrease in sales and turnover dropped by up to 70%, (Diskominfo, 2020) therefore because MSMEs in the city of Bandung as a whole experienced a decrease in sales, this can be seen from the UMKM Hanan Catering in the city of Bandung which experienced a decrease in sales volume As a result of the Covid-19 pandemic, the following is a table for UMKM Hanan Catering in the city of Bandung, which has experienced a decrease in sales volume, namely as follows:



Figure 1. Sales volume of Hanan Catering MSMEs in 2019-2020 in the city of Bandung
 Source: (Department of Cooperatives, Small and Medium Enterprises, Trade and Industry, 2021)

Based on the graphic table above, it shows that in 2019 the sales volume of the MSME home cake industry was higher, while in 2020 the sales volume decreased. This is because since the existence of the corona virus disease (Covid-19) which has hampered sales of MSMEs, especially the home cake industry UMKM in the city of Bandung, MSME players have experienced a very significant decline because MSME players find it difficult to adjust to this pandemic era, the decline This sale made it difficult for MSME business actors to interact with consumers, it was difficult to buy production materials, and limited access to communication with consumers, therefore causing sales to drop very drastically.

Apart from the consequences of the Covid-19 pandemic, the impact on decreasing the sales volume of the cake industry MSMEs is also suspected to be influenced by an entrepreneurial orientation that is less than optimal in carrying out tasks as an entrepreneur, because an entrepreneur must be able to plan his business strategy, as well as plan ideas. to seize business opportunities in achieving success, but in reality entrepreneurs still don't dare to take risks that might occur in the future because on average they

imitate the products of more successful entrepreneurs in order to survive in business competition. even though if food processing MSME business actors such as Hanan Catering UMKM prioritize entrepreneurial orientation then they will be one step ahead of other MSMEs. Apart from being entrepreneurship oriented which needs to be developed further, other things are also suspected of having less than optimal innovation in creating new products among the market, it is better for business actors to put more emphasis on products to be sold through an innovation process first such as developing on product innovation and marketing innovation. .

Previous research stated that companies are required to carry out an innovation that can perfect and develop a product to maintain the company's survival and profits (Rizki, 2019). Entrepreneurship-oriented companies will innovate creatively, be proactive, and dare to take risks, so the company will be more advanced because they are always making improvements [5]. While previous research also explained that orientation entrepreneurship will improve marketing performance [6], while research according to [7] by applying an entrepreneurial orientation will encourage the creation of innovation so as to improve marketing performance.

This is in accordance with what Riswanto said [8] various creativity and innovation carried out by entrepreneurs have a positive influence in increasing the development of a country and categorizing the country into a developed country". each of the entrepreneurial orientation and innovation strategies is expected to improve marketing performance in the cake industry SMEs in the city of Bandung.

The definition of marketing performance according to [9] is the process of activities carried out by companies in marketing the products produced to be used as a measure of the extent to which achievements have been achieved in marketing a product from marketing activities carried out by the company. Meanwhile, according to [10] marketing performance is the key to the success of a company if it is able to carry out marketing activities properly and correctly and from these marketing activities, a company will make it a reference for achieving achievements.

Meanwhile, according to Ferdinand [11] states that marketing performance is a factor used to measure the impact of the strategy implemented by the company, company strategy is always directed at producing good marketing performance (such as sales volume and sales growth rate), then Ferdinand also stated that good marketing performance is expressed in three value quantities, namely, sales value, sales growth, and market share.

It can be concluded from the understanding of the experts above that marketing performance is a factor in the activities of a company in marketing its products in order to get as many consumers as possible.

Entrepreneurship-oriented companies will innovate creatively, be proactive, and dare to take risks, so that the company will be more advanced because it is always making improvements. This is supported by previous research which also explains that orientation Entrepreneurship will improve marketing performance [12]

Marketing performance has three dimensions according to [13] including sales volume, sales growth rate, customer growth rate.

The definition of entrepreneurial orientation according to [14] explains that entrepreneurial orientation is a decision-making method, practice and manager style that leads to an entrepreneurial orientation. Meanwhile, according to Miller (in Miftakhul, 2019) explains that in terms of market innovation, entrepreneurial orientation as an orientation to be first, has an attitude of taking risks, and is more proactive in changes that occur in the market. Meanwhile, according to [15] found that entrepreneurial orientation with three aspects, namely risk taking, proactive, and innovative, is significant as a driver of innovation, because these three aspects are considered capable of collaborating with innovation in creating unique opportunities for company survival and growth. ."

It can be concluded that entrepreneurial orientation is a decision maker from various aspects that influence the entrepreneurial orientation itself. In order to improve marketing performance, the thing that must be considered is an entrepreneurial orientation, this is supported by Fajrin's research, (2017) which explains how to implement an entrepreneurial orientation that encourages the creation of innovations so as to improve marketing performance.

According to Frishammar and Horte [16], there are three dimensions of entrepreneurial orientation, including innovation, proactivity, and risk taking.

The definition of innovation according to [17] states that innovation is a new invention that is different from previously in the form of thoughts and ideas that can be developed also implemented so that the benefits are felt. Meanwhile, according to [18] innovation is something that is pleasing to goods, services or ideas that are felt new by someone. Even though this idea has been around for a long time, this

can be said to be an innovation for people who have just seen or felt it. According to another understanding of the Oslo Manual (in Sufferer et al., 2012) innovation has very broad aspects because it is in the form of goods or services, processes, marketing methods or organizational methods that are new or have undergone renewal which are a way out of problems that have been faced by organizations. .

It can be concluded from the above understanding that innovation is something creative to change a product or service that has added value and is different from its competitors. To perfect a product in order to improve innovation marketing performance, this needs to be done in accordance with previous research according to [19] and Oscardo et al., (2021) which stated that companies need to carry out an innovation in order to save the company's survival. Innovation has three dimensions according to Soleh [20] which are product innovation, process innovation, market innovation.

2. METHODS

This research method uses quantitative methods with an associative descriptive approach. The object of this research is UMKM Hanan Catering in the city of Bandung. The population in this study is the owner of UMKM Hanan Catering in the city of Bandung. This study uses a probability sampling technique using a simple random sampling approach in which each individual has the right to answer the statements that have been submitted. The number of samples that used as many as 36 respondents by distributing questionnaires to the field directly to the owner of UMKM Hanan Catering in the city of Bandung. The results of this study were processed using IBM SPSS version 26 software. Furthermore, the analysis technique used was multiple linear regression analysis.

3. RESULTS AND DISCUSSION

Validity and Reliability Test Results

The f test or model feasibility test is a way to find out whether the model is feasible or not in research. The following is the result of processing the resulting data as follows:

Table 3. ANOVAa F Test Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	327,867	2	163,933	44,229	.000 ^b
Residual	117,022	33	3,546		
Total	444,889	35			

a. Dependent Variable: Marketing performance

b. Predictors: (Constant), Innovation, Entrepreneurial Orientation

From the results of the f test above, it can be seen that the fcount value is 44.229 > 3.28 indicating that the fcount value is greater than the next ftable from the regression value which has a significant level including 0.000 < 0.05. So it can be concluded that entrepreneurial orientation and innovation have a positive and significant influence of 0.858 and there is a coefficient of determination (R Square) of 0.737 which means that the data is the influence of entrepreneurial orientation and innovation variables on marketing performance of 73.7% and 26.3% is influenced by other variables.

Table 4 multiple linear regression analysis test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.858 ^a	.737	.721	1.88312

a. predictors: (contant), Inovasi, Orientasi

After that, a multiple linear regression analysis test was carried out, the aim was to determine the linear relationship between two or more of the other variables. Furthermore, when submitting a hypothesis, the t test is carried out for the purpose of determining the hypothesis on one variable with another whether it has the same influence or level of significance or not. This data processing uses IBM SPSS version 26.

Table 5. Multiple Linear Regression Results and t Test
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients Betas	t	Sig.
		B	std. Error			
1	(Constant)	9,376	2,637		3.555	.001
	Orientation entrepreneurial ahah	.498	.090	.0647	5.550	.000
	Innovation	.333	.138	.285	2.444	.020

a. Dependent Variable: Marketing performance

From the results of the f test above, it can be seen that the fcount value is 44.229 > 3.28 indicating that the fcount value is greater than the next ftable from the regression value which has a significant level including 0.000 < 0.05. So it can be concluded that entrepreneurial orientation and innovation have a positive and significant influence.

Based on the results of the processed data above, it shows a correlation value (R)

$$Y = B1X1 + B2X2$$

$$Y = 0.498X1 + 0.333X2$$

The meaning of the equation is as follows:

Based on the results of the hypothesis that has been proposed shows that the first hypothesis shows a significant value of 0.000 < 0.05 and a tcount of 5.550 > 1.692. So it can be concluded that there is a significant influence between entrepreneurial orientation variables on marketing performance.

And then the results of the second hypothesis show a significant value of 0.000 < 0.05 and tcount 2.444 > 1.692. So it can be concluded that there is a significant influence between innovation variables on marketing performance.

4. CONCLUSION

Based on the results of this study, it can be concluded that the entrepreneurial orientation and innovation variables have a positive and significant influence on marketing performance. This is evidenced by the use of multiple linear regression analysis techniques and the results of partial and simultaneous hypothesis testing suggest that there is a positive and significant influence between entrepreneurial orientation and innovation variables on marketing performance.

REFERENCES

- [1] A. Rosyadi, E. Sunarya, and K. Komariah, "Komunikasi Pemasaran Sebagai Upaya Pelestarian Kain Batik Sukabumi," *Syntax Idea*, vol. 2, no. 10, pp. 738–748, 2020.
- [2] D. Sugiri, "Menyelamatkan usaha mikro, kecil dan menengah dari dampak pandemi Covid-19," *Fokus Bisnis Media Pengkaj. Manaj. dan Akunt.*, vol. 19, no. 1, pp. 76–86, 2020.
- [3] Y. Y. Yohana, M. Muzakir, and D. Hardianti, "A Efektivitas Pembelajaran Daring Pada Program Studi Pendidikan Ekonomi Koperasi Fakultas Keguruan Dan Ilmu Pendidikan Universitas Qamarul Huda Badaruddin," *Tirai Edukasi J. Pendidik.*, vol. 3, no. 1, 2020.
- [4] F. Sampe, M. Yusuf, D. L. Pakiding, A. Haryono, and S. Sutrisno, "APPLICATION OF DIGITAL MARKETING IN MAINTAINING MSMES DURING THE COVID-19 PANDEMIC," *J. Darma Agung*, vol. 30, no. 2, pp. 663–676, 2022.
- [5] M. Jannah, A. Irawati, and H. Purnomo, "Pengaruh Orientasi Kewirausahaan dan Inovasi Produk terhadap Kinerja UMKM Batik Gedog Khas Tuban," *Eco-Entrepreneur*, vol. 5, no. 1, pp. 33–48, 2019.
- [6] M. Astuti, K. Prambaudy, and D. S. Tjiptaningsih, "Pengaruh Orientasi Pasar dan Inovasi Terhadap Kinerja Pemasaran UMKM Kuliner," *Benefit J. Manaj. dan Bisnis*, vol. 4, no. 1, pp. 1–15, 2019.
- [7] F. Amrulloh and W. Hidayat, "Pengaruh orientasi pasar, orientasi kewirausahaan, dan inovasi terhadap kinerja pemasaran (studi kasus pada UMKM kerajinan logam di Kabupaten Tegal)," *J. Ilmu Adm. Bisnis*, vol. 7, no. 1, pp. 35–46, 2018.
- [8] W. Kurniadi, L. Natalia, A. Lotte, P. A. Cakranegara, F. Sampe, and M. Yusuf, "HANAN WEDDING PLANNER ' S MARKETING COMMUNICATION STRATEGY FOR INCREASING SALES IN THE COVID-

- 19 PANDEMIC ERA ON THE TIKTOK APP," vol. 11, no. 03, pp. 1359–1364, 2022.
- [9] M. F. Rasyidi, "Pengaruh Orientasi Kewirausahaan terhadap Kinerja Pemasaran Melalui Keunggulan Bersaing Sebagai Variabel Mediasi," *J. Chem. Inf. Model.*, vol. 53, no. 9, pp. 4–5.
- [10] H. Hendrayati and V. Gaffar, "Innovation and marketing performance of womenpreneur in fashion industry in Indonesia," *Procedia-Social Behav. Sci.*, vol. 219, pp. 299–306, 2016.
- [11] Sutrisno, P. A. Cakranegara, F. Asri, M. Yusuf, and J. Sahala, "STRATEGY FOR MSME DEVELOPMENT USING FINANCIAL TECHNOLOGY TO," vol. 30, no. 2, pp. 677–686, 2022.
- [12] P. A. Cakranegara, W. Kurniadi, F. Sampe, J. Pangemanan, and U. A. Jaya, "THE IMPACT OF GOODS PRODUCT PRICING STRATEGIES ON CONSUMER PURCHASING POWER: A REVIEW OF THE LITERATURE," vol. 11, no. 03, pp. 1115–1120, 2022.
- [13] Fitra Rizal, "Cooking Palm Oil Price Control Policies in Indonesia: Abu Yusuf's Islamic Economic View Fitra," *JoIE J. Islam. Econ. J.*, vol. 2, no. 8.5.2017, pp. 2003–2005, 2022.
- [14] H. P. Witjaksono, "Analisis orientasi kewirausahaan dan sumber daya internal perusahaan terhadap kinerja melalui keunggulan bersaing (Studi pada usaha mikro kecil dan menengah furniture Kabupaten Jepara)," *J. Bisnis Strateg.*, vol. 23, no. 1, pp. 82–110, 2014.
- [15] I. N. S. Y. Sindhudiptha and G. W. Yasa, "Pengaruh Corporate Social Responsibility pada Kinerja Keuangan Perusahaan dan Implikasinya terhadap Nilai Perusahaan," *E-Jurnal Akunt. Univ. Udayana*, vol. 4, no. 2, 2013.
- [16] R. Haribowo, H. Tannady, M. Yusuf, and G. W. Wardhana, "Analisis Peran Social Media Marketing , Kualitas Produk Dan Brand Awareness Terhadap Keputusan Pembelian Pelanggan Rumah Makan Di Jawa Barat," vol. 3, no. October, pp. 4024–4032, 2022.
- [17] S. S. Hutagalung and D. Hermawan, *Membangun Inovasi Pemerintah Daerah*. Deepublish, 2018.
- [18] E. Hadiyati, "Kreativitas dan inovasi berpengaruh terhadap kewirausahaan usaha kecil," *J. Manaj. dan kewirausahaan*, vol. 13, no. 1, pp. 8–16, 2011.
- [19] S. Sutrisno, P. A. Cakranegara, F. Asri, M. Yusuf, and J. Sahala, "STRATEGY FOR MSME DEVELOPMENT USING FINANCIAL TECHNOLOGY TO INCREASE CAPITAL AND CONSUMERS," *J. Darma Agung*, vol. 30, no. 2, pp. 677–686, 2022.
- [20] S. F. Fahmila, "PENGARUH STRATEGI INOVASI TERHADAP KINERJA OPERASIONAL PERUSAHAAN," 2018.