

## **INFLUENCE INNOVATION AND QUALITY PRODUCTS TO PERFORMANCE MARKETING THROUGH SATISFACTION CONSUMERS AS VARIABLE INTERVENING ON MSME PACKED BEVERAGES IN THE REGENCY OF DELI SERDANG**

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### **ABSTRACT**

The purpose of this study was to determine and analyze the effect of Innovation and Product Quality on Curious Performance as an Intervening Variable in Micro, Small, and Medium Enterprises for Packaging Drinks in the Deli Serdang District. The method used in this research is using an explanatory approach. The population in this study were all Micro, Small, and Medium Enterprises in the culinary sector, especially Packaging drinks in the District of East Medan. The number of samples used in this study amounted to 100 Micro, Small, and Medium Enterprises. The data collection technique used in this study used a questionnaire technique. The data analysis technique in this study used descriptive statistical analysis and partial least squares (PLS) data analysis. Data processing in this study using the Smart PLS 3 Software program. Based on the research results, Innovation has an effect on Consumer Satisfaction, Innovation has an effect on Marketing Performance, Consumer Satisfaction affects Marketing Performance, Product Quality has an effect on Consumer Satisfaction, Product Quality has an effect on Marketing Performance, Innovation has an effect on Consumer Satisfaction and its impact on Marketing Performance, Product Quality has an effect on Consumer Satisfaction and its impact on Marketing Performance.

**Keywords:** Consumer Satisfaction, Innovations, Marketing Performance, Product Quality

### **INTRODUCTION**

Every day MSMEs experience increasing growth. Various types of products are produced by para perpetrator business MSME for the sake of following development and fulfillment of the needs of the lives of the consumers. Small business and the middle class is one of the breakthroughs and solutions in achieving a prosperous life for increased growth economy in the middle Public large. Remember MSMEs have a role which important in the growing economy of something countries including Indonesia, then the process of developing MSMEs is which is very important too. The contribution of MSMEs in Indonesia to employment is quite large and takes effect, which means to show that MSME potential jack up the structure economy national. Development amount MSME in Sumatra North reaches number  $\pm$  around 2,857,134 business units, which can provide quite a contribution good for the growth economy in Sumatra North.

Based on a survey of the initial work carried out by the author, where all MSMEs drink packaging already innovate for products, especially innovations in flavor variants, but only revolves around a very common flavor variant and is found everywhere. which in every MSME, the majority of the taste variants are brown sugar, thai tea, and chocolate. Furthermore, it was found MSME already maintains a quality product, by maintaining and guaranteeing a good taste, such as taste, and attractive packaging. Results survey beginning to show whole MSME experiences an increase in the volume of income each month the income Among Rp. 1.000.000-Rp.5.500.000 . There are 4 out of 12 MSMEs who receive complete customer will dissatisfaction which their taste, the highest complaint is not sweet enough, and sometimes too much ice, too hard Boba, too sweet. Based on the

problem above so writer is interested in researching beverage SMEs packaging in Deli Serdang Regency.

### **LITERATURE REVIEW**

Innovation products are combined from various types of processes that affect one another (Kotler and Keller, 2016). Innovation is activity study, development, and/or engineering which aims to develop the practical application of new scientific values and contexts or new ways to apply existing science and technology to a product or production process (Syukron & Ng atno, 2020). According to (Hasnatika & Nurnida, 2018) the factors influencing Innovation are 1) New products for the world, 2) New product lines, 3) Additions to existing product lines, and 4) Improvements and revisions of products which has there is.

Product quality is the overall characteristics and characteristics of a product or service that affect the ability to satisfy stated needs or implied (Kotler and Keller, 2009). Product quality is the ability of a product to perform a variety of functions including durability, reliability, accuracy, and convenience in use (Astuti et al., 2019). According to (Pharisee, 2018) Quality product is an effort or ability conducted by a company in providing satisfaction to its customers. Factors affecting quality products according to (Agustini, 2017) namely: 1) Product durability, 2) Product form, 3) Design product, and 4) Style or product appearance. Performance marketing is size achievements that are obtained from the activity process overall marketing of a company or organization (Bakti & Harun, 2011). Marketing Performance is a measure of achievement obtained from activities overall marketing process of a company or organization. Besides that, Marketing performance can also be viewed as a concept used to measure until so far where performance market has been achieved by something product which generated company which influenced by orientation market, innovation, orientation entrepreneurship, and superiority compete (Merakati et al., 2017). A study (by Tirtayasa & Daulay, 2021) states factors are main in increased performance marketing which there is in mix marketing which consists of 1. Quality Product, 2. Price, 3. promotion, 4. Location.

Consumer satisfaction is a person's feelings of pleasure or disappointment that come from the comparison between their impression of the performance or results of a product and their expectations (Kotler & Keller, 2009a). Satisfaction is a person's feeling of satisfaction or on the contrary because it compares the results or product outcomes with expectations. The satisfaction of consumers to purchase depends on the performance of the 19ariab product so that it matches the expectations of the buyer. Consumers have a variety of satisfaction levels. If the existence of a product is below the buyer's expectations, so buyer the no feel satisfied. Satisfaction among consumers is a level of feeling consumer after compare with hope (Kotler & Keller, 2016a). Factors determinant satisfaction customers according to (Five & Kusumadewi, 2019) divided into top five parts that are: 1. Quality product very good 2. The price which cheap 3. The brand of the product has been created well 4. The services provided 5. The place is easy to reach.

### **Influence Innovation Product To Satisfaction Consumer**

Research conducted by (Ghani & Brahmanto, 2015) shows that innovation has a positive and significant effect on visitor satisfaction, where the results of the regression coefficient for the effect of innovation (X) on consumer satisfaction (Y) has a coefficient regression positive as big as 0.233 with square coefficient correlation 0.237 and probability as big as 0.018 or smaller from level significance which as big as 0.05. Thus, it is known that infrastructure innovation affects the satisfaction of consumers by as big as 0.233 which means the more tall innovation so the more tall satisfaction consumer. A study conducted (By watched et al., 2020) results in a correlation With the obtained value of  $r = 0.753$ , it can

be concluded that the value of the coefficient of The correlation for the effect of Product Innovation on Consumer Satisfaction is 0.753, the score coefficient of 0.753 means the correlation strong.

H2: Innovation products take effect significant to consumer satisfaction.

### **Influence Satisfaction Consumer To Performance Marketing**

(Fransisco et al., 2021) state Satisfaction Consumer takes effect significant to Volume Sale, where volume sale is part from increase performance marketing. (Decembrinita & Adiarto, 2017) state Influence Satisfaction Consumer To Performance Marketing has a significant score.

H3: Satisfaction Influential consumers significant on performance marketing

### **Influence Quality Product To Performance Marketing**

(Kasmiruddin, 2016) explained that: "There is a positive relationship between product quality with marketing performance, the higher the quality of handicraft products the higher the marketing performance of the product. The results of the research done by Kasmiruddin show that the results of the regression coefficient are 0.411, this means that there is a correlation "currently" between 40variable quality products (X1) with performance marketing (Y) as big as 0.411. A study (Diponugroho, 2015) proves quality of a product takes an effect significant to performance marketing. Results Research concludes that the better the quality of a product, the better the performance marketing of the product itself.

H4: Quality Products take effect significant to Marketing Performance

### **Influence Quality Product To Satisfaction Consumer**

According to research and processing that has been carried out by ((Tirtayasa & Daulay, 2021) that quality products take to effect positive and significant satisfaction for the consumer. The results of the study (Hayati & Sekartaji, 2015) revealed that the quality of the product affects consumer satisfaction.

H5: Product quality takes effect significant to Satisfaction Consumer

### **Influence Innovation To Satisfaction Consumer As well as Impact To Marketing Performance**

According to a study (Cynthia et al., 2014) which state that innovative product affects marketing performance. According to research conducted by (Ghani & Brahmanto, 2015) showing that innovation takes effect positively and is significant to the satisfaction of visitors. With existence, innovation could increase consumer satisfaction as well as influence marketing performance.

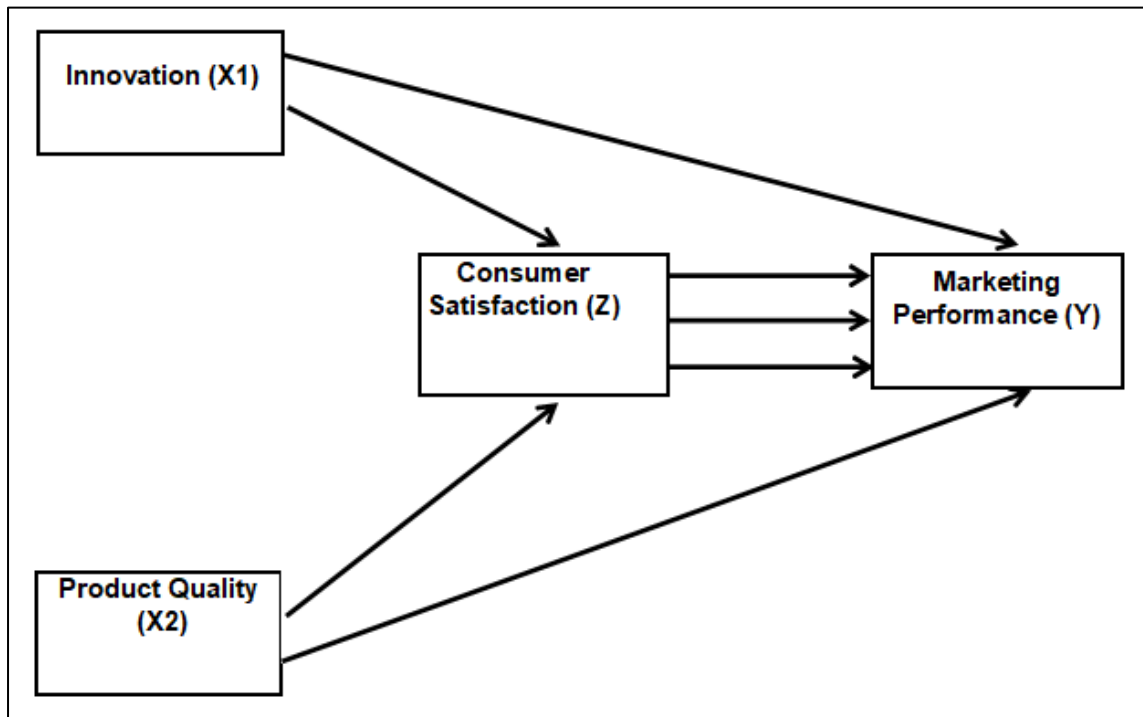
H6: Innovation takes effect significantly performance marketing which influenced by intervention through customer satisfaction

### **Influence Quality Product To Satisfaction Consumer As well as Impact On Performance Marketing**

(Wawa et al., 2016) state that n quality products, promotions, and distribution have a significant effect on marketing performance. According (to Setyo, 2017) states that the product quality variable (X1) has a partial effect but the price (X2) does not have a partial effect on consumer satisfaction. Product quality has a close relationship with customer satisfaction. Likewise, the relationship between product quality with marketing performance.

H7: Quality Products take effect significant to performance marketing which influenced intervening through satisfaction consumer.

The framework conceptual made based on the variable observed is as follows:



**Figure 1.** The Conceptual

## METHODS

### Method Data Collection

Collection data in a study that is with spread right? Questionnaire/questionnaire direct to beverage MSME entrepreneurs in Deli Serdang Regency with the use of google forms.

### Population And Sample.

Population \_ the researcher will take the whole MSME drink boba as much as 100 SMEs for Boba drinks in Deli Serdang Regency, it is distributed in sub-districts in the region urban, that is district. Cape Morawa, Kec. Percut Sei Tuan , Kec. Sunggal , Kec . bottom Pakam , Kec . Labuhan Deli, and Subdistrict Galang .

## RESULTS AND DISCUSSION

From the table, the largest majority is the age range of 21-25 years with a percentage of 62% this is very reasonable considering that the age range is the age where somebody usually wants to gather together friends or communities to add insight and relationships in making friends. Based on presentation type sex is on men as much 34%, Whereas presentation on woman 66%, so based on explanation on which dominate in a study this is female respondents. The education level of most respondents, around 69%, is This high school education is also by the large percentage of age where high school age and strata 1 range from > 20 years, followed by 9% D-3 education level, S-1 as much as 10% of this is because today, high school students buy more packaged drinks at Deli Serdang Regency. Based on the survey results that most of the respondents who The sample of this research has been building their MSME business for 1-5 years.

**Table 1.** The Characteristics of Respondents

Characteristics	Category	Frequency	Percentage
Age	16-20	18	18%
	21-25	62	62%
	26-30	16	16%
	>31	4	4%
Type Sex	Man	34	34%
	Woman	66	66%
Education Final	Junior High School	2	2%
	SMK	10	10%
	Senior High School	69	69%
	D-3	9	9%
	S-1	10	10%
	Long Effort	Not enough from a year	25
1 - 5 years		75	75%

Source: data processing results google forms

From the Age table, the largest majority is the age range of 21-25 years with a percentage of 62% this is very reasonable considering that the age range is the age where somebody usually wants to gather together friends or communities to add insight and relationships in making friends. Based on presentation type sex is on men as much 34%, Whereas presentation on woman 66%, so based on explanation on which dominate in a study this is female respondents. The education level of most respondents, around 69%, is This high school education is also by the large percentage of age where high school age and strata 1 range from > 20 years, followed by 9% D-3 education level, S-1 as much as 10% of this is because today, high school students buy more packaged drinks at Deli Serdang Regency. Based on the survey results that most of the respondents who The sample of this research has been building their MSME business for 1-5 years.

### **Analysis Model Measurement (Outer Model)**

#### **a. Validity Discriminant (Discriminant validity)**

For evaluating something indicator from something variable construct / latent have validity whether the discriminant is good or not is seen from the criteria of the Heterotrait Monotrait Ratio of Correlation (HTMT). In this criterion, if the value HTMT < 0.9 so variable has good validity discriminant (valid) (Henseler, Ringle, & Sarstedt, 2015).

**Table 2.** Discriminant Validity

Variable	Innovation Product	Quality Product	Satisfaction Consumer	Performance Marketing
Innovation Product				
Quality Product	0.711		0.870	0.830
Consumer Satisfaction	0.731			
Performance Marketing	0.879		0.847	

Source: processing result SEM-PLS data

From the table above It is known that the value of HTMT < 0.90. However there is the highest correlation value valid is 0.879 on the marketing performance variable, but even so, the indicator from this research is valid (correct).

b. Validity Convergent (Convergent Validity / Average Variance Extracted)

Convergent validity is the degree to which a measure is positively correlated with measurement alternatives from a construct that same. For evaluating something indicator from something variable construct is valid or no is seen from score outer loading. If the score outer loading is bigger than 0.7 then an indicator is declared valid (Hair et al., 2016).

**Table 3.** Validity Convergent

Statement	X1	X2	Y	Z
X1.1	0.787			
X1.2	0.827			
X1.3	0.850			
X1.4	0.661			
X2.1		0.929		
X2.2		0.867		
X2.3		0.826		
Y.1			0.805	
Y.2			0.886	
Y.3			0.879	
Z.1				0.893
Z.2				0.838
Z.3				0.901
Z.4				0.860

Source: results processing data SEM-PLS

Density table, it is found that the value of outer loading > 0.4 so that the indicator of the variable is valid (correct).

c. Consistent Internal (Internal Consistency/Composite reliability)

Test consistency internal is in form reliability used to assess the consistency of results across items on the same test. This will determine whether items measure a similar construct in their scores (that is if the correlation between items is big). Test this use score

Composite reliability, something variable construct said to be reliable if the value of composite reliability > 0.60 (Hair et al., 2014), so that all variables are reliable to be tested.

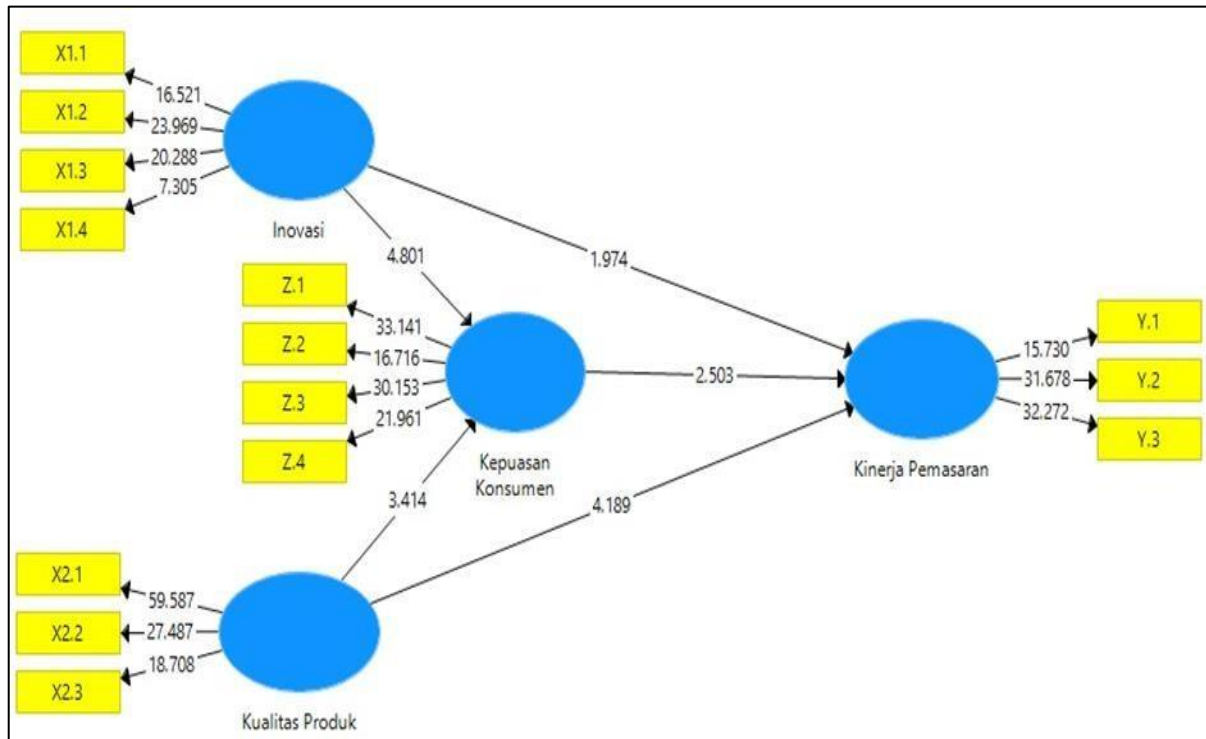
**Table 4.** Composite Reliability

	Cronbach's Alpha	Rho_A	Composite Reliability	AVE
Innovation Product(X1)	0.793	1,824	0.864	0.616
Quality Product(X2)	0.846	0.860	0.907	0.765
Satisfaction Customer(Z)	0.896	0.901	0.928	0.763
Performance Marketing(Y)	0.819	0.820	0.893	0.735

Source: processing results SEM-PLS data

Analysis Model Structural (Inner Model)

a) Test Influence Direct (Direct effects)



**Figure 2.** Processing result SEM-PLS data

Source: data processed, 2022

**Table 5. Direct Effect**

	Original Sample	Sample mean	Standard Deviation	T-Statistic	P - Values
X1 -> Z	0.500	0.503	0.100	5.015	0.000
X1 -> Y	0.218	0.215	0.109	1991	0.047
Z -> Y	0.233	0.243	0.088	2,634	0.009
X2 -> Z	0.368	0.368	0.105	3,503	0.001
X2 -> Y	0.422	0.418	0.102	4.145	0.000

Source: processing result SEM-PLS data

From the table of direct effect of innovation on the satisfaction of the consumer is 0.500 (positive), which means if innovation increases so the satisfaction of consumers also increased. P- Values  $0.000 < 0.05$  so the influence of innovation on the satisfaction of the consumer is significant. The direct effect of innovation on marketing performance is 0.218 (positive), meaning that if innovation increases, marketing performance also increases. P- Values  $0.000 < 0.05$  so the influence of innovation on performance marketing is significant. The direct effect of consumer satisfaction on marketing performance is 0.233 (positive), which means if the satisfaction of consumer increase so performance marketing also increases. P- Values  $0.000 < 0.05$  so the influence of price on the satisfaction of consumers is significant. The direct effect of product quality on consumer satisfaction is 0.368 (positive), which means if the quality product increase so the satisfaction of the consumer also increases. P- Values  $0.000 < 0.05$  so that the influence of quality products to satisfaction of consumers is significant. The direct effect of quality product on performance marketing is 0.422 (positive), which means if quality product increase so performance marketing also increase. P- Values  $0.000 < 0.05$  so the influence of quality products on performance marketing is significant.

b) Test Influence Not direct (Indirect effects)

If the score coefficient influence does not directly produce probability which significant that is P-values  $< 0.05$ , so conclusion influence occurs is indirect.

**Table 6. Coefficient Influence Not Direct**

	Original Sample	Sample mean	Standard Deviation	T-Statistic	P-Values
X1->Z->Y	0.116	0.116	0.053	2.217	0.027
X2->Z->Y	0.086	0.084	0.043	2004	0.046

Source: processing result SEM-PLS data

From the table one could see that the coefficient influence no direct X1-ZY is as big as 0.116 with P – Values  $0.000 < 0.05$  (significant), so Z (satisfaction consumer) mediates X1 pengaruh influence (novation product) against Y (performance marketing). Value coefficient influencer no direct X2-ZY is 0.086 with P – Values  $0.000 < 0.05$  (significant), so Z (satisfaction consumer) mediates influence X2 (quality product) against Y (performance marketing).



c) Total Effects

**Table 7. Total Effects**

	Original Sample	Sample mean	Standard Deviation	T-Statistic	P - Values
X1 -> Z	0.500	0.503	0.100	5.015	0.000
X1 -> Y	0.334	0.337	0.103	3.250	0.001
Z -> Y	0.233	0.243	0.088	2,634	0.009
X2 -> Z	0.368	0.368	0.105	3,503	0.001
X2 -> Y	0.508	0.507	0.089	5,714	0.000
X1->Z->Y	0.116	0.116	0.053	2.217	0.027
X2->Z->Y	0.086	0.084	0.043	2004	0.046

Source: SEM-PLS data processing results

From the table above, the direct effect of innovation on the satisfaction of the consumer is 0.500 (positive), which means if innovation increases so the satisfaction of the consumer also increases. P- Values  $0.000 < 0.05$  so the influence of innovation on the satisfaction of consumers is significant. The direct effect of innovation on marketing performance is 0.334 (positive), meaning that if innovation increases, marketing performance also increases. P- Values  $0.000 < 0.05$  so the influence of innovation on performance marketing is significant. The direct effect of satisfaction consumer on performance marketing is 0.233 (positive), which means if satisfaction among consumer increase so performance marketing also increase. P- Values  $0.000 < 0.05$  so that the effect of price on consumer satisfaction is significant. The direct effect of quality product on the satisfaction of the consumer is 0.368 (positive), which means if the quality product increase so the satisfaction of the consumer also increases. P- Values  $0.000 < 0.05$  so the influence of quality products to satisfy consumers is significant. The direct effect of quality product on performance marketing is 0.508 (positive), which means if the quality of the product increase so performance marketing also increases. P- Values  $0.000 < 0.05$  so the influence of quality products on performance marketing is significant. The value of the X1-ZY indirect influence coefficient is 0.116 with P – Values  $0.000 < 0.05$  (significant), then Z (consumer satisfaction) mediates the effect of X1 ( innovation product) against Y (marketing performance). Value coefficient influencer no direct X2-ZY is 0.086 with P – Values  $< 0.05$  (significant), so Z (satisfaction consumer) mediates influence X2 (quality product) against Y (performance marketing).

### **Influence Innovation to Performance Marketing**

From this study, it was found that the direct effect of product innovation on performance marketing is 0.218 (positive), which means if the innovation product increase so performance marketing also increases. P- Values  $0.009 < 0.05$  so the influence of innovation products on performance marketing is significant. According to a study conducted by (Hajj et al., 2017) state that variable innovation product influence performance marketing, meaning that product innovation variables have a positive influence on performance marketing, and increasing innovation products will increase performance marketing. Research (Precose, 2005) proves that for getting superior compete, performance marketing is influenced by the orientation market, orientation learning, and innovation. Innovation can also act as an intervening variable of market orientation and market orientation learning on the performance company.

### **Influence Innovation to Satisfaction Consumer**

From this study, it was found that the direct effect of product innovation on the satisfaction of the consumer is 0.500 (positive), which means if the innovation product increases so satisfaction among consumers also increases. P- Values  $0.009 < 0.05$  so the influence of

innovation products on performance marketing is significant. A study conducted by (Ghani & Brahmanto, 2015) shows that innovation has a positive and significant effect on visitor satisfaction, where the results of the regression coefficient for the influence of innovation (X) on consumer satisfaction (Y). In the research conducted (Diawati et al., 2020) the results of the correlation coefficient for the effect of Product Innovation on Consumer Satisfaction is 0.753, the coefficient value of 0.753 means that the correlation has close to the strong one. Results study (Miati, 2019) mention the influence of innovative products on Satisfaction among Consumers belonging to tall.

### **Satisfaction Consumer to Performance Marketing**

The study found that the Direct effect of satisfaction consumer on marketing performance is 0.233 (positive), meaning that if customer satisfaction increases then marketing performance also increases. P-Values  $0.000 < 0.05$  so that the effect of price on satisfaction among consumers is significant. (Fransisco et al., 2021) state Satisfaction Consumers have a significant effect on Sales Volume, where sales volume is part from increase performance marketing. Results study (Decembrinita & Adianto, 2017) states the influence of consumer satisfaction on marketing performance has a score which significant.

### **Quality Product to Performance Marketing**

Research finds that the Direct effect of quality products on performance marketing is 0.422 (positive), which means if quality product increase so performance marketing also increases. P- Values  $0.009 < 0.05$  so the influence of innovative products on marketing performance is significant. According to (Kasmiruddin, 2016) explained: that: "There is a connection positive Among quality product with performance marketing, the higher it is craft product quality than higher also performance marketing product .". Research (Diponugroho, 2015) proves that the quality of a product is influential and significant to marketing performance. The results of the study concluded that the better quality of a product, the better the marketing performance of the product itself.

### **Quality Product to Satisfaction Consumer**

From this study it was found that the direct effect of product quality on the satisfaction of the consumer is 0.368 (positive), meaning that if the quality of the product increases, the satisfaction of the consumer also increases. P- Values  $0.000 < 0.05$  so the influence of quality products on marketing performance is significant. According to research and processing that has been conducted by ((Tirtayasa & Daulay, 2021), that product quality has a positive effect and is significant to satisfy consumers. Results Study (Biological & Sekartaji, 2015) reveals the fact that product quality affects consumer satisfaction, explaining that there is a positive relationship between product quality and satisfaction customer.

### **Influence Innovation to Satisfaction Consumers as well as impact Performance Marketing**

Coefficient influence no direct X1-ZY is as big as 0.116 with P – Values  $0.000 < 0.05$  (significant), then Z (customer satisfaction) mediates the effect of X1 (innovation product) to Y (performance marketing).Result study (Novarini & Bhegawati, 2020) state that Innovation products take to affect positive and significant performance marketing. If innovation increases, marketing performance will increase and have an impact on customer satisfaction which increase significantly significant.

### **Influence Quality Products to Satisfaction Consumers as well as the impact on Performance Marketing**

The score coefficient influencer no direct X2-ZY is 0.086 with P – Values  $0.00 < 0.05$  (significant), then Z (customer satisfaction) mediates the effect of X2 (quality product) to Y (marketing performance). (Wawo et al., 2016) stated that n product quality, promotion, and distribution have a significant effect on marketing performance. According to (Setyo, 2017) states the product quality variable (X1) has a partial effect but the price (X2) has no partial effect on consumer satisfaction. Quality product has a close relationship with customer satisfaction. So is the relationship between quality products with marketing performance.

### CONCLUSION

Innovation has an effect on Consumer Satisfaction, Innovation has an effect on Marketing Performance, Consumer Satisfaction affects Marketing Performance, Product Quality has an effect on Consumer Satisfaction, Product Quality has an effect on Marketing Performance, Innovation has an effect on Consumer Satisfaction and its impact on Marketing Performance, Product Quality has an effect on Consumer Satisfaction and its impact on Marketing Performance.

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