Influence of Product Innovation on MSME Marketing Performance at the Cooperative and SME Office of South Sulawesi Province

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Abstract.
Micro, small, and medium enterprises as a trade sector dominates more than 99% of the Indonesian economy and is capable of becoming a driving force for national and regional development. This study aims to describe the marketing performance of micro, small, and medium enterprises in the trade sector in South Sulawesi. The research is a type of survey research done using a quantitative approach. Survey research explains causal relationships in hypothesis testing, with the intent of: (1) explorative, (2) descriptive, (3) explanation or confirmation, (4) evaluation, (5) prediction, (6) operational research, and (7) development of social indicators. The results of the study describes that the variable performance of marketing of micro enterprises in the trade sector in South Sulawesi is influenced by the product innovation variable. The higher the product innovation carried out by the trade sector of micro, small, and medium enterprises, the higher is the marketing performance.

Keywords: product innovation, marketing performance, trade sector MSMEs

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1. Introduction

The business world continues to develop and show its contribution to development in Indonesia, for this reason the government should provide space and support for business actors to continue to innovate production. One of the business actors that is quite developed is MSME, whose activities are productive enough to help the people's economy in the structure of the national economy, which dominates 99%. MSMEs are also able to survive and become the foundation of public hope in times of economic crisis because they are able to drive national and regional development.

The drastic increase in the number of MSMEs in 2020 was due to the pandemic in 2019 which caused many people to lose their jobs, the global economic recession, and social restrictions which limited the space for people to move so that many lost

jobs, eventually they turned to creating new jobs. by setting up a business online or offline. The Provincial Government of South Sulawesi has made various efforts to develop MSMEs and encourage them to improve the quality of their products so that they become products worthy of export and have competitiveness in the era of the ASEAN economic community. Through the Office of Cooperatives and SMEs of South Sulawesi Province, as a place of protection for MSME actors, they continue to strive to improve the quality of their products. The dynamics of the development of the business world continues to fluctuate and affect MSMEs, such as being constrained by various resources, skills, expertise, human resource management, marketing information, and financial records.

The existence of MSMEs is facing challenges and obstacles, especially during the Co-19 outbreak in 2019-2022, experiencing limitations both internally in terms of capital, market share, global competition, competition in international markets. Also the increasing problems of local, regional, national and international policy changes, other external environmental problems such as permits, raw materials, technology, and changes in an increasingly unstable trade system. Product development can be done by applying the latest science and technology to a product so as to add value, benefits, or function to the product being developed.

There are many strategies that can be implemented, such as taking feedback from customers, observing competitors' deficiencies, combining existing products, or finding products that are not yet on the market. One of the main goals of product innovation is to maintain market share and increase it so that businesses can continue to survive in an era of very tight product competition. Innovative products and solutions at affordable prices are product characteristics that are sure to be liked by customers. Performance measurement indicators and competitive advantage that are most often used are market share and profitability.

Global changes that are so powerful bring influences in social institutions and has implications for changes in values that continue to shift due to changes in needs in human life. These changes and shifts continue to follow advances in science, information and communication technology that color the life of the international community. Likewise, the business world continues to develop by carrying out various innovations to suit various human needs [1]

Company performance can also use market share as an indicator for measuring company performance because related marketing performance is highly dependent on the company and executing its strategy. Marketing performance is a concept for measuring company performance in the market for a product, every company has an

interest in knowing its achievements as a reflection of the success of its business in market competition. According to [2], marketing performance is one of the goals that companies want to achieve with the company's ability to make the company more effective, increase market share and profitability. Marketing performance is used as a tool to measure the success rate of overall performance including the success of the strategy implemented, sales growth, increase in profits earned by the company.

2. Research Method

This research is a type of survey research using a quantitative approach. Survey research in question is to explain causal relationships and hypothesis testing, as stated by [3].That survey research can be used for the purposes of: (1) exploratory (2) descriptive, (3) explanation (explanatory or confirmatory), namely explaining causal relationships and testing hypotheses, (4) evaluation, (5) predicting or forecasting certain events in the future, (6) operational research and (7) developing social indicators. The research location is in South Sulawesi with the target research unit being all small entrepreneurs who are members of industrial and trade centers that have been registered with the Cooperatives and SMEs Office of South Sulawesi Province, the company age is at least 3 years, has collaborated with financial institutions, and has Minimum 5 employees.

The potential number of MSMEs owned by South Sulawesi Province can be said to be large, so it must be utilized so that it can become a business that has high competitiveness. MSMEs must have several business strategies, namely by looking at their market orientation and improving product innovation so that their businesses can survive and excel in competition. Based on data from the Office of Cooperatives and SMEs of South Sulawesi Province, these SMEs are grouped into several business sectors, namely trade, agriculture, production, services, and others. Of the five business sectors, the researcher chose trade-type businesses as the object to be studied in this study. The following Table 1 illustrates the number of small and medium enterprises in South Sulawesi:

A trading business is a business that does not manufacture or produce merchandise, but buys from producers and then resells them to consumers with the aim of making a profit without changing the condition of the product. This business is a type of business that is very flexible because it can be started on a small scale and with affordable capital. The trading business focuses on customer needs because service is very important. If the service is good, consumers will be interested in making repeated purchases. Besides that, This trade business can drive the community's economy by creating jobs for local

TABLE 1: Number of MSMEs in the Trade Sector in South Sulawesi Province in 2022.

No	Regency/City	Micro Enterprises	Small Enterprises	Medium Enterprises
1	Selayar	4.081	464	93
2	Bulukumba	12.089	1.374	275
3	Bantaeng	6.102	693	139
4	Jeneponto	10.293	1.170	234
5	Takalar	9.929	1.128	226
6	Gowa	21.604	2.455	491
7	Sinjai	6.548	744	149
8	Maros	7.976	906	181
9	Pangkep	8.704	989	198
10	Barru	4.901	557	111
11	Bone	23.136	2.629	526
12	Soppeng	7.323	832	166
13	Wajo	15.219	1.729	346
14	Sidrap	7.655	870	174
15	Enrekang	4.898	557	111
16	Luwu	8.275	940	188
17	Tana Toraja	3.986	453	91
18	Luwu Utara	6.447	733	147
19	Luwu Timur	5.293	601	120
20	Makassar	47.837	5.436	1.087
21	Parepare	4.173	474	95
22	Palopo	3.759	427	85
23	Pinrang	8.387	953	191
24	Toraja Utara	5.978	679	136
	Total	244.592	27.795	5.559

Source: The Cooperative and SME Office of South Sulawesi Province (Year 2022)

residents and the environment. Trading business is not a seasonal business that will disband when people no longer need it. The trading business is always needed by the community at any time so that as long as the business owner is able to guarantee good service to consumers, he does not have to worry about his business being dissolved.

In addition, the trading business is a relatively lucrative business. Apart from the fact that the initial capital needed to start a business is not too large, trading business is also very easy to run. However, it is possible that obstacles and obstacles may arise at any time, such as the number of competitors who run similar businesses, the choice of location that is less strategic, and is very dependent on the effectiveness of the owner. Trading business actors must have several business strategies to keep their business busy, namely by looking at their market orientation and improving product innovation

by following trends so that their business can survive and excel in competition. Market orientation is identified as one of the factors that can affect marketing performance. Market orientation is one of the strategies that can be carried out by business actors in order to be able to develop their knowledge in implementing various marketing strategies so that the business being carried out can develop [4].

To examine the variables in this study, first determine the research variables related to the theories used to solve research problems. To analyze the strength of influence based on exogenous and endogenous variables, through several stages, namely: Product Innovation (X), and micro business performance (Y) as endogenous. Researchers chose MSMEs in South Sulawesi as the object of this study because South Sulawesi Province is a location that can be reached by researchers and also based on data released by BPS in 2022, South Sulawesi Province is one of the provinces that has the largest number of MSMEs outside Java Island.

2.1. First Hypothesis Testing (H1)

TABLE 2: Coefficient of Multiple Linear Regression Analysis.

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8,092	1,748		4,628	,000
Product Innovation (X)	,578	,048	,680	11,933	,000
2 Dependent Variable: Marketing Performance (Y)					

Source: processed by researchers, SPSS data version 25 (2022)

Product innovation (X) shows a coefficient value of 0.578 which means that if there is an increase in the market orientation variable of 1%, the business performance of MSMEs will increase by 0.578 (57.8%). This shows that the product innovation variable has a unidirectional influence on the MSME business performance variable by looking at the calculation of the values in the beta column coefficient table which is positive which proves that if there is an increase in variable X it will also affect the increase in variable Y positively. Dependent Variable: Marketing Performance (Y). Based on table 4.17 above, it can be seen that the sig value for influence product innovation variable (X) on MSME business performance (Y) of 0.000 <0.05 and tcount 11.933 > ttable 1.664 which means that variable X has an influence on variable Y.

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Source: processed by researchers, SPSS data version 25 (2022)

The T test is used to determine whether the independent variable (X) partially (alone) has a significant effect on the dependent variable (Y). T-test is conducted to answer the hypothesis that has been set. The hypothesis that we want to know is whether the Product Innovation variable and the MSME Empowerment variable have a partially significant effect on the MSME business performance variable. Testing the H1 and H2 Hypotheses with the T Test (Partial). Dependent Variable: Marketing Performance (Y) Based on table above, it can be seen that the Sig value for influence product innovation variable (X) on MSME business performance (Y) of 0.000 <0.05 and tcount 11.933 > ttable 1.664 which means that variable X has an influence on variable Y. It can be concluded that the first hypothesis can be accepted.

TABLE 4: Coefficient of T Test (Partial) H1.

	ANOVA^a					
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1153,955	2	576,978	149,084	,000^b
	Residual	375,405	97	3,870		
	Total	1529,360	99			
Dependent Variable: Marketing Performance (Y)						
Predictors: (Constant), Product Innovation (X)						

Source: processed by researchers, SPSS data version 25 (2022)

2.3. Dependent Variable: Marketing Performance (Y)

Based on table 3 above, it can be seen that the Sig value for the effect of the product innovation variable X on MSME business performance Y is 0.000 <0.05 and the tcount value is 11.933 > ttable 1.664 which means that the X variable has an influence on the

Y variable. It can be concluded that the first hypothesis can be accepted or in other words, product innovation has a significant effect on MSME business performance. The reference in determining the value of ttable is the degrees of freedom (df) = n-k, where n is the number of samples and k is the number of variables used. So that df = 97, then the ttable value obtained is 1.664. and the tcount value is 5.392 > ttable 1.664 which means that the X variable has an influence on the Y variable. It can be concluded that the second hypothesis can be accepted or in other words MSME empowerment has a significant effect on MSME business performance.

2.4. F test

TABLE 5: F (Simultaneous) H3 Test Results.

	ANOVA[a]					
Model	Sum of Squares		df	Mean Square	F	Sig.
1	Regression	1153,955	2	576,978	149,084	,000[b]
	Residual	375,405	97	3,870		
	Total	1529,360	99			
	Dependent Variable: Marketing Performance (Y)					
	Predictors: (Constant), Product Innovation (X)					

Source: processed by researchers, SPSS data version 25 (2022)

The F test is used to determine whether the independent variable X has a significant effect simultaneously together on the dependent variable Y. This test is carried out by comparing the value of Fcount with F table. If the Fcount value is greater than the Ftable value, it can be interpreted that the X variable has a significant effect on the Y variable MSME business performance with a significance level of 5%.

2.5. Coefficient of Determination (R2)

The coefficient of determination (R2) in this study is used to see or find out how much the contribution of the independent variable to the dependent variable is.

TABLE 6: Coefficient of Determination.

	Model Summary				
Model	R	R Square	Adjusted R Square		Std. Error of the Estimate
1	,869[a]	0,755	0,749		1,967
	a. Predictors: (Constant), Product Innovation (X)				

Source: processed by researchers, SPSS data version 25 (2022)

Based on table 5 above, it can be seen that the influence of variable X on variable Y MSME business performance is 0.749 or 74.9%, while other influences of 25.1% are influenced by other variables not examined in this study.

Coefficient of Determination (R2)

The coefficient of determination (R2) in this study is used to see or find out how much the contribution of the independent variable to the dependent variable is:

TABLE 7: Coefficient of Determination.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,869^a	0,755	0,749	1,967
a. Predictors: (Constant), Product Innovation (X)				

Source: processed by researchers, SPSS data version 25 (2022)
Summary models:
Model R R Square Adjusted
R Square Std. Error of the Estimates 1 .869a 0.755 0.749 1.967
a. Predictors: (Constant), MSME Empowerment, Marketing Performance (X)

Based on table 6, it can be seen that the influence contribution given variables X (Product Innovation) to variable Y (MSME business performance of 0.749 or 74.9%, while other influences of 25.1% are influenced by other variables not examined in this study. There are two variables with details of the independent variables and one dependent variable, independent variables are variables that influence or cause changes or the formation of dependent variables, both giving positive and negative influences [3]. The independent variable in this study is Product Innovation (X) with the following research indicators: a) Product Line Expansion, namely products that are familiar to business organizations but new to the market; b) Product Imitation, namely products that are considered new by business organizations but are familiar to the market; c) New Products, namely products that are considered new both by business organizations and the market. Then the Dependent Variable, is a variable that is affected or becomes a result, because of the independent variables [3]. The value of the dependent variable depends on the independent variable, where if the value of the independent variable changes, the dependent value also changes. The dependent variable in this study is Marketing Performance (Y) with the following research indicators: 1) Sales Growth, namely the growth rate of products sold; 2) Profit Growth, namely the amount of profit that can be achieved by the organization in selling its products; 3) Customer Growth, namely the level of customer growth achieved by the organization.

3. Result and Discussion

Based on the results of the analysis, it is concluded that the product innovation variable (X) has a partial effect on MSME business performance (Y). Where this market orientation consists of several indicators, namely customer orientation, competitor orientation, and coordination between functions. Statistically, it has a partial effect on marketing performance because t-count Market Orientation (X) is greater than t-table (11.933 > 1.664) with a significance level below 0.05, namely 0.000. Therefore it can be concluded that there is a significant and positive influence between market orientation and marketing performance variables so that the first hypothesis in this study is accepted.

These results prove that market orientation is one of the factors that plays an important role in determining whether a business's marketing performance is good or bad. This is in line with research conducted by [5], where the results of his research show that market orientation influences the marketing performance of MSMEs.

Because micro businesses are included in the scope of business, which is still very small, business actors are required to be able to be closer to customers. This is intended so that business actors are able to obtain various information and new knowledge which they can use to develop their business. There is an understanding of market orientation which is able to create positive value behaviors and produce superior performance for the business. Based on the results of research conducted, it can be seen that micro business actors in the trade sector in South Sulawesi are aware of the importance of market orientation for their businesses, this is evidenced by the ability of business actors to understand and respond to consumer needs and be responsive to competitors. Based on the results of the analysis, it is concluded that the Product Innovation variable X has a partial effect on Marketing Performance Y. Where product innovation consists of several indicators, namely product line expansion, product imitation, and new products. Statistically, it has a partial effect on marketing performance because t count Product Innovation X is greater than table (5.392 > 1.664) with a significance level below 0.05, namely 0.000.

Product innovation cannot be separated from business life because innovation is a fundamental requirement in a business and with innovation it can make business growth faster and can create a better business position. Innovation is an important aspect in marketing, especially in conditions of increasingly fierce competition as it is today. Due to market conditions and technology that continue to change so that it has an impact on marketing dynamics where consumer tastes also change, thus demanding business people to innovate their products in order to be able to excel in competition. Micro

business actors in the trading sector in South Sulawesi are aware of the importance of innovation for their products, this is evidenced by the many new products that have emerged.

The Effect of Product Innovation on Marketing Performance in Micro Enterprises in the Trade Sector in South Sulawesi, based on the results of the analysis it is concluded that the variables and Product Innovation (X) have an effect on Marketing Performance (Y). Statistically, it has a simultaneous effect on marketing performance because fcount is greater than ftable value (149.084 > 3.09) with a significance level below 0.05, namely 0.000. Therefore it can be concluded that product innovation orientation affects marketing performance so that the second hypothesis in this study is accepted.

These results prove that product innovation is a factor that plays an important role in determining whether a business's marketing performance is good or bad. This is in line with research conducted by [6] where the results of her research show that product innovation has a simultaneous effect on the marketing performance of MSMEs. Evaluation of performance, especially marketing performance, is part of the efforts of business actors to adjust the strategies undertaken with changes that occur in the competitive environment. Business actors must be able to recognize the environment and manage it properly so that it can provide good benefits for their business. Product innovation is a factor that can influence the achievement of good marketing performance in micro-enterprises in the trade sector in South Sulawesi. With product innovation, business actors will obtain more information directly related to customers, competitors as well as actual, accurate and action-oriented market information. The existence of this information can foster the creativity of business actors so that they are able to make innovative products that can improve marketing performance. With the innovations carried out by business actors, indirectly the products they sell are one step ahead compared to products sold by competitors who do not carry out product innovations, because modified products attract more consumers' attention [7]

In this research, product innovation variable is also a variable that can influence marketing performance. Product innovation can be said as a mandatory thing that must be done by every business actor for the sake of the continuity of his business. In carrying out product innovation, business actors must continue to look for products that suit consumer needs and satisfaction. The author hopes that in improving marketing performance, business actors should not only focus on product innovation but should also focus on technology-based innovation, for example business actors registering their business on e-commerce or by providing adequate facilities at shop/business locations [8]

3.1. Product innovation

Law of the Republic of Indonesia Number 18 of 2002, describes innovation as research, development and engineering activities aimed at developing the practical application of new scientific values and contexts, or new ways to apply existing science and technology into products or processes. production. According to [9] product innovation is an important way for companies to remain adaptable to markets, technology, and competition. [10] proposed two conceptions of innovation, namely 1) innovativeness and 2) capacity to innovate. Innovation is the idea of being open to new ideas as a corporate culture. Meanwhile, the capacity to innovate is the company's ability to use or implement new ideas, processes or products successfully.

Innovation is a creation in a state that is considered new [11]. Innovation does not always have to be completely new. The requirement of an innovation is that it must be based on the newness of the innovation being applied. Innovations made to products are needed with the aim of maintaining consumer buying interest and purchasing power. Product innovations that continue to be made by the company will indirectly have a high intensity impact and can determine a company's marketing performance [12] that innovation is an important factor in the efforts of business organizations to differentiate products or services from their competitors by creating new value or added value for their customers. Without innovation, organizations cannot survive long. This is due to constant changes in customer needs, demands and requirements. Customers do not always consume the same product.

Customers will look for other products that can meet their needs from other business organizations. The similarity in the appearance of competitors' products is a factor that drives product innovation, generally the appearance of competitors' products does not change much or even tends to be static. This situation is advantageous, because product innovation can be used to overcome emerging competition. Product innovation can be considered as a functional improvement of a product, which can bring the product much more attractive compared to competing products.

The development of new products and more effective strategies often determines the success and survival of businesses, but this is not an easy task because it requires effort, time, skills and must pay attention to the level of risk and cost of failure [6]. According to [1], innovation refers to a new idea, product, technology, information, system, behavior, values, and practices that are not generally known, accepted, used, or applied by the majority of community members in a particular place. can be used to make changes in all aspects of people's lives. Some experts argue that the notion of product innovation is an

activity that refers to a change that makes a product more attractive so that it is eyed and even in demand by consumers. The demands of very fast and dynamic change require companies to continue to innovate products because technology changes rapidly so that entrepreneurs must be able to adapt to new technological innovations, innovative skills are needed to meet consumer needs while adding and retaining consumers as customers, and innovation can accelerate growth and expand market segment.

There are several ways you can do to create creative product innovations. Take advantage of feedback from customers: a) Fix existing product deficiencies; b) Adding new features or functions; c) Observing competitors' products; d) Creating a dedicated research team; e) Consulting third parties. There are several ways you can do to create creative product innovations. Utilizing input from customers: a) Correcting existing product deficiencies; b) Adding new features or functions; c) Observing competitors' products; d) Formation of a dedicated research team; e) Consultation with third parties. In addition, support from the local government to encourage the creation of product innovations related to the development of resources owned by the regions, both in the form of preparing infrastructure, facilities and infrastructure as well as developing resource capacity by providing protection to fishermen, farmers, craftsmen, small and medium entrepreneurs with various types of resource management by planning and implementing appropriate strategies, using more modern work support tools, increasing community competence, seeking creative solutions and innovation in solving problems [8].

3.2. Marketing performance

Marketing performance according to [13], is a concept used to measure marketing achievement of an organization, therefore marketing performance is considered as an important element of an organization's performance because marketing performance that has been done is used to observe an organization's performance. According to [14] "marketing performance is a factor commonly used to measure the impact of an organization's strategy. Organizational strategy is always aimed at creating marketing performance such as sales volume, market share and sales growth rate and financial performance. [11] mention the steps in the marketing process, namely understanding the market and knowing customer needs, designing customer-driven marketing strategies, and forming marketing programs.

Several indicators are used in assessing marketing performance according to , namely: a. Sales growth is a growth that occurs due to the large number of purchases

made by consumers on a product produced by a business. Sales growth describes how much the increase in sales of the same product compared to a certain time unit. Good marketing performance is marked by good sales growth from year to year, higher growth than similar competitors, and having a broad customer base compared to previous years; b. Profit growth is a percentage increase in profits earned by a business. Good profit growth reflects that the condition of the business performance has good performance.

Because profit is a measure of the performance of a business, the higher the profit earned, the better the marketing performance of the business; c. Customer growth Customer growth aims to increase the number of customers and the number of consumers who buy products or use services from the business. The customer growth rate is the increase or decrease in the number of customers that can increase or decrease every year, which will lead to profits or even losses to the business. Good customer growth indicates good marketing performance as well, or something that is new by anyone who adopts it, and as a process of creating new products.

This study only describes the factors that influence marketing performance by 74.9% so that there are other factors outside of this study that affect marketing performance. The author hopesthe next researcher adds other variables and also chooses other objects related to this research in order to obtain diverse and comprehensive findings. After conducting survey type research, using a quantitative approach found a causal relationship in testing the hypothesis, through: exploratory, descriptive, explanation or confirmation, evaluation, prediction, operational research, and development of social indicators. Shows results that explain product innovation has various impacts on marketing performance, both in economic and social aspects. Mainly how MSMEs can maintain their existence so that their business is sustainable, and can improve the economic and social standards of the people of South Sulawesi.

4. Conclusion

Increasing the economic level and social status of the people of South Sulawesi can take place with the support of MSMEs. The business world can maintain its existence and be sustainable, through product innovation. As business actors in the trade sector, they have more opportunities to deal directly with customers, competitors as well as actual, accurate and action-oriented market information. The growth of creativity of business actors is able to create innovative products that can improve marketing performance. With the innovations carried out by business actors, indirectly the products they sell

are one step ahead compared to products sold by competitors who do not carry out product innovations. Modified products will attract more consumers' attention, that is, the better the Product Innovation carried out by business actors, the better the Marketing Performance will be. There is a positive and significant relationship between the Product Innovation variable and the Marketing Performance of Micro Enterprises in the Trade Sector in South Sulawesi, so that the better the Product Innovation carried out by business actors, the better the marketing performance will be.

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5. Conflict of Interest

The authors declare that they do not have conflict of interest

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