

Do Marketing Strategy and Product Innovation Contribute to the Marketing Performance of Culinary Enterprises?

Muh. Yahya*¹, Nurul Mufida², Mahmudatus Sholihah³

¹Universitas Negeri Makassar, Indonesia

*Corresponding e-mail: muh.yahya@unpatompo.ac.id*¹

(Received: 13.04.2024; Accepted: 17.05.2024; Published: 20.05.2024)

ABSTRACT

This study aims to examine the impact of marketing strategy and product innovation on marketing performance at Rumah Roti store in Makassar. The population consists of buyers on Jalan Toddopuli 10, with a sample of 31 buyers. Data collection methods include literature review, documentation, and questionnaires. The analysis methods used are validity tests, reliability tests, classical assumption tests, linear regression analysis, t-tests, F-tests, and the coefficient of determination (R²). The t-test results show that both marketing strategy and product innovation have a significant impact on marketing performance. The F-test results indicate that these variables simultaneously influence marketing performance. The coefficient of determination reveals that 94.8% of the variance in marketing performance is explained by marketing strategy and product innovation, with the remaining 5.2% attributed to other factors not included in this study, such as product quality and entrepreneurial orientation. The study concludes that market orientation and service quality are critical factors influencing marketing performance at Rumah Roti store. The recommendation is that the store owner should focus more on innovation, market orientation, and service quality to enhance customer attraction to the store.

Keywords: Marketing Strategy, Product Innovation, Marketing Performance

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license



1. INTRODUCTION

In a company, achieving success is not without the marketing activities that are very supportive of the company's success. The main function of a company is to conduct marketing strategy. Marketing strategy is a plan to select and analyze target markets, develop, and maintain a marketing mix that can satisfy consumer needs (Amin et al., 2019). In addition to formulating a robust marketing strategy, companies must continuously evaluate and adapt their approaches based on market feedback and performance metrics. This involves regular analysis of consumer behavior, competitor actions, and emerging trends to ensure that the marketing mix remains relevant and effective. For instance, leveraging data analytics and customer insights can help companies refine their product offerings, adjust pricing strategies, and optimize distribution channels to better meet consumer expectations.

Successful marketing strategies often require cross-functional collaboration within the company (Isma et al., 2020). Effective communication between marketing, sales, and product development teams ensures that marketing initiatives are aligned with overall business goals and operational capabilities (Malshe et al., 2017). By fostering a cohesive approach, companies can enhance the execution of their marketing strategies, leading to improved customer satisfaction and stronger market positioning.

The marketing strategy aims to determine the target of the market share that we have segmented in our marketing products (Utami et al., 2023). This is done so that the marketing of our products can be more organized and produce results consistent with our expectations before we had predicted. Because there are too many internal and external factors that will disrupt the marketing application in the future (Karinda et al., 2018). A strategic approach to marketing helps in establishing clear objectives and performance metrics, which are essential for measuring the success of marketing initiatives. By setting specific, measurable, achievable, relevant, and time-bound (SMART) goals, companies can track their progress, identify areas for improvement, and make data-driven decisions. This structured approach not only enhances the effectiveness of marketing campaigns but also facilitates continuous improvement and innovation, ensuring that marketing efforts are aligned with evolving market demands and business objectives.

The activity of small and medium-sized businesses is one of the aspects of the economy that must be considered in its marketing system to achieve profits. The development of this aspect of the economy can compete and survive in all conditions. For several years, this sector has been able to become a supporter in the formation of Indonesia's Gross Domestic Product (GDP). GDP is one of the macroeconomic indicators that is quite important to know the role and contribution given by a sector to national income (Darma et al., 2022). Moreover, the success and growth of small and medium-sized businesses (SMEs) are often driven by their ability to innovate and adapt to changing market conditions. By leveraging unique competitive advantages, such as personalized customer service, local knowledge, and agility in operations, SMEs can carve out niche markets and build strong customer loyalty. This flexibility enables them to respond quickly to emerging trends and consumer preferences, thereby enhancing their resilience and sustainability. As a result, SMEs play a crucial role not only in economic development but also in fostering a diverse and dynamic market environment.

The role of the industrial trade sector in increasing Indonesia's GDP in the food processing sector, in 2012 was 5.31%, 5.14% in 2013, while in 2014 it was 5.32% and in 2015 it was 5.61% (Indonesia, 2015). As for the growth of GDP according to the field of work in food processing and beverages, it was 10.33% in 2013, increased by 4.07% in 2014, while in 2014 it increased by 9.49%, and in 2015 it increased by 7.54% (Wulandari, 2012). This data underscores the significant contribution of the food processing sector to Indonesia's economic growth over the years. The fluctuations in GDP contribution and growth rates reflect the sector's responsiveness to various economic factors, such as market demand, supply chain dynamics, and policy changes. Continued investment and innovation within the food processing and beverage industry are essential to sustaining this positive trend and enhancing its role in the national economy. By focusing on improving production efficiency, expanding product variety, and adopting advanced technologies, the sector can further bolster its contribution to Indonesia's GDP and support broader economic development objectives.

The change in consumer patterns today is driven by changes in lifestyle. The increasing length of work time and the encouragement to meet food needs that are practical and varied have led consumers to choose food with more practical and varied presentation. In addition, technological advancements and information have also greatly changed people's lifestyles, including their eating and drinking habits that are practical (Nizam et al., 2020). These shifts in consumer behavior highlight the growing demand for convenience and variety in food products, prompting businesses to adapt their offerings to meet these evolving preferences. As lifestyles become more fast-paced, consumers increasingly seek out products that fit seamlessly into their busy schedules while providing a range of options to suit different tastes and dietary needs. Companies that leverage technological advancements, such as online ordering systems and smart packaging solutions, can better cater to these demands and gain a competitive edge. Embracing these changes not only enhances customer satisfaction but also drives innovation within the food industry, leading to more dynamic and responsive market offerings.

The increase in consumption of practical food has led to the rapid development of food patterns, which has spread to the middle and upper classes, including the lower classes, making it a very good opportunity for businesses processing food to market their products and develop their business by creating high-quality products at affordable prices for consumers. This trend presents a significant opportunity for food businesses to expand their market reach and capture diverse consumer segments. By focusing on creating high-quality products that cater to the needs for convenience and affordability, companies can position themselves effectively across different socioeconomic groups. Additionally, adopting innovative marketing strategies and leveraging digital platforms can enhance brand visibility and attract a broader customer base (Syam et al., 2024). Businesses that successfully align their product offerings with these changing consumer demands are well-positioned to achieve sustained growth and establish a strong presence in the competitive food market.

One of the food industries that processes agricultural products using wheat and banana is the bread industry. The prospects of the bread industry in Makassar are quite promising. This is not separated from the growing popularity of bread among the public and supported by the increasing income of the community. Consuming bread is also considered to increase prestige at an affordable price. Bread is a practical food that does not require long preparation. In addition, bread is not easily perishable (lasting 2-3 days) and is easily obtained. The higher level of busyness of the community has led to a higher demand for bread (Saputra et al., 2022).

Based on an interview with one of the employees at the Department of Industry and Trade, it is clear that the development of bread is very potential lately and will continue to grow. Not all bread businesses can obtain a good market among consumers and obtain a large market share. To achieve this, the writer conducted research on one of the bread companies, CV. Roti Daeng (Mustamim et al., 2020). The research conducted on CV. Roti Daeng aims to identify the key factors contributing to the company's market success and potential areas for improvement. By analyzing various aspects of the company's operations, including product quality, marketing strategies, and consumer preferences, the study provides valuable insights into how CV. Roti Daeng can enhance its competitive edge and expand its market presence. The findings are expected to offer practical recommendations for optimizing business practices and capitalizing on the growing demand for bread in the region, ultimately supporting the company's long-term growth and sustainability in the competitive food industry.

CV. Roti Daeng must use the right actions to increase production and customer numbers by using the right strategies to face high competition to gain customers. Roti Daeng aims to increase sales volume and add customers by providing various product options to customers in making decisions to buy bread. The increase in sales of Roti Daeng's products is not separate from the marketing activities of those products. Moreover, there are many bread businesses in Makassar that offer different flavors at different prices.

If marketing strategy runs smoothly, then planning and implementation of concepts, pricing, promotion, and distribution can be achieved well (Alon et al., 2020). Therefore, the role of marketing strategy is very important because Roti Daeng's company needs to observe internal factors that are strengths and weaknesses of the company, which will greatly help in increasing marketing, as well as utilizing external factors such as opportunities that exist and avoiding or minimizing threats to the company. Marketing strategy is an effort to find a position for Roti Daeng's company to market its products that are profitable against competition.

The presence of competition from similar businesses will affect the acceptance of profit, which will ultimately affect the development of Roti Daeng's business. Seeing this condition, Roti Daeng's business must pay attention to aspects of marketing its products, because marketing is a determining factor for the volume of sales of its products, which means it will affect the company's profit. Roti Daeng must choose and set a marketing strategy that is closely related to its business path to achieve its goals.

The marketing activities of a company have several goals that are intended to be achieved, both short-term and long-term goals. In the short term, it is usually aimed at capturing

consumer hearts, especially for newly launched products. In the long term, it is done to maintain existing products so that they remain existing (Yunus, 2016).

Marketing strategy can be used as a tool in achieving business goals in winning competition. Therefore, the writer is interested in conducting research on "The Influence of Marketing Strategy and Product Innovation on Marketing Performance at Rumah Roti Business in Makassar (A Case Study on CV. Roti Daeng Makassar)". Proper marketing requires a proper strategy so that Roti Daeng's company can increase its bread sales, achieve profits, and develop its business.

2. METHOD

a. Population and Sample

The population is a general area that consists of objects/subjects that have certain qualities and characteristics determined by the researcher to study and then draw conclusions. In this research, the population is the customers of Rumah Roti Store, where the number of customers is unknown.

To accurately understand the behavior and preferences of the target market, the research focuses on gathering detailed data from the customers of Rumah Roti Store. Although the exact number of customers is not known, the study aims to capture a representative sample that reflects the broader customer base. By conducting surveys and collecting feedback from this sample, the research seeks to uncover insights into customer satisfaction, purchasing patterns, and factors influencing their choices.

The results of this research will be instrumental in shaping marketing strategies and improving the store's offerings. By analyzing customer preferences and behavior, Rumah Roti Store can tailor its product range, enhance service quality, and implement targeted promotional activities. This approach not only helps in meeting customer expectations but also in gaining a competitive advantage in the market, ensuring that the store remains relevant and appealing to its diverse clientele.

b. Research Variables

This research uses an explanatory research design. It uses primary data, namely questionnaire sampling. Accidental Sampling is a technique for determining samples based on chance, where customers who accidentally meet with the researcher can be used as samples, if they are considered suitable as data sources. The sample used consists of 31 customers at Rumah Roti Store in Makassar, specifically at Toddopuli 10.

Table 1. Operational Definition and Indicator

No	Definition of Variable	Indicator	Source
1	Marketing Strategy (X1)	1. Product 2. Price 3. Promotion 4. Place	(Jenifer et al., 2022)
2	Product Innovation (X2)	1. Product expansion 2. Product modification 3. New product	(Taan,2017)
3	Marketing Performance (Y)	1. Market growth 2. Sales growth	(Methasari, 2018)

Sources: Primary Data, 2024.

c. Data Analysis Method

Based on the purpose of this research, the study has met the classical assumption test, where in the model there is no multicollinearity, auto-correlation, heteroskedasticity, and normal distribution. Therefore, the data analysis method that will be used in this research is Multiple Linear Regression, t-test hypothesis testing and F-test, as well as Determination Coefficient.

3. RESULTS AND DISCUSSION

a. Research Results

From the SPSS results, it can be seen that all variables are valid and reliable. In the classical assumption test (multicollinearity, heteroskedasticity, and normality) tests, all variables meet the requirements, namely in the multiple linear regression test, there is no multicollinearity, heteroskedasticity test shows that there is no heteroskedasticity in the model, and normality test shows that the data is normally distributed, so the normality requirement is met.

Equation:

$$\text{Marketing Performance} = 0,948 + 0,013 X_1 + 0,000 X_2$$

From the equation, it can be analyzed as follows:

- 1) The constant term (a) = 0.948 indicates that if the variables of marketing strategy (X1) and product innovation (X2) affect Marketing Performance (Y) at Rumah Roti Store in Makassar, the value is 0.948 units.
- 2) The coefficient b1 (X1) = 0.013 indicates that the influence of the marketing strategy variable (X1) is positive on Marketing Performance (Y) and if the marketing strategy is increased by one unit, Marketing Performance will increase by 0.013.
- 3) The coefficient b2 (X2) = 0.000 indicates that the influence of the product innovation variable (X2) is positive on Marketing Performance (Y) and if product innovation is increased by one unit, Marketing Performance will increase by 0.000.

From the t-test results, it can be seen that:

- 1) Based on the table of t-test results for the Marketing Strategy variable, it is obtained that $t_{hitung} = 2.658$. Meanwhile, $t_{tabel} t(a/2; n-k-1) = t(0.025; 28) = 2.048$. $t_{hitung} (2.658) > t_{tabel} (2.048)$. The significance level = $0.013 < a = 0.05$. Based on this criteria, it can be concluded that at a significance level of 0.05, the Marketing Strategy variable has a significant influence on Marketing Performance.
- 2) Based on the table of t-test results for the Product Innovation variable, it is obtained that $t_{hitung} = 4.302$. Meanwhile, $t_{tabel} t(a/2; n-k-1) = t(0.025; 28) = 2.048$. $t_{hitung} (4.302) > t_{tabel} (2.048)$. The significance level = $0.000 < a = 0.05$. Based on this criteria, it can be concluded that at a significance level of 0.05, the Product Innovation variable has a significant influence on Marketing Performance.

From the F-test results, it can be seen that the significance level of the marketing strategy and product innovation variables is 0.000, which is less than 0.05 or $0.000 < 0.05$, so it can be concluded that the model is significant. The calculated F-value is 253.835, which is greater than the table F-value of 3.33, so it can be concluded that the F-test is accepted, which means that there is a simultaneous effect of marketing strategy and product innovation on marketing performance.

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.974 ^a	.948	.944	.71545

a. Predictors: (Constant), Product Innovation, Marketing Strategy

From the table above, the coefficient of determination (Adjusted R Square) is 0.948 or 94.8%. This indicates that the percentage of influence of marketing strategy and product innovation on the variable Marketing Performance is 94.8%, while the remaining 5.2% is explained by other variables not included in this study, such as product quality and entrepreneurial orientation

b. Discussion

1) Effect of Marketing Strategy on Marketing Performance

The research results show that the marketing strategy variable has a significant effect on Marketing Performance. This is shown by the largest regression coefficient value of 0.013. Meanwhile, for the t-value (2.658) > table t (2.048) and sign (0.013) > sign a (0.05), so hypothesis 1 that marketing strategy has a significant effect on marketing performance is accepted.

In this study, hypothesis 1 that marketing strategy has an effect on Marketing Performance can be accepted because the t-value is greater than the table t-value. This indicates that marketing strategy has a significant effect on marketing performance. Because Rumah Roti Store produces strategies that are quite supporting or quite good in marketing strategy, such as starting from product, price, promotion, to place/location, so customers can reach the strategies implemented by Rumah Roti.

This research result also supports Wachjuni's research (2014) which states that market orientation has a significant relationship with marketing performance titled "The Influence of Market Orientation, Product Innovation, and Service Quality on Marketing Performance in Achieving Competitive Advantage". In Wachjuni's journal (2014), it states that this study also supports Olivares and Lado's research (2003) which reveals that market orientation can have a positive effect on marketing performance based on the utilization of information in the organization and market selection in order to achieve customer satisfaction and represents a strategy. In various other studies, it has also been revealed that there is a positive relationship between market orientation and business performance.

The alignment of this research with Wachjuni's study highlights the critical role of market orientation in enhancing marketing performance. By emphasizing the importance of understanding and responding to customer needs, businesses can effectively leverage market insights to drive innovation and improve service quality. This approach not only contributes to achieving competitive advantage but also ensures that marketing strategies are well-informed and tailored to meet consumer expectations.

Furthermore, the confirmation of Olivares and Lado's findings reinforces the notion that market orientation is a key determinant of marketing success. The positive effects observed in their research underscore the value of utilizing organizational information and strategic market selection to boost customer satisfaction. These insights collectively suggest that maintaining a

strong market orientation is essential for businesses aiming to enhance their performance and sustain growth in a competitive landscape.

2) Effect of Product Innovation on Marketing Performance

The research results show that the product innovation variable has a significant effect on Marketing Performance. This is shown by the largest regression coefficient value of 0.000. Meanwhile, for the t-value (4.302) > table t (2.048) and sign (0.000) > sign a (0.05), so hypothesis 1 that product innovation has a significant effect on marketing performance is accepted.

In this study, hypothesis 2 that product innovation has an effect on Marketing Performance can be accepted because the t-value is greater than the table t-value. This indicates that product innovation has a significant effect on marketing performance. Because Rumah Roti Store produces innovations that are quite supportive or good in creativity, such as the shape and packaging of the bread sold, which impresses customers, so customers are quite interested in buying bread at the store.

According to Methasari et al.'s journal (2018), the result of testing the hypothesis shows that Product Innovation has a significant effect on Marketing Performance. The significant effect of Product Innovation is caused by UKM being sensitive to changes that are in line with customer expectations, so UKM in Madiun actively conducts innovations in its products to increase quality and quantity. This is done to meet market needs, as well as to restore a positive image or evaluation in customers' minds.

The findings from Methasari et al. (2018) underscore the importance of product innovation in driving marketing performance, particularly within small and medium-sized enterprises (SMEs). By staying attuned to customer expectations and actively pursuing product improvements, SMEs can enhance their competitive edge and better align with market demands. This proactive approach not only boosts product quality and variety but also helps in maintaining a favorable brand image among consumers.

Additionally, the focus on innovation allows SMEs to adapt to changing market conditions and consumer preferences more effectively. Implementing new features or developing novel products can differentiate a business from its competitors and attract a broader customer base. As SMEs in Madiun demonstrate, continual product innovation is crucial for sustaining growth and achieving long-term success, as it directly impacts the company's ability to meet customer needs and reinforce its market position.

3) Effect of Marketing Strategy and Product Innovation on Marketing Performance

The results of testing the hypothesis show that marketing strategy and Product Innovation, together, have a positive and significant effect on Marketing Performance. This is proven by the F-test, which obtained a calculated F-value (253.835) > table F-value (3.33) with a significance level of $0.000 < 0.05$, so the hypothesis that marketing strategy and Product Innovation have a significant effect on Marketing Performance is accepted.

According to the journal by Wachjuni (2014), it states that marketing strategy and product innovation have a positive effect on marketing performance. In the development of marketing performance, it is indeed necessary to have important variables that make this research result significant. The strategy is indeed needed and required by Rumah Roti Store to see how far it can spread its products with the goal of meeting customer needs. With the presence of marketing strategy that is accessible and can be done by marketers, it is supported by product innovation at the store, which is innovation done by Rumah Roti Store, such as in

packaging and shape of bread sold to attract customers and to overcome customer dissatisfaction.

Wachjuni's (2014) findings emphasize that both marketing strategy and product innovation are pivotal in enhancing marketing performance. For Rumah Roti Store, developing and implementing an effective marketing strategy is essential for expanding its market reach and meeting customer demands. A well-defined strategy helps in identifying target markets, positioning products effectively, and optimizing promotional efforts to drive sales and build brand loyalty.

Incorporating product innovation into the marketing strategy further strengthens the store's competitive position. By focusing on creative packaging and diverse bread shapes, Rumah Roti Store can differentiate itself from competitors and attract a wider audience. These innovations not only enhance the visual appeal of the products but also address customer preferences for variety and convenience, thereby increasing overall customer satisfaction.

Additionally, continuous evaluation and refinement of both marketing strategies and product innovations are crucial for maintaining relevance in a dynamic market. Regularly gathering feedback from customers and monitoring market trends allows Rumah Roti Store to make informed decisions and adapt its approach as needed. This iterative process ensures that the store remains responsive to changing consumer needs and can sustain long-term growth and success.

4. CONCLUSIONS AND SUGGESTION

a. Conclusions

The research findings support the initial hypothesis that both marketing strategy and product innovation significantly impact marketing performance. The analysis indicates that marketing strategy positively influences marketing performance, demonstrating its crucial role in enhancing business outcomes. This is evidenced by the significant statistical results, confirming that a well-executed marketing strategy can drive improvements in performance.

Similarly, product innovation is shown to have a substantial effect on marketing performance. The results affirm that introducing new and creative product features can significantly boost performance, highlighting the importance of ongoing innovation in meeting customer expectations and staying competitive.

Furthermore, when considering both marketing strategy and product innovation together, their combined effect on marketing performance is notably positive. This conclusion is supported by comprehensive testing, which reveals that integrating these elements can lead to a substantial enhancement in overall marketing effectiveness. This research underscores the value of aligning strategic marketing efforts with continuous product innovation to achieve significant improvements in marketing performance.

b. Suggestion

Based on the conclusion above, the research results show that marketing strategy has a dominant effect on the dependent variable of marketing performance, therefore, industry stakeholders should pay more attention to their marketing strategy system to reach more customers. Similarly, product innovation should pay more attention to innovation in its products to make customers more interested in buying the products produced. This can be done by innovating packaging or creating new models of products produced. It is expected that Rumah

Roti Store will continue to cooperate with customers to maintain increasing marketing performance because customer needs and desires are met, and industry stakeholders should also maintain competitive orientation to face competitor companies to support business activities in maximizing achievement of set goals. To make Rumah Roti Well Done able to compete with other bread companies, it is recommended to continue improving service quality, both in terms of tangible, responsiveness, reliability, warranty, and empathy, as well as creating innovations to make Rumah Roti Well Done more attractive to customers. Based on the research results, it is hoped that future researchers will use other variables that affect marketing performance so that the research can develop further.

REFERENCES

- Alon, I., Jaffe, E., Prange, C., & Vianelli, D. (2020). *Global marketing: strategy, practice, and cases*. Routledge.
- Amin, M., Sudarwati, S., & Maryam, S. (2019). Analisis Pengaruh Inovasi Produk, Orientasi Pasar, Keunggulan Bersaing Terhadap Kinerja Pemasaran Di Sentra Industri Mebel Desa Sembungan. *Jurnal Ilmiah Edunomika*, 3(02).
- Assauri, S. (2015). *Manajemen Pemasaran*. (p. 460). PT Raja Grafindo Persada.
- Darma, D. A., Abdussamad, Z. K., & Rahman, E. (2022). Pengaruh Strategi Inovasi Produk Dan Pemasaran Media Sosial Terhadap Keunggulan Bersaing Pada UMK Kuliner Di Kota Gorontalo. *JAMBURA: Jurnal Ilmiah Manajemen Dan Bisnis*, 5(1), 238–250.
- Haryono, T. dan S. M. (2017). Pengaruh Market Orientation, Inovasi Produk, dan Kualitas Produk Terhadap Kinerja Bisnis Dalam Menciptakan Keunggulan Bersaing. *Jurnal Bisnis Dan Manajemen Fakultas Ekonomi Dan Bisnis UNS.*, 17 No.2, 51–68.
- Isma, A., Hidayatullah, A., Winarno, A., & Hermawan, A. (2020). Marketing Strategy for Welding Workshops in the New Normal Era after the Covid-19 Pandemic. *Pinisi Business Administration Review*, 2(2), 123-134.
- Karinda, M. V. A., Mananeke, L., & Roring, F. (2018). Pengaruh Strategi Pemasaran dan Inovasi Produk Terhadap Kinerja Pemasaran Produk Indihome PT.Telkom Area Tomohon. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 6(3), 1568–1577.
- Malshe, A., Friend, S. B., Al-Khatib, J., Al-Habib, M. I., & Al-Torkistani, H. M. (2017). Strategic and operational alignment of sales-marketing interfaces: Dual paths within an SME configuration. *Industrial marketing management*, 66, 145-158.
- Methasari, M., Kurniawan, G., & Sidik, A. R. (2018). Analisis Orientasi Pasar, Inovasi Dan Kreativitas Terhadap Kinerja Pemasaran Pada Umkm Di Kabupaten Madiun. *Dinamika Governance: Jurnal Ilmu Administrasi Negara*, 8(2).
- Mustamim, M., Ula, L. F., & Widyastutik, L. (2020). Inovasi dan strategi pemasaran produk industri kecil di era new normal. *Jumat Ekonomi: Jurnal Pengabdian Masyarakat*, 1(1), 20–22.
- Nizam, M. F., Mufidah, E., & Fibriyani, V. (2020). Pengaruh Orientasi Kewirausahaan Inovasi Produk Dan Keunggulan Bersaing Terhadap Pemasaran Umkm. *Jurnal EMA*, 5(2), 100–109.
- Puspitasari, R. H. U. (2015). Orientasi Pasar Dan Inovasi Produk Sebagai Strategi Untuk Meningkatkan Kinerja Pemasaran Perusahaan Mebel Jepara. *Jurnal Fakultas Ekonomi Universitas Muria Kudus*.
- Saputra, M., Sari, N., Rafiq, M., & Rahmawati, L. (2022). Pelatihan Inovasi Produk serta Strategi Pemasaran pada UMKM Bubuk Jahe di Masa Pandemi Covid 19. *To Maega: Jurnal Pengabdian Masyarakat*, 5(1), 142–149.

-
- Syam, A., Raflianto, R., & Isma, A. (2024). Strategy for Implementing Digital Marketing (Case Study of a Coconut Fruit Expedition Business in Makassar City). *Journal of Applied Business, Taxation and Economics Research*, 3(4), 431-437.
- Utami, E. Y., Asfo, N. S., Kurniawan, R., & Isma, A. (2023). Contribution of Marketing Mix and its Impact on Purchasing Decisions of Siantano Furniture Products. *Fundamental and Applied Management Journal*, 1(2), 48-60.
- Wulandari, A. (2012). Pengaruh orientasi pelanggan, orientasi pesaing dan Inovasi produk terhadap kinerja pemasaran. *Management Analysis Journal*, 1(2).
- Yunus, E. (2016). *Manajemen strategis*. Penerbit Andi.