

Analysis of Factors Affecting Marketing Performance

(Study on MSMEs in the Furniture Industry in Manggung)

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Abstract: *The objective of this research is to recognize the most superior and dominant factors among several variables in this study. This study will be beneficial to the furniture SMEs in Manggung Village, Ngemplak District, Boyolali Regency. The sample furniture SMEs were drawn from a population of 87 SMEs, resulting in a sample size of 53 respondents. Data processing methods using SPSS Statistics 25 software with 21 variables tested using validity, reliability, and factor analysis tests. Product Quality, Assistance, Social Media, Product Variants, Business Capital, and E-commerce are the six factors that influenced the marketing performance of furniture MSMEs in Manggung Village, according to the findings of this study..*

Keywords: Factor Analysis, Marketing Performance, and MSMEs

I. INTRODUCTION

MSMEs in Manggung Village are mostly involved in furniture, with the scope of marketing limited to Boyolali. The number of furniture MSME actors in Manggung village standing in the same area has resulted in fierce competition between furniture MSME business actors in Manggung village. In ideal conditions, furniture production in the Manggung area can produce a variety of products such as doors, tables, chairs, cabinets, kitchen sets, living room furniture, wall decorations, room decorations, wooden vases, cots, and various other household furniture needs. Manggung furniture production is currently declining due to fewer products being issued than previously; currently, only tables, chairs, cabinets, and doors are manufactured. According to the review in the field of furniture production in Manggung has decreased the number of production because the demand for products from customers has decreased, from some MSME actors who have been reviewed complaints almost the same product sales every month initially receive orders from consumers as many as 10 to 15 products, but now only 5 to 10 products, the products are in the form of doors, tables, chairs, cabinets, kitchen sets, living room furniture, wall hanging, windows, sills, cots, wooden vases, room decorations, and various other household furniture purposes.

Marketing by MSME actors in Manggung village has not been done digitally due to a lack of technological knowledge, so marketing is only done conventionally or through non-internet media such as brochures, banners, and relationships owned by each MSME actor. This makes it difficult for MSMEs to develop, and sales are limited because marketing is limited to Boyolali. With sales digitization, it is hoped that furniture MSMEs will be able to expand their marketing reach throughout Indonesia. Consumers today require products with aesthetic value and modern patterns, as such Manggung furniture MSMEs must add product variants to be able to add consumers. According to the description above, the obstacles faced by MSMEs in Manggung village furniture are as follows: (1) digitalization has not been implemented (2) limited marketing scope (3) production has decreased (4) lack of product innovation (5) conventional marketing system.

Based on the aforementioned issues, this research is critical because (1) production in MSMEs has decreased (2) fierce competition in the furniture industry necessitates product innovation (3) a traditional marketing system must be developed immediately with marketing digitalization (4) the scope of the market, which is still limited to the Boyolali district, necessitating an expansion of the target market. As a result, researchers are interested in conducting research on

the analysis of factors influencing marketing performance using factor analysis testing. This study is expected to provide an overview of the factors influencing marketing performance in MSMEs in the furniture industry in Manggung village.

Problem Statement

Based on the preceding context, the problems to be discussed are formulated as follows:

1. What are the factors that influence marketing to MSMEs in the furniture industry in Manggung Village?
2. Formulate the identification of factors that affect marketing to MSMEs in the furniture industry in Manggung Village?

Research Objectives

Based on the formulation of the problem above, the objectives to be achieved are as follows:

1. To identify factors that affect marketing to MSMEs in the furniture industry in Manggung Village.
2. To formulate factors that affect the marketing of MSMEs in the furniture industry in Manggung Village.

Research Benefit

It is hoped that it will provide an overview of effective marketing to MSMEs so that MSMEs in the furniture industry in Manggung Village can compete and develop in the Digital Era.

II. LITERATURE REVIEW

Marketing Performance

Marketing performance is the level of success in marketing a product that can be identified through the performance of its marketing performance. Marketing performance is a concept used to assess how well companies market their products (Arbawa&Wardoyo, 2020). It can be identified in marketing performance by describing the company's marketing activities for products or services. As a result, marketing performance is the company's success rate over a predetermined period of time, as an evaluation value of whether the strategy used is appropriate to use (Octavian, 2019).

Marketing Digitization

Marketing digitalization is the relationship between the use of the internet and digital technology to achieve marketing goals (Chaffey and Chadwick, 2016). This is done to increase consumer knowledge such as profiles, behaviors, values, and loyalty levels, as well as mutual communication in online targets and services based on marketing needs. E-marketing (Electronic Marketing) is the process of developing strategies for developing, distributing, promoting, and pricing goods and services to marketing targets via the internet (Hariyanti&Wirapraja, 2018).

Product Orientation

Product orientation is a marketing strategy that seeks to create high-quality products in order to increase sales (Astuti, 2019). Strategies for increasing sales can be carried out through field studies on customer orientation, competition between sellers selling the same product, and market information, so that business actors can formulate steps to increase the level of sales.

Market Orientation

Market orientation is the process of evaluating customer needs and desires in activities related to customer creation and satisfaction (Mardiyono, 2020). Market orientation can also be defined as the organization's attitude toward identifying consumer needs, competitors' attitudes, and providing market information to the entire organization. Market orientation will have an impact on improving the company's marketing performance by implementing industry processes for obtaining data on market conditions with the goal of producing product excellence for consumers (Yanuar& Harti, 2020).

Product Innovation

The process of generating new ideas and putting them into action is known as innovation. Innovations are new ideas in a product that improves the results. Hurley and Hult (1998) define innovation as a corporate mechanism for adapting to a changing environment. As a result, businesses must be able to generate new ideas, offer innovative

products, and improve customer satisfaction. Marketing and financial activities, as well as innovation, have become significant and routine activities for the company.

Government Policy

The government plays an important role in business continuity by enacting policies that assist business actors in running and protecting their business processes (Islami, 2021). Infrastructure for running a business is also required to aid in the development of community businesses. This can be accomplished by training business actors in providing capital to prospective entrepreneurs and assisting in the marketing of MSME products.

Entrepreneur Behavior

Entrepreneur behavior is a characteristic of a person's personality including knowledge, skills, environment and disposition of a person that affects business performance (Karma, 2018). Employers' considerations in determining policies can be influenced by the thoughts of business owners and environmental influences, therefore there are several things that affect business behavior such as education, financial literacy and the family environment.

Consumer Behavior

Consumers have an interesting diversity to study because they include people of all ages, cultural backgrounds, education levels, and other socioeconomic circumstances. As a result, it is critical to understand how consumers behave and what factors influence this behavior in order to market the product effectively (Aristianto, 2017). Consumer behavior is defined as the act of how individuals acquire, use, and dispose of economic goods and services, including decision-making processes prior to taking actions (Schiffman and Kanuk, 2010) in (Sujani 2017).

III. INDENTATIONS AND EQUATIONS

Research Methods

Place and Time of Research Implementation

The research takes place in the furniture industry MSMEs in Manggung Village. The study's implementation began in January 2023 using existing research procedures.

Data Collection Methods

Field Observations

Direct observation of MSME furniture industry research objects in Manggung Village.

Division of Factor Analysis Questionnaires

The distribution of questionnaires by submitting several statements to respondents, namely MSME players in the furniture industry in Manggung Village.

Sample

The number of samples in this study was 53 MSME players in the furniture industry in Manggung Village.

Factor Analysis

According to Hair et al (005) in (Mokhlis, 2009), factor analysis is intended to simplify the correlation matrix and reveal a small number of factors that can explain the correlation. This type of analysis is useful for gaining an understanding of the main dimensions underlying the observed set of items.

Research Design

Validity Testing

Validity tests are performed to ensure that the questionnaire is accurate and can be used as a standard in research instruments (Ghozali, 2006). (Setyawan, 2017). If a question in the questionnaire allows r to count more than r table, the questionnaire is said to be valid at a significant rate of 5%.

Reliability Testing

The reliability test is a test used to determine the repeatability and consistency of a measuring instrument. Cronbach Alpha Technique is a reliability test. When the Cronbach Alpha value in a variable is greater than 0.60 (Ghozali, 2006), the variable is said to be reliable (Setyawan, 2017).

Factor Analysis Test

The number of factors to keep is one of the most important decisions in factor analysis (Preacher & Maccallum, 2003). Sciffman and Kanuk (2004) in (Martini, 2013) state that deciding on a number of factors to keep is critical for a variety of reasons (Hayton et al., 2004).

IV. FIGURES AND TABLES

a. Dependent Variable (Y)

Here are the Dependent variables:

Table 1. Dependent Variable (Y)

Aspects	Variable
Variable Y	Marketing Performance

b. Independent Variable (X)

Here are the Independent Variables:

Table 2. Independent Variables

Variable	Indicators
Marketing Digitization	<ul style="list-style-type: none"> Ecommerce (X1) Social Media (X2) Digital Advertising (X3)
Product Orientation	<ul style="list-style-type: none"> Product Pricing (X4) Product Promotion (X5) Product Distribution (X6)
Market Orientation	<ul style="list-style-type: none"> Competitor Orientation (X7) Customer Orientation (X8) Market Information (X9)
Product Innovation	<ul style="list-style-type: none"> Product Quality (X10) Product Variants (X11) Product Design (X12)
Government Policy	<ul style="list-style-type: none"> Mentoring (X13) Venture Capital (X14) Coaching (X15)
Entrepreneur Behavior	<ul style="list-style-type: none"> Education (X16) Financial Literacy (X17) Family Environment (X18)
Consumer Behavior (X7)	<ul style="list-style-type: none"> Trust (X19) Purchase Motivation (X20) Decision to Buy (X21)

V. RESULTS AND DISCUSSION

Variable Testing

Validity Test the following are the results of processing the validity test of the data that has been taken:

Table 3. Validity Test

No	Statement	R Count	R Table	Description
1	X1	0,741	0,272	Valid
2	X2	0,661	0,272	Valid
3	X3	0,659	0,272	Valid
4	X4	0,780	0,272	Valid
5	X5	0,750	0,272	Valid
6	X6	0,745	0,272	Valid
7	X7	0,908	0,272	Valid
8	X8	0,814	0,272	Valid
9	X9	0,506	0,272	Valid
10	X10	0,449	0,272	Valid
11	X11	0,689	0,272	Valid
12	X12	0,645	0,272	Valid
13	X13	0,536	0,272	Valid
14	X14	0,474	0,272	Valid
15	X15	0,645	0,272	Valid
16	X16	0,771	0,272	Valid
17	X17	0,804	0,272	Valid
18	X18	0,747	0,272	Valid
19	X19	0,908	0,272	Valid
20	X20	0,814	0,272	Valid
21	X21	0,506	0,272	Valid
22	Y1	0,771	0,272	Valid
23	Y2	0,804	0,272	Valid
24	Y3	0,747	0,272	Valid

According to Table 3 Validity Test, out of 24 variables with r count > r table (r count > 0.272), the correlation value of all variables is said to be valid, and it can be used as the initial variable for subsequent analysis.

Reliability Test

The reliability test, according to Melati and Dharmmesta (2011), is used to determine the level of consistency of a data set using the Alfa Cronbach Coefficient method.

Table 4. Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
,784	24

Based on Table 4, the obtained coefficient result is 0.784, indicating that the coefficient result is greater than the significance level of 50% or 0.5, indicating that the data is reliable.

Factor Formation

Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test

Table5.KMO and Bartlett Test Results

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.609
Bartlett's Test of Sphericity	Approx. Chi-Square	2437.938
	df	561
	Sig.	.000

Table 5 shows that the KMO coefficient is 0.609, indicating that the variable can be used in factor analysis. Factor analysis can be said to be appropriate if the KMO value must be significant ($p > 0.05$) (Williams et al., 2010). (Santillan et al., 2012) Bartlett's significance of the test 0.00 or $p < 0.000$ (Silva et al., 2014) indicates there is a sufficient correlation between variables to be processed at a later stage (Hair et al., 2006 in Jasmine & Dharmmesta, 2011).

Measure of Sampling Adequacy (MSA)

Variables can be said to be feasible if the MSA value is more than 0.50 (Andi, 2009 in Jasmine & Dharmmesta, 2011).

Table 6. Measure of Sampling Adequacy Test Results

NO	ITEMS	MSA VALUE	DESCRIPTION
1	X1	0,536	Conditions Met
2	X2	0,534	Conditions Met
3	X3	0,622	Conditions Met
4	X4	0,629	Conditions Met
5	X5	0,579	Conditions Met
6	X6	0,759	Conditions Met
7	X7	0,720	Conditions Met
8	X8	0,904	Conditions Met
9	X9	0,506	Conditions Met
10	X10	0,702	Conditions Met
11	X11	0,543	Conditions Met
12	X12	0,509	Conditions Met
13	X13	0,612	Conditions Met
14	X14	0,555	Conditions Met
15	X15	0,523	Conditions Met
16	X16	0,568	Conditions Met
17	X17	0,530	Conditions Met
18	X18	0,601	Conditions Met
19	X19	0,622	Conditions Met
20	X20	0,740	Conditions Met
21	X21	0,633	Conditions Met

Table 6 of the Measure of Sampling Adequacy Test Results shows that the MSA value of the variable X1-X21 > 0.5 (MSA > 0.5) indicates that all variables can be analyzed further.

Table of Communalities

Communalities, according to Lombone et al. (2012), are the contributions of variable values to formed factors.

Table7.Communalities

Communalities		
Variable	Initial	Extraction
X1	1,000	,946
X2	1,000	,982
X3	1,000	,978
X4	1,000	,599
X5	1,000	,931
X6	1,000	,923
X7	1,000	,884
X8	1,000	,896
X9	1,000	,967
X10	1,000	,969
X11	1,000	,860
X12	1,000	,780
X13	1,000	,968
X14	1,000	,939
X15	1,000	,525
X16	1,000	,854
X17	1,000	,742
X18	1,000	,910
X19	1,000	,856
X20	1,000	,880
X21	1,000	,957

Naming Number of Factors

Table 8. Total Variance Explained

TotalVarianceExplained									
Com ponents				ExtractionSumsofSquared			RotationSumsofSquared		
		% of	Cumulat ive%		% of	Cumulative		% of	Cumulat ive%
1	5,895	28,071	28,071	5,895	28,071	28,071	3,855	18,357	18,357
2	4,873	23,205	51,276	4,873	23,205	51,276	3,241	15,433	33,790
3	2,715	12,926	64,203	2,715	12,926	64,203	3,105	14,784	48,574
4	2,101	10,005	74,208	2,101	10,005	74,208	2,941	14,003	62,577
5	1,703	8,110	82,318	1,703	8,110	82,318	2,938	13,989	76,567
6	1,060	5,047	87,365	1,060	5,047	87,365	2,268	10,798	87,365
7	,798	3,802	91,167						
8	,637	3,035	94,202						
9	,466	2,219	96,421						
10	,201	,958	97,378						

11	,182	,865	98,243						
12	,112	,533	98,776						
13	,100	,478	99,254						
14	,055	,262	99,517						
15	,036	,173	99,690						
16	,023	,108	99,798						
17	,018	,085	99,883						
18	,012	,057	99,940						
19	,006	,026	99,966						
20	,004	,020	99,986						
21	,003	,014	100,000						

Several criteria influence the number of factors formed. The first criterion is based on eigenvalues. If eigenvalue > 1 or eigenvalue > 1 factor values are maintained (Goto et al., 2011), (Tuan et al., 2013). Table 8 yielded 6 factors with eigenvalues greater than one, yielding a total of 7 factors on this criterion.

The percentage of variance is the second criterion employed. The total variance can be explained, namely the 21st variable is summarized into 6 factors, and a variance value of 87.365% is obtained, indicating that the 6 factors obtained meet the second criterion.

The Scree Plot is used to calculate the third criterion. According to Margono (2005), a scree plot is a graph that explains the total variance explained in a table. Eigenvalues are continuing to fall, resulting in images commonly referred to as "elbow" shapes (Beavers et al., 2013). In Figure 1.8, the first to sixth factors all decrease, but the value Eigen remains greater than one.

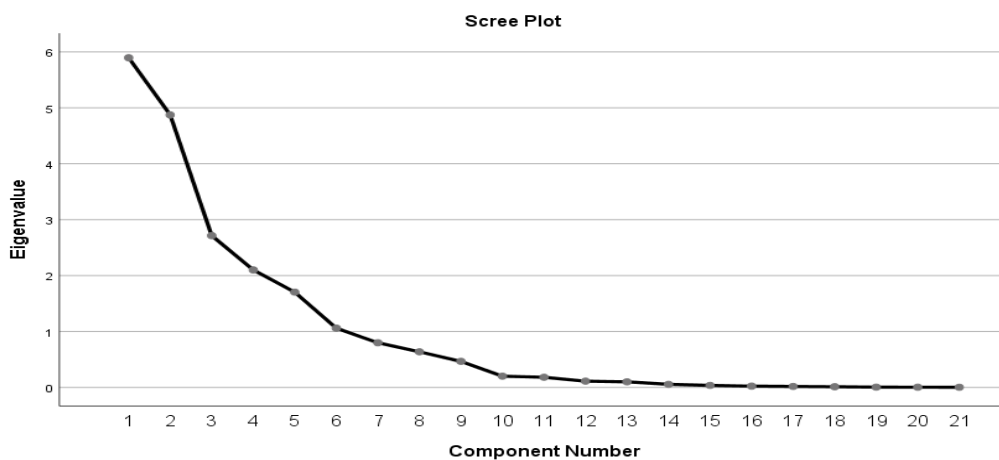


Figure 1. Diagram Scree Plot

RotatedComponentMatrix

According to Asmara et al. (2012), the Component Matrix depicts the distribution of all variables on the factors formed. The distribution of variables can be seen more clearly in the Rotated Component Matrix table, where the correlation value of each variable, which initially has a small value, is reduced and the value of a large correlation is increased (Hendikawati, 2011).

Table9. RotatedComponent Matrix

	Component					
	1	2	3	4	5	'6
X1	,146	-,125	,173	-,054	-,115	,929
X2	,036	-,016	,968	-,139	,057	,144

X3	,964	,005	,021	-,111	,161	,102
X4	-,012	-,255	,364	-,311	,279	,476
X5	,164	-,152	,144	-,055	-,128	,917
X6	,059	-,091	,942	-,062	-,073	,118
X7	,857	,044	,149	-,142	,319	,064
X8	,910	-,001	-,043	,015	,246	,062
X9	,017	-,020	,960	-,158	,033	,134
X10	,967	-,023	,013	-,070	,142	,094
X11	-,131	,078	-,130	,854	,246	-,171
X12	-,037	,436	-,011	,700	-,297	,100
X13	,060	,949	-,021	,191	,047	-,159
X14	,212	,030	,003	,084	,937	-,086
X15	,238	,334	-,284	,419	,029	-,316
X16	-,136	,051	-,159	,843	,260	-,172
X17	-,084	,378	-,123	,732	-,186	,080
X18	-,078	,925	-,088	,166	,083	-,072
X19	,359	,161	,038	,052	,827	-,112
X20	,301	-,040	-,008	,013	,888	-,004
X21	,039	,943	-,026	,188	,026	-,174

Factor Naming

Table 10. Factor Naming

Faktor	Item	FactorLoading	Eigen Value	%OfVariance	%Cumulative
1	X3	0,964	5,895	28,071	28,071
	X7	0,857			
	X8	0,910			
	X10	0,967			
	X19	0,359			
2	X13	0,949	4,837	23,205	51,276
	X18	0,925			
	X21	0,943			
3	X2	0,968	2,715	12,926	64,203
	X6	0,942			
	X9	0,960			
4	X11	0,854	2,101	10,005	74,208
	X12	0,700			
	X15	0,419			
	X16	0,843			
	X17	0,732			
5	X14	0,937	1,703	8,110	82,318
	X20	0,888			
	X1	0,929			

6	X4	0,476	1,060	5,047	87,365
	X5	0,917			

Based on the table above, six factors are formed with the following details:

- a. Factor 1 includes the variables X3, X7, X8, X10, and X19. Making a simple conclusion from the four variables, factor 1 can be named by using the name of the variable with the highest correlation, namely as a Product Quality factor.
- b. Factor 2 is made up of the variables X13, X18, and X21. Factor 2 can be named as a Companion factor by drawing a simple conclusion from the four variables.
- c. Variables X2, X6, and X9 are members of factor 3. Factor 3 can be named by using the name of the variable with the highest correlation, namely as a Social Media factor, by drawing a simple conclusion from the three variables.
- d. Factor 4 variables are X11, X12, X15, X16, and X17. Making a simple conclusion from the three variables, factor 4 can be named by using the name of the variable with the highest correlation, namely the Product Variant factor.
- e. Variables X14 and X20 are members of factor 5. Factor 5 can be named by using the name of the variable with the highest correlation, namely as a Business Capital factor, by drawing simple conclusions from the four variables.
- f. Factor 6, The members of factor 6 are the variables X1, X4 and X5. By making a simple conclusion from the three variables, factor 6 can be named by using the name of the variable that has the highest correlation, namely as an Ecommerce factor.

Factor Analysis Results

It generated a total of eight factors in the calculation of the sample of MSME players in the furniture industry in Manggung Village. Product Quality, Mentoring, Social Media, Product Variants, Business Capital, and Ecommerce are all factors that influence the marketing performance of MSMEs in the furniture industry in Manggung Village.

VI. CONCLUSION

Based on the findings of the research and data processing, the author can reach the following conclusions:

1. Based on the results of data processing with SPSS 25 and the factor analysis method, 6 factors affecting marketing performance in MSMEs in the furniture industry in Manggung village were identified, with a total percentage of 87.365%. These elements include:
 - a. Digital Advertising, Competitor Orientation, Customer Orientation, Product Quality, and Customer Trust are product quality factors. By forming a covariance value of 28.071%.
 - b. Mentoring, Family Environment, and Purchasing Decisions make up the mentoring factor. By calculating a covariance of 23.205%.
 - c. Social media factors include Social Media Purchasing Decisions, Product Distribution, and Information. With a covariance value of 12.296%.
 - d. Product variant factors include Product Variants, Product Design, Coaching, Education, and Financial Literacy. With a covariance value of 10.005%
 - e. Business capital and purchase motivation comprise the business capital factor. By calculating a covariance value of 8.110%.
 - f. The e-commerce component includes e-commerce, product pricing and product promotion. With a covariance value of 5.047%.
2. As shown in Table 3.6 Total Variance, The first factor, namely the product quality factor, has the highest eigenvalue. As a result, the most important factor influencing product quality is Digital Advertising Orientation of Customer Orientation. Customer Orientation Product Quality Customer Trust.

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