

Strategy of Creating Competitive Advantage Through Product Innovation and Social Media in Improving Marketing Performance of Batik Sme's

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Abstract. *This study aims to determine the effect of product innovation and social media on marketing performance in Batik MSMEs moderated by competitive advantage. This study uses an explanatory method with a quantitative approach. This study used a sample of 114 Batik MSMEs located in Central Java, including Semarang City, Solo City, Pekalongan City and Rembang Regency, which are quite rapidly developing batik clusters. Samples were taken specifically that met the criteria of operating for at least two years, having a social media account and acting as craftsmen and sellers. The data processed in this study were secondary data and primary data. Primary data was obtained by means of face-to-face interviews directly with Batik MSME owners and the use of Google forms distributed via WhatsApp to distribute questionnaires. While secondary data was obtained from the Cooperatives and MSMEs Office of Central Java Province. Furthermore, the data obtained was analyzed using SPSS 18 software. The results of this study indicate that Product Innovation has a significant positive effect on Competitive Advantage, social media has a significant positive effect on Competitive Advantage, Competitive Advantage has a significant positive effect on Marketing Performance. With the conclusion that product innovation has a greater influence on marketing performance through the competitive advantage moderation channel compared to the direct channel.*

Keywords: *Product Innovation; Competitive Advantage; Marketing Performance.; Social Media; UMKM*

1. Introduction

Currently, the global economy, including Indonesia, is experiencing uncertainty and heading towards an economic recession due to the Covid-19 pandemic. Several countries such as the US, Japan, South Korea, the European Union, Hong Kong, and Singapore experienced negative economic growth in the first and second quarters of 2020. This pandemic condition has caused a domino effect from health to social and economic problems, including business

actors. The Central Statistics Agency has recorded that Indonesia's economic growth rate in the first quarter (January-March) of 2020 only grew by 2.97%. This figure slowed down from 4.97% in the fourth quarter of 2019 (cnnindonesia.com, August 5, 2020).

Aknolt Kristian Pakpahan (2020) stated that there are three implications for Indonesia related to the COVID-19 pandemic, namely the tourism, trade, and investment sectors. According to Yusuf Imam Santosa (2020), a study conducted by the Ministry of Finance showed that the COVID-19 pandemic had negative implications for the domestic economy, such as decreased consumption and purchasing power, decreased company performance, threats to the banking and financial sectors, and the existence of MSMEs. As many as 86.2 percent of micro and small businesses in Central Java experienced a decrease in income and faced obstacles due to decreased demand and financial difficulties related to operations and employment (Kompas.com - 12/02/2020).

The Central Java Statistics Agency noted that after growing slightly by 2.6 percent (yoy) in the first quarter of 2020, the Central Java economy contracted by 5.94 percent in the second quarter of 2020. Around 20 percent of business actors in Central Java estimated that they could survive for a maximum of 3 months. Around 80.20 percent of MSEs and 80.50 percent of UMBs faced obstacles due to falling demand because customers were affected by Covid-19. Micro-enterprises were the businesses that experienced the greatest decline. Micro-scale companies stated that their income had decreased by 67.9 percent.

In the transition period of implementing the new normal, the use of the internet and Information Technology (IT) has become one way for business actors to maintain business continuity and increase their income. The social restriction policy has limited the marketing methods that were previously conventional, so that online marketing facilities have become a fairly promising solution. Companies in urban areas are more likely to market online than companies in district areas, both those that started before the pandemic and those that have just started.

Innovation is the introduction of something new as a form of success. In the business world, innovation can also be used as a strategy to achieve competitive advantage. Innovation can also encourage the skills and knowledge needed to effectively realize, master and improve existing technology, and to create something new (Ofori, Daniel, 2015).

There are several literatures that show the influence of innovation on marketing performance such as research conducted by Voss GB and Voss, ZG (2000) and Molina C et al (2011). The study stated that innovation has a positive influence on marketing performance. Another study by Rhee J et al (2010) also showed that innovation renewal is a source of marketing success. However, another study by Cheng CF (2013) concluded that product excellence does not have a significant influence on marketing performance. Furthermore, García-Villaverde PM (2013) stated that innovation does not have a significant effect on company performance. Other studies conducted show a lack of evidence that innovation in one period has a positive influence on company performance in the following period (Liao S

and Cheng C, 2014). The different results from various studies on the influence of innovation on marketing performance offer a research gap on the inability of product innovation to enrich product excellence and marketing performance.

In the last two decades, the development of the internet has played a significant role in business performance (Kim, Li, & Brymer, 2016). The popularity and enormous use of social media facilitate online learning and information sharing (Hur, Kim, Karatepe, & Lee, 2017). Social media allows users, without the need for physical presence, to communicate and produce content (Zhang, Guo, Hu, & Liu, 2017). According to Tajvidi and Karami (2017), the use of social media has a positive influence and impact on MSME businesses.

The achievement of an organization is the highest achievement in an organization's performance (Kohansal & Vazifeshenas 2013). Good business performance ultimately produces some work that is enjoyed and then produces competitive advantage for the company. The competitive advantage that has been achieved should be maintained, therefore a business must continue to be consistent in maintaining its superiority (Russell & Millar 2014). A study conducted by Rahmi and Eldes (2019) states that competitive advantage has a positive impact on company performance.

Based on some of the findings above, there is a relationship between innovation, social media and marketing performance. In this study, a moderating variable is added, namely competitive advantage to improve marketing performance. Thus, the research to be conducted will be an interesting finding to be studied further.

2. Research Methods

This study uses quantitative methods. In this study, the researcher uses a quantitative descriptive analysis approach with explanatory research. Explanatory research is a study that explains the relationship between variables X and Y. According to (Singarimbun and Effendi, 1995) explanatory research is a study that explains the relationship between research variables and testing hypotheses that have been formulated previously.

3. Results and Discussion

The respondents of this study were batik craftsmen in Central Java Province spread across Semarang City, Pekalongan City, Solo City, Rembang Regency with the criteria of having a social media account, having been operating for at least 2 years, acting as craftsmen and sellers as many as 114 respondents. This study was conducted by providing questionnaires directly (interview method) and indirectly (google form) to Batik UMKM owners and took approximately two months until all questionnaires were collected by 100 percent.

The questionnaire was given to 170 batik UMKM craftsmen, with a return rate of above 80 percent. The results of the questionnaire that met the criteria were 114, which could then be tested and analyzed, while those that did not meet the criteria were 23 so they needed

to be eliminated because they did not meet the requirements. The return rate of the questionnaire that could be further processed will be presented in Table

Table Primary Data Collection Results

Criteria	Amount	Percentage
The questionnaire was distributed	170	100%
Number of unreturned questionnaires	33	19.41%
Number of Questionnaires returned	137	80.58%
Number of Questionnaires that do not meet the criteria	23	16.78%
Number of questionnaires that meet the criteria	114	83.21%

This analysis aims to obtain data on the demographic characteristics of research respondents, including age, gender, education level, company age and type of batik business. The description obtained regarding each demographic characteristic of research respondents is explained in detail below.

Respondent Description Based on Age

Respondent characteristic data based on age can be seen in Table 4.2 below:

Table Respondents' Age

Age	Amount	Frequency (%)
< 25 years	6	5.26%
25 - 35 years	21	18.42%
36 - 45 years	31	27.19%
> 45 years	56	49.12%
Amount	114	100%

Source: Processed primary data, 2021

Based on table it can be shown that out of 114 respondents, the majority were respondents aged > 45 years, which was 49.12%. Furthermore, respondents aged 36-45 years were the second largest at 27.19%. So, in general, respondents of Batik MSMEs are classified as productive age because at that age they have good experience and high enthusiasm to continue to improve their sales performance.

Respondent Description Based on Gender

Respondent characteristic data based on gender can be seen in Table below:

Table Respondents' Gender

Gender	Amount	Frequency (%)
Man	38	33.33%
Woman	76	66.67%
Amount	114	100.00%

Source: Processed primary data, 2021

Based on table shows that out of 114 respondents, based on gender, the respondents are female, which is 76 or 66.67%, while the male gender is 38 or 33.33%. Based on the results

of this study, it can be concluded that the most respondents are women because women have flexibility in offering products and have more time for business in Batik UMKM.

Respondent Description Based on Education Level

Data on respondent characteristics based on education can be seen in Table below:

Based on table the level of education taken by the respondents shows that most of the Batik MSME actors have a final education of S1/S2, which is 39.47%. From the education taken by most respondents, it shows that the respondents' level of education can be known, because Batik products can enter all circles and Batik products also have a middle to upper market share so that with a high level of education it can improve the performance of Batik MSMEs.

Data Analysis Results

Variable Description Analysis

To conduct a descriptive analysis of the variables, weighting is carried out using the scoring criteria for each indicator as follows (Ferdinand, 2006):

Number of classes = $k = 3$ which includes low, medium and high.

Maximum Score Value = Score 5

Minimum Score Value = Score 1

$$\text{Interval} = i = \frac{\text{Nilai Maksimal} - \text{Nilai Minimal}}{k} = \frac{5 - 1}{3}$$

Weight Category:

1 - 2.33: Low

2.34 – 3.67: Moderate

3.68 – 5.01: High

Product Innovation Variable Analysis

In order to reveal respondents' responses regarding the Product Innovation variable in Batik MSMEs, this study used 4 statements taken from the indicators, namely: Cultural Innovation and Technical Innovation.

Based on Table the responses to the product innovation variable indicator from the calculation of the questionnaire results for the product innovation variable indicator show a figure of 4.42, which shows that most respondents consider that product innovation in the Batik MSME is in the good category. The highest indicator of the product innovation variable is the technical innovation indicator with a score of the first questionnaire statement of 4.50 and the second statement of 4.39 so that the value index is 4.45. The lowest indicator is the

cultural innovation indicator with a score of the first questionnaire statement of 4.28 and the second statement of 4.29 so that the value index is 4.29. These results show that the respondents' perceptions of the indicators in the product innovation variable are in high condition. This condition shows that the batik MSME always innovates by integrating cultural elements in motifs and technical innovation in the manufacturing process.

Social Media Variable Analysis

In order to reveal respondents' responses regarding the Social Media variable in Batik UMKM, this study used 4 statements taken from the indicators, namely: Participation, Openness and Connectedness.

Based on Table, the responses to the Social Media variable indicator from the calculation of the questionnaire answer results for the Social Media variable indicator show a figure of 4.21, which indicates that the respondent's perception of the Social Media indicator is in a high condition. The highest indicator of the social media variable is the connectedness indicator with a score of 4.61. These results indicate that the Batik MSME maintains bounding with its consumers very well so that a good attachment with consumers arises. The lowest indicator is the Participation indicator with a score of the first questionnaire statement of 3.96 and the second statement of 4.17 so that the index value is 4.06. These results indicate that the use of social media in managing MSMEs is quite good, as evidenced by the fairly good participation rate on social media.

Competitive Advantage Variable Analysis

In order to reveal respondents' responses regarding the Competitive Advantage variable in Batik MSMEs, this study used 4 statements taken from the indicators, namely: product uniqueness, not easily imitated and competitive prices.

Based on Table the responses to the competitive advantage variable indicator from the calculation of the questionnaire answer results for the competitive advantage variable indicator show a figure of 4.27, this result indicates that respondents consider the Batik MSME to have a good competitive advantage. The lowest indicator is the indicator that is not easily imitated with a score of the first questionnaire statement of 4.04 and the second statement of 4.33 so that the value index is 4.20. This result indicates that the respondents' perception of the indicator is not easily imitated in high conditions. This shows that this Batik MSME has a high value, as evidenced by the fact that this Batik MSME product is a non-immitable / difficult to imitate product. The highest result is the product uniqueness indicator which has an index of 4.43, which indicates that the respondents' perception of the uniqueness of the product is in the high category.

Marketing Performance Variable Analysis

In order to reveal respondents' responses regarding the Marketing Performance variable in Batik UMKM, this study used 4 statements taken from the indicators, namely: Sales growth, Customer growth and Profit growth.

Based on Tabl the responses to the marketing performance variable indicators from the calculation of the questionnaire results for the marketing performance variable indicators show a figure of 4.08, which shows that most respondents consider marketing performance to be in the high category. The highest indicator of the marketing performance variable is the profit growth indicator with a score of 4.12, which shows that this Batik MSME has a significant increase in profit growth. The lowest indicator is the Sales Growth indicator with a score of the first questionnaire statement of 4.08 and the second statement of 4.04 so that the index value is 4.06. These results show that the sales growth of this Batik MSME shows an increasing graph/trend due to the use of social media and product innovation.

Test of Instrument Validity and Reliability

Validity Test

Validity test is used to measure whether a questionnaire is valid or not. Validity test can be known by looking at the KMO Test (Ghozali, 2013).

Reliability Test

Reliability is a tool to measure a questionnaire which is a measurement tool for constructs or variables. A questionnaire is said to be reliable if a person's answer to the statement is consistent or stable over time (Ghozali, 2011). Reliability testing is the level of stability of a measuring instrument in measuring a symptom/event. The higher the reliability of a measuring instrument, the more stable the measuring instrument is. A construct is said to be reliable if it provides a Cronbach Alpha value > 0.60 (Ghozali, 2005).

Table Reliability Test Results

Variables	Cronbach Alpha	Status
Product Innovation	0.836	Reliable
Social Media	0.777	Reliable
Competitive Advantage	0.842	Reliable
Marketing Performance	0.908	Reliable

Source: Processed primary data, 2021

The Influence of Product Innovation on Competitive Advantage

Product Innovation has a significant effect on Competitive Advantage. These results indicate that the better the product innovation based on culture, the more it will increase the uniqueness of the product and make the product not easily imitated. The better the product innovation that uses process innovation will further increase the competitive advantage of the product.

The results of this study support the results of research conducted by Nurrachman (2020) Product Quality and Service Quality have a significant effect on Competitive Advantage both partially and simultaneously. These results are supported by the results of Noviani's research (2020) which states that product innovation individually has a positive and significant effect on competitive advantage. Haloho et.al (2020) stated that product innovation has a significant positive effect on competitive advantage.

The Influence of Social Media on Competitive Advantage

The results of the third hypothesis test show that Social Media has a positive and significant effect on Competitive Advantage. These results indicate that the better the participation of MSMEs in using social media in marketing their products, the more it will increase the transparency and uniqueness of the product. This happens because in using social media, producers will get direct feedback from consumers regarding their products so that it will be very useful to increase the uniqueness of their products by adjusting to increasing demand and trends in the market. The better the openness in social media, the more difficult it will be for the product to be imitated. This happens because the public as consumers are already familiar with this MSME Batik product which has its own characteristics and identity. So that openness on the internet will further embed the image of the MSME Batik product.

These results support the research results of Wardhana (2015) which show that digital marketing strategies have implications for the competitive advantage of SMEs in marketing their products. Pranaka (2015) stated that there are several variables that influence competitive advantage, one of which is social media which significantly influences competitive advantage at Guten Inc. Haloho et.al (2020) stated that social media marketing has a significant positive effect on competitive advantage.

The Influence of Product Innovation on Marketing Performance

The results of data analysis using SPSS software show that Product Innovation has a significant influence on Marketing Performance. The better the product innovation carried out, the better the competitive advantage. These results indicate that innovation carried out by harmonizing cultural values with the best processes will increase sales growth, customer growth and profit growth.

These results support the research results of Ningrum et.al (2020) which states that product innovation, competitive advantage, and marketing strategy have a positive effect on marketing performance. Zuliasanti et.al (2020) stated that by innovating products, customers will be interested in buying more unique products with good quality, so that innovation can improve the company's marketing performance. The results of Amrulloh's research (2020) show that product innovation has a positive and significant effect on marketing performance, both partially and simultaneously.

The Influence of Social Media on Marketing Performance

The results of this study indicate that social media has a significant effect on marketing performance. These results indicate that the better the Batik MSME business actors in Semarang City, Pekalongan City, Solo City and Rembang Regency in participating in social media, the better the sales growth will be. Social media is a very potential media in communicating products to the market, so that the use of social media will reach a wider market, reaching more consumers, so that it will increase product sales growth. The higher the openness of Batik MSME business actors in Semarang City, Pekalongan City, Solo City and Rembang Regency in communicating their products on social media, the higher the customer growth will be. This result is because the more consumers have good knowledge of the products to be purchased, the higher the consumer's purchasing intention to purchase the product. So the better the openness of the product, the more it will increase customer growth. The better the connection with consumers through social media, the higher the profit growth, these results indicate that the more Batik MSMEs in Semarang, Pekalongan Solo and Rembang have bonding with their consumers through social media, the more buyer demand will be, so that profit growth will increase.

Marketing through the use of social media has a positive effect on marketing performance. Therefore, it is concluded that social media is a very effective medium for developing a business. The higher the ability of MSME business actors to market their products through social media, the higher their marketing performance will be (Suparnoh et.al 2021). Research by Purwantini & Anisa, (2018) states that the use of social media for MSMEs has a positive effect on MSME performance, namely customer service performance, sales, marketing and internal operations. Prihadi, D., & Mulyana (2021) state that promotion on social media has a significant effect on marketing performance and the ability of e-commerce and promotion on social media simultaneously has a significant effect on marketing performance.

The Influence of Competitive Advantage on Marketing Performance

Competitive Advantage has a significant impact on Marketing Performance. The more unique a product is, the higher the sales growth will be. Consumers always like something unique, private and not common, so the more unique a product is, the higher the sales growth will be. The more difficult a product is to imitate, the higher the customer growth will be. Products that are difficult to imitate will bind consumers more because they will not find similar products anywhere else. The better the price, the better the profit growth will be. Consumers will determine purchases by considering the price of the product.

The results of this study indicate that competitive advantage has a significant effect on marketing performance Arbawa & Wardoyo (2018). Nofrizal et.al, (2021) stated that competitive advantage indicated by product uniqueness, product quality and competitive prices have an effect on marketing performance. The effect of simultaneous competitive advantage on marketing performance in Pekanbaru Rattan Craftsmen SMEs.

4. Conclusion

This research aims to describe and analyze the influence of product innovation and social media on competitive advantage and its impact on marketing performance. Based on the results of the analysis of the results, this research shows that: 1. Product Innovation has a significant positive effect on the Competitive Advantage of Batik MSMEs in Semarang, Solo, Pekalongan and Rembang. So the better the product innovation carried out by the company, the higher the competitive advantage value will be. 2. Social media has a significant positive effect on the Competitive Advantage of Batik MSMEs in Semarang, Solo, Pekalongan and Rembang. So the better the use of social media is implemented, the higher the competitive advantage value will be. 3. Competitive advantage has a significant positive effect on the marketing performance of Batik MSMEs in Semarang, Solo, Pekalongan and Rembang. So the higher the company's competitive advantage, the better the marketing performance. 4. Product innovation has a greater influence on marketing performance through the moderation path of competitive advantage compared to the direct path. 5. Social media has a greater influence on marketing performance using the direct route compared to the moderation route of competitive advantage.

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