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The Effect Of Customer Orientation, Technological Orientation On Food And Beverages Business Perfomance Meditating By Customer Loyalty And Innovation Capability

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ABSTRACT

This study aims the involvement of multinational companies in a country's economy has an important role in increasing a country's per capita income. Multinational companies themselves are divided into several industrial sectors, one of which is food and beverages. This research aims to explore the impact of customer orientation and technology in increasing customer loyalty and innovation capabilities which influence the business performance of an industrial sector. The population in this study reached 280 respondents using quantitative methods. The results of this research can influence companies in making decisions and innovating considering the increase in competitors every year.

INTRODUCTION

Multinational companies (MNCs) are increasingly prioritized by international organizations to participate in community-oriented problem solving (Holmström Lind et al., 2022). The involvement of multinational companies in a country's economy has an important role in increasing a country's per capita income (Iqbal et al., 2023.)

Multinational companies themselves are divided into several industrial sectors such as automotive, pharmaceutical, fashion and one of them is food and beverages. Basically, humans have primary, secondary, tertiary and other needs to achieve a prosperous life (Yuliawati & Pratomo, 2019). In meeting primary needs, there are many good quality food and beverages industry sectors that have emerged to meet consumer needs.

Hedonic responses to food and beverages are considered the main product performance indicators in the present test (Vad Andersen & Hyldig, 2015). Due to the fact that a consumer's decision to buy or consume a particular product does not only depend on the quality of the

product, but also on the situation experienced by the consumer (Giacalone & Jaeger, 2021) and several other factors.

The industrial sector, specifically the food and beverages sector, is one of the industries that tends to develop rapidly, especially in the current era. It's not just multinational companies that are growing rapidly. However, local companies in the food and beverages sector are also developing slowly.

Most multinational companies experience limited margins, capital is not available, or are often seen as low growth industries (Sovacool et al., 2021). Therefore, it does not rule out the possibility that multinational companies do not experience the threat of international business risks. International business players must be able to adapt to the needs of consumers in each country so that their companies can continue to develop.

Currently, the Indonesian people's lifestyle is enjoying fast food, which has caused many companies in the food sector to emerge. Therefore, the food and beverages industry sector should be able to further expand innovation regarding technological orientation, such as integrating artificial intelligence or usually called AI (Artificial Intelligence) to present innovative products and services, as well as provide intelligent consumer services to improve business performance.

In this very modern era where the effects of globalization and technology which are useful as communication tools are becoming increasingly sophisticated, using digital marketing via social media has become the main choice made by businesspeople to promote their products so they can reach consumers accurately and quickly (Saputra & Rangkuti, 2022). To survive in an increasingly tight business environment, companies must be able to create a better competitive advantage compared to competitors and increase the market share of their products (Saputra, 2022).

A company's business performance can be developed through customer loyalty and innovation capability which are based on customer orientation and technological orientation. Customer involvement is beneficial for customer trust, commitment, and customer value creation which ultimately increases customer loyalty and forms customer orientation. Business performance in a company can develop if consumers have a good experience and new consumer expectations demand a better experience (Arrieta et al., 2022).

Creating a pleasant experience for customers is crucial because their decisions are made by emotion, not reason (Pina & Dias, 2021). Innovation capability itself in a company can help the process of developing unique marketing strategies and can increase customer loyalty and support the company to continue to grow (Racela, 2014).

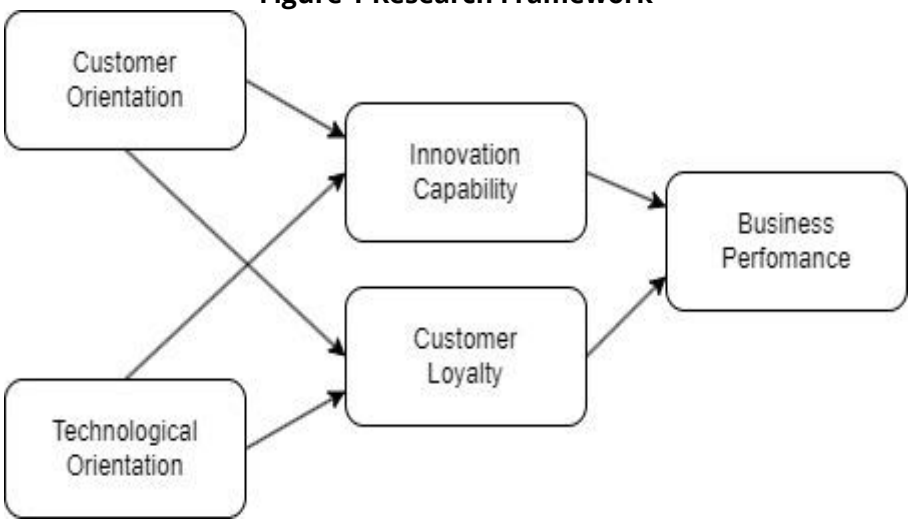
However, innovation capacity in Indonesia is still quite low, which is caused by market failure, lack of government intervention and external threats. Based on the WIPO (World Intellectual Property Organization) report in the 2022 global innovation index, Indonesia is ranked 75th with a score of 27.9 points out of a total of 132 countries in the world.

Indonesia's position is flanked by Georgia and Jamaica, which are respectively in 74th and 76th positions. In 2023, released by the Global Innovation Index (GII), precisely in September, Indonesia experienced an increase from previously being ranked 75th to 61st (Muchtar et al., 2023).

Therefore, this research aims to explore the impact of Customer Orientation and Technological Orientation in increasing customer loyalty and innovation capabilities which influence the business performance of an industrial sector.

LITERATURE REVIEW

Figure 1 Research Framework



Source: Data by the Author (2023)

Based on the research framework shown in Figure 1, several provisional hypotheses can be formulated as follows:

- H1: Customer orientation has a significant effect on innovation capability
- H2: Customer orientation has a significant effect on customer loyalty
- H3: Customer orientation has a significant effect on business performance, mediated by innovation capability
- H4: Customer orientation has a significant effect on business performance, mediated by customer loyalty
- H5: Technological orientation has a significant effect on innovation capability
- H6: Technological orientation has a significant effect on customer loyalty
- H7: Technological orientation has a significant effect on business performance, mediated by innovation capability
- H8: Technological orientation has a significant effect on business performance, mediated by customer loyalty
- H9: Innovation capability has a significant effect on business performance
- H10: Customer loyalty has a significant effect on business performance

Customer Orientation on Innovation Capability

Because the value proposition is the reason behind a company's customer interactions, it is likely that when customers perceive a change in the company's value proposition, they will adjust their perceptions of the company's innovation. Companies can expand the range of services and launch new products or significantly modify existing ones (Kurtmollaiev et al., 2022). Businesspeople experiment with alternative responses to emerging trends. Customer orientation itself is very helpful in terms of strengthening the relationship mediating innovation through various behaviors (Park & Cho, 2022).

Customer Orientation on Customer Loyalty

Customer loyalty requires customer engagement as well as psychological engagement with customer orientation (Barta et al., 2023a). Users and organizations work together, share value, and create loyalty and reciprocity in a relationship of mutual trust.

Customer Orientation on Business Performance Mediating by Innovation Capability

The new study looks at the indirect relationship between customer orientation and company performance through the innovation process. Customer response allows companies to observe customer trends and anticipate market changes so that the company can develop its business performance. Because innovation has been considered to generate new value since its inception (Kurtmollaiev et al., 2022).

Customer Orientation on Business Performance Mediating by Customer Loyalty

Customer loyalty is a widely studied concept in online retail research. Strategies to foster trust can increase customer loyalty, which can result in customer orientation and then strong business performance (Mofokeng, 2023). Keep in mind that trust breeds loyalty, which leads to repeat purchasing behavior. The level of trust requires a positive customer attitude. Customer loyalty partially mediates relationships and builds stronger intentions (Mofokeng, 2023).

Technological Orientation Influences Innovation Capability

The stages of technological development in the innovation system adapt to each other (both show the dynamics of the technological development process). The aim of an innovation system is to strengthen the active and transfer the desired system of a company (Bagheri Moghaddam & Nozari, 2023). The main theoretical challenge aims to change the perception of constraint-based innovation as innovation that prioritizes resource savings (Cuevas-Vargas et al., 2022).

Technological Orientation on Customer Loyalty

The company is experiencing increasing digitalization, which is encouraging its customers to change their shopping habits. This results in increased consumer interest due to the development of new technologies that provide more opportunities to provide consumers with multiple ways to shop (Cuesta-Valiño et al., 2023b).

Technological Orientation on Business Performance Mediating by Innovation Capability

Technological innovation is the first commercial transformation of products, processes, systems or services. The literature has rich research on the factors influencing high technology evaluation methods' ability to innovate aimed at developing business performance (Tu et al., 2023b). Exploratory innovation includes the discovery of new ideas, technologies, and resources to meet customer needs and economic development. This affects the future of the company (Lee et al., 2022).

Technological Orientation on Business Performance Mediating by Customer Loyalty

When the affordable market segment is wider, customer loyalty will arise because of trust in the company's brand. Network orientation reflects expectations, attitudes, and expanding network dynamics. Different levels of network orientation represent a startup's capabilities in terms of resource acquisition (Sakib et al., 2022).

Innovation Capability on Business Performance

Rapid technological advances and high levels of competition require every company to continue to innovate products which ultimately increase the company's competitive advantage. Innovation offers products that are more valuable, rare, differentiated and cannot be imitated, and leads companies to do this with better financial performance to improve business performance (Hurtado-Palomino et al., 2022).

Customer Loyalty on Business Performance

Customer satisfaction plays an important role in customer loyalty. If customers are satisfied with their experience, they are more likely to repurchase the product and maintain a strong business relationship (Wei et al., 2020). In addition, company image, customer satisfaction, complaint handling, and trust play an important role in predicting customer loyalty in a sector (Puspitasari et al., 2023).

METHODS

Research method that applied in this research is quantitative research that carried out by distributing questionnaires to respondents then the results of the respondents' answers will become a reference in this research which aims to test hypotheses, measure the importance of the influence of factors that influence Customer Orientation, Technological Orientation on Food and Beverages Business performance Mediating by Customer Loyalty and Innovation Capability in Batam.

This data was collected precisely in the city of Batam, Indonesia from November 2023 to June 2024. This research was conducted at places that serve food and beverages that operate internationally and nationally. The data collection process uses primary data, namely by using Google-Form as an online survey method (WhatsApp and Instagram) making it easier for respondents to collect data. In determining the sample, this research used a purposive sampling technique. The selected respondents moved away from random sampling so that they were believed to provide relevant information.

This research has 28 questions indicators and samples that must be collected if appropriate (Hair et al., 2019) requires 10 samples for each question, therefore this research requires 280 respondents. On average, respondents tend to be more female, ranging in age from 18 to 22 years. The average job status of respondents is entrepreneurs who live in the city of Batam. In this case study, the researchers employed SPLS to generate the required data. The methods employed included validity and reliability testing to assess the accuracy and reliability of the statements in the questionnaire. Descriptive analysis was also conducted to provide an overview of the data collected by the researchers.

RESULTS AND DISCUSSION

After collecting data with the number of respondents needed as many as 280 people, it can be done data processing as follows:

Table 1 Results Of The Convergent Validity Test

Variable	AVE	Determination
Business Performance	0.694	Valid
Customer Loyalty	0.777	Valid
Customer Orientation	0.776	Valid
Innovation Capability	0.714	Valid
Technological Orientation	0.690	Valid

Source: Researchers processed results (2024)

In testing the validity of the data using convergent validity where the value must be greater than 0.5, then in table 2 the variables Business Performance, Innovation Capability, Technological Orientation, Customer Loyalty and Customer Orientation show valid results which means that they have reached the predetermined requirements and therefore passed the test. validity.

Table 2 Results Of The Realibity Test

Variable	Composite Reliability	Determination
Business Performance	0.941	Reliable
Customer Loyalty	0.933	Reliable
Customer Orientation	0.912	Reliable
Innovation Capability	0.926	Reliable
Technological Orientation	0.952	Reliable

Source: Researchers processed results (2024)

In reliability testing, the data in table 3 shows that the data collected meets the requirements for a value of at least 0.6. So, the test results of composite reliability show that each indicator meets the requirements and passes the reliability test and can be trusted.

Table 3 Results of the R Square Test

Variable	R Square Adjusted	Determination
Business Performance	0.808	Strong
Customer Loyalty	0.903	Strong
Innovation Capability	0.776	Strong

Source: Researchers processed results (2024)

The R Square test table states that the Business Performance variable gets a value of 0.808, meaning that Customer Orientation, Innovation Capability, Technological Orientation and Customer Loyalty explain Business Performance by 80.8%. Customer Loyalty has a value of 0.903, meaning that Customer Orientation and Technological orientation succeed in explaining Customer Loyalty of 90.3% and Innovation Capability of 77.6% which is influenced by Customer Orientation and Technological orientation. R square which has a strong value is >0.50, but conversely if the R square value is <0.25 then it has a weak value (Hair et al., 2019).

Table 4 Results Of The Dirrect Effect Test

Correlation Between Variables	T Statistic	P Values	Determination
CL -> BF	10.424	0.000	H10: Significant
CO -> CL	6.493	0.000	H2: Significant
CO -> IC	4.613	0.000	H1: Significant
IC -> BF	2.250	0.025	H9: Significant
TO -> CL	7.352	0.000	H6: Significant
TO -> IC	6.336	0.000	H5: Significant

Source: Researchers processed results (2024)

This direct effect test is to determine the influence between variables. Table 4 shows the relationship between variables that:

The results of hypothesis 1, namely the influence of CO on IC, show a statistical T value of 10.424 and p-values below 0.05, namely 0.000. This shows that the influence of CO on IC is

significantly positive, so it is in line with the results of research conducted by (Kurtmollaiev et al., 2022b).

The results for hypothesis 2, namely the influence of CO on CL, show a T statistic value of 6.493 and p-values which are smaller than 0.05, namely 0.000, this shows that the influence of CO on CL is significant and has a positive effect so that it is in line with the research results (Barta et al., 2023b).

The results of hypothesis 5 on the influence of TO on IC show a T statistic value of 4.613 and a p-value of 0.000, which shows that the results of TO on IC are significant positive so that they are in line with the research results (Lara et al., 2023).

The results for hypothesis 6 of the influence of TO on CL show a T statistic value of 2,250 and a p-value of 0.000, so it can be explained that the influence of TO on CL is significant positive so that it is in line with the research results (Roy et al., 2022).

The results of hypothesis 9, namely the influence of IC on BF, show a T statistic result of 7.352 and the p-value is 0.021, where the results show that the influence of IC on BF is positive and significant, so it is not in line with the results of research conducted by (Rubio-Andrés et al., 2023).

The results of hypothesis 10, namely the influence of CL on BF, show a T statistic result of 6.336 and the p-value is 0.000, where the results show that the influence of CL on BF is positive and significant so that it is in line with the research results (Mofokeng, 2023).

Table 5 Results Of The Indirrect Effect Test

Correlation Between Variables	T Statistic	P Values	Determination
CL -> CL -> BF	6.589	0.000	H4: Significant
TO -> CL -> BF	5.187	0.000	H8: Significant
CO -> IC -> BF	2.313	0.021	H3: Significant
TO -> IC -> BF	1.858	0.064	H7: non-Significant

Source: Researchers processed results (2024)

The first inner model test is the indirect effects test to see the direct influence between variables. In table 5 it can be explained that:

The results of hypothesis 8 are that the influence of TO on BF is mediated by CL. This statement is proven by the p-values being 0.000, which is less than 0.05, so that's mean the relationship is significant positive, so it is not in line with the results of research conducted by (Lara et al., 2023)

The results of hypothesis 3 are that the influence of CO on BF is mediated by IC. This statement is proven by the p-values being 0.021, which is smaller than 0.05, which states that the relationship is positive and significant so that it is in line with the research results (Thoumrungroje & Racela, 2022b).

The results of hypothesis 4 are that the influence of CO on BF is mediated by CL. This statement is proven by the p-values being 0.000, which is less than 0.05, which states that the relationship is positive and significant so that it is in line with the research results (Li Sa et al., 2020).

The results of hypothesis 7 are that the influence of TO on BF is mediated by IC. This statement is proven by the p-values being 0.064 which is greater than 0.05, which states that the relationship is positive but not significant, so it is not in line with the research results (Daradkeh & Mansoor, 2023).

CONCLUSION AND SUGGESTION

The research and discussions conducted by the researcher, as presented in the study titled "The Effect of Customer Orientation, Technological Orientation on Food and Beverages Business Performance Meditating by Customer Loyalty and Innovation Capability". The results of descriptive statistical analysis where the AVE data is above 0.05 and are declared valid and reliable, then the results of the common method bias test are also normally distributed. Data from discriminant validity test results also meet the requirements which must be 0.7. The results of the direct effect test state that everything is significant where the p value is above 0.05, but for the indirect effect test results there is one variable that influences technological orientation and innovation capability on business performance, which is above 0.05, so this variable is declared not significant. In the test data table, R Square also has strong data where the value is >0.50. So, it can be concluded that the model studied is strong.

Furthermore, investment in training programs and capacity building initiatives can improve the quality and efficiency of the company's production processes, thereby increasing the competitiveness of products in the market and optimizing product quality, which ultimately contributes to the welfare of society.

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