

The Influence of Market Orientation and Learning Orientation on Marketing Performance Through Innovation Product

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Abstract

Micro, Small, Medium Enterprises (MSMEs) woven pandanus in Jombang have been innovating their products in the form of bags, wallets and sandals since 2015. From a pandanus mat they are now innovating without leaving the impression of local wisdom, that is pandanus plants that live in their area.

The purpose of this study was to examine the effect of market orientation and learning orientation of woven pandanus MSMEs in Jombang Regency on marketing performance through product innovation. This research uses a quantitative approach and is included in the explanative research. The population is 1,823 MSME units and the sample is 135 MSME units. Analysis of the data used is path analysis and multiple tests. The results showed that market orientation had a positive and significant effect on marketing performance, market orientation had a positive and significant effect on product innovation, learning orientation had a positive and significant effect on marketing performance, learning orientation had a positive and significant effect on product innovation, market orientation had a direct effect on performance marketing but not through product innovation, yet learning orientation directly influences marketing performance and through product innovation.

Keywords:

Market Orientation, Learning Orientation, Product Innovation, Marketing Performance

1. Introduction

Ease of goods and services in and out of ASEAN countries is considered to be a boomerang for the sustainability of enterprises and businesses in Indonesia because they have not been able to compete. The enactment of the ASEAN Economic Community (AEC) will bring both positive and negative impacts on the Micro, Small and Medium Enterprise (MSME) entrepreneurs. Domestic producers feel threatened because of increasingly fierce product competition. Therefore, producers in Indonesia have to know and understand their

resources by managing them. So that, marketing performance does not decline.

Marketing performance are indicators of work success or actual work performance that has been achieved by a person or organization because of carrying out their duties properly (Widodo, 2008). Marketing performance is an achievement that has been achieved by business people viewed from the results of its performance which includes customer growth, sales volume and profitability. Some factors that influence marketing performance in this study are market orientation, learning orientation and product innovation.

Learning orientation can drive marketing performance in a business. What is meant by Orientation here is a business or company that has a commitment to continue learning in order to create a better business in the future. In learning-oriented organizations, there will be a development process where the ability is carried out continuously to create a better future (Schein, 1996).

Another factor that influences marketing performance is innovation. The intended innovation is product innovation. Learning and market-oriented companies will find it very easy to innovate on the products they produce. Keskin (2006) revealed that product innovation influences performance.

The ability to innovate will increase if a company is oriented towards learning. Learning is a very important component in a company. The company will be able to innovate based on experience gained in learning both in terms of marketing, evaluating market conditions and observing competitors' products. Keskin (2006) states, that learning orientation has a significant effect on product innovation.

2. Literature Review

2.1 Market Orientation

Market orientation is a process and activity in providing satisfaction to customers by continuously assessing and observing the needs and desires of customers or consumers. Market orientation is a business culture where the company has a

commitment to continue in order to be creative in creating and satisfying customers by continuously assessing the needs and desires of customers, so that businesses need to realize that they must always be close to their markets or consumers (Supriyanto, et al., 2017).

Anshori (2010) defines market orientation as organizational behavior that identifies consumer needs, competitor behavior, disseminates market information throughout the organization and responds with a coordination, time calculation and profit calculation. Keskin (2006) defines market orientation as a multidimensional and multi-phase construction that includes the collection and use of market information.

Lambin & Chumpitaz (2001) argues that market orientation generally refers to the basic orientation that governs a company's relationship with its market more specifically with its customers. Narver & Slater (1990) views market orientation as a single-dimensional construct consisting of three behavioral components including customer orientation, competitor orientation, inter-company coordination of functions.

2.2 Learning Orientation

Learning orientation is a series of activities in developing knowledge and abilities with a variety of exercises or experiences carried out continuously that aims to create a better business future. Learning orientation is the company's ability to transform market information obtained to all members of the organization so that it has the same understanding of consumer needs (Anshori, 2010). Lee & Hsin (2005) see Learning Orientation as a mechanism that influences a company's ability to challenge old values towards learning and facilitate new techniques and methodologies.

Companies need to support a culture of open-mindedness because they are able to increase company innovation. Therefore it is very important for companies to go beyond their usual way of thinking to adjust new ways of doing things that benefit them (Chenuos, et al., 2015). Abidemi, et al (2018) expressed their opinion that organizational learning should become the norm for every employee in the company, especially those related to new strategies, innovative products and sharing new knowledge. Companies must strengthen their learning orientation and innovation to improve business performance (Suliyanto, 2012).

2.3 Product Innovation

Product innovation is the result of developing a new product by a company or industry, both existing and non-existing. Product innovation is a process of applying thoughts, practices, objects and new technologies to a product in order to create product added value by adjusting changes in tastes and the environment so that products can remain in demand by consumers (Supriyanto, 2017). Whereas, Das & Maheshkumar (2012) define that innovative is an ability to innovate. This has been recognized as a key organizational capability. Innovation is the creation and performance of new ideas, processes, products or services (Thompson, (1965) in Eshlaghly & Maatofi, (2011)).

Innovation has a role in the development of technology and a competitive environment (Farida, 2016). Innovation will arise if we always wondering something with the question why something happened. After that we question how it did not happen, or how to make it easier, cheaper, better and so on (Anshori, 2010). Das & Maheshkumar (2012) explained that the innovation process is considered as the ability of organizations to organize, integrate and utilize organizational resources to improve or create new processes.

2.4 Marketing Performance

Marketing performance is one part of company performance that measures the achievement of marketing targets. Marketing performance can be measured by increasing or decreasing the customer growth, sales volume and profits obtained. Marketing performance is a factor that is often used to measure the impact of strategies adopted by the company (Ferdinand, 2000) in Sanaji, (2013). Meanwhile, according to Narver & Slater (1990), Jaworski & Kohli (1993), Greenly (1995) Lin, et al (2008) business performance is defined as the achievement of organizational goals regarding sales growth, profitability, and market share.

Company performance is a measure of the success of a company that is measured every period that has been determined (Prakosa, 2005). Waterhouse & Svendsen (1998) in Anshori (2010) argue that performance is an action that can be measured. The company's strategy is always directed to produce good marketing performance (such as sales volume and sales growth rates) and good financial performance (Putranto, (2003) in Sanaji (2013)). To achieve better business performance, companies must develop learning abilities and employee identity with the company's mission (Lin, 2008).

3. Research Hypothesis

H1. Market orientation has a positive and significant impact on Product Innovation in the Small and Medium Industries of Woven Pandanus Industries in Jombang Regency.

H2. Learning Orientation has a positive and significant effect on the Innovation of Small and Medium Enterprises in Woven Pandanus Industries in Jombang Regency.

H3. Market orientation has a positive and significant effect on the Marketing Performance of Small and Medium Industry Centers of Pandanus Woven in Jombang Regency.

H4. Learning Orientation has a positive and significant effect on the Marketing Performance of Woven Pandanus Small and Medium Industry Centers in Jombang Regency.

H5. Product Innovation has a positive and significant effect on the Marketing Performance of Woven Pandanus Small and Medium Industry Centers in Jombang Regency.

H6. Market orientation indirectly has a positive and significant effect on the Marketing Performance of the Weaving Pandanus Small and Medium Industry Center in Jombang Regency.

H7. Learning Orientation indirectly has a positive and significant effect on Marketing Performance of the Weaving Pandanus Small and Medium Industry Center in Jombang Regency.

4. Research Design and Methodology

This research uses a quantitative approach and is included in the explanative research based on the research objectives. Quantitative research aims to know the relationship between variables and test the theory contained in each variable (Cresswell, 2013). While explanative research is research that explains causal relationships between variables that have previously been formulated using hypotheses.

This research uses the path analysis method. This technique is used to test the amount of the contribution (contribution) shown by the path coefficient on each path diagram of the causal relationship between variables X1 and X2 to Y and its impact on Z. The steps in analyzing the data in this study are to test the normality of the data, the multicollinearity test, path analysis and finally do the sobel test.

The research design can be described as follows.

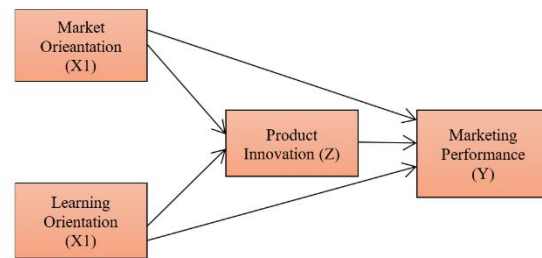


Figure 1. Research Design

This research involves pandanus woven craftsmen in Jombang Regency who have been innovating. The population of pandanus woven craftsmen in Jombang Regency is 1,823 units. This includes those who have not yet innovated and those who have innovated.

The number of samples obtained as many as 118 MSME units or about 70% of the total population who have made innovations in the field of pandanus matting. But researchers want to add 10% of the population to the number of existing samples. So as to obtain a sample of 135 MSME units or about 80% of the total population who have made innovations in the field of pandanus matting.

5. Research Analysis and Results

5.1 Normality Test

Normality test is performed to determine whether the population data is normally distributed or not. The method used to test whether the residual variable has a normal distribution is by conducting the Kolmogorov-Smirnov test on the model to be tested. Based on the results of the normality test it is known that the significance value is 0.307. The significance value is > 0.05 , it can be concluded that the residual value is normally distributed.

5.2 Multicollinearity Test

This multicollinearity test aims to find out whether the relationship between independent variables has multicollinearity problems or not. Ghazali (2012) explains that the multicollinearity test aims to test whether a regression model has a correlation between independent variables.

The multicollinearity test results showed that the VIF value of Variable X1 (market orientation) was $1.059 < 10.0$ while X2 (learning orientation) was $1.090 < 10.00$ and Z (product innovation) was $1.119 < 10.00$. This means that the data collected by the researcher does not occur multicollinearity between independent variables so that it can be continued in the path analysis test.

5.3 Path Analysis

To determine the effect directly or indirectly between the research variables, namely the independent variables and the dependent variable,

the researchers used path analysis. Path analysis is a quantitative approach that uses multiple regression. Path analysis explains the effect of causality which shows the direct and indirect effects between variables in the path analysis (Sanusi, 2011).

The following are the results of hypothesis testing using path analysis to determine the effect of market orientation and learning orientation on product innovation is listed in the table below.

Table 1. Test results for the effect of market orientation and learning orientation on product innovation

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.292	4.811		2.971	.004
	Market orientation	.397	.182	.182	2.184	.031
	Learning orientation	.127	.043	.248	2.975	.003
	Product innovation	.187	.063	.246	2.958	.004

a. Dependent Variable: inovasi produk

Hypothesis Test Results as listed in the table above, the results obtained that the significance value X1 (market orientation) to Z (product innovation) is 0.031. This value is <0.05, thus H1 is accepted. This means that market orientation has a positive and significant effect on product innovation. Based on the description above, the researcher can conclude that market orientation has a positive and significant effect on product innovation.

Table 3 also shows that the significance value of X2 (learning orientation) to Z (product innovation) is 0.004. This value is <0.05 and thus H2 is accepted. This means that learning orientation has a positive and significant effect on product innovation. From the description above it can be concluded that the orientation of learning has a positive and significant effect on product innovation.

Following are the results of hypothesis testing using path analysis to determine the effect of market orientation, learning orientation and product innovation on marketing performance listed in the following table.

Table 2. Test results for the effect of market orientation, learning orientation and product innovation on marketing performance

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.214	3.237		1.302	.195
	Market orientation	.245	.120	.167	2.032	.044
	Learning orientation	.127	.043	.248	2.975	.003
	Product innovation	.117	.057	.175	2.072	.040

a. Dependent Variable: kinerja pemasaran

Hypothesis test results as listed in table 4 show that the significance value X1 (market orientation) to Y (marketing performance) is 0.044. This value is <0.05 and thus H3 is accepted. This means that market orientation has a positive and significant effect on marketing performance.

From table 4 it is also obtained that the significance value of X2 (learning orientation) to Y (marketing performance) is 0.003. This value is <0.05 and thus H4 is accepted. This means that learning orientation has a positive and significant effect on marketing performance.

From the results of the hypothesis test as listed in the table above, it is obtained that the significance value of Z (product innovation) on Y (marketing performance) is 0.040. This value is <0.05 and thus H5 is accepted. This means that product innovation has a positive and significant effect on marketing performance.

Referring to the "coefficients" table, it can be seen that the significance value of the variable X1 = 0.044 X2 = 0.003 and Z = 0.040. The results give the conclusion that the regression variables X1, X2 and Z have a significant effect on Y. The magnitude of the R square value contained in the "Model Summary" table is 0.107, this shows that the contribution of the effect of X1 and X2 to Z is 10.7% while the rest 89.3% is a contribution from other variables not included in the study.

The value of e_1 can be found by the formula $e_1 = \sqrt{1 - 0,107} = 0,945$. While the value of R square contained in the table "Model Summary" is equal to 0.168 this shows that the contribution of the influence of X1, X2 and Z to Y is 16.8% while the remaining 83.2% is the contribution of other variables that are not included in the study. Whereas the value of e_1 can be found using the formula $e_2 = \sqrt{1 - 0,168} = 0,912$.

It is known that the direct effect of X1 on Y is 0.245 while the indirect effect of X1 through Z on Y is $(0.245 \times 0.057 = 0.014)$. Then the total effect given X1 on Y is a direct effect plus an indirect effect that is $(0.245 + 0.014 = 0.259)$. So it is known that the value of direct influence is 0.245 and the indirect effect is 0.259 which means that the value of indirect influence > value of direct influence. These results indicate that indirectly X1 through Z has a positive influence on Y.

While the direct effect of X2 on Y is 0.127 while the indirect effect of X2 through Z on Y is $(0.127 \times 0.057 = 0.007)$. Then the total effect given X2 on Y is a direct effect plus an indirect effect that is $(0.127 + 0.007 = 0.134)$. So it is known that the value of direct influence is 0.127 and the indirect effect is 0.134 which means that the value of indirect influence > value of direct influence. These results indicate that indirectly X2 through Z has a positive influence on Y.

5.4 Sobel Test

Hypothesis testing uses the sobel test to determine the indirect effect of the mediator variables studied. Based on the sobel test results, the following results are obtained. Below is a picture of the results of the hypothesis test using the first sobel test.

Input:	Test statistic:	Std. Error:	p-value:
a 0.182	Sobel test: 0.95083423	0.0334969	0.34168853
b 0.175	Aroian test: 0.90827323	0.03506654	0.36373388
s _a 0.182	Goodman test: 1	0.03185	0.31731051
s _b 0.057	Reset all	Calculate	

Figure 2. Sobel test results

The first sobel test hypothesis results are used to determine the indirect effect of market orientation on marketing performance through product innovation. As stated in the picture above, the result shows that the p-value is 0.341. This value > 0.05, thus H6 is rejected. This means that Market Orientation does not indirectly have a significant effect on marketing performance or it can be concluded that product innovation does not mediate the relationship between market orientation and marketing performance.

The following are the results of the hypothesis test using the second sobel test as listed in the figure as follows.

Input:	Test statistic:	Std. Error:	p-value:
a 0.246	Sobel test: 2.41349006	0.01783724	0.01580056
b 0.175	Aroian test: 2.36601903	0.01819512	0.01798052
s _a 0.063	Goodman test: 2.46393809	0.01747203	0.01374198
s _b 0.057	Reset all	Calculate	

Figure 3. Sobel test results

The second sobel test hypothesis test results are used to determine the indirect effect of learning orientation on marketing performance through product innovation. As noted in the table above, the results show that the p-value is 0.015. This value < 0.05 and thus H7 is accepted. This means that learning orientation indirectly has a significant effect on marketing performance or it can be concluded that product innovation mediates the relationship between learning orientation on marketing performance.

Based on the results of hypothesis testing using path analysis and mediator variable hypothesis test results using the sobel test above, it can be made a path diagram or path analysis as well as direct and indirect influence tables of the studied variables. The path diagram and table can be seen as follows.

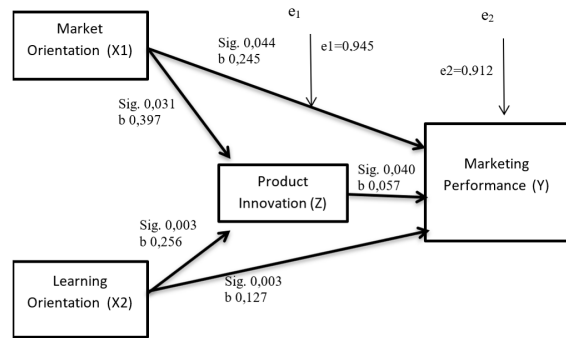


Figure 4. Path Diagram

Based on path analysis and sobel test results can be made direct and indirect influence tables as follows.

Table 3. Direct and Indirect Effects

Relation	PATH ANALYSIS				SOBEL TEST	Keterangan
	Direct Effect	Indirect Effect	Total Effect	Significance	P Value	
X ₁ → Y	0.245			0.044		Significant
X ₂ → Y	0.127			0.003		Significant
X ₁ → Z	0.397			0.031		Significant
X ₂ → Z	0.256			0.003		Significant
Z → Y	0.057			0.040		Significant
X ₁ → Z → Y	0.245	0.014	0.259		0.341	Not Significant
X ₂ → Z → Y	0.127	0.007	0.134		0.015	Significant

It can be seen that X1, X2 and Z have a positive and significant effect on Y. Likewise X1 and X2 have a positive and significant effect on Z. The indirect effect given X1 through Z on Y has a positive but not significant effect. While the indirect effect given by X2 through Z to Y has a positive and significant effect.

6. Discussion

The findings in this study indicate that market orientation has a positive and significant effect on product innovation. Focusing on the market then encourages MSMEs to continue to innovate given the needs and desires of consumers. The innovation is also driven by the increasing number of competitors producing similar goods. In this case, the MSMEs continue to innovate which initially only produces pandanus woven mats, now they are

able to produce fashion items such as bags, wallets and sandals made of woven pandanus.

This study supports research conducted by Nasution, et al (2010) stating that market orientation has a significant impact on customer value and innovation. This finding also supports Kirca (2005) in his research stating that market orientation influences performance, innovation, customer loyalty and quality. Suliyanto & Rahab (2012) stated similarly that market orientation can strengthen learning and innovation orientation.

The results of research conducted by Luke & Ferrel (2000) states that market orientation has a positive effect on product innovation. Vazquez, et al (2014), Lin, et al (2008), and Baker & James (1999) find the same thing that market orientation has a significant effect on product innovation and the success of new products. Sanaji (2013) in his research also argues that customer orientation has a direct positive effect on innovation.

The findings in this study indicate that learning orientation has a positive and significant effect on innovation. High commitment to keep learning makes them able to compete in the market and automatically increase sales volume. As stated by James & Baker (1999) to take a policy must be done through learning orientation and market orientation, because both are factors that influence innovation in order to improve marketing performance. In this case, they learned from trainings held by the regional industry and trade department. The knowledge gained from the training is still applied by some of the MSMEs. The rest is due to the age factor, they are not able to apply the experience gained from the training they attended.

Chenuos (2015) argues that a company's ability to question routines, assumptions and trust will help companies to use new ideas which will ultimately increase innovation. This study supports research conducted by Therin (2002) which states that organizational learning processes greatly affect the performance of innovation. The same thing also expressed by Suliyanto & Rahab (2011) which states that learning orientation affects innovation.

This study also supports the research conducted by Eslaghly & Ma'atoofi (2008) which shows that organizational commitment to learning, open-minded and sharing vision has a significant positive effect on small company innovation. Anshori (2010) also said the same thing that learning orientation had the strongest influence on innovation.

The findings in this study indicate that market orientation has a positive and significant effect on marketing performance. As expressed by (Lambin, 2001) that when a company is not fully market

oriented, it will have a negative impact on company performance.

MSMEs must also be oriented towards competitors, which are sensitive to the activities carried out by their competitors and be able to evaluate their activities such as innovating. In addition the company must also coordinate between functions (communicating with customers).

Focusing on the market, the MSMEs are able to know the needs and desires of their consumers. They continue to make improvements in terms of quality, models and styles that follow current trends. So the sales volume increases, the number of consumers increases and profits also increase.

The results of this study support research conducted by Verhess & Matthew (2004) that market orientation has a positive effect on company performance. When a company is not fully market oriented, it will have a negative impact on company performance (Lambin, 2001). Gima (1996) states that market orientation have a positive relationship with market success and performance. Pelhan & Wilson (1997) also proved that market orientation in small companies has a strong and consistent influence on marketing performance.

The findings in this study indicate that learning orientation has a positive and significant effect on marketing performance. The results of this study are reinforced by the theory expressed by Sunarso (2007) that the existence of a learning orientation will make salespeople gain experience and they will more easily adjust to the situations and conditions of sales encountered including in their efforts to improve performance.

Increased profits, increased sales and an increase in the number of consumers perceived by MSME entrepreneurs are due to the learning process. The learning spirit that is implanted has a positive impact on marketing performance. Learning will enable MSMEs practitioners to have knowledge and experience that they can use as capital in innovating. They apply the lessons learned from local government training to continue to create new products. Their new products are currently very popular with local and foreign consumers. So that sales increase which causes marketing performance to also increase.

The results of this study support the research conducted by Baker & James (1999) that learning orientation has a positive effect on changes in relative market share and the success of new products. The larger an organization is oriented towards learning, the stronger the positive relationship between its market orientation and changes in its relative market share (Baker & James, 1999). The results of this study also support research

conducted by Nybakk (2012) that learning orientation has a positive effect on performance. Commitment to learning and sharing knowledge between organizations significantly determines business performance (Mahmoud, 2016).

The findings in this study indicate that product innovation has a positive and significant effect on marketing performance. Product development is proven to be able to increase the number of profits, the number of sales and the number of customers. Product development and creating new products are the main focus for MSMEs. To increase profits, sales volumes and customer growth, producers are always actively developing new products, experimenting with new ways and actively seeking innovative ideas. Products from innovation will have high selling points.

Innovations made by MSMEs are welcomed by consumers both at home and abroad. The products they produce are in great demand because of their distinctive, unique and luxurious appearance even though they are made of pandan leaves. Their innovation products are now exported abroad such as Australia, Singapore, Malaysia and others, with the result that, their business performance will increase.

The results of this study support research conducted by Vazquez, et al (2014) which states that innovation has a positive effect on company performance. With increasing competition, constant upheaval, change and uncertainty make innovation as part of the strategy adopted by the poor (2006).

The findings in this study indicate that market orientation has a significant effect on marketing performance directly, but does not have an indirect significant effect through product innovation. These results indicate that an increase in marketing performance is caused by market orientation.

The innovations that have been made by MSMEs do not have a significant impact on marketing performance. MSMEs are more focused on market orientation, meaning they are very sensitive to changes in the market. The number of customers, sales volume and profits will increase if the orientation towards customers and competitors also increases, but not through product innovation (Pertiwi & Siswoyo, 2015). In this case the MSMEs are more focused on market orientation rather than product innovation. Because they think if they only focus on the market but do not have the knowledge they are not capable to innovate the products.

The results of this study support the research conducted by Gima (1996) which states that a strong market orientation will have a direct impact on performance but its effect on market success is not significant when mediated by the characteristics of

innovation. Market orientation has a greater influence on performance than through product innovation (Gima, 1996). The same research results were also revealed by Pertiwi (2015) that product innovation did not have a significant impact between market orientation and marketing performance.

This study does not support research conducted by (Sandvik & Kare, 2003), (Lee & Hsin, 2005), (Keskin, 2006) and (Jimenez, et al, 2008) which found that market orientation has a positive effect on performance through innovation. Based on the description above, it can be concluded that the product innovation variable has no status as a mediator or moderator variable between market orientation and marketing performance.

The findings in this study indicate that learning orientation has a significant positive effect on marketing performance both directly and indirectly through product innovation. Focusing on learning and continuing to learn and being willing to accept ideas and new things make the MSMEs always innovate and create new products.

Focusing on learning will be able to improve the skills of MSMEs that enable them to innovate. The skills they get from the training activities are still applied by some of the MSMEs. Until now they are still holding meetings every period to discuss the development of their products and marketing which is accompanied by the local government service department or the assistance provided by the organizations that oversee their MSMEs.

If you only focus on the market without focusing on learning, innovation will not be able to do. With perseverance and enthusiasm for learning, they are able to innovate. This research supports research conducted by (Baker & James, 1999), (Lee & Shin, 2005), (Huang & Yu-lin, 2011), (Calantone, et al, 2002), (Eshlaghy & Alireza, 2011), (Jimenez & Raquel, 2011), (Jimenez, et al, 2008) and (Nybakk, 2012) who concluded that learning orientation has a positive effect on marketing performance through product innovation. Based on the description above it can be concluded that the product innovation variable is as a mediator variable or moderator of learning orientation towards marketing performance.

7. Conclusion

From the research results, the following conclusions are obtained:

- (1) Market orientation has a positive and significant effect on the marketing performance of MSMEs.
- (2) Market orientation has a positive and significant effect on MSME product innovation.

- (3) Learning orientation has a positive and significant effect on the marketing performance of MSMEs.
- (4) Learning orientation has a positive and significant effect on the innovation of MSME products.
- (5) Product innovation has a positive and significant effect on the marketing performance of MSMEs.
- (6) Market orientation directly influences marketing performance but not through product innovation.
- (7) Learning orientation directly influences marketing performance and through product innovation.

8. Recommendation

Recommendation for MSMEs owners are in determining the right strategy to meet the needs, desires and customer satisfaction. Always study and innovate to improve marketing performance. And also always able to read the market and competitors that produce similar goods and carry out marketing control on a regular and ongoing basis.

Recommendation for the Department of Industry and Trade, especially in Jombang regency to be more careful in recording pandanus woven craftsmen who currently lack detailed data and information. And also pay more attention to the condition of MSME marketing so that the marketing area will broaden and continue to provide assistance and training to be able to survive in the global era as it is today.

For further researchers, it should add variables and indicators and the number of samples to be studied.

9. Author's Biography

Yenny Indah Sary, Born in Jombang on January 1, 1992. The author holds a Bachelor of Education in 2015 at the State University of Malang. Currently the writer is pursuing a Masters degree (S2) majoring in business and management education at the State University of Malang.

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