

IMPROVEMENT OF MARKETING PERFORMANCE AT SOLO CULINARY SMEs

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Abstract This study aims to determine and analyze particularly the effect of product prices, Customer Relationship, and Information Systems on marketing performance by intervening customer satisfaction existing in culinary SMEs in Solo. The data source used in this research is primary data. The sampling technique is non-random sampling with census type. The level measurement used is the interval level. This study was processed using Structural Equation Modeling (SEM) with the help of AMOS 22 software. The results showed that all hypotheses were accepted.

Keywords: *Product Prices; Customer Relationship; Information System; Marketing Performance; Culinary SMEs; AMOS 22*

INTRODUCTION

The culinary business is almost never empty of enthusiasts. MSMEs in the culinary field compete with each other by marketing their superior products to customers. UMKM stands for Micro, Small and Medium Enterprises. According to Law (UU) no. 20 of 2008, a micro business is a business owned by one person or business entity with a maximum asset of 0 to 50 million rupiah and a total turnover of 0 to 300 million rupiah. For civil-sized businesses, which are economic businesses that are run alone or more and / or business entities with total assets exceeding the amount of gap between 50 million rupiah and 500 million rupiah, the total turnover is measured to range from 300 million rupiah to 2.5 billion rupiah. For the medium business category, namely businesses that are independently produced and carried out by individuals or business entities,

Over time, the culinary field of SMEs in Solo has experienced an increase in the number of entrepreneurs. Many business people choose to open a business in the culinary field, because the culinary business is a profitable business for all time. This is because food and drinks are daily necessities consumed by humans, so the culinary business is expected to continue to grow (Brian, 2019). In an era of rapid technological advancement, the majority of modern businesses rely heavily on modern information systems that are becoming more dependent on Information Technology to complete their daily routine operations (Farooq (2018), Salam (2020)). Based on research conducted by Delone and McLean (2003), it has been confirmed that customer satisfaction has a direct and significant relationship with the use of the information system as a whole. Where customer satisfaction is described as users who provide views of certain useful and effective information systems to achieve the goals of

these customers. In the context of information systems, Salam (2020) admits that if users or customers are more satisfied with a certain system, their intention to use the system will proportionally increase. Marketing performance can be carried out and divided into three research lines, including measurement of marketing productivity, identification of metrics that are being used and measurement of brand equity to describe the chain of marketing productivity that extends from marketing activities (Sullivan and Abela, 2007).

Figures of Micro, Small and Medium Enterprises in the culinary sector have the most influence compared to figures of Micro, Small and Medium Enterprises in other fields. The development and progress of this culinary business is caused by *demand* and the wants of society's increasingly diverse needs. This results in culinary entrepreneurs being required to provide product prices that are suitable for customers, in order to maintain good relationships and relationships between culinary entrepreneurs and customers. The creation of good relationships and relationships between culinary entrepreneurs and customers, entrepreneurs can contribute to the development of information systems regarding the products they sell to customers to increase customer satisfaction which has a direct impact on the marketing performance of culinary entrepreneurs. The research problem in the description above is "How do you improve the marketing performance of culinary MSMEs through prices, relationships, and information systems? ". Thus, the following research questions were compiled:

1. Does price perception affect marketing performance through customer satisfaction as an intervening variable?
2. Does customer relationship affect marketing performance through customer satisfaction as an intervening variable?
3. Does the information system affect marketing performance through satisfaction as an intervening variable?
4. Does customer satisfaction affect marketing performance?

VARIABLE RELATIONSHIP

Effect of Product Prices on Customer Satisfaction

Based on research conducted by Amanah (2010), the results of the research for the price factor have an influence on customer satisfaction. The indicators on the prices studied are the price level and price discounts, where the price level set in a product can increase customer interest in buying the product, so that the varying price levels give customers the freedom to choose the product they need. Meanwhile, price discounts are one of the marketing strategies that can increase interest in buying products and increase the number of sales to the company. For research conducted by Prasetyo (2012), the results show that price affects customer satisfaction, where the more competitive the price of the service is set, the more customer satisfaction increases. Research conducted by Gulla et al., (2015) shows that price has a positive and significant impact on customer satisfaction, both partially and simultaneously. Price has the benefit of owning and using products and services to measure the level of customer satisfaction. Customers consider the price according to the benefits and services offered and to be one of the most dominant things in influencing customer satisfaction. Meanwhile, research conducted by Novrianda (2018) states that prices simultaneously have a positive and significant effect on customer satisfaction, where in his research it states that the lower the price of the product offered by the industry or company, the customer satisfaction will also increase. Then for research conducted by Prawiranata and Rahmawati (2018), it

states that prices have a positive influence on customer satisfaction where for sensitive customer categories, generally low prices are a source of satisfaction in themselves, because they get value from money. Therefore, the researchers concluded the hypothesis:

H1: Product prices have a positive effect on customer satisfaction

The Influence of Customer Relationship on Customer Satisfaction

Based on research conducted by Kim, Zhao and Yang (2008), it is stated that all factors in e-CRM in this study have a positive influence on customer satisfaction. On the cognitive and affective side of customers, based on this research from the customer description, it provides a statement that the factors that comprise e-CRM provide a relationship to customer commitment, which in majority is found to be significant from this study. For research conducted by Hsieh et al., (2012), with the results of the study that CRM has a positive effect on overall employee satisfaction and service quality with the use of CRM mandates, such as work dedication and service knowledge that is realized and obtained. As for research from Shaon and Rahman (2015), states that variations in CRM factors have been identified that have a close relationship with customer satisfaction and loyalty, the results indicate that CRM has a direct and positive relationship with customer satisfaction and customer loyalty. Then for research conducted by Mohammad Hossein, et.al., (2013), stated that the benefits of CRM for customers have a significant positive effect on satisfaction in marketing companies, for personalization service variables, responsiveness to customer needs, customer segmentation, marketing adjustments, multi-channel integration, save time, and improve customer knowledge, are the advantages that can affect customer satisfaction to improve marketing performance significantly. While the research conducted by Auliana et al., (2019) stated that CRM has an influence on customer loyalty, one of which is customer satisfaction. Therefore, the researchers concluded the hypothesis:

H2: Customer Relationship has a positive effect on customer satisfaction

The Influence of Information System on Customer Satisfaction

Based on research conducted by Rasyid (2017), the results of his research show that service quality and use of information technology were found to have a positive and significant effect on customer satisfaction by implementing technology that provides information that can provide satisfaction for customers. Whereas research conducted by Prawiranata and Rahmawati (2018), the results of the research show that the quality of information systems has a positive and significant effect on customer satisfaction and there is a positive and significant influence on the quality of information systems, prices., and service quality simultaneously on customer satisfaction. Meanwhile, according to the results of research researched by Rudini (2015), it is stated that the quality of information and the quality of information system services have a positive effect on user satisfaction. Meanwhile, according to research results from Subiyakto et al., (2016), states that the system and service quality in information directly affects user satisfaction. Therefore the researchers concluded the hypothesis:

H3: Information System has a positive effect on customer satisfaction

Effect of Customer Satisfaction on Marketing Performance

Based on research by Bakti and Harun (2011), it is stated that market orientation, one of which is customer satisfaction, has a positive and significant impact on marketing performance. Then for the research results according to Hatta (2015), it is stated that market orientation which includes customer satisfaction has a positive effect on marketing capabilities, and marketing capabilities have a positive influence on marketing performance. Meanwhile, research by Utaminingsih (2016) provides research results which state that market orientation which includes customer satisfaction has a significant effect on marketing performance. For research researched by Pertiwi and Siswoyo (2016), the results of their research are market orientation (customer desires, customer satisfaction, and competitors) has a positive and significant effect on marketing performance. So that it can be concluded by the researcher with the hypothesis:

H4: Customer satisfaction has a positive effect on marketing performance

METHODOLOGY

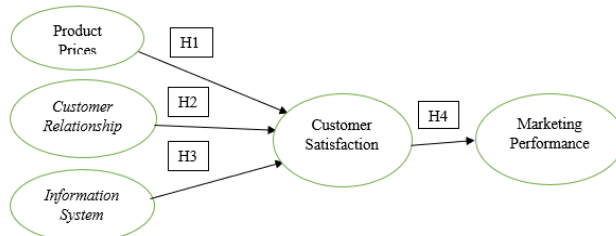
Quantitative data is data used in this study in the form of data or numbers. According to Sugiyono (2015), quantitative methods are research methods that are based on a positivist philosophy that is used to research a specific population or sample, collect facts, and use research instruments, statistical data analysis, with the aim of testing hypotheses. Ferdinand (2013) provides a definition that population is a combination of all elements that are formed based on events, things, or people who have the same characteristics, making it the center of the universe in research. Meanwhile, according to Sugiyono (2015), defines population as an area that has objects or subjects that have certain qualities and characteristics. determined by the researcher to study and draw conclusions. The population in this study were culinary MSME entrepreneurs in the city of Solo.

According to Sugiyono (2015), the sample is defined as part of the number and characteristics of the population. Meanwhile, according to Arikunto (2013), the sample has a definition, namely a part or representative of the population studied. According to Ferdinand's (2014) understanding, this study uses SEM analysis techniques which at least require 5 times the number of indicators and variables analyzed. In line with using the Chi-Square test, the SEM model requires between 100 - 200 samples for the Likelihood technique. This research consists of 5 variables which have 4 and 5 indicators respectively, so that there are 21 variable indicators. The minimum number of samples in this study is that culinary MSME players in the city of Solo in 2019 are the samples used in this research totaling:

$$\begin{aligned}\text{Number of Samples} &= \text{Indicator} \times \text{Variable} \\ &= 21 \times 5 \\ &= 105\end{aligned}$$

With 105 respondents, a portion of the population will be used as samples, so that the number of samples used in this study is 105 respondents.

Figure 1. Research Model



Reliability is a measure of the internal consistency of the indicators of a formation variable which shows the extent to which each indicator shows the same formation variable. There are two ways to test reliability, namely by composite / construction reliability and variance extraction. The cut-off value of the construction reliability is at least 0.70 while the cut-off value for the extracted variant is at least 0.50. The extracted variance shows the magnitude of the variance of the extracted indicator by the developed variable formation. High variance extraction values indicate that the indicators are well represented by the developed variables (Ghozali, 2013).

Table 1. Reliability and Variance Extracted Test

Variable	Reliability	AVE
Product Prices	0,87	0,68
Customer Relationship	0,82	0,65
Information System	0,90	0,70
Customer Satisfaction	0,97	0,76
Marketing Performance	0,89	0,69

The reliability for each construct turned out to be high, all values were above the cutoff value of 0.70. The calculation results of the calculated variance show that all constructs meet the requirements for a minimum cut of value of 0.50.

The results of testing the effect of product prices on customer satisfaction can be concluded that product prices have a positive effect on customer satisfaction. The results of testing the effect of customer relationship on customer satisfaction can be concluded that customer relationship has a positive effect on customer satisfaction. The results of testing the effect of information systems on customer satisfaction can be concluded that information systems have a positive effect on customer satisfaction. The results of testing the effect of customer satisfaction on marketing performance can be concluded that customer satisfaction has a positive effect on marketing performance.

SUGGESTIONS AND CONCLUSIONS

Implications

The implications in this research can be suggested through the following points:

1. Solo City SMEs players must pay attention to customer satisfaction, namely by prioritizing the product price, customer relationship and information system.
2. Marketing performance will be formed if the business owner is able to see existing customer satisfaction and is able to continue to be well nurtured with customers.

Research Limitations

Some of the limitations of the study that can be drawn from this study are as follows:

1. The limitation of this research modeling is that there are only four hypotheses tested
2. The results of this study cannot be generalized to other cases outside the object of this study

Upcoming Research Agenda

The results of the research can be used as a reference for future research by looking at some of the outputs generated from this study and adding endogenous variables to marketing performance

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