



The Influence Of Market Orientation And Product Innovation On Marketing Performance Through Competitive Advantage In Tiktok Shop Content Creators

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ABSTRACT

Good marketing means sales will increase. The aim of this research is to find out whether market orientation and product innovation influence marketing performance, and to find out whether competitive advantage is able to mediate market orientation and product innovation on marketing performance. The population in this study are TikTok shop content creators who are members of official groups. The total sample was 115 respondents using accidental sampling technique. Data collection techniques use questionnaire and observation methods. The data analysis method uses multiple linear regression with a path analysis approach and the SPSS program. The research results show that market orientation variables and product innovation have an influence on marketing performance, then competitive advantage also has a positive and significant influence on marketing performance. The results of the indirect influence test also show that competitive advantage is able to mediate the relationship between market orientation and product innovation on marketing performance. Implementation of market orientation strategies and product innovation influence the marketing performance of TikTok Shop content creators. Competitive advantage also influences marketing performance and can mediate the relationship between market orientation and product innovation on the marketing performance of TikTok shop content creators. Suggestions for TikTok Shop content creators to implement market orientation strategies and product innovation that are appropriate to the business sector they are undertaking so that they will increase their competitive advantage which will improve marketing performance.

INTRODUCTION

The internet has changed the lifestyle of Indonesian people quite a lot along with the increasing number of internet users in all circles. Everyone is able to connect to the internet via a smartphone or computer that is connected to internet access. Based on data from the Indonesian Internet Service Providers Association (APJII) in 2017, it shows that as many as 143.26 million people use the internet and this shows more than in the previous year, namely 132.7 million people (APJII, 2022).

The internet has become a virtual place to spend time, and people can do many activities on the internet, including consumption such as online shopping (Dharmesti et al., 2019). New marketing trends and models have emerged as a result of current phenomena, such as the massive use of the internet, social media and the digital environment, which causes companies to face intense competition (Umar, Raharja, et al., 2023). Furthermore, Dharmasti et al. (2019) said that the large use of the internet and social media makes this generation a desirable market for e-commerce. E-commerce, as previously mentioned, has been identified as an important sales channel for all levels of business from micro-enterprises to international companies as it provides access to new customer bases and new revenue streams (Tolstoy et al., 2022).

Nowadays, especially in Indonesia, more and more e-commerce platforms are emerging which makes competition for online sellers even tighter, one of which is TikTok Shop which started appearing recently in 2021. TikTok is a social media and music video application which was released in 2021. September 2016 by Toutiao founder Zhang Yiming from China. TikTok provides a place for its users as a medium to express themselves through videos they make themselves (Arrofi & Hasfi, 2019).

The high level of public enthusiasm for e-commerce has made TikTok present the TikTok Shop feature. TikTok Shop is an e-commerce feature that can enable users and creators to sell and promote goods through TikTok. However, this feature is only available for business accounts (Kompasiana.com, 2022). With its rapid development, content creators who have TikTok Shop business accounts are also competing among content creators. This competition has led content creators to increasingly think about strategies to be able to compete in an effort to improve marketing performance.

One way to assess whether a business is making good progress or not is to look at its performance, including marketing performance (Umar, Septian, et al., 2023). Market orientation and innovation are factors that they pay attention to, from the results of observations it was found that the innovations that content creators carry out are very diverse, starting from improving the quality of live streaming when selling, initially only using cellphone cameras then increasing to using professional cameras to improve image quality and sound to get the audience's comfort. Observations of the TikTok Shop content creator live streaming process found that the competition in the TikTok Shop was very tight. Observations carried out found that with the same quality of streaming, with the same streaming time, the three examples of TikTok Shop creators observed had almost the same number of viewers in the morning hours..

Based on the results of the mini research, it is known that of the 30 samples used in the mini research, most of them have carried out market-oriented businesses and innovated their products. Most also feel that they have a competitive advantage in their business, however, regarding marketing performance, there are still many respondents who feel that their marketing performance has not improved. The different conditions between the efforts that have been made and the results obtained by the TikTok shop creators are concluded as problems or gap phenomena that need to be researched in order to solve these problems. The relationship between market orientation, product innovation, and competitive advantage on marketing performance has also been studied by several previous researchers, but it is known that there are still empirical research gaps from several previous studies so that re-research is needed to confirm the results of previous research.

LITERATURE REVIEW

Market Orientation

The company can be said to be successful as seen from the high income obtained, this can be achieved if the company implements the right marketing strategy (Aristiyo & Murwatiningsih, 2017). Kohli and Jaworski (1990) define market orientation as the generation or search for market information related to current and future consumer desires, the dissemination of information that has been generated or sought throughout the organization, and the response of the entire organization to the information that has been generated and distributed.

According to Tjiptono (2012) market orientation is a measure of behavior and activities that reflect the implementation of marketing concepts. Meanwhile, according to Narver & Slater (1990), market orientation is defined as the organizational culture that is most effective and efficient in creating behavior that is important for the creation of superior value for consumers and will result in superior performance for the business. Market orientation is important for a company's survival, in line with increasing global competition and changes in customer needs where companies realize that they must always be close to their market or consumers (Swastha, 2010).

Product Innovation

Consumers really need innovation to fulfill their desires according to their individual needs (Waliuddin & Umar, 2022). Narver & Slater (1990) argue that innovation and successful product innovations are more likely to result than market-driven ones. The company's success in product innovation makes it easier for the company to achieve the expected sales targets. Meanwhile, according to Khamidah (2005) product innovation is one of the most important competitive factors to achieve success where recently the business environment is always changing rapidly.

Khamidah (2005) also said that innovation is the successful application of creative ideas within a company. Innovation is a company mechanism for adapting in a dynamic environment. Therefore, companies are required to be able to create new assessments, new ideas and offer innovative products and improve service performance that satisfies customers.

Product innovation is a way for companies to survive in dynamic environmental conditions by developing products that are more adaptive to the environment and community needs so that the products developed have a higher value than competitors' products. According to Lukas & Farrell (2000), there are three indicators that can be used to measure innovation, namely product expansion, product imitation, and new products.

Competitive Advantage

Competitive advantage is a benefit that exists when a company has and produces a product and/or service that is seen by its target market as better than its closest competitors (Saiman, 2012). Companies that have competitive advantages will become leaders in their markets and can achieve above average profits (Zimmerer & Scarborough, 2008).

According to Barney (1991) in Afsharghasemi (2013) states that competitive advantage is a company's strategy that is able to create unique and superior value compared to existing or potential competitors. Competitive advantage is a unique position that a company develops in facing competitors, and perhaps the company can outperform them consistently (Sunnyoto, 2015).

Competitive advantage is a factor that differentiates a company from its competitors by having or producing products or services that are unique and not easy to imitate and create better customer value than its competitors to become a market leader and gain more profits. According to Li, et al (2006) stated that there are three indicators that can be used to measure competitive advantage, namely competitive prices, product quality and production costs.

Marketing Performance

A company's marketing performance can be used to measure the achievements of the strategies that have been implemented and the products produced by the company, as Supranoto (2011) argued, Every company has an interest in knowing its achievements as a reflection of business success. A company's marketing performance can be used to measure the achievements of the strategies that have been implemented and the products the company produces.

According to Winata (2010), marketing performance is an important element of company performance in general because the performance of a company can be seen from the marketing performance that has been carried out so far. Marketing performance is a concept for measuring a company's marketing achievements. The company's success as reflected by marketing performance achievements is the implementation of strategy. The company's strategy is always directed at producing good marketing performance (such as sales volume and sales growth rate) and also good financial performance (Ferdinand, 2002).

Ferdinand (2002) said that good marketing performance is expressed in three main quantities, namely customer growth, sales growth and market share, which ultimately leads to company profits. Marketing performance is an important element for every company to measure the achievements of the strategies that have been implemented and the products produced by knowing the level of customer growth, sales growth and profit growth.

METHODS

The type of research used in this research is quantitative research. It is called a quantitative method because the research data is in the form of numbers and analysis uses statistics (Sugiyono, 2019). Quantitative research is used to examine certain populations or samples, collecting data using research instruments, analysis and quantitative/statistical in nature, with the aim of testing predetermined hypotheses. Data in quantitative research is data in the form of numbers or numbers (scoring). The data source for this research is primary data. The research design includes population, sample and sampling techniques, research variables, research instrument testing and data analysis (Sugiyono, 2019).

The data collection method in this research was carried out using the observation method and questionnaire method. The population in this research is TikTok Shop content creators. The sampling technique was carried out using accidental sampling. The sample was calculated using an iterative formula and a minimum number of 115 respondents was obtained. The data analysis method uses multiple linear regression using the SPSS program.

RESULTS

Validity Test

The validity test is carried out by comparing the calculated r value with the table r value for degree of freedom $d(f) = n-2$ with alpha 0.05, n is the number of samples. In this study, to test the validity of using 30 samples, $(n) = 30$ and the df size can be calculated as $30-2 = 28$ and alpha 0.05, obtained r table = 0.361.

Table 1 Validity Test

Variable	Item	r Value	r Table	Findings
Market Orientation	X1.1	0,759	0.361	Valid
	X1.2	0,613	0.361	Valid
	X1.3	0,775	0.361	Valid
	X1.4	0,716	0.361	Valid
	X1.5	0,642	0.361	Valid
	X1.6	0,749	0.361	Valid

Variable	Item	r Value	r Table	Findings
	X1.7	0,472	0.361	Valid
	X1.8	0,743	0.361	Valid
	X1.9	0,780	0.361	Valid
Product Innovation	X2.1	0,641	0.361	Valid
	X2.2	0,637	0.361	Valid
	X2.3	0,641	0.361	Valid
	X2.4	0,562	0.361	Valid
	X2.5	0,735	0.361	Valid
	X2.6	0,610	0.361	Valid
	X2.7	0,729	0.361	Valid
	X2.8	0,735	0.361	Valid
	X2.9	0,599	0.361	Valid
Competitive Advantage	Y1.1	0,634	0.361	Valid
	Y1.2	0,662	0.361	Valid
	Y1.3	0,174	0.361	Invalid
	Y1.4	0,402	0.361	Valid
	Y1.5	0,637	0.361	Valid
	Y1.6	0,593	0.361	Valid
	Y1.7	0,491	0.361	Valid
	Y1.8	0,531	0.361	Valid
	Y1.9	0,702	0.361	Valid
Marketing Performance	Y2.1	0,767	0.361	Valid
	Y2.2	0,550	0.361	Valid
	Y2.3	0,435	0.361	Valid
	Y2.4	0,779	0.361	Valid
	Y2.5	0,803	0.361	Valid
	Y2.6	0,532	0.361	Valid
	Y2.7	0,492	0.361	Valid
	Y2.8	0,754	0.361	Valid
	Y2.9	0,803	0.361	Valid

Source: Data Processed, 2023

Based on the validity test, it was stated that one questionnaire item was invalid, because it had a r value below 0.361. Invalid questionnaire items were deleted and not used in data collection

Reliability Test

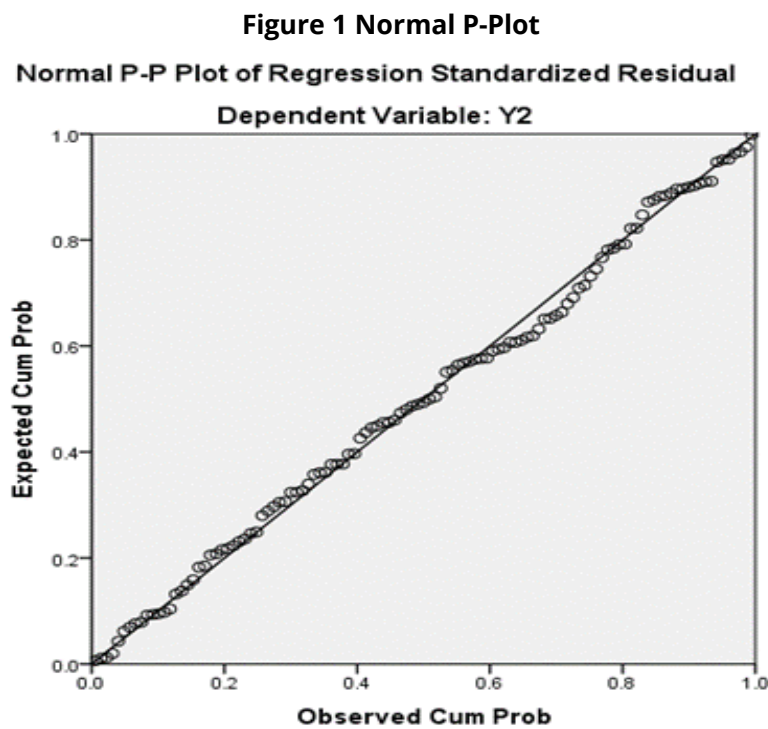
Reliability testing is a tool to measure whether an instrument is reliable when used continuously, a reliable instrument describes the same data from time to time. A construct or variable is said to be reliable if it provides a Cronbach's Alpha (α) value > 0.70 .

Table 2 Reliability Test

Variabel	Value Cronbach's Alpha	Significant Value	Findings
Market Orientation (X_1)	0,863	0,70	Reliabel
Product Innovation (X_2)	0,834	0,70	Reliabel
Competitive advantage (Y1)	0,700	0,70	Reliabel
Marketing Performance (Y2)	0,836	0,70	Reliabel

Source: Data Processed, 2023

Based on the construct reliability test, the research instrument prepared has a Cronbach's Alpha (α) value of > 0.70 , so it is declared reliable and capable of being used continuously. Normality Test



Source: Data Processed, 2023

Based on the normal probability plot graph, the test results show that the scattered points coincide around the diagonal line, this shows that the residuals are normally distributed.

Table 3 Kolmogorov-Smirnov

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		115
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.61964075
Most Extreme Differences	Absolute	.049
	Positive	.049
	Negative	-.040
Kolmogorov-Smirnov Z		.526
Asymp. Sig. (2-tailed)		.945
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Data Processed, 2023

The Kolmogorov Smirnov table also shows a Kolmogorov-Smirnov value of 0.526 and Asymp. Sig. (2-tailed) of 0.945. Based on these results, it can be said that the data is normally distributed because the results obtained are greater than 0.05.

Multicollinearity Test

Table 4 Multicollinearity Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	4.470	2.780		1.608	.111		
X1	.180	.057	.223	3.144	.002	.773	1.294
X2	.194	.070	.201	2.787	.006	.751	1.332
Y1	.584	.090	.499	6.496	.000	.660	1.516

a. Dependent Variable: Y2

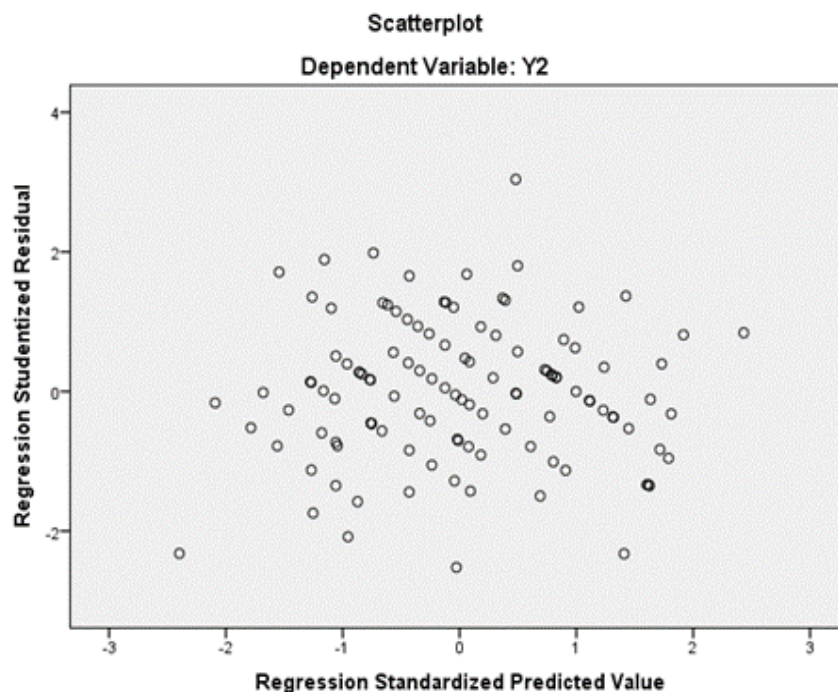
Source: Data Processed, 2023

Based on the results of the multicollinearity test, it shows that all independent variables produce a tolerance value > 0.10 and a VIF value < 10, therefore it can be concluded that there is no multicollinearity between variables.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is inequality of variance and residuals or one observation to another (Ghozali, 2018). If the points on the scatterplot spread above and below the number 0 on the Y axis and if the probability of significance is > 5% then it can be said that heteroscedasticity does not occur.

Figure 2 ScatterPlot



Source: Data Processed, 2023

Based on the scatterplot graph, it shows that the points are spread randomly both above and below the number 0 on the Y axis, so it can be concluded that heteroscedasticity does not occur in the regression model.

Table 5 Glejser Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.111	1.730		1.220	.225
	X1	-.021	.036	-.063	-.584	.560
	X2	.002	.043	.006	.053	.958
	Y1	-.008	.056	-.017	-.142	.887

a. Dependent Variable: RES2

Source: Data Processed, 2023

Apart from the scatterplot graph, the heteroscedasticity test can also be tested using the Glejser test method. The Glejser test shows that each variable has a sig value of more than 0.05. This shows that heteroscedasticity does not occur in the regression model.

Hypothesis Test

Hypothesis testing in this research aims to determine whether or not there is an influence of each independent variable individually on the dependent variable, as well as testing the role of intervening variables.

Partial Test (t Statistical Test)

The t statistical test is used to test the hypothesis partially. The t statistical test shows how far the influence of individual independent variables is in explaining variations in the dependent variable (Ghozali, 2018). The basis for decision making can be seen from the significant probability values. If the probability number is significant > 0.05 then there is no influence between the independent variable and the dependent variable. If the significant probability number is <0.05 then there is an influence between the independent variable and the dependent variable.

Table 6 Partial (T Statistical Test) Model 1

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.013	2.604		5.381	.000
	X1	.235	.056	.340	4.194	.000
	X2	.311	.067	.376	4.630	.000

a. Dependent Variable: Y1

Source: Data Processed, 2023

1. The Effect of Market Orientation on Competitive Advantage

Based on table 6, the market orientation variable has a t value of 4.194 and a significant value of 0.000 < 0.05. So can be concluded that market orientation has a positive effect on competitive advantage.

2. The Effect of Product Innovation on Competitive Advantage

Based on table 6, the product innovation variable has a t value of 4.630 and a significant value of 0.000 < 0.05. So can be concluded that product innovation has a positive effect on competitive advantage.

Table 7 Partial (T Statistical Test) Model 2

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	4.470	2.780		1.608	.111
	X1	.180	.057	.223	3.144	.002
	X2	.194	.070	.201	2.787	.006
	Y1	.584	.090	.499	6.496	.000

a. Dependent Variable: Y2

Source: Data Processed, 2023

1. The Effect of Market Orientation on Marketing Performance
Based on table 7, the market orientation variable has a t value of 3.144 and a significant value of $0.002 < 0.05$. So H1 which states that market orientation has a positive effect on marketing performance is accepted.
2. The Effect of Product Innovation on Marketing Performance
Based on table 7, the product innovation variable has a t value of 2.787 and a significant value of $0.006 < 0.05$. So H2 which states that product innovation has a positive effect on marketing performance is accepted.
3. The Effect of Competitive Advantage on Marketing Performance
Based on table 7, the competitive advantage variable has a t value of 6.496 and a significant value of $0.000 < 0.05$. So H3 which states that competitive advantage has a positive effect on marketing performance is accepted.

Table 8 Indirect Effect Test

No.	Variable	Effect	Competitive Advantage	Marketing Performance	Findings
1	Market Orientation	Direct Effect	0,340	0,223	0,392 > 0,223 Mediating
		Indirect Effect	-	0,169	
		Total	0,340	0,392	
2	Product Innovation	Direct Effect	0,376	0,201	0,388 > 0,201 Mediating
		Indirect Effect	-	0,187	
		Total	0,376	0,388	

1. The Influence of Market Orientation on Marketing Performance through Competitive Advantage
Based on table 8, it is known that the total influence of the path coefficient is $0.392 >$ direct path coefficient of 0.223, which indicates that competitive advantage is able to mediate the market orientation variable on marketing performance. This shows that H4 which states that market orientation has a positive effect on marketing performance through competitive advantage is accepted.
2. The Influence of Product Innovation on Marketing Performance through Competitive Advantage
Based on table 8, it is known that the total influence of the path coefficient is $0.388 >$ direct path coefficient of 0.201, which indicates that competitive advantage is able to mediate the product innovation variable on marketing performance. This shows that H5 which states that product innovation has a positive effect on marketing performance through competitive advantage is accepted.

DISCUSSION

The Influence Of Market Orientation On Marketing Performance

Based on the data analysis testing that has been carried out, the partial test results or t statistical test on the market orientation variable has a sig value. 0.002, this figure is smaller than the significance value, namely α 0.05. So it can be said that the market orientation variable has a positive effect on marketing performance. The results of this research show that market orientation, which consists of searching for information about the market, disseminating information about the market, and responsiveness, has a positive influence in efforts to improve marketing performance. This means that the better the market orientation implemented, the better the business performance of TikTok Shop content creators.

The results of this research are supported by previous research conducted by Aristiyo & Murwatiningsih (2017) which shows that there is a positive and significant relationship between market orientation and marketing performance. Market orientation is one of the main things that TikTok Shop content creators need to pay attention to. According to Aristiyo & Murwatiningsih (2017) Market orientation is very important for improving company performance because market orientation means understanding consumers, knowing competitors' strategies, and coordinating between functions within the company.

Market orientation is important in business conditions where competition is increasingly fierce. By implementing market orientation, TikTok Shop content creators need to do research on what the market actually wants, based on the information from the research results it can be applied to all business lines, including production, finance and marketing, in order to be able to respond quickly to what is of concern. major in the market. These efforts were carried out in order to provide an increase in their marketing performance. The results of this research show that to create competent marketing performance, TikTok Shop content creators must be able to be market-oriented and implement strategies based on the information they obtain properly.

The Influence Of Product Innovation On Marketing Performance

Based on the data analysis testing that has been carried out, the partial test results or t statistical test on the product innovation variable has a sig value. 0.006, this figure is smaller than the significance value, namely α 0.05. So it can be said that the product innovation variable has a positive effect on marketing performance. The results of this research indicate that product innovation consisting of product expansion, product imitation, and new products has a positive influence in efforts to improve marketing performance. This means that the better the product innovation implemented, the better the marketing performance of TikTok Shop content creators.

The results of this research are supported by previous research conducted by Hasanah et al. (2020) which shows that there is a positive and significant relationship between product innovation and marketing performance. Innovation is a company mechanism for adapting in a dynamic environment, especially in tight competition. For TikTok Shop content creators, this has a positive impact on marketing performance.

Product innovation is important for all business sectors, including e-commerce businesses. The company's success in product innovation makes it easier for the company to achieve the expected sales targets. For this reason, continuous innovation is needed if the company wants to survive and remain established with its business. Product innovation can be implemented by paying attention to product expansion, imitating products that they did not previously have, and can also design new products that suit market needs.

The Influence Of Competitive Advantage On Marketing Performance

Based on the data analysis tests that have been carried out, the partial test results or t statistical tests on the competitive advantage variable have a sig value. The 0.000 figure is smaller than the significance value, namely α 0.05. So it can be said that the competitive

advantage variable has a positive effect on marketing performance. The results of this research show that competitive advantage consisting of competitive prices, production costs and product quality has a positive influence in efforts to improve marketing performance. This means that the more superior the TikTok Shop content creators are in competition, the better the marketing performance of the TikTok Shop content creators will be.

The results of this research are supported by previous research conducted by Husaeni et al. (2021) which states that competitive advantage has a positive and significant effect on marketing performance. Competitive advantage is a benefit that exists when a company has and produces a product and/or service that is seen by its target market as better than its closest competitors (Saiman, 2012).

Competitive advantage is very important for TikTok Shop content creators who are currently faced with very tight competition, in this case competitive advantage can be obtained by doing various ways, some of which are developing better product quality but while still paying attention to production costs so that Production costs remain affordable so that you get a product with good quality but at a competitive price.

The Influence Of Market Orientation On Marketing Performance Through Competitive Advantage

Based on path analysis testing, the results of this research show that market orientation has a positive effect on marketing performance through competitive advantage. These results are based on the total influence of the market orientation path coefficient on marketing performance through competitive advantage of $0.388 >$ direct influence of 0.201 . The results of this research are supported by previous research conducted by Palwaguna & Yasa (2021) stating that competitive advantage acts as an intermediary between market orientation and marketing performance.

TikTok Shop content creators have implemented marketing orientation well. The method used is to search for information about the market, then disseminate this information to each business line so that it can be applied to the strategy of each business line so that TikTok Shop content creators are more responsive in responding to conditions in the market. The efforts made can increase their competitive advantage so that they will improve their marketing performance.

Based on the application of this market orientation, it can encourage TikTok Shop content creators to always excel in competition, in this case competitive advantage will further increase the influence of market orientation applied by TikTok Shop content creators to be able to improve their marketing performance, such as competitive prices, lower production costs, efficiency, as well as increased product quality so that they can improve their marketing performance.

The Influence Of Product Innovation On Marketing Performance Through Competitive Advantage

Based on path analysis testing, the results of this research show that innovation has a positive effect on marketing performance through competitive advantage. These results are based on the total influence of the innovation path coefficient on marketing performance through competitive advantage of $0.388 >$ direct influence of 0.201 . The results of this research are supported by previous research conducted by Susana & Andarwati (2021) stating that competitive advantage acts as an intermediary between innovation and marketing performance.

TikTok Shop content creators have implemented innovation well. The method used is to innovate products so that the products offered are more unique and different compared to competitors, production process updates can also be carried out in order to reduce production costs or improve product quality, marketing innovations can also be implemented to expand the market so that they can excel in competition.

Based on the application of this innovation, it can encourage TikTok Shop content creators to always excel in the competition, in this case competitive advantage will further increase the influence of product innovation implemented by TikTok Shop content creators to be able to improve their marketing performance, such as more efficient production processes, increasing income growth. rapidly, and profit growth will increase.

CONCLUSION

Based on the results of the research and discussion in chapter IV, it can be concluded that:

1. Market orientation has a positive effect on marketing performance. This means that the better market orientation implemented by TikTok Shop content creators will influence marketing performance.
2. Market orientation has a positive effect on marketing performance through competitive advantage. Competitive advantage is able to mediate the influence of market orientation on marketing performance. The higher and better the market orientation that the TikTok Shop content creator has, the more competitive advantage he will be able to create, thereby influencing marketing performance.
3. Product innovation has a positive effect on marketing performance. This means that the better the product innovation implemented by TikTok Shop content creators, the more it will influence marketing performance.
4. Product innovation has a positive effect on marketing performance through competitive advantage. Competitive advantage is able to mediate the influence of product innovation on marketing performance. The higher and better the market orientation that the TikTok Shop content creator has, the more competitive advantage he will be able to create, thereby influencing marketing performance.
5. Competitive advantage has a positive effect on marketing performance. This means that the more superior the TikTok Shop content creator is to the competition, the more it will affect marketing performance.

Based on the results of the research and discussion, suggestions that can be given by researchers include TikTok Shop content creators who are expected to be able to increase product innovation in their business. Based on the research results, it can be seen that the value of the influence of product innovation is still the lowest compared to other variables. TikTok Shop content creators can increase product innovation by implementing product expansions, duplicating competitor products that dominate the market, or can also design new products that are more suitable with market needs.

TikTok Shop content creators are also expected to be able to maintain their competitive advantage. From the research results it was found that competitive advantage has the greatest influence compared to other variables, so it is hoped that business actors can maintain this condition. Based on the indirect influence analysis, it is known that competitive advantage has the highest influence with the application of market orientation, so it is recommended that TikTok Shop content creators pay attention to their market orientation in order to maintain their competitive advantage.

Based on the research that has been carried out, there are still several weaknesses and limitations, namely the sample used in this research is a random sample given to all content creators, whether they have experience and knowledge or not, apart from that, the object studied is also too broad or has not been thoroughly researched. specific to one business sector. Therefore, future researchers are expected to add the knowledge variable as an independent variable and then use samples that focus more on content creators who have digital experience or knowledge.

SUGGESTION

Based on the research that has been carried out, there are still several weaknesses and limitations, namely the sample used in this research is a random sample given to all content creators, whether they have experience and knowledge or not, apart from that, the object studied is also too broad or has not been thoroughly researched specific to one business sector. Therefore, future researchers are expected to add the knowledge variable as an independent variable and then use samples that focus more on content creators who have digital experience or knowledge.

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