




The influence of entrepreneurial orientation, marketing capabilities, and social media on marketing performance

Sofie Yasmin^{1*}

¹Departement of Management, Faculty of Economic and Business, Universitas Negeri Padang, Padang, Indonesia

INFO ARTIKEL	ABSTRAK
<p>Diterima 12 Agustus 2024 Disetujui 15 Agustus 2024 Diterbitkan 17 Agustus 2024</p> <hr/> <p>Kata Kunci: <i>Orientasi kewirausahaan; kemampuan pemasaran; media sosial; kinerja pemasaran.</i></p>	<p>Penelitian ini bertujuan untuk menganalisis pengaruh orientasi kewirausahaan, kapabilitas pemasaran dan media sosial terhadap kinerja pemasaran (Studi pada UMKM Keripik Sanjai di Sumatera Barat). Populasi dalam penelitian ini adalah pelaku usaha UMKM Keripik Sanjai di Sumatera Barat. Penelitian ini melibatkan 150 responden sebagai sampel. Pengumpulan data dilakukan dengan menyebarkan kuesioner online, dan data diolah menggunakan software SmartPLS. Hasil penelitian ini menunjukkan bahwa (1) Orientasi Kewirausahaan berpengaruh positif dan signifikan terhadap Kinerja Pemasaran (2) Kapabilitas Pemasaran berpengaruh positif dan signifikan terhadap Kinerja Pemasaran (3) Media Sosial berpengaruh positif dan signifikan terhadap Kinerja Pemasaran.</p>
<p>DOI:10.24036/jsme.xxxxxxx</p> <hr/> <p>Keywords: <i>Entrepreneurial orientation; marketing capabilities; social media; marketing performance</i></p>	<p><i>This research aims to analyze the influence of entrepreneurial orientation, Marketing Capabilities and social media on marketing performance (Study of Keripik Sanjai MSMEs in West Sumatra). The population in this study were Keripik Sanjai MSME business actors in West Sumatra. This research involved 150 respondents as samples. Data collection was carried out by distributing online questionnaires, and data was processed using SmartPLS software. The findings of this research indicate that (1) Entrepreneurial Orientation has a positive and significant effect on Marketing Performance (2) Marketing Capabilities has a positive and significant effect on Marketing Performance (3) Social Media has a positive and significant effect on Marketing Performance</i></p>
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* Corresponding author: sofieyasmin06@gmail.com

INTRODUCTION

Indonesia is a developing country where economic growth and development are the basis for moving in a better direction. This growth can be seen from the development of large and small scale businesses, one of which is Micro, Small and Medium Enterprises (MSMEs). MSMEs are a form of small and medium scale economic activity which has an important role in improving the country's economy (Masialeli, 2021). MSMEs play a role in creating large numbers of jobs with higher capital costs compared to large industries, helping to establish industries in economically disadvantaged areas and reducing disparities between regions and leveling the spread of national income and earnings (Gede, 2018). The growth and development of MSMEs has become very relevant in various provinces and

regions in Indonesia considering that the business structure that has developed so far has been based on the existence of small, household and medium industries.

West Sumatra Province is ranked 7th as the province with the highest number of MSMEs in Indonesia, namely 296,052. This has had a positive impact on West Sumatra to boost the regional economy. The presence of MSMEs in West Sumatra has absorbed a lot of labor and dominates the community's economic activities because MSME stakeholders are spread to remote rural areas. It is mainly aimed at domestic markets such as; culinary, services, handicrafts, convection, borders from all cities in West Sumatra (Surya & Triherzaki, 2023). As technology continues to develop, the level of competition among MSMEs in West Sumatra is also increasing sharply. MSMEs that want to develop must have the advantage of having the ability to market and provide quality products. The main key to surviving and excelling in this competition is strengthening marketing performance.

Marketing Performance is a measure used to measure the success of business actors in achieving specified goals (Rosita et al., 2023). With an effective marketing strategy, MSMEs in West Sumatra can increase visibility, attract more customers and build consumer loyalty. In improving the performance of MSMEs in West Sumatra, the government continues to strive to provide guidance, assistance, training and evaluation to MSMEs in West Sumatra. The following is data showing the development of MSMEs in several districts/cities in West Sumatra.

Table 1. West Sumatra District/City MSME Income 2020-2022 (In Millions of Rupiah)

No	District/City	Income		
		2020	2021	2022
1	Pasaman	99.432,39	75.280,55	75.028,37
2	Padang Pariaman	164.924,95	88.949,11	79.658,18
3	Padang Panjang	84.234,95	51.247	58.389,73
4	Sawah Lunto	57.792,13	38.657,30	90.469,24
5	Solok Selatan	84.082,86	81.956,51	32.069,05

Source: LAKIP West Sumatra 2022

Based on the data in the table above, it can be seen that the income of MSMEs in several districts/cities in West Sumatra has fluctuated, even showing a downward trend from year to year. This phenomenon provides an indication that the marketing performance of MSMEs in West Sumatra is not yet optimal. Of the many MSME businesses in Sumatra, MSMEs in the culinary sector are one of the businesses that is growing quite rapidly. The existence of unique food and culinary tourism is proof that this business is growing rapidly, so the existence of these MSMEs must be maintained and one of them is the Keripik Sanjai MSME.

Of the many Keripik Sanjai MSMEs in West Sumatra, in fact not all of them are successful in business competition. The existence of business pressure from strong competitors indirectly affects the marketing performance experienced by Keripik Sanjai MSMEs. Competition between Keripik Sanjai MSME players is getting tighter in marketing their products, Keripik Sanjai MSME players must be able to create marketing that suits their needs in order to survive and compete with other MSME players. In particular, businesses in the regional specialty culinary sector face obstacles in increasing their competitiveness. This is due to the existence of culinary products from other countries competing in the domestic market and there are changes in food tastes in the community (Zulfikar et al., 2017).

The market orientation of Keripik Sanjai MSME players in West Sumatra is currently still focused on the products they want to sell, but they don't yet know more about what consumers need. The majority of Keripik Sanjai MSMEs in West Sumatra still rely on limited internal resource capabilities, they tend not to have the courage to take high risks. So they can only sell the products they want to sell and not sell what consumers need. The entrepreneurial orientation of MSME players tends to be weak, this is due to their low ability to innovate and courage to take risks. so this condition requires more optimal attention and needs to be further improved.

In order to maximize marketing performance, it needs to be accompanied by marketing capabilities so that it can maximize the economy of MSMEs. Marketing Capabilities or marketing capabilities are a set of skills and competencies that enable companies to analyze consumer and market needs through interaction. Thus, marketing capabilities are able to effectively implement strategic orientation to suit market conditions and achieve business performance goals (Kaleka & Morgan, 2019). Conceptually, marketing capability represents a company's ability to understand and predict customer needs better than its competitors and connect effectively with its customers (Susanto et al., 2023). Therefore, it is estimated that MSMEs need marketing capabilities to connect and establish a strong relationship between EO and their performance.

Social media provides opportunities for entrepreneurs to improve their business performance through interactive methods, and this makes social media widely used by business actors as a business tool (Tarsakoo & Charoensukmongkol, 2020). This is also done by West Sumatra MSMEs, especially in the Keripik Sanjai culinary sector, to promote their businesses. They are very enthusiastic about marketing their business on Instagram social media so that it is known to the wider community. They even use celebrity services to review and introduce these culinary businesses on their respective Instagram accounts to attract public attention.

Based on the problems above, the author is interested in discussing this research further, so the author recommends a thesis proposal with the title "The Influence of Entrepreneurial Orientation, Marketing Capabilities, and Social Media on Marketing Performance (Study of Keripik Sanjai MSME Actors in West Sumatra)"

LITERATUR REVIEW

Marketing Performance

Marketing Performance is a measure used to measure the success of business actors in achieving specified goals (Rosita et al., 2023). So, the indicators used in this research to improve marketing performance according to Naver & Slater (1990) in Puspaningrum (2020) are:

1. New product success
2. Sales growth
3. Annual profit or net profit

Entrepreneurial Orientation

Entrepreneurial orientation is the characteristics and values adhered to by entrepreneurs themselves, which are the nature of never giving up, daring to take risks, speed and so on. Based on research conducted by (Covin et al., 2020). Indicators of entrepreneurial orientation are as follows:

1. Innovation
2. Proactive
3. Risk Taking

Marketing Capabilities

Marketing capabilities are the processes used by actors in defining, developing, communicating, and providing value to consumers by combining, changing, and using available resources (Morgan et al., 2017). According to Tarsakoo & Charoensukmongko (2020) Marketing Capability is measured using 6 indicators, namely:

1. Pricing
2. Product development
3. Marketing/promotional communications
4. Marketing management
5. Relationship/distribution

Social Media

Social media is a form of media that contains online resources that are generated, explored, utilized and distributed with the aim of educating other people about products, services, brands, topics and other interesting events. According to Chatterjee & Kumar Kar (2020) social media has several indicators, namely:

1. Perceived usefulness
2. Perceived ease of use
3. Conformity
4. Facilitating conditions
5. Price
6. Business impact

Conceptual Model and Hypotheses

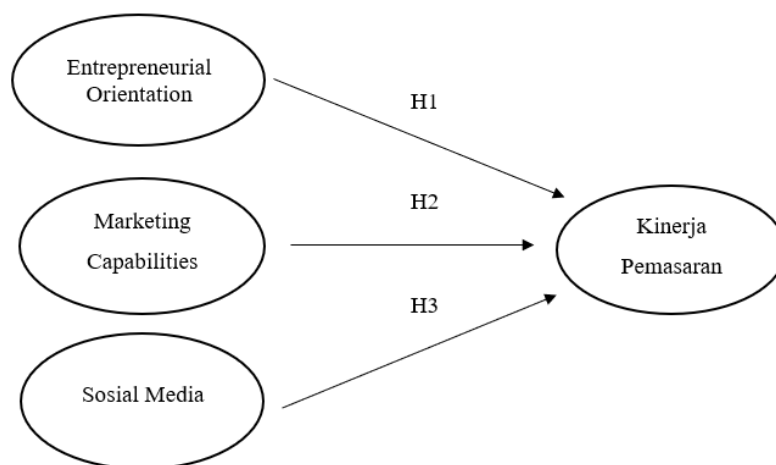


Figure 1. Conceptual Model

Hypothesis

H1: Entrepreneurial orientation has a positive and significant effect on Marketing Performance of Keripik SanjaiMSMEs in West Sumatra.

H2: Marketing Capabilities have a positive and significant effect on Marketing Performance of Keripik Sanjai MSMEs in West Sumatra.

H3: Social Media has a positive and significant effect on Marketing Performance of Keripik Sanjai MSMEs in West Sumatra.

METHOD

The type of research applied is quantitative research. Quantitative data is a data model that is measured or calculated directly with information as measured by numbers (Sugiyono, 2016). The primary data source in this study is data obtained from questionnaires filled out by research samples from predetermined populations. The total sample used in this study was 150 samples. This research uses non-probability sampling technique. The style of data collection used in this study was in the form of a questionnaire which was measured using a Likert Scale. Data analysis used in this research is SmartPLS 4.0 software.

The data that has been collected through the questionnaire will be analyzed using the Structural Equation Modeling (SEM) method with the Partial Least Square path modeling (PLS) type. Furthermore, the data will be analyzed using SmartPLS 4. PLS software which can simultaneously test the measurement model and variant-based testing model. According to Ghozali and Latan (2015) in the book Hamid & Anwar (2019) the purpose of PLS-SEM is to develop theory or build theory (predictive orientation). PLS is used to explain whether there is a relationship between latent variables

(predictions). PLS is a powerful analytical method because it does not assume the data must be of a certain scale of measurement, the number of samples is small.

The data analysis mode in this study is divided into two, namely descriptive analysis and inferential analysis.

PLS analysis consists of two sub models, namely the structural model or so-called also with the inner model and measurement model which are also called outer model. Inner model shows the strength of estimates between constructs, while the outer model shows how the indicators work represents the latent variable being measured (Irwan & Adam, 2015). According to Jaya et al., (2008) and Hussain et al., (2015), there are several stages in carrying out analysis using PLS:

1. Design a structural model (inner model), the aim is formulate latent variables based on hypotheses study. 44
2. Design a measurement model (outer model), the aim is to connecting latent variables with indicators, this is very important important in relation to determining the nature of reflective or formative indicators.
3. Construction of the path diagram, after designing the inner workings model and outer model, the results are then expressed in form a path diagram to create visualization between indicators with latent variables

RESULTS AND FINDING

This study employs multivariate analysis in conjunction with structural equation modeling (SEM). SEM is a technique used to analyze unobserved variables (variables that cannot be measured) and calculate measurement errors. The SEM approach is used in this study and is based on Partial Least Squares (SEM-PLS). This method is used with small sample sizes. The SEM-PLS method is a type of causal modeling that aims to maximize the criteria for the variation of the latent variable that can be explained by the predictor. The SmartPLS software was used for the analysis.

The validity and reliability of the instrument being tested were assessed during the test of the test measurement model (outer model). The validity test is performed to demonstrate the extent to which the measuring instrument is capable of measuring what is desired. The purpose of the validity test is to measure the quality of the instrument and demonstrate the instrument's validity, as well as how well a concept can be defined by the measure (Hair et al. 2018). The validity test is based on convergent validity, which requires that the factor loading be greater than 0.7 and the average extracted variance (AVE) be greater than 0.5. This study's validity test is the minimum value for construct validity test. Table 1 shows the results for the outer loading:

Table 2. Output Outer Loading

	KP (Y)	EO (X1)	MC (X2)	SM (X3)
EO 1		0.939		
EO2		0.918		
EO3		0.952		
EO4		0.945		
EO5		0.944		
EO6		0.921		
EO7		0.944		
EO8		0.935		
EO9		0.923		
MC1			0.942	
MC2			0.938	
MC3			0.939	
MC4			0.949	
MC5			0.936	
SM1				0.968

SM2		0.951
SM3		0.965
KP1	0.970	
KP2	0.957	
KP3	0.970	

Source: Primary Data 2024

Based on the table above, it can be seen that all instruments for each variable in this study have outer loading values greater than 0.7. Where, the second instrument of Entrepreneurial Orientation has the smallest outer loadings value in this study, namely 0.918. Therefore, it can be concluded that the convergent validity of each variable instrument in this research is said to be valid

Table 3. Output AVE

<i>Average Variance Extracted (AVE)</i>	
EO (X1)	0.876
MC(X2)	0.885
SM(X3)	0.924
KP (Y)	0.933

Source: Primary Data 2024

According to Table 2, if the AVE value of all variables is greater than 0.5, the convergent validity is said to be valid.

Table 4. Cross Loading Model

	KP (Y)	EO (X1)	MC (X2)	SM (X3)
EO1	0.299	0.939	0.141	0.399
EO2	0.322	0.918	0.313	0.352
EO3	0.267	0.267	0.270	0.318
EO4	0.399	0.945	0.313	0.357
EO5	0.331	0.944	0.294	0.390
EO6	0.267	0.921	0.280	0.292
EO7	0.382	0.944	0.268	0.434
EO8	0.331	0.935	0.275	0.344
EO9	0.284	0.923	0.311	0.239
MC1	0.353	0.296	0.942	0.372
MC2	0.329	0.296	0.938	0.325
MC3	0.401	0.255	0.939	0.315
MC4	0.453	0.244	0.949	0.296
MC5	0.274	0.313	0.936	0.278
SM1	0.459	0.380	0.298	0.968
SM2	0.444	0.320	0.339	0.951
SM3	0.459	0.383	0.337	0.965
KP1	0.970	0.327	0.414	0.474
KP2	0.957	0.373	0.352	0.421
KP3	0.970	0.312	0.377	0.473

Source: Primary Data 2024

Table 3 shows that the variable's score (correlation) to the indicator is higher than the variable's score (correlation) to other indicators. It can be concluded that all of the indicators tested in the study have discriminant validity.

Table 5. Cronbach Alpha

	Cronbach's Alpha	Composite Reliability	keterangan
KP (Y)	0.964	0.966	Reliable
EO(X1)	0.986	0.989	Reliable
MC(X2)	0.968	0.987	Reliable
SM(X3)	0.959	0.960	Reliable

Source: Primary Data 2024

According to Table 4, the variable has good reliability or is capable of measuring its construct. A variable is said to be quite reliable if its Cronbach alpha value is greater than 0.6 and its composite reliability is greater than 0.7 (Wetrs et al. 1974, cited in (Sofyani & Umy, n.d.).

Table 6. Nilai R Square

	R Square	R Square Adjusted
Marketing Performance (Y)	0.305	0.291

Source: Primary Data 2024

The table above shows that Marketing Performance can be explained by the Entrepreneurial Orientation, Marketing Capabilities and Social Media variables of 30.5%, while the remaining 69.5% is explained by other variables not included in this research.

Table 7. Nilai Q Square

	Q Square	Kriteria
Marketing Performance (Y)	0.270	Kuat

Source: Primary Data 2024

Based on the table above, it can be seen that the q square value for Marketing Performance is greater than 0, namely 0.0270. This means that the model has good predictive relevance.

Table 8. Path Coefficient

	Original sample (O)	T statistics (O/STDEV)	P values
EO (X1)-> KP(Y)	0,106	2.828	0.000
MC(X2) -> KP(Y)	0,164	2.829	0.005
SM (X3) -> KP (Y)	0,232	3.799	0.000

Source: Primary Data 2024

The table above shows the results of hypothesis testing based on the path coefficient value, direction of the relationship and level of significance.

1. Entrepreneurial Orientation has a positive and significant effect on Marketing Performance (H1)
Based on Table 17, the Entrepreneurial Orientation variable obtained a static t value of 2.828 with a p value of 0.000 or <0.05 and an original sample value of 0.106, so this test states that the first hypothesis is accepted, meaning that Entrepreneurial Orientation has a positive and significant

effect on marketing performance.

2. Marketing Capabilities has a significant positive effect on Marketing Performance (H2)
Based on Table 17, the Marketing Capabilities variable obtained a static t value of 2.829 with a p value of 0.005 or <0.05 and an original sample value of 0.164, so this test states that the second hypothesis is accepted, meaning that Marketing Capabilities has a positive and significant effect on Marketing Performance.
3. Social Media has a significant positive effect on Marketing Performance (H3)
Based on Table 17, the Social Media variable obtained a static t value of 3,799 with a p value of 0.000 or <0.05 and an original sample value of 0.232, so this test states that the first hypothesis is accepted, meaning that Social Media has a positive and significant effect on Marketing Performance.

DISCUSSION

This research aims to determine the influence of entrepreneurial orientation, marketing capabilities and social media on marketing performance (Study of Keripik Sanjai MSMEs in West Sumatra). After analyzing the data using the PLS-SEM analysis technique, statistical processing results were obtained to test the research hypothesis, as follows:

1. The Influence of Entrepreneurial Orientation on Marketing Performance
The research results show that the Entrepreneurial Orientation variable has a positive and significant effect on marketing performance. The results of this research are supported by research conducted by Susanto et al., (2023) and Kesuma & Istanto (2021) who state that Entrepreneurial Orientation has a positive and significant effect on marketing performance. The research results show that when business actors have a high entrepreneurial orientation, such as innovation, proactivity and the courage to take risks, this directly contributes to increasing their marketing performance. A high entrepreneurial orientation encourages business actors to continue to seek new opportunities and innovate in their products and business processes. This innovation could include developing new flavor variants of Keripik Sanjai, using more attractive and environmentally friendly packaging, and improving overall product quality. With this innovation, Keripik Sanjai products have become more attractive to consumers, thereby increasing demand. High Entrepreneurial Orientation helps Keripik Sanjai businesses to be more innovative, proactive and brave in developing and implementing their marketing strategies. This positive and significant influence shows that by increasing EO, business actors can effectively improve their marketing performance, reach more consumers, and ultimately improve marketing performance.
2. Influence of Marketing Capabilities on Marketing Performance
The results of this research indicate that Marketing Capabilities have a significant positive influence on Marketing Performance. The results of this research are supported by the results of research conducted by Susanto et al., (2023) which states that Marketing Capabilities have a significant positive influence on Marketing Performance. The results of this research show that companies with good marketing capabilities tend to achieve better marketing results. In other words, the stronger and more effective a company's marketing capabilities, the higher its marketing performance. This is significant because companies with strong marketing capabilities are able to design and implement more effective marketing strategies, supported by a deep understanding of customer needs and preferences, which allows companies to offer targeted products or services.
Good marketing capabilities are also often supported by strong market knowledge, which allows companies to better analyze market trends, consumer behavior and competitor activities, and respond to market changes more quickly and precisely. In addition, with good marketing capabilities, companies can manage their marketing resources more efficiently, including the use of marketing budgets, selection of distribution channels, and optimal allocation of time and labor to achieve marketing goals. Good marketing capabilities enable companies to create greater value for their customers, increase customer satisfaction, and build loyalty, which in turn improves marketing performance. Overall, these results suggest that investment in developing and

improving marketing capabilities is critical for companies seeking to improve their marketing performance. Strong marketing capabilities not only help in achieving sales targets and market share, but also in building long-term relationships with customers and creating a competitive advantage in the market.

3. The Influence of Social Media on Marketing Performance

The results of this research show that Social Media has a significant positive influence on Marketing Performance. The results of this research are supported by the results of research conducted by Fadhillah et al., (2021) and by Susanto et al., (2023) which state that Social Media has a significant positive influence on Marketing Performance because this positive influence can be seen in various aspects. , such as increasing brand awareness, engagement with customers, and increasing sales. Social media allows companies to reach a wider audience at relatively low cost, as well as providing an interactive platform for communicating directly with customers. This means that effective use of social media by companies can improve their marketing results. In other words, the better a company utilizes social media, the higher its marketing performance. Apart from that, nowadays people use social media a lot in their daily lives, so social media has become a very effective channel for reaching and interacting with consumers. Social media also allows companies to collect real-time customer feedback, which can be used to adjust and improve their marketing strategies. Social media provides valuable analytical data that can help companies understand market trends and consumer behavior, so they can make smarter, more targeted marketing decisions. Overall, these results emphasize the importance of social media integration in a company's marketing strategy, as it can significantly increase the effectiveness and efficiency of marketing activities, strengthen relationships with customers, and ultimately improve overall marketing performance.

CONCLUSION

Based on the results of hypothesis testing analysis using SmartPLS software which tests the influence of entrepreneurial orientation, marketing capabilities and social media on marketing performance (Study of Keripik Sanjai MSMEs in West Sumatra) as follows:

1. Entrepreneurial Orientation has a significant positive effect on marketing performance. This means that companies that have a high entrepreneurial orientation will have a direct impact on the marketing performance of Keripik Sanjai MSMEs in West Sumatra.
2. Marketing Capabilities has a positive and significant effect on Marketing Performance. This means that Keripik Sanjai MSMEs in West Sumatra with good marketing skills tend to achieve better marketing results. In other words, the stronger and more effective a company's marketing capabilities, the higher its marketing performance.
3. Social Media has a positive and significant effect on Marketing Performance. This means that the use of social media by companies can effectively improve the marketing performance of Keripik Sanjai MSMEs in West Sumatra. In other words, the better a company utilizes social media, the higher its marketing performance.

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