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The Influence of Marketing Strategy and Entrepreneurial Competence on Competitive Advantage and its Implications for Marketing Performance (A Survey on Fashion, Culinary and Craft Small and Medium Industries Assisted By The Department of Trade And Industry of Bandung City)

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Abstract: The purpose of this study was to determine and analyze: (1) To find out the marketing strategy in small and medium industries according to respondents, (2) To find out about entrepreneurial competence towards small and medium industries, (3) To determine competitive advantage in small and medium industries, (4) To determine marketing performance in small and medium industries, (5) To determine the effect of marketing strategy and entrepreneurial competence on competitive advantage, (6) To determine the effect of competitive advantage on marketing performance, either simultaneously or partial. The research method used in this research is descriptive and verification, the unit of analysis in this study is the small and medium industrial business actors assisted by the Department of Trade and Industry of Bandung City as many as 80 people. Based on the results of the study, it was found that: The marketing strategy in the small and medium industry of fashion, culinary and craft assisted by the Department of Trade and Industry of the City of Bandung was classified as very good, especially in terms of media promotion (online/offline), entrepreneurial competence in the small and medium industry of fashion, culinary and craft assisted by the Department of Trade and Industry of the City of Bandung is classified as very good, especially in terms of commitment competence, Competitive advantage in the small and medium industry of fashion, culinary and craft assisted by the Department of Trade and Industry of the City of Bandung is classified as very good, especially in terms of maintaining product quality, Marketing performance at Small and medium industries of fashion, culinary and craft assisted by the Department of Trade and Industry of the City of Bandung are classified as very good, especially in terms of quality, both simultaneously and partially marketing strategies and entrepreneurial competencies have a significant effect on competitive advantage in the industry. i small and medium fashion, culinary and craft assisted by the Department of Trade and Industry of the City of Bandung, competitive advantage has a significant effect on

marketing performance in the small and medium industry of fashion, culinary and craft assisted by the Department of Trade and Industry of the City of Bandung,

Keyword: Marketing Strategy, Entrepreneurship Competence, Competitive Advantage, Marketing Performance

INTRODUCTION

Mandated in Law No. 3 of 2014 concerning Industry in Chapter VIII part one article 72 and 75, it is stated that Industry in CHAPTER VIII part one articles 72 and 75 states that The Government and/or Regional Government shall develop and empowerment of small and medium industries to realize a competitive small and small and medium industries that are competitive, play a significant role in strengthening the national industrial structure, play a role in the alleviation of strengthening the national industrial structure, playing a role in poverty alleviation through the expansion of employment opportunities, producing goods through the expansion of employment opportunities, produce goods and / or industrial services to be exported. To be exported. To realize the above, the formulation of policies, strengthening institutional capacity and providing facilities, one of which is by way of one of which is by way of market information, promotion, and marketing assistance.

Talking about small and medium industries (SMEs) is inseparable from the growing creative industry. From the growing creative industry. Based on Opus Creative Economy Outlook 2020, the creative economy sector that provides the largest contribution comes from three sub-sectors of the creative economy industry, namely culinary, food, and beverage. Comes from three sub-sectors of the creative economy industry, namely culinary, fashion and craft (craftsmanship) where these three subsectors have a leverage of which is able to encourage other subsectors to move. (Dini Nurhadi Yasyi, Good News From Indonesia, 2020).

In Bandung City, there are 16 (sixteen) subsectors that have been designated by the Ministry of Trade as creative industries that contribute to by the Ministry of Trade as creative industries that contribute to the economy of Bandung City. The threat of Chinese products does not only have the potential to kill large and medium industries. Medium industries. However, what is threatened to die quickly is of course the small industry that is many of the lower-class people in our country. Lack of large funds and low competition power with large domestic and foreign industries with the implementation of ACFTA (ASEAN-China Free Trade Area) certainly threatens the business sustainability of the small industries. Threatens the business sustainability of small and medium industry players, for this reason, it is necessary to increase the existing potential in order to further develop, especially in the field of marketing.

Lack of channels for distributing goods is also a challenge faced by SMEs. Friend recommendation and word-of-mouth marketing word-of-mouth marketing has become the favorite channel for SMEs to market their products. In reality, most SMEs only focus on the quality of their products. Thus, sometimes distribution and marketing distribution and marketing become less focused and placed at number one, this is due to the lack of knowledge of the right marketing techniques that lead to business development is less significant.

According to Chandra (2002: 93), a marketing strategy is a plan that lays out the company's expectations of the impact of various activities or activities. Lays out the company's expectations of the impact of various marketing activities or programs on the demand for its products or product lines in the market. Marketing programs on the demand for its products or product lines in specific target markets. Specific target market. Marketing programs include marketing actions that can affect demand for products, including in terms of changing prices, modifying advertising campaigns, designing special promotions, determining the choice of distribution channels, and so on. To be able to improve marketing performance in accordance with expected, the company must pay attention to how the company must pay attention to what

strategies are used to achieve goals. This is absolutely done by every business actor because company performance is the key to the success of a business. The problem that often occurs in small and medium industries is that the products produced are easily copied by competitors is that the products produced are easy to imitate by competitors. This is because business actors only think about turnover without thinking about business development, one of which is due to the lack of information about business development. Business development, one of which is due to a lack of information about development and changes in the business environment. Most business actor only rely on instinct and luck in running their business. For this reason, small and medium-sized culinary, fashion and craft industry players must strive to develop effective strategies to improve their business. Craft must strive to develop effective strategies to build, maintain, and increase competitive advantage, of course. Build, maintain, and increase competitive advantage, of course, it must be supported by better product design and product quality. Must be supported by better product design and product quality in new innovations produced so as to attract consumers. New innovations that are produced so that they can attract consumers, especially customers.

Marketing performance is a measure of achievement obtained from the activities marketing process as a whole from a company or organization. In addition, marketing performance can also be viewed as a concept that is used to measure the extent to which market performance has been achieved. Used to measure the extent of market performance that has been achieved by a product produced by the company. Ferdinand (2000: 23) states that marketing performance is a factor that is often used to measure the impact of the strategy implemented by the company.

Based on the phenomena that occur today and the problems that researchers found, the researcher is interested in conducting research and making problems that occur as a research topic by raising the title "The Effect of Marketing Strategy and Entrepreneurial Competence on Competitive Advantage and its Implications for Marketing Performance"

METHOD

The research methods used in this research are descriptive and verikatif. In this study, there are 2 (two) Independent variables studied, namely: Marketing Strategy (X1), Entrepreneurial Competence (X2). The intervening variable in this study is Competitive Advantage (Y). Variabel dependen dalam penelitian ini adalah Kinerja Pemasaran (Z). The data source in this research is secondary data source from the data of Trade and Industry Office of Bandung City. While primary data in the form of Marketing Strategy, Entrepreneurial Competence, Competitive Advantage and Marketing Performance sourced from Competitiveness and Marketing Performance are sourced from IKM / UKM Assisted by the Department of Trade and Industry of Bandung City.

The analysis used consists of two types, namely: descriptive analysis especially for variables that are qualitative and quantitative analysis, in the form of hypothesis testing using statistical tests used to reveal the behavior of research variables. By using the method combination of these analysis methods, a generalization that is comprehensive. To answer the formulation of research problems, then testing hypothesis testing.

RESULTS AND DISCUSSION

Recapitulation of Respondents' Responses Regarding Marketing Strategy (X1)

No	Statement	Score	Assessment
1	The products produced can be used/consumed by all groups	327	Good
2	The company has a market share that is in line with	352	Very good

	target		
3	Products sold follow consumer tastes	341	Very good
4	Products produced using quality raw materials quality	362	Very good
5	Products are made with designs that are not market and varied	356	Very good
6	Products are easily available to consumers	348	Very good
7	Consumers are given a product warranty in accordance with agreement	328	Good
8	Products are sold at affordable prices according to the market	347	Very good
9	The price offered is in accordance with the quality product	362	Very good
10	The price offered is lower than other products similar products in the market	251	Good Enough
11	Speed and accuracy of product delivery are always taken care of	370	Very good
12	The location of the place of business is very influential on number of customers	326	Good
13	Promotional messages must be clear and display the uniqueness/excellence of the product	367	Very good
14	Promotional media (online/offline) is very important for product introduction	372	Very good
	Total	4809	
	Average	344	Very good

Based on the continuum line above, it can be seen that the average score obtained is 344 obtained of 344 is included in the very good category, so it can be known that the respondents' responses to the marketing strategy in the It is known that respondents' responses to marketing strategies in the small and medium fashion, culinary and craft industries assisted by the Department of Trade and Industry of Bandung City is already classified as very good.

Recapitulation of Respondents' Responses Regarding Entrepreneurial Competence (X2)

No	Statement	Score	Assesment
1	Ability to read business opportunities to obtain business opportunities	355	Very Good
2	The ability to build cooperation with and trust in business partners is an effort business expansion	362	Very Good
3	The ability to think, analyze, and make decisions can create new innovations new	360	Very Good
4	The ability to lead the company affects the smooth running of the business	356	Very Good
5	Ability to strategize to achieve business goals achieved.	363	Very Good
6	The seriousness of running a business is very influence on business development	373	Very Good
	Total	2169	
	Average	362	

The table above is a recapitulation of respondents' answers to the variable entrepreneurial competence which is measured using 6 statement items. Based on the table above, it can be seen that the highest score on this variable reaches 373 related to commitment,

while the lowest score is 355. Reached 373 related to commitment, while the lowest score was 355 related to opportunities.

Recapitulation of Respondents' Responses Regarding Competitive Advantage

No	Statement	Score	Assesment
1	Price discounts are given to attract consumer interest	338	Very Good
2	Every product that is marketed must always maintained its quality	374	Very Good
3	Speed and timeliness of delivery goods can increase consumer confidence consumers	373	Very Good
4	The products made are different from other products on the market other products on the market	351	Very Good
5	Produk yang dibuat mampu memenuhi keinginan konsumen/custom	354	Very Good
6	Products made are not easily copied by others other people	330	Good
7	Launching products faster than competitors so that the product is recognized first / becomes Trend Setter	336	Very Good
	Total	2456	Very Good
	Average	351	

Based on the table above, it can be seen that the average score obtained of 351 is included in the very good category, so it can be known that respondents' responses to competitive advantages in the industry are It is known that respondents' responses to competitive advantages in the small and medium small and medium fashion, culinary and craft industries assisted by the Department of Trade and Industry of Bandung City is already classified as very good.

Recapitulation of Respondents' Responses Regarding Marketing Performance Variables

No	Statement	Score	Assesment
1	There are additional customers every year every year	346	Very Good
2	The amount of money to be paid consumers according to the product enjoyed.	358	Very Good
3	The advantages that the company has to attract the attention of consumers, so that consumers continue to believe in using the product	367	Very Good
4	Able to provide certainty to consumers, especially in terms of punctuality time.	354	Very Good
	Total	1425	
	Average	356	

This table is a recapitulation of respondents' answers to the variable marketing performance which is measured using 4 statement items. Based on the table above, it can be seen that the highest score on this variable reached 367 related to product quality, while the lowest score was 346 related to product quality. with product quality, while the lowest score of 346 is related to customer growth. For the variable as a whole, a total score of of 1425 from 4 statement items so that an average score of 356 is obtained. The average score value, when referring to the assessment criteria, is in the category of very good.

The Effect of Marketing Strategy and Entrepreneurial Competence Simultaneously or Partially on Competitive Advantage In Small and Medium Industries (IKM) Assisted by the Department of Trade and Industry of Bandung City and Industry of Bandung City: 1) Based

on the results of the SPSS v21 output above, the path value is obtained for the variable marketing strategy (X1) on competitive advantage (Y) based on the value of Standardized Coefficients Beta for $PYX1 = 0.401$ and for the path value on the entrepreneurial competence variable (X2) to competitive advantage (Y) for $PYX2 = 0.425$. 2) The coefficient of determination (R Square) is interpreted as the magnitude of the influence of exogenous variables on endogenous variables. So from the results of this study It can be seen that marketing strategy and entrepreneurial competence provide an influence of 0.605 or 60.5% on competitive advantage, The result of 0.628 represents the influence of other factors (ϵ_1) outside the research, including technical, managerial and operational capabilities. Based on the SPSS output above, it is known that the Fcount value is 34.031 with a p-value (sig) = 0.000. p-value (sig.) = 0.000. Because the Fcount value is greater than Ftable ($34.031 > 3.115$) and a significance value of $0.000 < 0.05$ then H_0 is rejected and H_1 is accepted, meaning that simultaneously marketing strategy and entrepreneurial competence have a significant effect on competitive advantage in small and medium industries. significant effect on competitive advantage in small and medium fashion industries, culinary and craft assisted by the Department of Trade and Industry of Bandung City.

Partial Hypothesis Testing of Marketing Strategy and Entrepreneurial Competence on Competitive Advantage in Small and Medium Industries (IKM) Assisted by the Department of Trade and Industry of Bandung City: 1) Hypothesis X1 on Y : $H_0: PYX1 = 0$ Marketing strategy has no significant effect on competitive advantage in small and medium fashion, culinary and craft industries competitive advantage in small and medium industries fashion, culinary and craft fostered by small and medium industries (IKM) of the Department of Trade And Industry of Bandung City. $H_1: PYX1 \neq 0$ Marketing strategy has a significant effect on competitive advantage in small and medium industries (SMIs) competitive advantage in small and medium industries (IKM) fashion, culinary and craft assisted by the Department of Trade and Industry of Bandung City With a significant level (α) of 5%, $df = 77$, so that the ttable is obtained for a two-party test of -1.991 and 1.991. 2) X2 Hypothesis Against Y: $H_0: PYX2 = 0$ Entrepreneurial competence does not have a significant effect on competitive advantage in small and medium industries (IKM) fashion, culinary and craft assisted by the Department of Trade and Industry of Bandung City. $H_1: PYX2 \neq 0$ Entrepreneurial competence has a significant effect on competitive advantage in small and medium fashion, culinary and craft under the guidance of the Bandung City Trade and Industry Office. It can be seen that entrepreneurial competence has a significant effect on competitive advantage in small and medium industries (IKM) fashion, culinary and craft assisted by the Department of Trade and Industry of Bandung City, so that the first research hypothesis is accepted. Industry of Bandung City, so the first research hypothesis is accepted.

Marketing Strategy and Entrepreneurial Competence Simultaneously And Partially Affect Competitive Advantage in Fashion, Culinary and Craft Small and Medium Industries (IKM) Assisted by the Bandung City Trade and Industry Office : Both simultaneously and partially marketing strategy and competence entrepreneurial competencies have a significant effect on competitive advantage in fashion, culinary and craft small and medium industries assisted by the Department of Trade and Industry of Bandung City.

CONCLUSION

Based on the results of data analysis and discussion that has been presented in the previous chapter, the author draws the following conclusions previous chapter, the author draws the following conclusions: 1) Marketing strategies in small and medium fashion, culinary and craft industries assisted by the Department of Trade and Industry of Bandung City is already classified as very good, especially in terms of promotional media (online/offline) which is considered very important for product introduction very important for product introduction, however there are several things that need to be considered to be better in the

future that need to be considered to be better in the future, one of which is related to pricing. related to pricing where the price offered has not been able to compete with other similar products in the market. 2) Entrepreneurial competence in fashion, culinary and craft small and medium industries craft assisted by the Department of Trade and Industry of Bandung City is already very good, especially in terms of commitment competence, while the competencies that need to be improved in the field are hat need to be improved in the field, one of which is related to the opportunity competence. Entrepreneurial success is determined by the competencies possessed by an entrepreneur, so the ability to read opportunities is important business to obtain business opportunities for small and medium industrial business actors. and medium enterprises (SMEs) need to be trained and developed in order to be able to produce the best performance in managing their business. 3) Competitive advantage in small and medium fashion, culinary and craft industries assisted by the Department of Trade and Industry of Bandung City is already classified as very good, especially in terms of maintaining product quality very good, especially in terms of maintaining product quality, while what needs to be improved in the field is one of them related to differences in the quality of products to be improved again in the field, one of which is related to the difference in product quality products made different from other products on the market and product launch strategies that are faster than competitors. 4) Marketing performance in small and medium fashion, culinary and craft industries assisted by the Department of Trade and Industry of Bandung City is already classified as very good, especially in terms of quality, while it needs to be improved very good, especially in terms of quality, while what needs to be improved in the field is one of them related to customer growth. One of them is related to customer growth. Small and medium fashion, culinary and craft industries must think about the concept of marketing more carefully so that the level of customer growth is higher marketing concept is more mature so that the level of customer growth is successfully achieved by the company by looking at the number of consumers. 5) Both simultaneously and partially marketing strategy and competence entrepreneurial competencies have a significant effect on competitive advantage in fashion, culinary and craft small and medium industries assisted by the Department of Trade and Industry of Bandung City. 6) Competitive advantage has a significant effect on marketing performance in fashion, culinary and craft small and medium industries assisted by the Department of Trade and Industry of Bandung City.

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