

THE EFFECT OF ENTREPRENEURIAL ORIENTATION AND PRODUCT INNOVATION ON MARKETING PERFORMANCE MSME IN VILLAGE PACKAGING REGENCY SIDOARJO

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ARTICLEINFO

Keywords:

Orientation Entrepreneurship,
Innovation Product,
Performance

ABSTRACT

Study This aim For know And analyze influence Entrepreneurial Orientation and Product Innovation towards MSMEs Performance in Villages Sidoarjo District Packaging. This research uses a type of quantitative method. Study This use data primary And secondary Where method collection use questionnaire. Population in study This is perpetrator MSMEs in Village Packaging Regency Sidoarjo amount 35 person. Study This will describe about connection because consequence, so that method This use sample And hypothesis. The data instrument test used in this study is the validity test, reliability test. The technical analysis in this study is linear regression analysis double, coefficient determination (r^2) and test hypothesis use test t, And test f. Results from study This in get from analysis regression linear double is $Y = 2.878 + 0.375 X_1 + 0.253 X_2 + 0.563 X_3 + e$. The t test shows probability significance < 0.05 Which show variable Orientation Entrepreneurship (X_1) And Innovation Product (X_2) influential significant to MSME Performance in Packaging Village, Sidoarjo Regency. The value of the F test has a value probability significance as big $0.000 < 0.05$, Where variable Orientation Entrepreneurship (X_1) and Product Innovation (X_2) are equally influential significant to Performance MSMEs in Village Packaging Regency Sidoarjo (Y). Conclusion in research This is variable free Orientation Entrepreneurship (X_1) And Innovation Product (X_2) influential significant to variable bound Performance MSMEs in Village Packaging Regency Sidoarjo (Y). So that hypothesis in research This accepted.

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1. INTRODUCTION

Activity economy MSMEs (Business Micro, Small And Intermediate) . However, in a crisis due to the Covid-19 Pandemic, MSMEs are no longer as heroic as they used to be capable of being the savior of the Indonesian economy. That way already duly Government more notice MSMEs so more develop. Business activities in small and medium enterprises have problems in terms of performance, the performance of each SMEs is different from one another many things that affect both from internal and external companies. Both in terms of human resources, raw materials, capital, nor quality which production can affect continuity business. Performance in a business or business small medium can in affect by HR competency. Aribawa (2016) states that the performance of SMEs is work results achieved by an individual and can be completed with the task the individual within the company and at a certain period, and will connected with size mark or standards from company Which individual Work. Rohmat Dwi (2014). Performance refers to the efficiency with which a product can achieve the desired goals. Theo Suhardi (2012:97) mentions that business performance is a set of results achieved and refers to action achievement as well as something implementation work Which requested. Strength in making a creative and superior marketing program it will be difficult if a vision that is only owned but not accompanied by a supporting strategy and so otherwise.

Therefore, MSMEs need to choose and determine a strategic orientation so that can adapt with change condition Which There is. MSMEs need combines several strategic orientations in order to direct the strategy to media social with Good. Wrong only one is orientation entrepreneurship (*entrepreneurial orientation*) . According to (Lee & Chu, 2011) in Herry Prasetyo Witjaksono (2014) orientation entrepreneurship (*entrepreneurial orientation*) is corporate orientation which has a principle on efforts to identify and exploit chance. Orientation entrepreneurship reflected from attitude full innovation,

proactive And courage take risk believed capable jack up performance. Business owners are required to always innovate so that business owners can create sustainable performance. Facing competition in the market global, para MSMEs must can compete with base technology, innovation, Creativity and imagination do not only rely on price and quality (Esti andSuryani, 2008). Performance sustainable can achieved if the business owner can continuously innovate in accordance with the dynamics of the environment (Suzana, 2014). Effective innovation development, with all its limitations,MSME owners are required to be able to build collaborative networks Good with source Power Which adequate Good in the field source Power man, finance and technology. Creativity and innovation are needed by MSMEsso that they are able to compete in the midst of a very fast development environment especially in the field technology. Mulyana (2016) explain that enhancement performance for business owners can be done by building a collaboration network Which and develop innovation capabilities (packaging, product, market and process) that in accordance with consumer needs.

One of the MSMEs that has experienced setbacks is the culinary business typical Sidoarjo in Village Packaging Regency Pamekasan Sidoarjo. Lack of knowledge public about innovation product become problem Which faced perpetrator business culinary typical Sidoarjo. Besides That, orientation market For introduce and understand consumer wishes, either from inside or outside the city is still very lacking which makes people's income decrease. This is due to the presence of Covid-19 tourists both inside and outside the city was in decline. Business built in the last few years Which become eye livelihood public in Village Packaging This experience decline Which very drastic Which make perpetrator business confusion Forrestore things to normal. The problems above have an impact on performance sale Which run. Because performance sale Which Good capable make company in matter this is SMEs endure in condition market moving with fast. So that For Can maintain performance sale In this intense competition, efforts are needed in the form of good product quality,brave take risk And aggressive. Price sell product Which can compete become final support in performance dynamic marketing to increase competence so that more competent in running a business.

2. METHODS

Design Study

Method taking the sample using a survey method by filling in a patterned and structured questionnaire in accordance with the that data used or more refers on research title. Place And time Study Collection data study This held in ummm in Village Packaging Regency Sidoarjo in 2021.

Population And Sample

In this study, the population is SMEs in the Packaging Village Regency Sidoarjo totaling 35 people. deep sample study This is perpetrator MSMEs in Village Packaging Regency Sidoarjo totaling 35 people from the study population of 35 MSME actors. those 35 people is a similar MSME actor, namely in the field of food and village small industry Packaging Sidoarjo Regency.

Technique Collection Data

Questionnaire is a data collection technique that is done by giving a set of written questions to the respondent to answer. In study This researcher share direct to perpetrator ummm in Village Packaging Regency Sidoarjo.

Method Analysis Data

The data analysis method used is the quantitative data analysis method And analysis statistics with use program data SPSS For test hypothesis.

3. RESULTS AND DISCUSSION

Results Testing hypothesis

Results Testing kindly Partial (Test t)

To find out or test the influence of the Entrepreneurial Orientation variable (X_1) and Product Innovation (X_2) partially to the dependent variable Performance (Y) then the t test is used. Based on the t test according to the test results can be seen on table following This:

Table 2 Results of Analysis Test tCoefficients ^a

Model		Unstandardized		Standardized			
		B	std. Error	Coefficients	Betas	t	Sig.
1	(Constant)	.595	2,950			.202	.842
	TOTAL_OK	.222	.060	.513	3,674		.001
	TOTAL_IP	.185	.086	.299	2.146		.040

a. dependent Variables: TOTAL_K

Based on test result Table 4.12 can noted that:

1. Significant value for the influence of the Entrepreneurial Orientation variable (X_1) on Performance (Y) is $0.001 < 0.05$ and $t_{count} 3,674 > t_{table} 2,036$ so it can be concluded that H_0 is rejected H_a is accepted which means there is influence between Orientations Entrepreneurship (X_1) to Performance (Y).
2. Mark significant For influence variable Innovation Product (X_2) to Performance (Y) is equal to $0.040 < 0.05$ and t_{count} value $2.146 > t_{table} 2.036$ so it can be concluded that H_0 is rejected H_a is accepted which means there is influence between Innovation Product (X_2) to Performance (Y).

Test F (Simultaneously)

Test simultaneous For test magnitude influence variable Orientation Entrepreneurship (X_1) and Product Innovation (X_2) together on Performance (Y). Testing with use distribution F, Which counted use program SPSS. Following results testing using SPSS v.16.

Table 3F test ANOVA ^b

Model	sum of Squares	df	Means Square	F	Sig.
1 Regression	107,864	2	53,932	14,345	.000 ^a
residual	120,308	32	3,760		
Total	228,171	34			

a. Predictors: (Constant), TOTAL_IP, TOTAL_OK

b. dependent Variables:

Based on Table mark F_{count} as big $14.345 > F_{table}$ of 3.29 with a significance level of $0.000 < 0.05$. Thus the decision is made H_0 was rejected and H_a was accepted. This means that the variable Entrepreneurial Orientation (X_1) and Product Innovation (X_2) together can affect the variables Performance (Y) significantly.

Discussion

1. Orientation Entrepreneurship Influential To Performance

The results of this study indicate that the variable Entrepreneurial Orientation significant effect on performance. This gives that meaning orientation entrepreneurship Which covers creativity And innovativeness, courage in take risk And proactive very needed For increase the growth and profitability of SMEs. In other words without creativity and innovation, the courage to take risks and proactiveness from a owner business, matter This will impact against decline performance from MSMEs. By Because That orientation entrepreneurship own effect nor influence Which positive to performance nor growth MSMEs (Elvina, 2020).

The results of this study can be important information for actors MSMEs in Village Packaging Regency Sidoarjo that necessity management income with Good so Can set aside part the advantage for extra capital so business Which run the more develop. Because with increase capital perpetrator MSMEs Can expand scale business which in turn can provide increased income for the perpetrators MSMEs in Village Packaging Regency Sidoarjo. There is a number of factor Which influence increasing sale among them with promote selling products via on line, partner with gojek, Grab nor shoppee, give piece price if buy with large quantity.

The results of this study support research conducted by Elvina 2020 Influence Orientation Entrepreneurship And Orientation Market to Performance MSMEs with research results show that entrepreneurial orientation as well as market orientation have a significant role in increasing the

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performance of SMEs in the fashion industry sector. We also find that orientation market own influence Which most big in increase performance MSMEs. Fufung Alfulailah And Tjiptogoro Dinarjo afternoon 2020 Influence Innovation, Information Technology, And Entrepreneurial Orientation Toward Performance Efforts and research results show that there is no effect of orientation entrepreneurship to innovation, there is influence positive And significant orientation entrepreneurship to performance business, there is influence positive And significant information technology on innovation, there is a positive influence and significant information technology on business performance, there is a positive influence and significant innovation on business performance, innovation can not mediate entrepreneurial orientation towards business performance and innovation can mediate information Technology on business performance.

2. Innovation Product Influence Against Performance

Results study This show that variable Innovation Product significant effect on performance. This proves that innovation Also is Wrong One characteristics Which must owned by every entrepreneurs or entrepreneurs. An innovative entrepreneur is an entrepreneur who capable show He capable create things new For Keep going develop. An innovative entrepreneur, can be seen from the ability Which owned For implement every ideas creative Which thought. Based on matter the show that implementation ideas creative For create opportunity called innovation (Soleh, 2014:74).

Results study This support study Which done by Fufung Alfulailah and Tjiptogoro Dinarjo Soehari 2020 The Influence of Innovation, Technology Information, And Orientation Entrepreneurship To Performance Business And results research shows that there is no effect of entrepreneurial orientation on innovation, there is a positive and significant influence of entrepreneurial orientation to performance business, there is influence positive And significant technology information on innovation, there is a positive and significant influence of technology information to performance business, there is influence positive And significant innovation to performance business, innovation No can mediate orientation Entrepreneurship on business performance and innovation can mediate technology information on performance business.

4. CONCLUSION

Based on the results of testing the first hypothesis states that "Allegedly Orientation Entrepreneurship And Innovation Product influential in a manner Partial to Performance MSMEs in Village Packaging Regency Sidoarjo", can accepted. Based on the results of testing the second hypothesis states that variable "Allegedly Orientation Entrepreneurship And Innovation influential in a manner simultaneous to Performance MSMEs in Village Packaging Regency Sidoarjo", can accepted.

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