


The Influence of Market Orientation and Entrepreneurial Orientation on the Marketing Performance of Msmes in Deket Sub-District

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Article Info	ABSTRACT
Keywords: Market Orientation and Entrepreneurial Orientation	The purpose of this study is to determine the influence of market orientation and entrepreneurial orientation on the marketing performance of MSMEs in Deket sub-district partially or simultaneously and the most dominant factors. Using the quantitative method The population in this study, namely MSMEs in Deket District, amounted to 98 samples taken from a total population of 4,581. The results of the analysis showed that all the data collected had good validity and reliability, there were no problems of multicollinearity or heteroscedasticity. The output of SPSS shows that the determination coefficient (R ²) is 0.219. Based on the calculation of the t-table, the calculated t-value for the variable X1 is 2.730, and for the variable X2 is 3.420, exceeding the t-table value by 1.985, suggesting that the two have a partial or stand-alone influence. In addition, the result of the calculation f calculation was 13.289, exceeding the f-value of the table by 3.090, indicating that there was a simultaneous or joint influence of the two variables. The results of the multiple linear regression analysis showed that the resulting formula was $Y = 7.372 + 0.393 X1 + 0.012 X2$.
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INTRODUCTION

Deket District is a sub-district in East Java Province. Deket District is located about 4 kilometers northeast of the center of Lamongan Regency. In Deket District, Deket Wetan Village is the location of the district government center. This area is traversed by the main road that connects Lamongan with the city of Surabaya and other Lamongan. The area of Deket District has an area of 40.05 square kilometers or equivalent to 4,004.8 hectares, consisting of 17 villages, 55 hamlets, and 257 RTs. The majority of this area consists of 3,562.40 hectares of rice fields, while the rest is moorland and yard areas. In Deket District, there are 4,581 micro, small, and medium enterprises (MSMEs) units.

Micro, Small, and Medium Enterprises (MSMEs) play a very important role in improving the economic welfare of the community. MSMEs have a significant role in improving people's living standards and contributing to job creation, economic growth, and a more equitable distribution of income in society (Budiman & Hidayah, 2021). The involvement of the MSME sector has a crucial role in encouraging economic growth and opening up job opportunities.

With the significant growth in the number of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia, the competition between them is getting tighter, making business performance a key factor in facing competition. As emphasized by (Mulyono et al., 2021), improving business performance will provide opportunities for MSMEs to more efficiently face existing competition. Some MSMEs in Indonesia are still experiencing obstacles from external factors.

RESEARCH METHODS

The type of research used is quantitative research. The population in this study is MSMEs in Deket District which amounts to around 4,581 based on data from BPS Lamongan. In this study, the use of probability sampling was carried out using the Simple Random Sampling method. The method of data collection is through the use of questionnaires, observations, and interviews. According to Sugiyono (2022:15), the data analysis method uses validity tests, reliability tests, classical assumption tests, multiple linear regression tests, R2 determination coefficient tests. The data processing in this study uses SPSS software version 24.

RESULTS AND DISCUSSION

Reliability test results

Table 1 Reliability Test Results

Variabel	Cronbach Alpha	Remarks
Market Orientation	0,668	Reliabel
Entrepreneurial Orientation	0,673	Reliabel
Marketing Performance	0,697	Reliabel

Source : data managed from SPSS 24

From the table above, it shows that all questionnaire questions have a consistency standard (Reliable) that meets the Cronbach Alpha criterion > 0.60 so that it can be stated well in the research.

Results of multiple linear regression analysis

Table 5 Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardize	t	Say.
		B	Std. Error	d Coefficients Beta		
1	(Recorded t)	3.701	1.713		2.161	.033
	X1	.297	.109	.258	2.730	.008
	X2	.399	.117	.323	3.408	.001

Source : Data taken from SPSS 24

Based on the table above, the model is described as follows:

$Y = 3.701 + 0.297 X_1 + 0.399 X_2$ Where:

Y = Marketing Performance

a = Constant

X1 = Market Orientation

X2 = Entrepreneurial Orientation

From this equation, it can be explained that:

1. Constant (a) = 3,701 indicates a constant price, if the value of the large/independent variable = 0, then the Marketing Performance (Y) will be 3,701.
2. The variable X1 = 0.297 indicates that the Market Orientation variable has a positive effect on Marketing Performance (Y). in other words, if the Market Orientation variable is increased by one unit then the Marketing Performance will increase by 0.297.
3. The variable X2 = 0.399 indicates that the Entrepreneurial Orientation variable has a positive effect on Marketing Performance (Y). in other words, if the Entrepreneurial Orientation variable is increased by one measure, the Marketing Performance will increase by 0.399.

Coefficient of Determination Test (R2)

Table 6 Determination Coefficient Test (R2)

Model	R	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
				R Square Change	F Change	df1	df2	
1	.468	.219	1.03600	.219	13.289	2	95	.000

Source : Data taken from SPSS 24

Based on the results of the summary table that the value of R = 0.468 and the value of the determination coefficient Rsquare = 2.19, then based on the results of SPSS 24 processing and with the formula $KP = R^2 \times 100\%$ = 2.19%, it shows that the influence contributed by the independent variable (X1) is 2.19%. Meanwhile, the remaining 7.81% was influenced by the variables Price and Quality.

Results of the t test

Table 7 T test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error			
1	(Constant)	3.701	1.713		2.161	.033
	X1	.297	.109	.258	2.730	.008
	X2	.399	.117	.323	3.408	.001

Source : Data taken from SPSS 24

From the table above, it can be concluded that:

Market Orientation (X1) based on the results of the statistical test t, the calculation result for the Market Orientation variable (X1) is 2.730 then $t_{\alpha/2} : df = n-k-1 = 98-3-1 = 94$ ttable 1.985 significant value = 0.008, then $t_{table} < (1.985 < 2.730)$ H0 is rejected and Ha is accepted, so it can be interpreted that the Market Orientation variable (X1) has an effect on the Marketing Performance variable (Y).

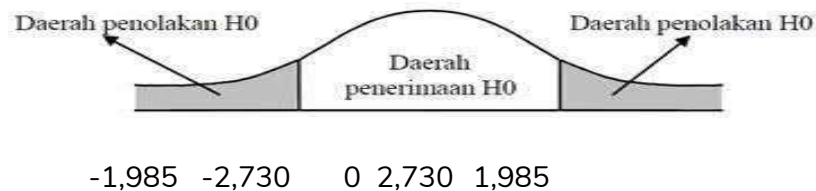


Figure 2 Market Orientation Variable t-Test Curve (X1)

Entrepreneurial Orientation (X2) based on the results of the statistical test t, the calculation result for the Entrepreneurial Orientation variable (X2) is 3.408 then $t_{\alpha/2} : df = n-k-1 = 98-3-1 = 94$ ttable 1.985 then $t < t_{count} \text{ table } (1.985 < 3.408)$ H0 is rejected and Ha is accepted, so it can be interpreted that the Entrepreneurial Orientation variable (X2) has an effect on the Marketing Performance variable (Y).

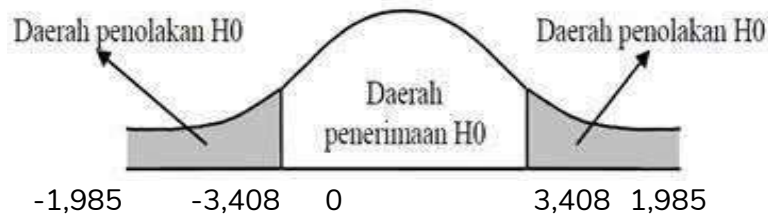


Figure 3 Entrepreneurial Orientation Variable t-Test Curve (X2)

TEST F

Table 8 Test F

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	28.526	2	14.263	13.289	.000b
Residual	101.964	95	1.073		
Total	130.490	97			

Source : Data taken from SPSS 24

Steps of Hypothesis Testing (F Test):

The conditions used are:

H0 : $b_1 = b_2 = 0$, indicating simultaneously that the free variable has no influence with the bound variable.

Hi: $b_1 \neq b_2 \neq 0$, indicating simultaneously that the free variable has an influence with the bound variable.

With a significant level of $\alpha = 0.05$

Determining critical values

The way to determine Ftable is to determine the free degree of the numerator or df1 which is a total of 2 free variables, after which determine the degree of division free or df2 with the formula $n-k-1 = 98-3-1 = 94$. So that the Fvalue of the table was obtained of 3.090.

Calculation of Calculation

$$F \text{ hitung} = \frac{R^2/k}{(1-R^2)/(n-k-1)}$$

= 13.289 (SPSS Appendix)

Testing

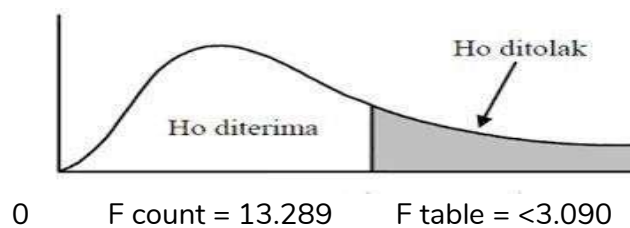


Figure 4 Testing F Test

H0 is accepted H1 is subtracted when $F_{cal} < 3,090$

H0 is subtracted and H1 is accepted when $F_{cal} > 3,090$

From the results of the calculation, F_{cal} was obtained as 13,289 which means $F_{cal} (13,289) > F_{table} (3,090)$ so H0 is rejected and H1 is accepted. It can be concluded that simultaneously the independent variables Market Orientation (X1) and Entrepreneurial Orientation (X2) have a simultaneous effect on Marketing Performance. So the hypothesis that states that the variables of Market Orientation (X1) and Entrepreneurial Orientation (X2) together have a positive and significant effect on Marketing Performance in MSMEs in Deket District.

CONCLUSION

Based on the results of the analysis and the results of the analysis discussion on the influence of Market Orientation (X1) and Entrepreneurial Orientation (X2) on Marketing Performance (Y), several conclusions can be drawn as follows:

- The results of the t-test show that Market Orientation has a positive and significant effect on the Marketing Performance of MSMEs in Deket District.
- The results of the t-test show that Entrepreneurial Orientation has a positive and significant effect on the Marketing Performance of MSMEs in Deket District.
- The results of the F Test show that Market Orientation and Entrepreneurship Orientation have a positive and significant effect on the Marketing Performance of MSMEs in Deket District.
- The results of the Multiple Linear Regression show that the Market Orientation variable has the most dominant influence on Marketing Performance.

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