

MARKET ORIENTATION AND PRODUCT INNOVATION IMPACT PURCHASING DECISIONS

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Abstract : This study aims to identify and analyze the influence of market orientation and product innovation on purchasing decisions in companies in Gresik. This research was included in quantitative research and the customers who transacted in Gresik were the population in the study. The technique of calculating the number of samples uses non-probability sampling. This study sample used customers who ordered the product to contribute to becoming research participants. Data collection is carried out by distributing questionnaires. Some of the data analysis methods used are validity and reliability testing, multiple linear regression analysis, hypothesis testing, and determination coefficient testing. The results showed that market orientation and product innovation partially and simultaneously influence purchasing decisions.

Keywords: *market orientation, product innovation, purchasing decision*

1. Introduction

Achieving growth and survival is the goal of any business. Many changes have occurred in this global era, one of which is the economic field, as can be seen from the fierce competition in the business world. Therefore, companies must develop with various innovations and new ideas to adapt to today's competition (Utaminingsih, 2016). Today's business world, a company needs a mature and evolving marketing strategy to survive and remain consistent with the products sold. Several studies related to economics and accounting have been widely carried out (Arnas & Kurniawati, 2022; Arnas, Lamtiar, Kurniawati, Kurnianto, & Kalbuana, 2021; Christelia, Kurnianto, Purwanti, Kalbuana, & Tho'in, 2021; Dewi, Yani, Yohana, Kalbuana, & Tho'in, 2021; Hastomo, Karno, Kalbuana, Nisfiani, & ETP, 2021; Hendriarto, Mursidi, Kalbuana, Aini, & Aslan, 2021; Nawang Kalbuana, Suryati, & Pertiwi, 2022; Kusiyah, Kalbuana, & Rusdiyanto, 2022; Ma'auyah & Tjahjani, 2021; Mayzaroh, Kalbuana, & Purwanti, 2019; Nurwati, Prastio, & Kalbuana, 2021; B. Prasetyo, Utami, Abdusshomad, Wijaya, & Kalbuana, 2021; Pratama, Kalbuana, & Utami, 2020; Santoso, Sutadipraja, Purwanti, & Kalbuana, 2019; Setiorini, Fidayanti, Kalbuana, & Cakranegara, 2022; Tjahjani, Mulyadi, & Pujiastuti, 2022; Wangsih, Yanti, Yohana, Kalbuana, & Cahyadi, 2021; Widagdo, Kalbuana, & Yanti, 2020; Yanti, Solihin, Saptono, Kalbuana, & Yohana, 2020; Yohana, Bp, Cahyadi, & Kalbuana, 2021; Yohana, Gaol, Dewi, Kalbuana, & Abdusshomad, 2021; Yulistian, Kalbuana, & R., 2020). This marketing strategy is expected to increase product sales within the company and achieve its goals. An entity needs the right marketing

mindset to achieve its goals. This is called a marketing strategy. The target market and marketing mix are also defined as marketing strategies (Rochman, 2013; Setyorini, Effendi, & Santoso, 2017).

Consumers are important to business. In other words, people who buy the company's products. According to (Rakhman, Nugroho, & Hermani, 2016), understanding purchasing decisions is the stage at which consumers actually make purchasing decisions. The purchase decision always goes through five stages: determining the need, searching for information, evaluating the existing options, deciding to buy, and the behavior of the subsequent purchase. The customer's decision to buy a product can be influenced by how the company sells and delivers its products better. The company certainly has long-term goals in driving its business (Nasir, 2017).

Start planning and coordination with all relevant parts of the organization to meet the needs and desires of consumers (Merakati, Rusdarti, Artikel, & Artikel, 2017). Market conditions are constantly changing over time. In other words, marketing dynamics certainly affect changes in consumers' buying intentions. Thus, manufacturers must find ways to survive and even make greater profits (Widarti, 2011). This research is carried out (B Susanto, Harahap, Syahputra, & Hasibuan, 2021) where the results state that market orientation personally influences purchasing decisions.

Widarti, (2011) explained that companies need new ideas to compete and survive startups. Companies that cannot keep up with the times and consumer needs and cannot develop by themselves will be left behind and forced to go out of business. Consumers are certainly spoiled with a large selection of suitable products, so business people need to see and know how satisfied their consumers are with the products they sell.

In general, small industries are one of the alternatives that the government hopes to overcome economic problems that are believed to face inertia due to inflation and various other factors. Small businesses not only solve economic problems, but also act as a financial buffer to meet people's daily needs. This has also been done in many journal research internationally (Abadi et al., 2021; Aliyyah, Prasetyo, et al., 2021; Aliyyah, Siswomihardjo, et al., 2021; B Endarto et al., 2021; Budi Endarto et al., 2021; Hastomo, Karno, Kalbuana, Meiriki, & Sutarno, 2021; Indrawati, Utari, Prasetyo, Rusdiyanto, & Kalbuana, 2021; Jannah et al., 2020; N Kalbuana, Prasetyo, et al., 2021; N Kalbuana, Suryati, et al., 2021; Luwihono et al., 2021; Prasetyo et al., 2021; I. Prasetyo et al., 2021; I. Prasetyo, Aliyyah, Rusdiyanto, Kalbuana, & Rochman, 2021; I. Prasetyo et al., 2021, 2021; I. Prasetyo, Aliyyah, Rusdiyanto, Nartasari, et al., 2021a, 2021b; H. Susanto et al., 2021)

The innovations added to the product make it new and better among other products. The large number of identical products on the market forces companies to think critically in providing the latest innovations in the products they develop in order to compete with other manufacturers (Lapian, Massie, & Ogi, 2016).

One of the businesses engaged in the creative industry in Gresik is CV X. Advertising / Advertising agency is a business engaged in product design as stated in merchandise media and promotional media. The products produced by the Merchandise company include banners, mugs, pins, key chains, ID cards, posters, and others. What distinguishes the company lies in its creative design, in accordance with consumer demand or with the template design that has been provided by the company, so that consumers can determine the design of the merchandise ordered. According to (Manek, 2013), the development of marketing activities must continue to be carried out by companies in order to achieve common goals. However, there are internal factors in the form of shortcomings of the

company, where currently the marketing personnel are still lacking so that they are less competitive because there is no e-commerce owned by companies such as Tokopedia, Shopee, or others to create effective marketing, improve quality and compete among small businesses by understanding the market orientation that is the benchmark for marketing efforts.

In addition, the reason why the researcher raised the title of this study was because of the existence of previous literature that had first discussed this matter in different locations. For example, research (Purwanti & Sunarsi, 2020) shows that the results of product innovation have a significant effect on purchasing decisions. But it is different from the research (Masda, 2013) where product innovation has no effect on purchasing decisions.

2. LITERATURE REVIEW

2.1 Market Orientation

According to (Pramesti, 2016) market orientation is how a company collects market information to meet the needs of current and future consumers, disseminates market information to various departments and functions within the company, and how the company responds to it. and market orientation has a component. According to (Pramesti, 2016), there are three components of behavior: competition orientation, customer orientation, as well as cross-functional coordination orientation. Two decision criteria: profit and long-term. Three indicators of market orientation (Dalimunthe, 2017), including Consumer orientation, producers' desire to understand consumer needs, Competitor orientation, producers' desire to be able to monitor the movements of their competitors, inter-functional coordination, the usefulness of resources owned by the company in order to create consumer satisfaction targets.

2.2 Product Innovation

According to (Masda, 2013), Product innovation is the most important factor that manufacturers can use to bring their products to market. Product innovation brings added value to the product, making it the best solution to meet consumer needs.

Furthermore, according to (Sinurat, Lumanauw, & Roring, 2017) all new things from the products or services that are emerged are innovations. In other words, innovation can be said to be a breakthrough related to new products. There are five indicators of product innovation used in this study. Proposed by (Dalimunthe, 2017) namely: Creativity, Creation of new conceptual ideas, or new relationships between existing ideas and concepts. Technical Innovation, Changes in the production process of products. Design Change, A state where the shape of the product packaging is different from the previous one. Changes in Distribution Facilities, Changes in the process of shipping products from the first hand to the next hand. Payment System, Changes in the form of rules, mechanisms and institutions in making money transfers as consumer obligations of the reciprocal process of purchases.

2.3 Purchasing Decision

Any individual consideration in deciding which product to buy, try, use, and own is referred to as a purchase decision. In this case, the consumer often involves two or more parties in the purchase process (Marlius, 2017). Purchasing decisions have five indicators (Adiwidjaja & Tarigan, 2017) including: Desire to Use Products, consumers are free to make their choice of the product they want to use, Desire to Have a Product, consumers can decide for themselves which product they want to have, Interest in Products, consumers have an interest in buying

goods/services with their interests. Taking Time, Buyers take their time to buy goods/services according to their needs or interests. Knowing the Function of the Product, the Buyer knows and understands the function of the goods or services he wants.

2.4 Conceptual Framework

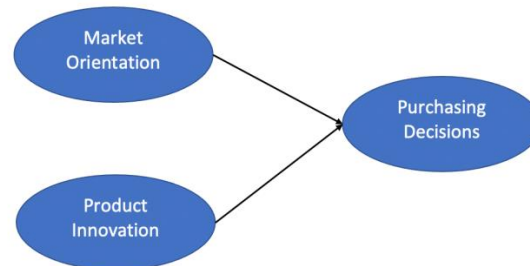


Figure 1
Research Conceptual Framework

2.5 Hypothesis

- H₁: It is suspected that market orientation partially affects the purchasing decisions of the company.
 H₂: It is suspected that product innovation partially affects the purchasing decisions of the company.
 H₃: It is suspected that market orientation and purchasing decisions simultaneously influence purchasing decisions in companies.

3. RESEARCH METHODS

3.1 Location and Type of Research

This research was conducted at the company's business location in Gresik Regency, East Java Province. The research is compiled based on quantitative methods, with the aim of being able to draw conclusions based on numbers by using analysis based on parametric statistical tools.

3.2 Population and Sample

The population taken is customers from the company which amounts to 100 people. The calculation of the number of samples is carried out using the Slovin formula, with an error of 5% or 0.05, namely:

$$n = N / (1 + (N \times e^2))$$

Information :

n = Sample size

N = Population size

e² = *Margin of error*

Based on the total population of 100 customers and the Margin of error of 5% obtained the number of samples as many as 88 respondents.

3.3 Data Analysis Methods

Validity Test

According to (Sugiyono, 2015) the validity test is carried out by connecting the instrument item score factor score and the total score. If r counts > r the table then it says valid, where df = n-2 with a significant 5%.

Reliability Test

According to (Sugiyono, 2015) Reliable means that if the measuring instrument is measured several times on the same symptom, the measuring instrument will provide relatively the same measurements and tend to be consistent. To measure reliability, researchers used SPSS with the Cronbach Alpha statistical test (α). If the Cronbach Alpha value > 0.7 the variable is declared reliable (Ghozali, 2018).

Multiple Linear Regression Analysis

According to (Sugiyono, 2015) regression analysis is a regression test to determine the influence of free variables on bound variables. If there is only one independent variable then the analysis uses a simple linear regression method, and if the independent variable is more than one use multiple linear regression analysis.

Formula :

$$Y = a + b_1(X_1) + b_2(X_2) + e$$

Information:

- Y = Dependent variables
- a = Constant
- b_1 = Regression coefficient of X_1
- X_1 = Independent variables X_1
- b_2 = Regression coefficient of X_2
- X_2 = Independent variables X_2
- e = Error

3.4 Hypothesis Test

T test

The purpose of the t Test is used in order to see the significance of the influence caused by independent variables on dependent variables (Chandrarin, 2018).

Test F

The F test is used in order to clearly see the influence that independent variables have on dependent variables simultaneously, the degree of confidence used is 5% (Ghozali, 2018).

4. RESULTS AND DISCUSSION

4.1 Validity Test

Spss results for validity tests can be seen in the following table :

Table 1: Market Orientation Indicator Validity Test Results (X_1)

Items	r-count value	r-table value	Result
X1.1	0,641	0,213	Valid
X1.2	0,746	0,213	Valid
X1.3	0,732	0,213	Valid

Table 2: Product Innovation Indicator Validity Test Results (X_2)

Items	r-count value	r-table value	Result
X2.1	0,689	0,213	Valid
X2.2	0,545	0,213	Valid
X2.3	0,552	0,213	Valid
X2.4	0,599	0,213	Valid
X2.5	0,387	0,213	Valid

Table 3: Validity Test Results of Purchasing Decision Indicators (Y)

Items	r-count value	r-table value	Result
Y.1	0,489	0,213	Valid
Y.2	0,618	0,213	Valid
Y.3	0,633	0,213	Valid
Y.4	0,656	0,213	Valid
Y.5	0,594	0,213	Valid

The analysis table of the validity test of the variables of market orientation (X1), product innovation (X2) and purchase decision (Y) above shows the entire statement item is said to be valid, because the value of r-count > the r-table.

4.2 Reliability Test

Table 4: Reliability Test Results

Variable	Cronbach's Alpha	Result
Market Orientation	0,863	Reliable
Product Innovation	0,866	Reliable
Purchasing Decision	0,864	Reliable

Tabel 5 Hasil Analisis Regresi Linear Berganda

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.890	1.689		.527	.600
Market orientation	.662	.134	.406	4.958	.000**
Product innovation	.548	.093	.484	5.913	.000**
a. Dependent Variable: Purchase decision					

Based on the table above, it can be seen that the resulting regression equation is:

$$Y = 0,890 + 0,662 X1 + 0,548 X2$$

From the regression equation can be concluded as follows:

- A constant of 0.890 means that if the market orientation (X1), product innovation (X2) is zero, the purchase decision is 0.890.
- The value of the regression coefficient of the market orientation variable 0.662; if the market orientation increases by 1 unit, then the market orientation will increase by 0.662 assuming a fixed value.
- The value of the product innovation variable regression coefficient is 0.548; If product innovation increases by 1 unit, then product innovation will increase by 0.548 assuming a fixed value.

4.3 Hypothesis Test

- The Effect of Market Orientation on Purchasing Decisions

H0 : $\beta_1 = 0$, There is no significant influence between the market orientation variable and the partial purchase decision variable.

H1 : $\beta_1 \neq 0$, There is a significant influence between market orientation variables and partial purchasing decision variables.

b. The Effect of Product Innovation on Purchasing Decisions

H0 : $\beta_1 = 0$, There was no significant influence between the product innovation variable and the purchasing decision variable partially accepted.

H1 : $\beta_1 \neq 0$, There is a significant influence between the product innovation variable and the partial purchasing decision variable.

4.4 Test F

Table 5: F Test Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	14.242	2	7.121	57.785	.000 ^a
Residual	10.474	85	.123		
Total	24.716	87			
a. Predictors: (Constant), Product innovation, Market orientation					
b. Dependent Variable: Purchase decision					

Obtained the value of $F_{\text{count}} 57.785 > F_{\text{table}} 3.10$ with a significance value of $0.000 < 0.05$. So H_0 was rejected and H_1 was accepted. So that market orientation (X_1) and product innovation (X_2) simultaneously affect the purchasing decision on CV X in Gresik.

4.5 Discussion

The Effect of Market Orientation on Purchasing Decisions

In the calculation above, the results of the hypothesis test of the influence of Market Orientation on Purchasing Decisions with a significance level of $0.000 < 0.05$, then H_1 was accepted and statistically explained that the Market Orientation variable affects the Purchasing Decision in companies in Gresik.

According to Ade Octavia, market orientation is a culture for collecting consumer value and processes continue to create value highest for buyers market orientation, innovation capability development, and value creation for customers, it is also the scope of strategic marketing despite its operational practices more often discussed in marketing strategies. In accordance with the research (B Susanto et al., 2021) and (Bagus Susanto, 2020) obtaining the results of market orientation partially affects purchasing decisions.

The Effect of Product Innovation on Purchasing Decisions

Based on the calculations obtained the results of the hypothesis test of the influence of Product Innovation on Purchasing Decisions with a significance level of $0.000 < 0.05$, then H_2 was accepted and statistically explained that the Product Innovation variable affects the Purchasing Decision on CV X in Gresik.

In creating a product, innovation is needed, in order to distinguish products it is with its competitors and what makes the product far superior to other similar products. A company is required to be more innovative in producing a product in order to attract consumers to buy the product. Innovation is one of the important things that must always be applied by a company if it does not want to lose its consumers. With product innovation, it can provide more choices for consumers and provide choices that suit their "tastes". This research in line with research conducted by Purwanti et al. (2020) shows that product innovation has a significant effect on purchasing decisions.

5. Conclusion

Based on the results of research conducted on companies in Gresik, there are conclusions: Market Orientation and Product Innovation simultaneously affect the company's purchasing decision in Gresik. Market Orientation affects on Purchasing decisions. Market orientation is a culture for collecting consumer value and processes continue to create value highest for buyers market orientation, innovation capability development, and value creation for customers, it is also the scope of strategic marketing despite its operational practices more often discussed in marketing strategies.

Product Innovation affects on Purchasing Decision. In creating a product, innovation is needed, in order to distinguish products it is with its competitors and what makes the product far superior to other similar products. Innovative in producing a product is required in order to attract consumers to buy the product. Innovation is one of the important things that must always be applied by a company if it does not want to lose its consumers. With product innovation, it can provide more choices for consumers and provide choices that suit their "tastes".

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