
IMPROVING MARKETING EFFICIENCY AND EFFECTIVENESS BY OPTIMIZING PRODUCT INNOVATION THROUGH E-COMMERCE MEDIATION

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Abstract

This study analyzes the relationship between product innovation, E-Commerce, and marketing performance in Cirebon Regency's batik business actors. This study uses a quantitative research design with a Correlational Design to evaluate the relationships between variables. The results show that the majority of respondents in this study were consumers aged between 31-40 years (48%), followed by ages 41-50 years (28%), and ages 20-30 years (15%). However, it can be concluded that product innovation does not have a significant effect on marketing performance. It supports sustainable product purchasing through improved access, recommendation systems, and environmentally friendly packaging. It also helps batik businesses to improve their feasibility, cultivate strategic partnerships and increase their contacts with customers and suppliers. Therefore, it is becoming very important for business owners to improve marketing performance and understand how E-commerce works as a communication tool, marketing and how they can significantly grow their business.

Keywords: Product Innovation, E-commerce, Marketing Performance, Batik.

INTRODUCTION

In the current era of globalization, Indonesia is experiencing good growth and development in all fields. Starting from food, drinks, accessories, to clothing. One product that has good prospects and is in demand by many people is batik. This can be seen from the increasing number of batik enthusiasts both from local and international consumers (Sianturi & Dwijayanti, 2023). This development increases competition in the batik industry along with the development of batik artisans in Indonesia. In this Disruption Era has changed many things to such an extent, therefore the old business ways that are still conventional will be replaced and run over by today's business ways with better innovation (Muthiarsi, 2019).

This can be seen from the point of statistics, Widjaja (2023) stated that the batik industry and batik fashion have a high economic production value of Rp.1,100 trillion or equivalent to 7.4% of Indonesia's GDP in 2020, with contributions to the entire industry reaching 18.2% of the total net value of the industry in Indonesia. The batik industry has a very important role for the national economy. Throughout 2022, the export value of batik and batik products exceeded USD64.56 million, an increase of 30.1 percent compared to the achievements in 2021. Meanwhile, in the January-April 2023 period, the export value of batik and batik products is USD26.7 million, and is targeted to touch up to USD100 million during 2023 (Minister of Industry, 2023).

Previous research has shown that product/service innovation is one of the main sources of competitive advantage (Lau et al., 2010). The increasingly fierce competition encourages batik artisans to make breakthroughs or innovations to increase the effectiveness of batik marketing. The development of product innovation needs to be integrated as a core component of the Company's business model (Saari et al., 2024). In his research stated innovation Chang-Muñoz et al. (2021) has developed into an important requirement for companies to survive in today's competitive environment. The successful development of

innovation will be the right strategy to maintain the product's standing in the market (Curatman et al., 2016). In maintaining and developing businesses, innovation and e-commerce have an important role.

MSMEs are increasing in reputation as well as the explosion of e-commerce platforms, showing the importance of online markets in the business world (Asaithambi et al., 2024). E-commerce includes the exchange of products and services and has different types of marketplaces, including business-to-consumer (B2C), business-to-business (B2B), social commerce (s-commerce), and C2C e-commerce (Mayayise, 2023). E-commerce platforms have leveraged companies to expand service offerings and establish two-way interactive connections between factories and consumers (Li & Kumarasinghe, 2023). E-commerce is becoming increasingly widespread, and many companies prioritize it above all else (Salah & Ayyash, 2024). By enabling increased access to information, skills, and knowledge, e-commerce also contributes greatly in bridging the digital divide between quality and low human resources, and does not rule out the possibility for batik entrepreneurs in Cirebon district to increase their business excellence with product innovation efforts through e-commerce. Marketing strategies need to be done to prepare the achievement of certain goals for a company (Cahyadinata et al., 2024).

Strategies to improve marketing performance show a business's complete game plan to reach potential consumers as well as convert them into customers (Harif et al., 2022). A marketing strategy consists of a business value proposition, demographic data of target customers, as well as other high-level elements. Therefore, digital capabilities are important for businesses looking to create a specific niche market and separate their offerings from mass market participants (Tolstoy et al., 2022). Digital marketing campaigns are more adaptable to smaller groups of customers, as well-defined customer segments tend to respond better to special offers and campaigns.

The intensity of market competition can encourage batik artisans to seek high-level innovations to gain a competitive advantage over their competitors. Innovation will also affect the choice of marketing strategy of batik companies so that batik artisan products become better in quality, quantity and brand. Innovation in marketing performance also needs to be improved, e-commerce platforms are one of the innovative marketing strategies today. Several previous studies have examined the relationship of innovation, e-commerce with improving marketing performance.

Research conducted by Lie et al. (2022) found the results that e-commerce variables, product innovation and MSME performance are good and there is a positive and significant influence between e-commerce and product innovation on MSME performance. While the thing that is noted is that there are several variable dimensions that are still assessed that the average of the overall dimensions of each variable

Research conducted by Ali et al. (2022) prove that product innovation and e-commerce have a role in marketing performance in batik Jepara Regency. Product innovation needs to be improved by being willing to accept input and new ideas that can play a role in improving marketing performance

Product innovation variables have a positive and significant influence on the development of MSMEs. The results of this study are in accordance with the opinion

expressed by Dhewanto et al. (2014) that innovation cannot be separated from business life, because innovation is the spirit or soul of a company to develop, innovation can develop anywhere and be done by anyone, innovation is not only done by large companies, but small companies also need innovation for the sustainability of their business

The variable of e-commerce when viewed from the level of significance is greater, which means that e-commerce does not have a significant influence on the performance of MSMEs. This is also, supported by research conducted by Nurhadi (2015) which states that e-commerce has no significant effect on organizational performance.

The results showed a difference in conclusions. Some studies show that product innovation and e-commerce have a positive effect on marketing performance, while other studies show that ecommerce does not have a significant effect on marketing performance. Therefore, there are inconsistency and theoretical gaps in the form of research gaps resulting from different research findings (theories) (Miles, 2017).

This study analyzes the impact of product innovation on marketing performance, with Ecommerce as mediation on batik entrepreneurs in Cirebon Regency. It found differences in variable indicators compared to several previous studies. Referring to the description of research phenomena and problems described above, as well as the identified research gaps, the research was conducted in the hope of improving marketing performance in the Cirebon Regency batik industry.

RESEARCH METHODS

This study uses a quantitative research design with a Correlational Design to evaluate the relationship between variables. The research focuses on improving marketing efficiency and effectiveness by optimizing product innovation in e-commerce mediation. The study is cross-sectional, collecting data from respondents at a specific point or period. This research aims to provide an overview or analyze aspects of variables at a specific point in time, as seen in previous studies by Leonardo & Riza (2023).

The measurement scale used is the Likert Scale, which is a type of measurement scale used in research to measure respondents' attitudes, opinions, perceptions, or judgments of a statement. Respondents answer the Likert Scale by marking, for example, a checklist or cross on the selected response that reflects their level of agreement or disagreement with the statement. The statements provided have options such as (1: Strongly disagree to 5: strongly agree) used in the questionnaire. The study used a 17-item questionnaire.

Sampling uses the formula from Rao Purba (Sujarweni, 2015) as follows:

$$n = \frac{z^2}{4 (Moe)^2}$$

Where : n = Number of samples

Z = 1.96 score at a certain level of significance (degree of confidence determined 95% z = 1.96)

Moe = The maximum tolerable margin of error in this study was set at 10% (0.1)

Based on the provisions above, the minimum number of samples that can be taken is:

$$n = \frac{1,96^2}{4(0,1)^2}$$

$$n = \frac{3,8416}{4(0,01)}$$

$$n = \frac{3,8416}{0,04}$$

$$n = 96,04$$

Thus, the minimum number of samples based on the formula above, the n obtained is 96.04 samples. We completed the sample to 100, so in this study the author took data from a sample of 100 respondents.

The study used is purposive sampling. Purposive sampling is a sampling technique with certain considerations. The author uses purposive sampling techniques because not all samples have criteria that match the author's determination (Sugiyono, 2017). Therefore, the author chose a purposive sampling technique by setting certain criteria that must be met by the samples used in this study, at least the criteria that must be met are batik entrepreneurs and using e-commerce in their sales, and the researchers tested the theoretical model using SmartPLS 3 software.

Conceptual Framework

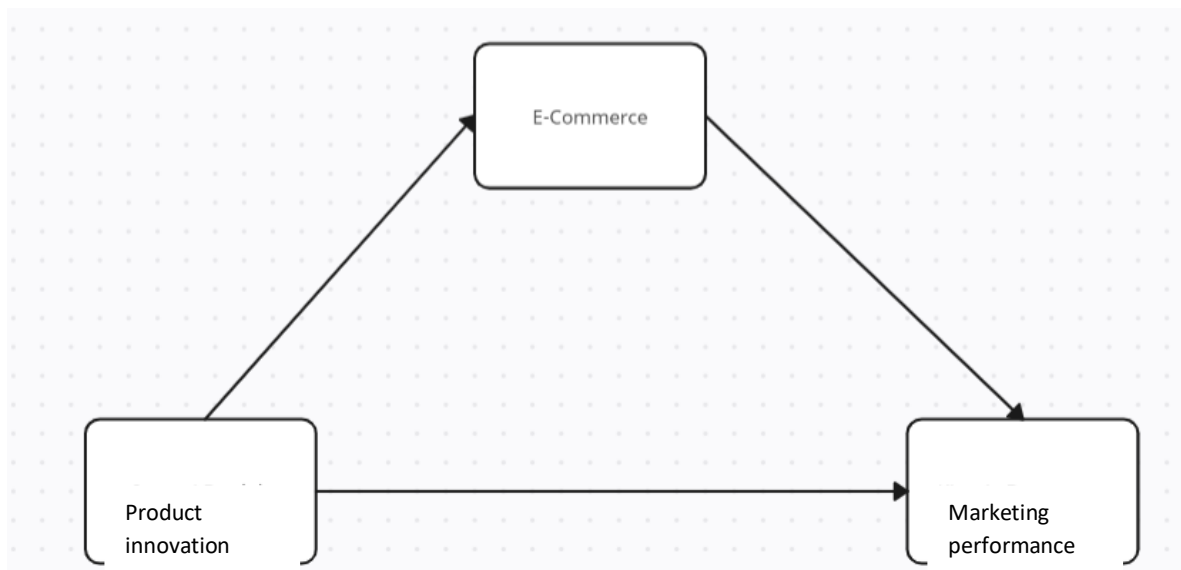


Figure 1. Conceptual Framework

RESULTS AND DISCUSSION

Characteristics Responden

This study analyzed 75 respondents who were batik clothing business owners in Cirebon regency. The study collected data on respondents' age, gender, and recent education. The following sections describe the characteristics of respondents. Based on the results of the analysis presented in Table 1, the majority of respondents in this study were consumers aged between 31-40 years (48%), followed by ages 41-50 years (28%), and ages 20-30 years (15%). Based on the gender of respondents, 36% were men and 64% were women. Based on

respondents' recent education, 41% are high school graduates, 31% are undergraduate graduates, 21% are junior high school graduates and finally elementary school graduates are 7%.

Table 1. Respondents Characteristic Description

Characteristics	Category	Frequency
Age	20-30 years	11
	31-40 years	61
	41-50 years	28
Sex	Man	27
	Woman	73
Respondent Latest Education	Primary School	5
	Junior High School	16
	Senior High School	56
	S1	23

Data Analysis Results

Convergent Validity Test

Table 2. Outer Loading

Innovation Product	E-Commerce	Marketing Performance
IN1	0.603	
IN2	0.879	
IN3	0.799	
IN4	0.715	
IN5	0.697	
IN6	0.904	
IN7	0.792	
EC1	0.877	
EC2	0.789	
EC3	0.814	
EC4	0.915	
EC5	0.851	
EC6	0.542	
EC7	0.890	
KP1		0.844
KP2		0.683
KP3		0.701
KP4		0.614
KP5		0.846
KP6		0.822

The validity indicator can be measured using the outer loading value, if the outer loading value is more than 0.7, then the indicator can be used. Loading above 0.5 is also acceptable, but factors with a loading value of less than 0.5 should be eliminated (Chin, 1988)

Table 3. Average Variance Extracted (AVE)

Average Variance Extracted (AVE)	
Product Innovation	0.602
E-Commerce	0.672
Marketing Performance	0.573

Based on the results of Average Variance Extracted (AVE) above, it can be seen that all reflective constructs used in this study produce values above 0.5. Specifically, the product innovation variable has a value of 0.602, the E-commerce variable has a value of 0.672, the marketing performance variable has a value of 0.573. AVE measures the amount of variance captured by construct indicators. For reflective constructs, AVE values above 0.5 are considered acceptable (Barati et al., 2019). The condition of the AVE value is more than 0.50 so that the variable can be said to be valid, If it is less than 0.40, then it should be omitted in the model.

Reliability Test

A construct is considered reliable if Cronbach's Alpha value is greater than 0.7. Similar to Cronbach's Alpha value, the Composite Reliability (Rho c) value is said to be reliable if the value is > 0.7 (Sarstedt et al., 2017).

Table 4. Reliability Test

	Cronbach's Alpha	Composite Realibility
Product Innovation	0.886	0.913
E-Commerce	0.914	0.933
Marketing Performance	0.849	0.888

Based on the data in the table, important information can be found as follows: first, the alpha value of all variables exceeds the limit of 0.70, which indicates a high level of internal consistency in measurements. Second, the composite reliability value of all variables also exceeds the limit of 0.70, which indicates an adequate level of construct reliability. Third, through the calculation of construct reliability which includes Cronbach's Alpha and Composite Reliability, it can be concluded that all variables meet the criteria set.

Path Coefficient

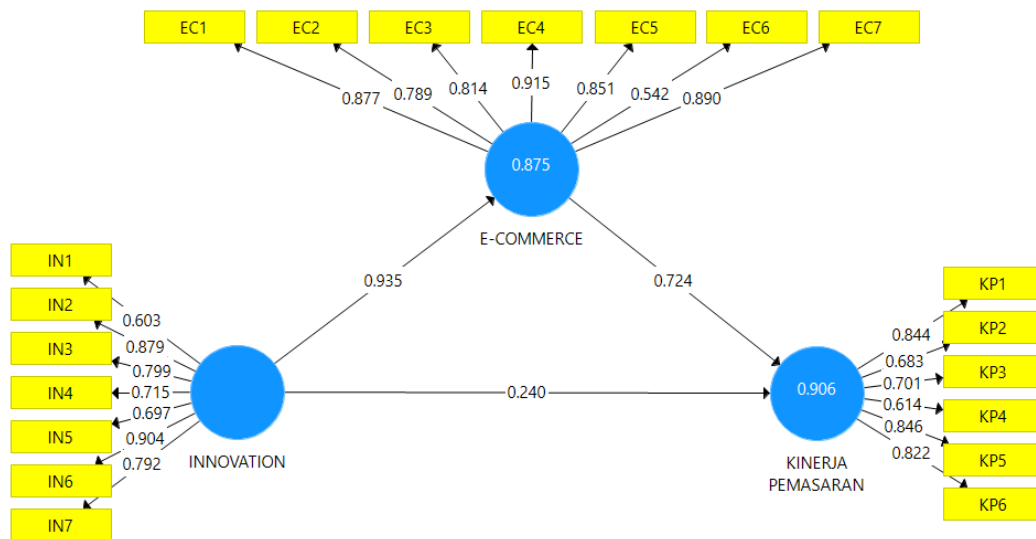


Figure 2. Path Coefficient

Hypothesis Test

Table 5. Direct Effect Test Results

Hypothesis	Relationship	Path Coefficients	P Values	Information
H1	Innovation-> E-Commerce	0.935	0.000	Supported
H2	Innovation_ -> Marketing Performance	0.240	0.090	Unsupported
H3	E-Commerce -> Marketing Performance	0.724	0.000	Supported

Based on the coefficient analysis of structural models is carried out to analyze a hypothesis by analyzing the relationship between which variables have a significant relationship (Hair et al., 2014). A relationship is declared to have a significant influence if it has a p-value smaller than 0.05, if the relationship between variables has a p-value greater than 0.05 then it can be said that the relationship does not have a significant effect.

Hypothesis 1: Product Innovation has a positive and significant effect on E-Commerce

Based on the results of this study, hypothesis one shows that the hypothesis has a significant effect. Product innovation has a positive, and significant influence on E-Commerce. This result refers to the coefficient of the path of influence of product innovation on E-Commerce of 0.935 which is greater than 0, and the p-value of 0.000 which is smaller than 0.05.

Product innovation is certainly closely related to e-commerce, when the Company innovates with the use of e-commerce in its sales strongly supports sustainable product purchases through increased access, recommendation systems, and environmentally friendly

packaging (Yana et al., 2024). Finally, most consumers prefer to shop online because it is considered more practical, although many still value the experience of shopping in a physical store. These findings underscore the importance of understanding consumer preferences and implementing innovation and marketing accordingly in an era of e-commerce growth and technological advancement.

Hypothesis 2: Product Innovation has no significant effect on Marketing Performance

Based on the results of this study, hypothesis two suggests that the hypothesis is insignificant. Product innovation has a positive, but not significant influence on marketing performance. This result refers to the value of the coefficient of the path of influence of product innovation on marketing performance of 0.240 which is greater than 0, and the p-value of 0.091 which is greater than 0.05.

Therefore, it can be concluded that product innovation does not have a significant effect on marketing performance. This proves that in the context of batik business in Cirebon district, there is no significant relationship between product innovation and marketing performance. In this case, product innovation includes the development and introduction of new products, improvement of product quality, new features, or product customization according to market needs.

This research is in line with the results of other research stating that product innovation variables do not have a significant effect on marketing performance (Rahim, 2023; Sefianti, 2020). To be able to compete and improve marketing performance, it is determined by its ability to coordinate marketing, interfunctional activities in the organization, respond quickly to changes in the competitive environment, and anticipate any changes in strategy (Sulaeman, 2018).

Hypothesis 3: E-Commerce has a positive and significant effect on Marketing Performance

Based on the results of this study, hypothesis three shows that the hypothesis has a significant effect. E-Commerce has a positive, and significant influence on marketing performance. This result refers to the value of the E-Commerce influence path coefficient on marketing performance of 0.724 which is greater than 0, and the p-value of 0.000 which is smaller than 0.05.

Therefore, it can be concluded that E-Commerce has a significant effect on marketing performance. The implementation of E-Commerce in Batik businesses in Cirebon Regency customers no longer have to go to business outlets and queue just to get the desired batik products. They can make transactions wherever and whenever they want. Support for providing access to more detailed information for customers or prospective customers is also provided by E-commerce. They can easily obtain information both about prices and product details through any of the E-commerce used by customers.

The results of this study are also supported by previous research conducted by the three researchers showing that E-Commerce does not have a significant effect on Marketing Performance (Akob et al., 2022; Pribadi & Susilawati, 2018; Sandri & Hardilawati, 2019).

Table 6. Indirect Effect Test Result

Hypothesis	Relationship	Path Coefficients	P Values	Information
H4	Innovation_ -> E-Commerce -> Marketing Performance	0.677	0,000	Supported

Hypothesis 4: E-Commerce mediates the effect of product innovation on marketing performance

The results of data analysis presented in Table 6 show that the value of the path coefficient of the influence of product innovation on marketing performance through e-commerce is 0.677 which is greater than 0 and the p-value of 0.000 which is smaller than 0.05. Therefore, the data suggest that e-commerce is able to mediate the influence of product innovation on marketing performance, or in other words Hypothesis 4 is accepted.

E-Commerce is a new innovation that has changed the way business environments operate. It also helps batik businesses in Cirebon Regency to improve their feasibility, cultivate strategic partnerships and increase their contacts with customers and suppliers. It is becoming very important for business owners to improve marketing performance and understand how E-Commerce works as a communication tool, marketing and how they can significantly grow their business.

CONCLUSION

The study examines the relationship between product innovation, E-Commerce, and marketing performance in Cirebon Regency's batik business actors. It finds that product innovation significantly impacts E-Commerce, which supports sustainable product purchasing through improved access, recommendation systems, and environmentally friendly packaging. However, product innovation does not significantly influence marketing performance in Cirebon Regency. E-Commerce has changed the business environment, improving feasibility, strategic partnerships, and customer and supplier contacts. The study acknowledges limitations, such as location and scope, and encourages future research to expand geographic areas and increase sample sizes. It also suggests exploring other variables that contribute to marketing performance in Cirebon Regency.

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