

ANALYSIS OF MARKETING PERFORMANCE IN SME FOOD AND BEVERAGE ENTERPRISES THROUGH PRODUCT INNOVATION AND DIGITAL MARKETING CAPABILITY AS MODERATORS

By: Mutia Khoerunisa

ABSTRACT

This study aims to analyze the marketing performance of culinary MSMEs through the perspective of market orientation, entrepreneurial orientation, and product innovation, while also assessing the moderating role of digital marketing capability. The respondents in this study were culinary MSME (Micro, Small, and Medium Enterprises) actors located in South Jakarta. A quantitative method was employed with a purposive sampling technique, involving 201 MSME owners as respondents. Data were collected using a structured questionnaire and analyzed using Structural Equation Modeling (SEM) with SmartPLS 4.0. The results show that market orientation has a positive and significant effect on marketing performance, both directly and through the mediation of product innovation. Market orientation also significantly influences product innovation, which in turn has a positive impact on improving marketing performance. On the other hand, entrepreneurial orientation does not significantly affect marketing performance nor product innovation, and thus does not demonstrate an indirect effect via mediation. Additionally, the study finds that digital marketing capability does not significantly moderate the relationship between product innovation and marketing performance. The Importance-Performance Analysis (IPA) supports these findings, showing that indicators of market orientation and product innovation are mostly positioned in Quadrant I (Keep Up the Good Work), indicating that these aspects are considered important and are being performed well from the customers' perspective. Conversely, most indicators of entrepreneurial orientation and digital marketing fall into Quadrants III and IV, suggesting that although efforts have been made in those areas, customers have not fully perceived their value. This study emphasizes the importance of strengthening market orientation and product innovation as the core strategies to enhance marketing performance in culinary MSMEs, as well as the need to improve digital capabilities and more targeted entrepreneurial implementation.

Keywords: *Marketing performance, market orientation, entrepreneurial orientation, product innovation, digital marketing capability*

**ANALISIS *MARKETING PERFORMANCE* PADA UMKM KULINER
MELALUI *PRODUCT INNOVATION* DAN *DIGITAL MARKETING*
CAPABILITY SEBAGAI MODERATOR**

Oleh: Mutia Khoerunisa

ABSTRAK

Penelitian ini bertujuan untuk menganalisis kinerja pemasaran UMKM kuliner melalui pendekatan orientasi pasar, orientasi kewirausahaan, dan inovasi produk, serta menilai peran kapabilitas pemasaran digital sebagai variabel moderasi. Responden dalam penelitian ini adalah pelaku UMKM di bidang kuliner yang berlokasi di Jakarta Selatan. Metode yang digunakan adalah kuantitatif dengan teknik pengambilan sampel purposive sampling, dan jumlah responden sebanyak 201 pelaku usaha. Pengumpulan data dilakukan melalui kuesioner, dan pengolahan data dilakukan dengan pendekatan Structural Equation Modeling (SEM) menggunakan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa orientasi pasar berpengaruh positif dan signifikan terhadap kinerja pemasaran, baik secara langsung maupun melalui mediasi inovasi produk. Orientasi pasar juga berpengaruh signifikan terhadap inovasi produk, yang pada gilirannya berdampak positif terhadap peningkatan kinerja pemasaran. Sebaliknya, orientasi kewirausahaan tidak berpengaruh signifikan terhadap kinerja pemasaran maupun inovasi produk, sehingga tidak memiliki pengaruh tidak langsung melalui jalur mediasi. Selain itu, hasil penelitian menunjukkan bahwa kapabilitas pemasaran digital tidak mampu memoderasi hubungan antara inovasi produk dan kinerja pemasaran secara signifikan. Analisis Importance-Performance Analysis (IPA) memperkuat temuan ini, di mana indikator-indikator orientasi pasar dan inovasi produk banyak berada pada kuadran I (Keep Up the Good Work), menandakan bahwa aspek-aspek tersebut dinilai penting dan telah memiliki kinerja yang baik di mata pelanggan. Sebaliknya, sebagian besar indikator orientasi kewirausahaan dan digital marketing menempati kuadran III dan IV, yang menunjukkan bahwa meskipun sudah diupayakan, aspek tersebut belum sepenuhnya dirasakan manfaatnya oleh pelanggan. Penelitian ini menegaskan pentingnya penguatan orientasi pasar dan inovasi produk sebagai strategi utama dalam meningkatkan kinerja pemasaran UMKM kuliner, serta perlunya peningkatan kapabilitas digital dan implementasi kewirausahaan yang lebih terarah dan terukur.

Kata kunci: orientasi pasar, orientasi kewirausahaan, inovasi produk, kinerja pemasaran, kapabilitas pemasaran digital