



**THE ROLE OF MARKETING PERFORMANCE AND
PRODUCT INNOVATION ON COMPETITIVE
ADVANTAGE IN KLAMBIR V VILLAGE, DELI
SERDANG REGENCY**

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ABSTRACT

This research was conducted in the village of Klambir V Kebun, Deli Serdang district, in this study using quantitative methods, with research methods using primary and secondary data. The calculated t value of marketing performance is $0.722 > 1.316$ ($n-k$ $30-4 = 26$ at $0.05/ 5\%$) and significant $0.477 > 0.05$, so H_a is accepted and H_o is rejected, then marketing performance has no effect and is not positive and not significant on competitive advantage, the calculated t value of marketing performance is $0.252 > 1.316$ ($n-k$ $30-4 = 26$ at $0.05/ 5\%$) and significant $0.803 > 0.05$, so H_a is accepted and H_o is rejected, so product innovation has no effect and is not positive and not significant to competitive advantage. This means that in the village of Klambir V the products that are there cannot be considered as an advantage, but there is still a lack of processing, both in terms of innovation or the form of a product, which cannot be considered as an advantage in the village of Klambir v.

Keywords: Marketing Performance, Product Innovation And Competitive Advantage

INTRODUCTION

The world of marketing is the world in promoting a product or service, marketing itself is an activity promotions the product or service they have. When running promotions, they target people who match the product they are selling. Usually celebrities, socialites, or popular people are also involved in promoting these products. Marketing It also means creating attractive packaging and advertising designs to attract a lot of people's attention. In the village of Klambir V, which is located in the Deli Serdang area, which is very strong with the mutual cooperation of the residents. Many residents sell or market their wares on the side of the road. Their selling activities while attracting customers or buyers to buy the products they have, in this village especially the women also play an important role in colonizing their wares, some sell pecal, noodle soup , chicken penyet or

there are also those who rent party equipment or sound systems for weddings or other events.

Of the many businesses that exist in the village of Klambir V, it is still relatively low, because they sell only to local residents, and it is very rare for people from outside the area to come specifically to taste the special food from that area. This is where their lack of marketing performance to promote to other regions. The marketer's performance is very precise in promoting the area as according to the theories of Danang Sunyoto (2013: 11) Marketing is a comprehensive system of sales activities for planning, pricing and selling purposes. achieve business goals by promoting and selling products. With the existence of product marketing services, we will sell them very easily, especially with the media which is now very helpful for us in selling the products we have.

The village of Klambir V has a lot of food craftsmen such as making Eid cakes, cakes for weddings or other thanksgiving events. But the main problem that researchers always see is that there is still a lack of innovation from these products. In making processed products, innovation is very important. With innovation or a different model, this is where the attractiveness of a product is. Kotler and Armstrong (2012) state that packaging is a part of how marketing in packaging will involve design and production systems, the function of packaging as product protection so that the quality of our product packaging will be maintained.

Excellence in the product is also a value in the eyes of the customer how a customer will buy a product based on the advantages of our product. In the village of Klambir v there are very many traders, and sometimes most of their merchandise is what we trade too, for example if we trade in ayam penyet and they also trade in such things this is what becomes our phenomenon for trading in the village of Klambir v we often see what is happening our merchandise will soon be followed by other traders. This is where we will increase our competitiveness to other traders, one of which is packaging and innovation. Competitiveness is also often misused, sometimes with our efforts being better than them it will lead to fraud, while we have to think positively of the products we sell, both in terms of taste, price, innovation and packaging and their selling services. This is what they sometimes forget in terms of marketing our superior products

METHOD

This research was conducted in the village of Klambir V Kebun, Deli Serdang Regency, when the research was carried out from November 2022 to December 2022 after the announcement of an internal grant at the Pancabudi Development University. This study uses quantitative methods, with research methods using primary and secondary data. In scientific studies, the scope of research has a definition as a method of limiting the problem and also the knowledge to be studied. If it is related to the process of making a research, the scope means the subject limits that we will examine. The analytical model used in this study is the multiple linear regression model, according to Sugiyono (2014: 277) that multiple linear regression analysis predicts how the condition (rising and falling) of the dependent variable (criterion), if two or more independent variables as predator



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variables are manipulated (raised lower the value). The multiple linear regression analysis model is useful for knowing the regression coefficient and its significance so that it can be used to answer the hypothesis.

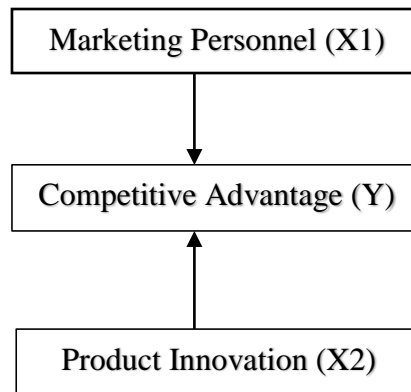


Figure 1.1 Conceptual Framework

RESULT AND DISCUSSION

Marketing performance is a measure of achievement obtained from the overall marketing process activities of a company or organization. In addition, marketing performance can also be viewed as a concept used to measure the extent to which market performance has been achieved by a product produced by a company (Bakti, S., & Harun, 2011). Some of the dimensions used in assessing marketing performance are: Sales turnover, namely the number of sales of the company's products; sales return, namely the number of product sales that return (returned); the reach of the marketing area, namely the breadth of the product marketing area; as well as an increase in sales, namely the number of sales that has increased from the period (Supranoto, 2013). Marketing performance itself is known to be influenced by several factors including competitive advantage. Competitive advantage also acts as a mediator for marketer performance, with competitive advantage increasing organizational performance. Competitive advantage itself is influenced by several variables, namely product uniqueness and product quality. There are lots of products in circulation, but with ordinary prices and simple quality, this is the answer for every business, how can you enter the competition, while the prices or products are not able to compete. Because of this competitive advantage that will boost sales.

In the business world, whether it is on a small or large scale, we often find models or variants of running a business. Businesses are based on an existing model and can be combined with the latest forms or variants. This is what we will put forward in answering the existing methods. Product innovation is a form of order in the business world. We will see how far innovation is given even with products that have been developing for a long time. published how we are able to compete in the business world. In this case,

marketing innovation is innovation to strengthen marketing practices, innovation to improve the competitiveness and performance of companies by providing radical improvements and solutions to the marketing mix related to product, price, distribution, and promotion. The reason why marketing innovation is important is that it provide customers with superior value and can contribute to sales growth by turning elasticity of demand into inelasticity. Increases in customer value creation through marketing innovation are expected to contribute to a firm's competitive advantage by enabling superior marketing practices. In addition, the company's innovation capabilities can be further strengthened through mutually beneficial resource synergies Competitive advantage here with innovation methods, of all the many businesses, we must be able to market products by innovating, this is the winner. By applying good innovation, it will increase sales, because the model of this innovation will make an advantage, in the village of Klambir v the average business that is run is not the result of innovation but a business that has been running for a long time without any existing improvements and innovations. Sustainable competitive advantage strengthens market power in the launch of a product we must be able to lead the price, distribution channel improvement and promotion deployment, and strengthened market power will gradually increase through learning effects, performance improvement. Gulati et al. argues that resources, such as information, capital, products, and services, have the potential to maintain and increase a company's competitive advantage, and marketing innovation through them has a significant influence on competitive advantage. Vorhies and Morgan argue that a company can have the ability which is even more difficult for competitors to imitate through interactions among the marketing mix with the improvement of even one of the company's capabilities. Kumars. Claims that companies with a sustainable competitive advantage will build performance because they will have more flexibility in implementing their marketing mix than competitors over time. If the competitive advantage is maintained, the company's market power will be strengthened in the company's product launch, distribution channel improvement, price advantage, and promotion deployment, and the strengthened market power will gradually increase through learning effects, performance improvement.

Multiple Linear Regression Results

Coefficients^a			
Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	49.023	7.705
	Marketing Performance	.234	.324
	Inovasi Produk	.255	.219
a. Dependent Variable: Competitive Advantage			



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a) Constant $\alpha = 49.023$

Based on the value of the constant $\alpha = 49,023$, we can see that marketing performance, product innovation can increase competitive advantage by increasing or having a value of 0 (zero), 49,023 units are obtained.

b) Constant $\alpha = 0.243$

Based on the regression value, if marketers' performance increases by one unit, competitive advantage increases by 0.243 units.

c) Constant $\alpha = 0.255$

Based on the regression value, if there is a product innovation that increases by one unit, competitive advantage increases by 0.255 units.

1. Hypothesis Test

This test was conducted to find out whether from marketer performance, product innovation simultaneously has a positive and significant effect on competitive advantage at the Confidence Interval level or the 5% hypothesis testing level.

The partial test shows how far the independent variables of marketing staff and product innovation are towards the dependent variable, namely competitive advantage. To find out whether the proposed hypothesis is accepted or not, a partial test (t test) is carried out.

CONCLUSION

From the test results that the author has made above, the marketing staff is very useful for marketing or introducing our products to many people, we often see in the village of Klambir V this garden there are no marketing staff so there are absolutely no tourists who will visit the village , even if there is just a coincidence that they will stop by, this is emphasized especially to residents or the local government to start giving input and views to the community to start or promote their area with print or electronic media and preferably by using digital marketing media, the products they make if not in promote it will be useless, but only stand alone. the purpose of this promotion is to increase their sales and will get a very good profit.

The innovations made by the village of Klambir V are very minimal, meaning that they cannot change the product to be even better, most of them are old products that will be promoted but are not based on innovation with the current model. Errors often occur here, Klambir V village this is still classified as a suburb of Medan so innovation and models are not that they don't understand but they are reluctant to change

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