Marketing Capability and Creativity and Innovation on the Success of Community MSMEs

(Study on MSMEs Assisted by PT Pertamina Refinery Unit (RU) II Sei Pakning)

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Abstract

The purpose of this research is to find out and see the influence of marketing ability and creativity and innovation on the success of community MSMEs (study on MSMEs fostered by PT. Pertamina RU II Sei Pakning). Sampling was done by proportional stratified random sampling. Methods of data collection is done by observation, questionnaires, interviews and documentation. The data analysis technique used is descriptive statistics and inferential statistics. The results showed that the marketing ability of MSMEs was still constrained in terms of distribution. The creativity of MSMEs is also not so good, because of the doubts of MSMEs to produce new products and the lack of ability to find solutions to the problems they face. The results of the study also stated that the ability of marketing, creativity and innovation to have a positive and significant influence on the success of MSMEs fostered by PT Pertamina RU II Sei Pakning.

Keywords: marketing capability, creativity, innovation, success of msmes

1. Introduction

One of the efforts to restore the national economy made by the government during the Covid-19 pandemic is to encourage the MSME sector which has an important role in the national economy, due to the large number of workers directly involved. Moreover, the number of MSMEs in Indonesia reached 64.19 million, with the composition of Micro and Small Enterprises (MSEs) being very dominant, namely 64.13 million (99.92%) of the entire business sector that felt the negative impact of the Covid-19 pandemic. According to the Insight Center (KIC) data release, the majority of MSMEs (82.9%) felt the negative impact of this pandemic and only a small portion (5.9%) experienced positive growth (Bahtiar and Saragih, 2021). MSMEs are one of the sectors supporting economic growth that contributes to Indonesia's gross domestic product (GDP) (Press Release of the Coordinating Ministry for Economic Affairs, 2021)

To be able to continue to survive in the midst of pandemic, business actors must be able to compete and keep up with changes in the business world so that business actors are on a path that will lead to success for their business. Marketing capabilities are an important part of business success (Kotler, 2005). The business will continue if the marketing capability runs according to the goal (Swastha & Ibnu, 1999). There is a very strong effect of marketing capabilities on the performance of SMEs (Weerawardena, 2003) so that it can be said that marketing capabilities have a positive and significant relationship with the success of SMEs and show that the marketing capabilities of small companies can encourage companies to serve customer needs and achieve higher performance (Li et.al, 2008). Marketing capabilities can create and maintain superior customer value and be responsive to market development information (Laukkanen et.al., 2013).

In addition to marketing capabilities, creativity and innovation are one of the things that must also be done by MSME actors. Success in entrepreneurship cannot be separated from the creativity and innovation of a person in thinking about creating something new or something old in new ways (Zimmerer in Suryana, 2013). With creativity, MSMEs will be able to generate new ideas so that they can solve problems or find new solutions in seeing opportunities and facing existing challenges (Zimmerer in Alma, 2017). Creativity is not only important in achieving competitive advantage, but also indispensable in achieving success in business (Zimmerer in Suryana, 2013).

To implement these new ideas is done through innovation. Innovation can grow as a result of intense competition in the business world (Chemma, 2021). Innovative ideas can be used and applied to several business areas, such as products, services, processes and procedures (Byers in Juliana, 2021). An idea will be considered innovative if it is different from other existing ideas. An idea will be considered useful if it has the potential for direct or indirect benefits to the business in the short and long term (Barroso-Tanoira, 2017). Thus, in achieving business success, entrepreneurs or business actors are required to have skills related to marketing, creativity and innovation.

PT Pertamina RU II Sei Pakning is no exception, which is an MSME that receives assistance through the *Corporate Social Responsibility* (CSR) program. PT Pertamina RU II Sei Pakning provides guidance to MSMEs in Bukit Batu District and Bandar Laksamana District. The following table shows the MSMEs that have been assisted by PT Pertamina RU II Sei Pakning:

TABLE 1
MSMES ASSISTED BY PT. PERTAMINA RU II SEI PAKNING

MSME	Products	Turnover / Year
Integrated Pineapple Farming	There are Three Derivatives of Pineapple	Rp. 257,544,544
Peat Honey Cultivation	Environmentally Friendly Peat Honey Cultivation	Rp. 244,800,000
Posyandu Sehati	Medicinal Plant Management and Herbal Drink Production	Rp. 14,000,000
Mangrove Aquaculture	Cultivation of Salinized Tilapia and Mangrove Crab.	Rp. 348,165,000

Source: Presentation of PT Pertamina RU II Sei Pakning, 2022

With the coaching carried out, MSMEs have been able to produce products that can be offered to the market. The results obtained by the assisted MSMEs are quite a lot. However, the results obtained at this time do not show that the assisted MSMEs have succeeded in running their business. This is because the MSMEs assisted by PT Pertamina RU II Sei Pakning have not been able to be independent, which is indicated by the MSMES independence index which has not yet reached the independent stage (Presentation of PT Pertamina RU II Sei Pakning, 2022). Until now, MSMEs still need assistance in marketing as well as coaching and training in product development

On the basis of these problems, there is a desire to find out more about the influence of marketing skills, creativity and innovation on the success of MSMEs assisted by PT Pertamina RU II Sei Pakning.

2. Review

a. Marketing Capability
Marketability is defined as the organizational culture that most effectively creates the behaviors necessary for the creation of superior value for buyers so as to create sustainable superior performance (Narver & Slater, 1990). Marketing capability is seen as an intangible resource, emphasizing the company's ability to provide related market information from the process of both customers and competitors (Ngo & O'Cass (2012). Indicators of marketing capabilities according to Charles et al. (2001) are market information, pricing, promotion and distribution.

b. Creativity
Creativity is the ability to make new combinations or see new relationships between pre-existing elements, data, variables (Dharmawati, 2016). Creativity can give birth to something new, be it ideas, products, knowledge (Purnamasari, 2015). With creativity, a person is able to find new ways to solve problems in facing opportunities (Hadiyati, 2011). Furthermore, according to Hadiyati, creativity can be measured using several indicators, namely curiosity, flexibility of thinking, optimism and originality of thinking.

c. Innovation
Suryana and Bayu (2010) define innovation as creativity that is translated into something that can be implemented and provides added value to the resources we have. The ability to implement this creativity is useful for solving problems and opportunities encountered and is also useful in improving and enriching life (Zimmerer in Suryana, 2013).

With innovation, new ideas that arise can also be utilized in creating products, processes, and services (Susanto, 2010). In an organization, there are several types of innovation that can be carried out, namely product innovation, process innovation, service method innovation, strategy or policy innovation and system innovation (Muluk, 2008).

d. Success
Business conditions that are much better than previous conditions can be said to be business success (Suryana

& Bayu, 2013). Business success is usually seen by increasing the scale of the business it owns. This can be seen from the volume of production which previously could spend a certain amount of raw materials per day increasing or being able to process more raw materials (Haryadi, 2008).

Entrepreneurial success is not synonymous with how someone manages to accumulate money or property and become rich. Entrepreneurship is more seen from how someone can form, establish and run a business from something that was not shaped or not running (Suryana, 2013). Furthermore, Surayana said that there are five indicators of the success of the business being run, namely capital, income, sales volume, production output and labor.

3. Research Methods

This research was conducted in two different locations but integrated with PT Pertamina RU II Sei Pakning, Bengkalis Regency, Riau Province, namely Bukit Batu District and Bandar Laksamana District. The focus of this research location is the MSME community who receive entrepreneurial assistance. So the population in this study are people who are members of MSMEs assisted by PT Pertamina RU II Sei Pakning, totaling 82 people. Furthermore, the sampling in this study used a formula based on the Slovin formula (Umar, 2010) and obtained a sample size of 68 people.

Because the population in this study consists of several fostered MSMEs, so that the sample taken is proportional to each fostered MSME, the sample is drawn by proportional *stratified random sampling*, which is a technique used when the population has members / elements that are not homogeneous and proportionally stratified (Sugiyono, 2013). The following table can be seen calculating the number of samples proportionally:

TABLE 2
POPULATION AND SAMPLE

MSME	Population	Sample Drawing	Sample	Formation
Peat Pineapple Farming	36	(37x68) / 82	29,9	30
Peat Honey Cultivation	4	(4 x68) / 82	3,3	3
Posyandu Sehati	5	(5x68) / 82	4,1	4
Mangrove Aquaculture	30	(30x68) / 82	24,9	25
BUMDES Pakning Origin	7	(7 x68) / 82	5,8	6
Total	82		68	68

Source: Processed Data, 2022

Data collection methods are carried out by observation, questionnaires, interviews and documentation. The measurement technique in this study uses a Likert scale. The data analysis technique used is descriptive statistics and inferential statistics.

Descriptive statistics are used to provide an overview or description of the respondent's profile derived from the respondent's answer. Descriptive statistics are intended to analyze data in accordance with the classification of respondents into percentages (Ghozali, 2017).

Inferential statistics were used to test sample data on the effect of business success, creativity and innovation on business success. The statistical tool used is WarpPLS (Warp-Partial Least Square).

Furthermore, a hypothesis is needed to determine the extent of the relationship between one variable and another, whether the relationship affects each other or not. The hypothesis proposed in this study is as follows:
a. It is suspected that there is an influence of Marketing Ability (X1) on the Success of Community MSMEs (Y) Assisted by PT Pertamina RU II Sei Pakning.
b. It is suspected that there is an influence of Creativity (X2) on the success of community MSMEs (Y) assisted by PT Pertamina RU II Sei Pakning.
c. It is suspected that there is an influence of innovation (X3) on the success of community MSMEs (Y) assisted by PT Pertamina RU II Sei Pakning.

4. Results and Discussion

a. Respondent Characteristics
The respondents involved in this study totaled 68 people. The following are the characteristics of respondents in this study:

Gender
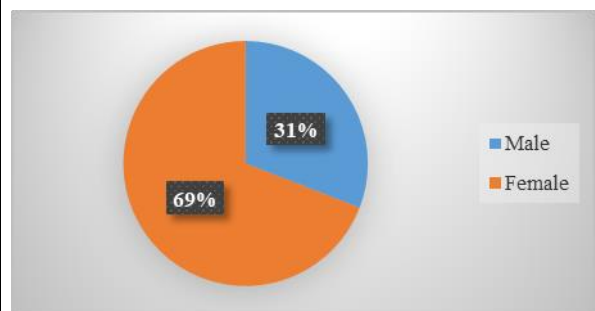The characteristics of respondents seen from gender can be seen from the following figure:

FIGURE 1
CHARACTERISTICS OF RESPONDENTS
BY

From the picture above, it can be seen that the gender of the respondents is mostly female. This is because

most of the assisted MSMEs come from housewives.

Age of Respondent
Furthermore, the characteristics of respondents in terms of age are as follows:
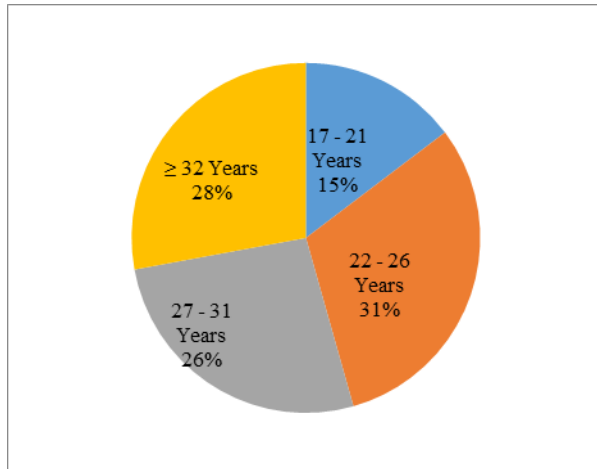

FIGURE 2
CHARACTERISTICS OF RESPONDENTS BASED ON AGE

Based on the data that can be seen from the figure above, it can be concluded that respondents are still relatively young and still in their productive age. With this age, respondents are people who still have high spirits and are forward-thinking in achieving success in business.

Education
The following are the characteristics of respondents based on the respondent's education level:
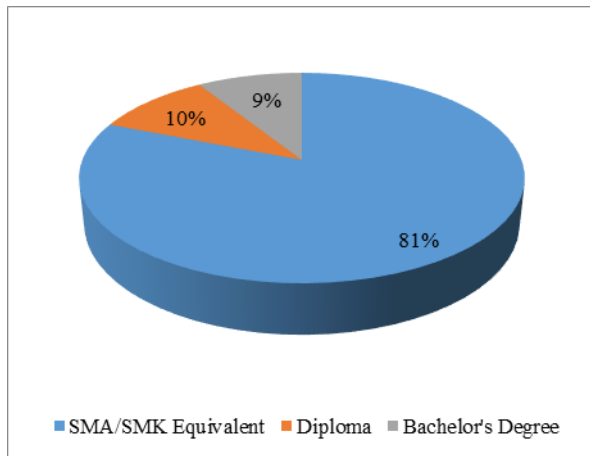

FIGURE 3
CHARACTERISTICS OF RESPONDENTS
BY EDUCATION LEVEL

From the picture above, it can be said that respondents who are SMEs assisted by PT Pertamina RU II Sei Pakning are educated people with most of the respondents having a high school / vocational high school education level.

Length of time in MSME
Furthermore, the characteristics of respondents seen from the length of time the respondents are members of MSMEs can be seen in the following figure:
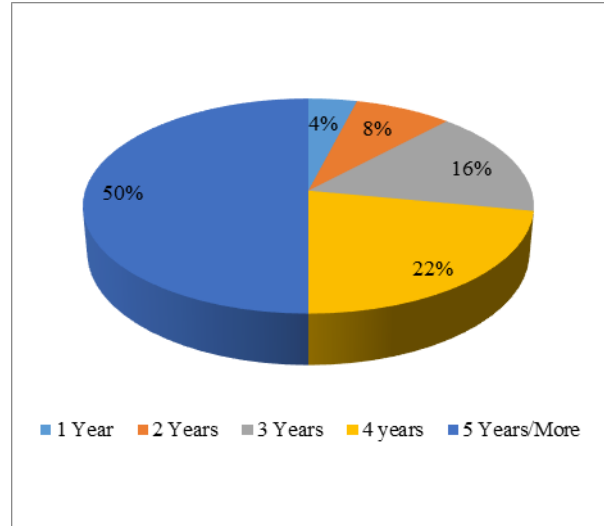

FIGURE 4
CHARACTERISTICS OF RESPONDENTS
BASED ON LENGTH OF TIME IN MSMEs

Based on the picture above, the respondents are people who have been involved in MSMEs for a long time who have received assistance from PT Pertamina RU II Sei Pakning. This shows that respondents who are members of these MSMEs are people who know exactly the problems of their MSMEs and also people who have seriousness in pursuing the businesses they run.

b. Marketing Capability
Marketing ability is one of the obstacles that has also been an inhibiting factor for MSMEs to develop. Marketing capabilities in MSMEs assisted by PT Pertamina RU II Sei Pakning can be seen in the following figure:
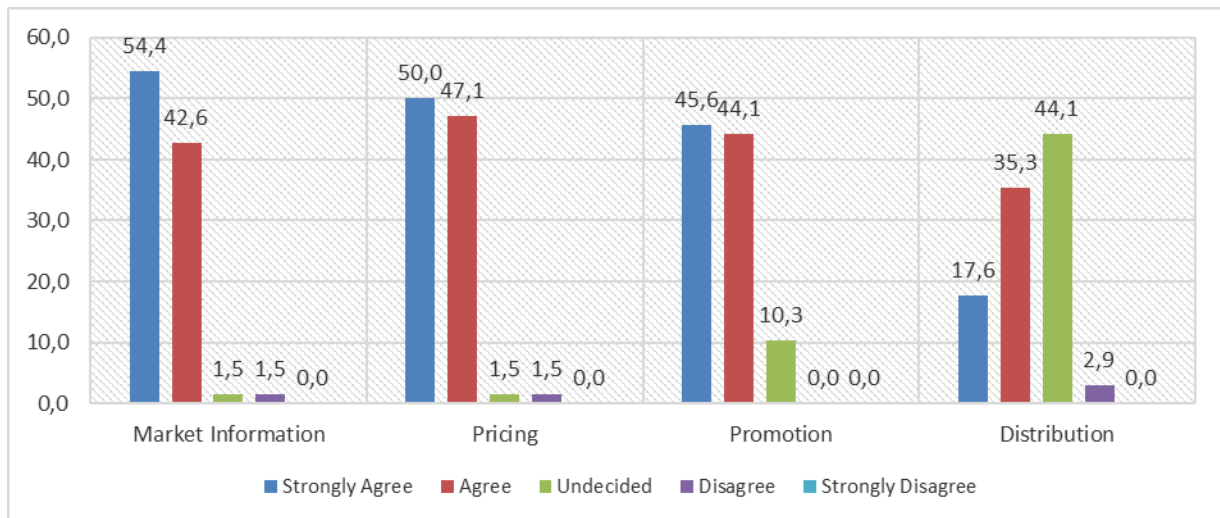
*(in %)

FIGURE 5
PERCENTAGE OF RESPONDENTS' RESPONSES TO MARKETING CAPABILITIES
ON MSMEs ASSISTED BY PT. PERTAMINA REFINERY UNIT II SEI PAKNING

From the picture above, it can be seen that of the 68 respondents who were SMEs assisted by PT Pertamina RU II Sei Pakning, the average marketing capability variable showed good results with a high percentage of respondents who gave strongly agree and agree statements on indicators of market information, pricing and promotion. Marketing capabilities seen from these three indicators have been carried out well. In contrast to the ability of respondents to the distribution indicator, where most respondents gave undecided statements. This is because the assisted MSMEs are still constrained by the distribution of the products they produce. The

high shipping costs that must be borne are an obstacle in product distribution.
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c. Creativity

Creativity is a very important source in creating competitiveness for all organizations concerned with growth and *change*. a person's ability to pour ideas and ideas through creative thinking creates something that requires concentration, attention, willingness, hard work and perseverance. Respondents' responses to creativity can be seen in the following figure:
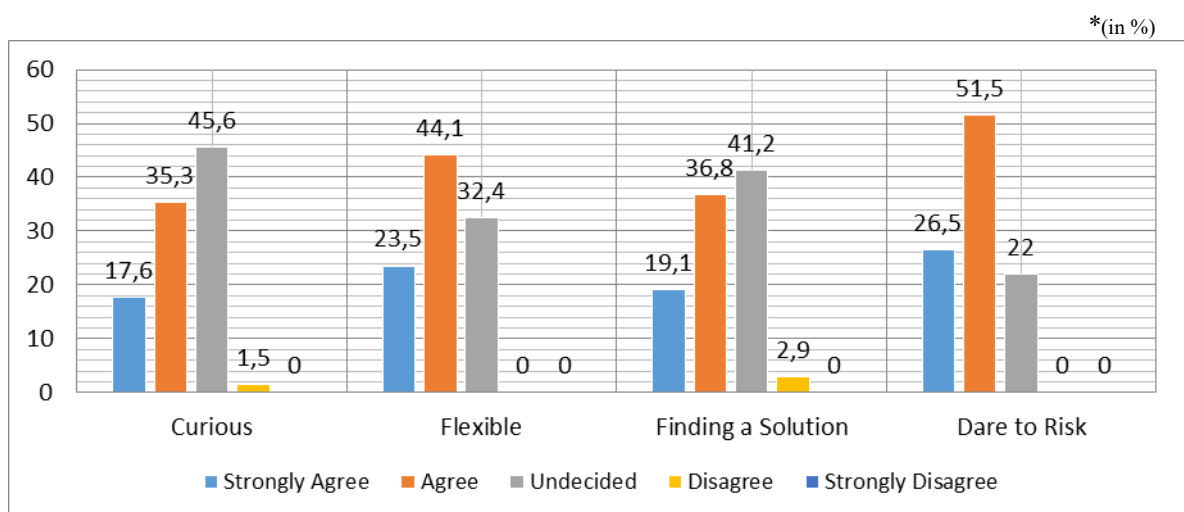
*(in %)

FIGURE 6
PERCENTAGE OF RESPONDENTS' RESPONSES TO
ON MSMES ASSISTED BY PT. PERTAMINA REFINERY UNIT II SEI PAKNING

From the responses above, the creativity of the assisted MSMEs as seen from the curiosity of the respondents to try new products, most respondents expressed doubts and not a few also stated that they agreed. The respondents' doubts were due to the fear

of the respondents that the new product would not sell or not be accepted by the market. However, respondents are still flexible in making products that consumers like, which is indicated by the number of respondents who gave responses agreeing that the

products made follow consumer tastes. For the respondents' ability to find solutions so that the products they produce can enter the market and be able to compete in the market, most of the respondents were still hesitant about this. The emergence of this doubt is inseparable from the non-optimal distribution capabilities possessed by MSMEs.

d. Innovation

Apart from being creative, another thing that is needed in entrepreneurship is innovation. With innovation, entrepreneurs create resources, new products and manage existing resources with increased potential value to create something that does not exist. The following are respondents' responses to the innovation variable:
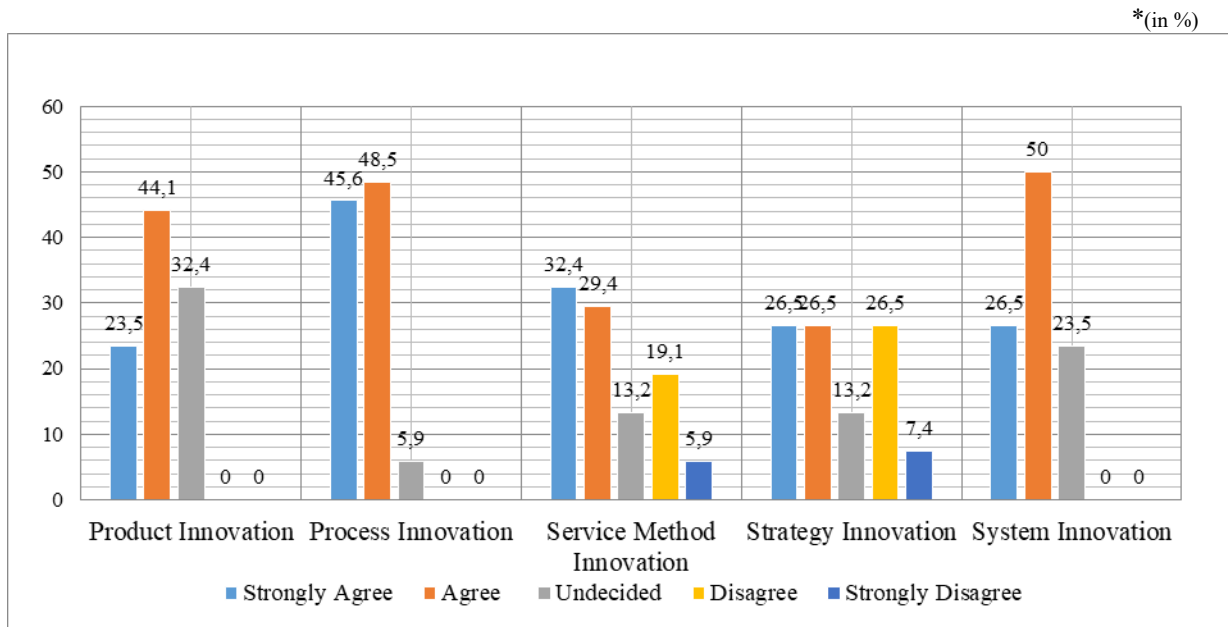
*(in %)

FIGURE 7
PERCENTAGE OF RESPONDENTS' RESPONSES TO
ON MSMES ASSISTED BY PT. PERTAMINA REFINERY UNIT II SEI PAKNING

Based on the figure above, overall the innovation of assisted MSMEs as seen from product innovation, process innovation, service method innovation, strategy innovation and system innovation can be said to be optimal. The number of respondents who strongly agree and agree about this shows product innovation, which is shown by the existence of processed products from existing raw materials and producing new products. In process innovation, the assisted MSMEs have used technology in product processing and in service methods, so that there is convenience provided by the assisted MSMEs to consumers in making purchases and payments. The great influence of technology today also makes MSMEs innovate their strategies, so that the products produced can compete in the market. However, the strategic innovations carried out have not been able to run optimally, because MSMEs have not made changes to their vision, mission and goals in accordance with market developments. In system innovation, MSMEs currently have many relationships or collaborations with parties that can advance and develop MSMEs in the future

e. Success of MSMEs

Everything that is done in business is to achieve the goals that have been set or there are goals to be achieved, which in the end there is success from the efforts that have been made. The following are respondents' responses regarding the success of MSMEs:
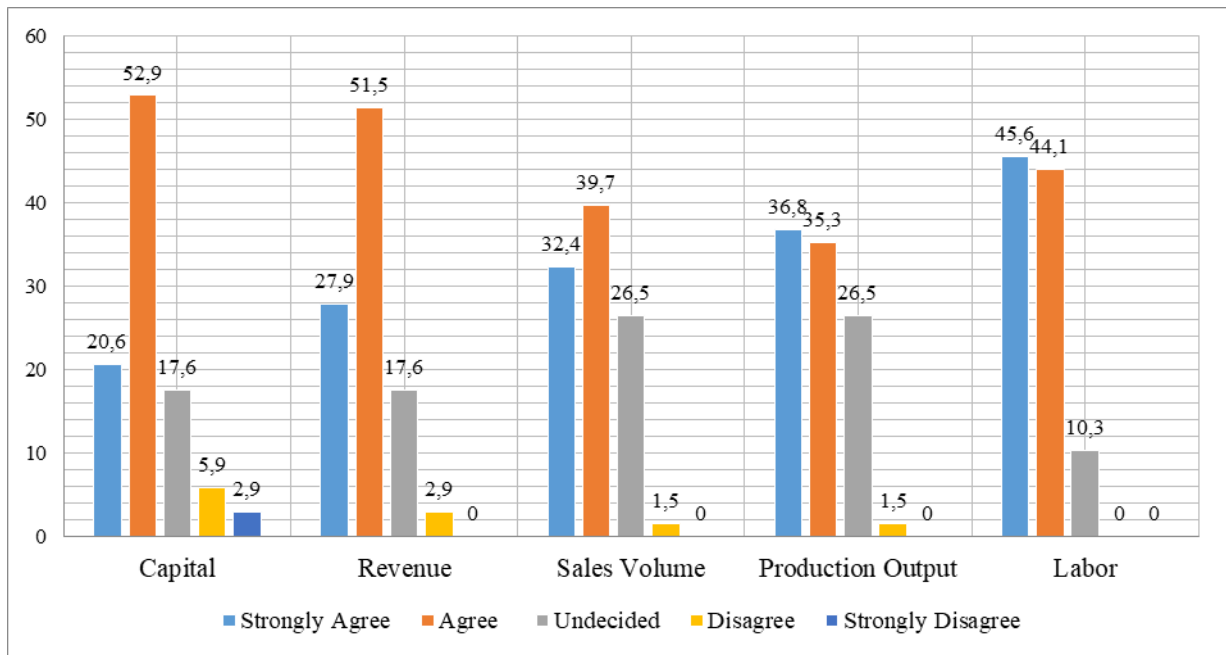
*(in %)

FIGURE 8
PERCENTAGE OF RESPONDENTS' RESPONSES TO THE SUCCESS OF
ON MSMES ASSISTED BY PT. PERTAMINA REFINERY UNIT II SEI PAKNING

The results of respondents' responses to the success of assisted MSMEs as seen from an increase in capital, income, sales volume, production output and labor, most respondents strongly agreed and also agreed to this. The increase in capital is due to the assistance provided by PT Pertamina RU II Sei Pakning in the form of equipment and seeds. In addition, there is also assistance and training provided so that there is an increase in the income of the assisted MSMEs. This increase in income is also due to an increase in sales volume. Respondents also stated that production output was achieved as targeted. The success of the Assisted MSMEs at this time has also been able to empower local communities to become workers, both within the MSMEs themselves and outside the MSMEs, namely by empowering farmers to be able to supply the raw materials needed to produce the products of the Assisted MSMEs.

f. Convergent validity (Outer Loading)
Convergent Validity Order is intended to determine whether the indicator is valid in measuring dimensions. An indicator is declared valid if the *loading factor* is positive and greater than 0.5. The results of *convergent validity order* testing are presented in the following table:

TABLE 3
CONVERGENT VALIDITY *(OUTER LOADING)*

Variables	Loading Factor	Conclusion
Marketing Ability (X1)	0,803	Valid
Creativity (X2)	0,854	Valid
Innovation (X3)	0,714	Valid
Business Success (Y)	0,776	Valid

Source: Processed Research, 2022

From the table above, based on the analysis conducted using SmartPLS, it can be seen that the *loading factor* value of all variables is positive and greater than 0.5. Thus all indications on each variable used in this study are declared valid.

g. Composite Reliability
Composite reliability is used to test construct reliability, the test criteria state that if the *composite reliability is* greater than 0.7, the construct is declared reliable. The results of the *composite reliability* calculation can be seen in the table as follows:

TABLE 4
COMPOSITE RELIABILITY

Variables	Composite Reliability	Conclusion
Marketing Ability (X1)	0,873	Reliable
Creativity (X2)	0,900	Reliable
Innovation (X3)	0,851	Reliable
Business Success (Y)	0,849	Reliable

Source: Processed Research, 2022

Based on the table above, it can be obtained that the *composite reliability* value on all variables, namely marketing ability (X1), creativity (X2), innovation (X3) and the business success variable (Y) is greater than 0.7. Thus all variables are declared reliable.

h. Goodness of Fit (Inner Model)
Goodness of fit Model is used to determine the ability of variables for exogenous to explain the diversity of endogenous variables. *The Goodness of Fit Model* results can be seen in the following table:

TABLE 5
GOODNESS of FIT

Endogenous	R Squared	Q Squared
Business Success (Y)	0,531	0,509

Source: Processed Research, 2022

From the table above, it is known that the *R squared* value is 0.531 or 53.1%. which at this stage can show that the business success variable (Y) can be explained by the marketing ability variable (X1), the creativity variable (X2) and the innovation variable (X3) by 53.1% while the remaining 46.9% is the contribution of other factors not discussed in this study.

Furthermore, the *Q-square* value on the business success variable (Y) is 0.548 or 54.8%. This shows that the business success variable (Y) can be explained by the model as a whole by 54.8%, while the remaining 45.2% is the contribution of other factors not discussed in this study.

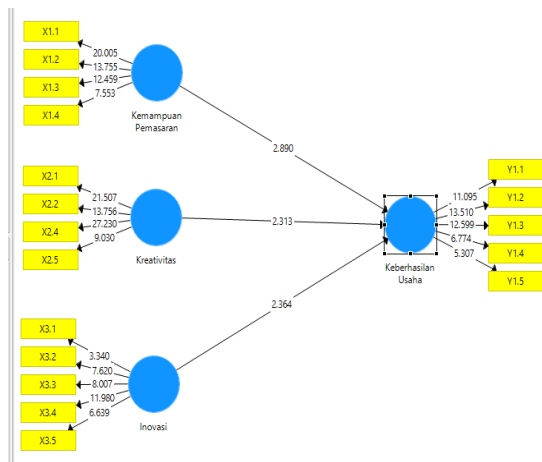The picture below will describe the path analysis, as follows:

FIGURE 9
ROUTE DIAGRAM

i. Hypothesis Testing of Direct Influence
The test criteria state that if the *p-value is $\leq$ level of significance* (*alpha* = 5% or 0.05), it is stated that there is a significant effect of exogenous variables on endogenous variables. The results of hypothesis testing can be seen through the following table:

TABLE 6
HYPOTHESIS TESTING RESULTS

Exogenous	Endogenous	P Value	Ket
Marketing Capability	Business Success	< 0.004	Significant
Creativity	Business Success	< 0.021	Significant
Innovation	Business Success	< 0.018	Significant

Source: Processed Research Results, 2022

From the test results that can be seen in the table above, it is known that all exogenous variables have a significant effect on endogenous variables. The p value of the marketing ability variable on business success, creativity on business success and innovation on business success is smaller than 0.05. Thus, the better the marketing ability of the assisted MSMEs, the greater the chance of MSME success in their business. Likewise, with the creativity of the assisted MSMEs getting better, it will allow the achievement of business success from MSMEs. Good innovation of assisted MSMEs will also increase the business success of assisted MSMEs. From these results it can also be said that all hypotheses proposed can be accepted.

5. Conclusion

Based on the results of the research, the marketing capabilities of MSMEs assisted by PT Pertamina RU II Sei Pakning are not yet optimal. This is indicated by the lack of ability of the assisted MSMEs in terms of distribution of the products they produce. Likewise with creativity, where assisted MSMEs have low curiosity. Assisted MSMEs are hesitant to make new products because they feel they will be constrained later with distribution. Not only that, the creativity of the assisted MSMEs in terms of finding solutions to existing problems is also not very good. From the innovations made, strategic innovations have not been able to run properly, because the assisted MSMEs have not made changes to the vision, mission and objectives of MSMEs in accordance with market developments. Furthermore, for the success of the assisted MSME businesses, there has been an increase in capital, income, sales volume, production output and labor. The increase that occurred was inseparable from the assistance and guidance provided by PT Pertamina RU II Sei Pakning through the CSR Program. This also shows that there is no independence from the assisted MSMEs.

In addition, the results also state that marketing skills, creativity and innovation have a positive and significant effect on the success of MSMEs assisted by PT Pertamina RU II Sei Pakning, so that good marketing skills, creativity and innovation will increase the success of assisted MSMEs in the future.

6. Limitations and Suggestions

There are still some limitations in this study. The first limitation is that data collection through questionnaires causes a lack of communication with respondents and the possibility of respondents' misunderstanding in understanding the questions in the questionnaire. Future research can use mixed

method research so that the information obtained is maximized.

The second limitation is the research variables that see the success of MSME businesses only from marketing capabilities, creativity and innovation. Future research can add other variables because there are many other factors that can affect the business success of MSMEs.

The third limitation is that the MSMEs studied were only MSMEs that received assistance from PT Pertamina RU II Sei Pakning through the CSR Program. In the future, it is better if all MSMEs in Sei Pakning are used as research objects

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