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Market Performance measurement through Market Sensing Capability and Market Orientation mediated by Innovation (A study on Samarinda MSMEs Food and Beverage Products)

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ABSTRAK

Permasalahan yang kerap dihadapi oleh pelaku UMKM merupakan pada pengelolaan sumber daya. Pengelolaan sumber daya yang kurang berdampak pada Kinerja Pasar UMKM. Untuk meningkatkan Kinerja Pasar dan membantu keunggulan kompetitif dalam persaingan menghadapi kompetisi, diperlukan strategi yang efektif. Penelitian ini bertujuan untuk menganalisis pengaruh Market Sensing Capability dan Market Orientation terhadap Inovasi dan pengaruh Inovasi terhadap Market Performance. Penelitian ini menggunakan teori RBT dan teori KBV. Penelitian ini menggunakan penelitian kuantitatif dengan tipe analisis data analisis data menggunakan software Smart PLS. Responden penelitian merupakan UMKM Samarinda Produk makanan dan minuman. Hasil penelitian menunjukkan bahwa semakin baik Market Sensing Capability dan Market Orientation yang diterapkan akan merangsang Inovasi dan Inovasi yang baik akan meningkatkan Market Performance. Market Sensing Capability yang baik berdampak baik terhadap Kinerja Pasar, namun Market Orientation yang buruk menyebabkan penurunan Market Performance. Market Sensing Capability yang rendah tidak dapat merangsang Inovasi sehingga terjadi penurunan Market Performance namun Market Orientation yang baik akan meningkatkan Inovasi dan Market Performance.

Kata Kunci: Market Sensing Capability, Market Orientation, Innovation, Market Performance

ABSTRACT

Problems often faced by MSME actors refers to resource management. Poor resource management affect MSMEs Market Performance. To improve Market Performance and lead competitive advantages in competition against competitors, effective strategies are required. This study aims to examine the effect of Market Sensing Capability and Market Orientation on Innovation and effect of Innovation on Market Performance then examine the effect of Market Sensing Capability and Market Orientation on Market Performance and how Innovation mediates the relationship between Market Sensing Capability and Market Orientation on Market Performance. This research uses RBT theory and KBV theory. Quantitative research with associative type is used in this study and data analysis using Smart PLS software. Respondents were Samarinda MSMEs food and beverage products. The results showed that the better the Market Sensing Capability and Market Orientation are implemented stimulate Innovation and good Innovation improve Market Performance. Market sensing capability cause good impact on Market Performance but poor Market Orientation cause decrease on Market Performance. Low Market Sensing Capability cannot stimulate Innovation therefore Market Performance also decrease but the better Market Orientation will increase Innovation and Market Performance.

Keywords: Market Sensing Capability, Market Orientation, Innovation, Market Performance