

The Influence of Market Orientation on Marketing Performances in Micro Small and Medium-Sized (MSMEs) Coconut Sugar Enterprises: The Role of Innovation

Publons ID	40003754
Wos ID	WOS:000486093100024
Doi	
Title	The Influence of Market Orientation on Marketing Performances in Micro Small and Medium-Sized (MSMEs) Coconut Sugar Enterprises: The Role of Innovation
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Publish Date	OCT 2019
Journal Name	QUALITY-ACCESS TO SUCCESS
Citation	6
Abstract	Coconut sugar have a huge potential to be developed in Indonesia, unfortunately the welfare of the producers is still lack due to the inability of the products to be marketized on modern and international markets. The products could not meet the needs and wants of those markets. This study aims to investigate the influence of market orientation on marketing performances in MSMEs. The samples are 100 coconut sugar producers, in Banyumas, Central Java, Indonesia. The tool used to analyze this study is structural equation modelling by AMOS program. The study result shows that customer orientation have a positive influence on product and process innovations, competitor orientation have a positive influence on product innovation but have no influence on process innovation, and product and process innovations have positive influences on marketing performances.
Publish Type	Journal
Publish Year	2019
Page Begin	143
Page End	147
Issn	1582-2559
Eissn	
Url	https://www.webofscience.com/wos/woscc/full-record/WOS:000486093100024
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