

Influence of Marketing Mix Against Marketing Performance Through the Orientation of the Batik Small Industry Market in East Java

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Abstract: *The aim of the study was to find clarity about the role of market orientation as a mediating variable in the relationship of marketing mix strategy with marketing performance, and the researcher offered a research model. The research approach is quantitative, explanatory. The population of this study is batik business owners in East Java. The study sample was 276 respondents and the sampling method used the census method. The results showed clarity that: marketing mix strategies (product, price, and promotion) had a positive effect on market orientation, while distribution did not. The results of the study also explained that: market orientation acts as a mediation in the relationship between the mix strategy of the market and marketing performance. The results of the study also explained that: market orientation acts as a mediator in the relationship between the mix strategy of the market and marketing performance. Therefore, this study provides new insights on understanding the practice of market orientation in the batik product industry.*

Keywords: *marketing mix, market orientation, marketing performance*

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I. Introduction

Marketing performance is closely related to company performance, where business performance is influenced by how the company's business strategy is implemented effectively and efficiently, while the process of implementing business strategies is influenced by how marketing activities are completed (Eric and Hult, 2007). How well the organization's activities complete its tasks are greatly influenced by how well they are organized (Edo, 2008). Globalization from the marketplace is a very important challenge faced by every company. The trend of accelerating change and development of the company going forward will lead to an increasingly globalized market, making relations between countries closer or more rapid loss of national borders, namely regional unification. In conditions of competitive competition, marketing has a very important role. Every company must be able to apply best marketing to be able to compete with other companies. Marketing is an overall system of business activities aimed at planning, pricing, promoting and distributing goods and services that can satisfy needs, both for existing buyers and potential buyers (Stanton, 2013). One effort to implement marketing is the marketing mix concept. Marketing mix is a combination of four variables which are the core of the marketing system, namely: products, price structures, promotional activities and distribution systems (Kotler 2015). If the company has implemented the marketing mix concept, then the next step is to make a marketing strategy policy related to the market. Facing changes in the environment as explained above, companies inevitably have to keep up with the flow of globalization by monitoring any changes that occur, including the following changes in consumer behavior patterns. Companies must be able to meet market needs and consumer needs (Muhammad et al., 2012).

Increasingly diverse needs and desires of buyers, become a guideline for companies to determine a strategy that will be used as a basis for decision making in entering the market. Buyers will usually show different product preferences and priorities. Usually customers want products that can satisfy their desires at competitive prices. On the basis of these differences can be used as a guide for companies to create a marketing orientation (Adelina et al., 2016). Marketing managers who succeed in identifying potential consumers for each marketed product will be able to target their market position. This means that there are various groupings of buyers that may differ from one another for the expected benefits. Successful marketing managers can take advantage of this difference through a market strategy, where each share is seen as a different target with its own requirements for product, price, distribution and promotion (Engel et al., 2009; Christian, 2013).

One company that is always trying to improve its marketing performance is a batik company in East Java. With a fairly tight competition, marketing managers are required to develop their market orientation, both

consumer market orientation, competitor markets and inter-functional coordination. This market orientation is expected to increase the efficiency of sales costs. Efficient or not the financial condition of the company depends on the success of the manager in implementing policies, both in the field of marketing and company operations, where marketing is one of organizational functions (Christian, 2013; William and James, 2012).

The growth of the increasingly tight batik industry in the midst of the diversity of world batik, Indonesian batik does not lose its trademark. East Java Batik is considered to have the richest and unique motif. Batik that is used for everyday wear is mostly printed in batik motifs. There are encouraging developments in batik consumption today. In the past batik was only worn for certain events, nowadays the area is expanding. Batik is also often modified with other motifs for everyday wear. There are as many as 1,120 batik motifs from 38 Regencies and Cities in East Java ready to be developed, to make Batik as a creative industry that is increasingly recognized and sought after (<http://batik.go.id>, accessed March 3, 2019). The richness of this batik culture is so admired and known by foreign society. Batik is not only a fashion material, but also an artistic form of a very high civilization. Along with the development of time, batik cloth developed following the times. From the style, the quality, to the color, all evolved in time. That development is now emerging. Although there are still some who maintain traditional nuances, not a few also choose to move to leave the traditional nuances.

Much research has been done on marketing mix strategies that are directly related to marketing performance. In this study, we offer a concept where the marketing mix strategy is not directly related to marketing performance but through market orientation variables. This study focuses on the marketing performance of the small business batik industry in East Java.

II. Literature Review And Hypotheses

2.1 Marketing Mix

The marketing mix is a set of marketing tools used by companies to achieve their marketing goals in the target market (Kotler, 2015). Meanwhile, the marketing mix is a combination of four variables which are the core of the marketing system, namely: product, price structure, promotion activities and distribution systems (Stanton 2013). The marketing mix is a controlled variable that can be used by companies to influence the response of consumers from the specific market segments that are intended. Although marketing can be controlled in full by the company, but the market is still limited by external factors of the company. The existence of a marketing mix relationship to marketing performance was proven by Muhammad et al. (2012); Edo (2008); Sohyoun (2012).

Product

A product is something that is offered to the market to get attention, be, bought, used or consumed that can meet the needs. Meanwhile the product is a complex property, both tangible and excluding packaging, color, price, company prestige and retailers, service companies and retailers that can be accepted by the buyer to satisfy desires or needs (Stanton, 2013). In this paper what is meant by batik products is a pictorial cloth which is made specifically by writing or putting the night on the cloth, then the processing is processed in a certain way that has special characteristics. The existence of productive relations to marketing performance is proven by Adelina et al. (2016); Ajayi et al. (2018); Christian (2013).

Price

Prices can provide satisfactory money performance, facing a situation like this the employer must immediately determine the basis of the most appropriate consideration in setting prices. Manufacturers must calculate in such a way that the price benefits the producers but also attracts consumers. Price is the exchange rate of an item or service with a unit of money agreed upon between the seller and the buyer. Price is the amount of money needed to get a number of combinations of products and services (Stanton, 2013). Thus the price of batik is the amount of money needed to get a number of batik products along with services or a combination of both. The relationship between prices and marketing performance is proven by Hanny (2014); Christian (2013).

Distribution

Distribution activities will be carried out by the company if the product has been produced and is ready to be marketed. The definition of distribution is an activity that must be carried out by entrepreneurs to channel, disseminate, transmit, and deliver goods that are marketed to consumers (Han and Li, 2014; Kotler, 2015). Most producers use intermediaries to market their products by building a distribution channel, which is a group of organizations that are interdependent in their involvement with the process that allows a product or service to be available to consumers. The channel objectives must be consumer-oriented in the most effective and efficient way, while still taking into account the effects of product characteristics, company policies, intermediary traders, competitors and the corporate environment (Stephen et al., 2009). In this paper what is meant by distribution is an activity that must be done by batik entrepreneurs to channel, distribute, transmit, and deliver

goods that are marketed to consumers. The existence of a distribution relationship to marketing performance is proven by Hanny (2014); Christian (2013).

Promotion

Promotion relates to methods that communicate target market products. The right product, must be sold in the right place at the right price (Kotler, 2015). Companies need to develop a strategy to communicate their products, called promotion mix strategies, which consist of four main components, namely: advertising, sales promotion, public relations, and individual sales, through fleet management (Femi, 2018). In this paper what is meant by promotion is the process of communicating its products to consumers and prospective consumers. The existence of a promotional relationship to marketing performance proved Christian (2013).

2.2 Market Orientation

Market orientation can be described as an organizational culture focused on market understanding which helps the company to develop customer value strategies by taking advantage of existing opportunities and rejecting threats that come (Vorhies, Harker, and Rao, 2009); Rod et al., 2008). The dimensions of market orientation have been widely studied, and the most consistent dimensions are stressed on gathering market intelligence about customers, monitoring competitors and disseminating market knowledge across departments and work groups (Srivastava, Shervani and Fahey, 2009; Jaworski and Kohli, 2009; Narver and Slater, 2010).

If market orientation is seen from a behavioral perspective involving three important activities, namely generating and disseminating information. Responses to market intelligence are important to know whether the process is done well, and how the intensity of the behavior is carried out. The company's market orientation can be seen from the extent to which the company carries out the three processes well. Whether an active company carries out both of these behaviors and the extent of its speed in responding to market developments based on information that has been received, and processed will determine the company's market orientation (Jaworski and Kohli, 2009). The existence of a market orientation relationship to marketing performance is proven by Adelina et al. (2016); Ajayi et al. (2018); Lukes and Ferrel (2008); Naveed et al.(2016); William and James (2012).

2.3 Marketing Performance

Marketing is a basic activity, no company can survive if it is unable to market the goods it produces well. Marketing is more dealing with customers compared to other marketing functions. Understanding, creating, communicating, and providing value to consumers is at the core of modern marketing, so marketing can be said to be a process of granting satisfaction to consumers for profit (Kotler and Armstrong, 2015). Organizations that carry out market orientation, especially those serving market customers must consider the influence of management, which relates to organizational performance (Stewart, 2007).

Company performance is related to how the company's business strategy is implemented effectively and efficiently (Eric and Hult, 2007). The process of implementing a business strategy relates to how marketing activities are completed (Slater and Olson, 2001). How well these activities are completed is influenced by how they are organized and the organization's specific behavior in conducting activities regarding customer orientation, competitor analysis, innovation, and cost management (Mintzberg, 2007; Haiyang and Kwaku, 1999).

2.4 Research Framework and Hypothesis

Based on the literature review and discussion described earlier, a research framework can be developed that explains the relationship between research variables. Fig. 1 illustrates the relationship between marketing mix strategies, market orientation and marketing performance.

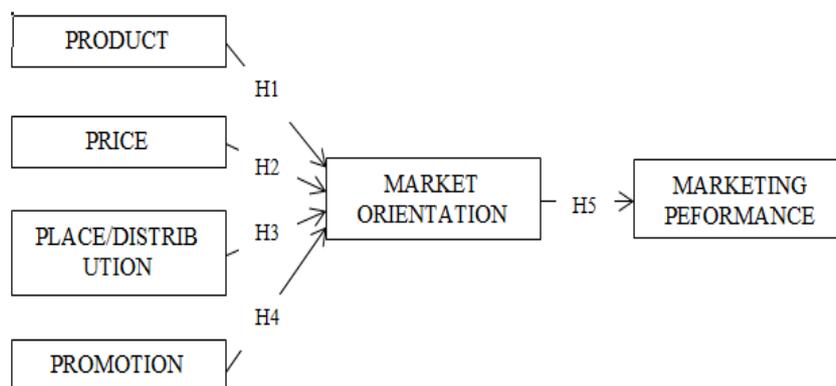


Figure 1: Research Framework

In this study the proposed hypothesis is as follows:

1. There is a significant positive influence between the product and the market orientation.
2. There is a significant positive influence between the price and the market orientation.
3. There is a significant positive influence between place and market orientation.
4. There is a significant positive influence between promotion and market orientation.
5. There is a significant positive effect between market orientation and marketing performance

III. Research Methodes

This study is a causal study that will prove a causal relationship between the independent variables of the marketing mix (product, price, place, promotion), mediating variables (market orientation) and non-independent variables (marketing performance). The research population is all batik business owners in East Java. The analysis technique uses the analysis of the Structural Equation Model with Amos analysis tools. The number of samples studied was 276 respondents. While the sampling method uses the census method. Criteria for respondents are entrepreneurs who are still actively producing batik for at least the last 1 year.

IV. Data Analysis

This study uses a questionnaire instrument with a Likert scale. Product variables, use 3 indicators adopted from Haiyang and Kwaku (1999); Ferdinand (2013), namely: Product quality, warranty system, and product size. Price uses 3 indicators adopted from Kotler (2015), namely: Discounts, a credit system that benefits customers, Provides special gifts to customers. The distribution uses 3 indicators adopted from Han and Li (2014); Ferdinand (2013), namely: Number of distribution channels, Ease in distributing production and collaboration of distribution channels. Promotion uses 3 indicators adopted from Femi (2018), namely: The intensity of batik advertisements performed, Frequent sponsorship of performances, and Interactions between marketing departments and customers. Market Orientation uses 3 indicators adopted from Jaworski and Kohli, 2009; Minto, 2005), namely: The manager's aggressiveness and marketing department in asking for customer information about expected batik, Accuracy in conducting countermeasures in anticipation of competitors, and Cross-functional coordination in all parts. Marketing performance uses 3 indicators adopted from Ajayi (2018); Ferdinand (2013), namely: Corporate objectives, competitive environment, and customer satisfaction.

Table 1: Characteristics of respondents (N = 276)

| Characteristics | | Frequency | Percent |
|--------------------|-------------|-----------|---------|
| Gender | Men | 151 | 54,7 |
| | Women | 125 | 45,3 |
| Age (years) | 17-25 | 150 | 54,3 |
| | 25-40 | 110 | 39,9 |
| | >40 | 16 | 16,8 |
| Level of education | High school | 169 | 61,2 |
| | diploma | 65 | 23,6 |
| | Bachelor | 42 | 15,2 |

Descriptive data analysis of 276 respondents showed that: Characteristics of respondents by sex were predominantly male, namely 54.7% compared to women 45.3%. Characteristics of respondents based on age, it is seen that the dominant age range of 17-25 years is 54.3%, in the age range of 25-40 years of 39.9%. The

education level of the majority of respondents was high school, which reached 61.2%, diploma education was 23.6, while the remaining graduates were 15.2%.

V. Result And Discussion

5.1 Test of research instruments

Validity Test

From the result of Pearson product moment correlation, it is known that all question items in the questionnaire have a significant correlation at the error rate of 5%, so it can be said all the question items are valid.

Table 2: Validity and Reliability Test

| Research variables | Indicator | Question Number | Pearson correlation | Coefficient Alpha (α) |
|----------------------|-----------|-----------------|---------------------|--------------------------------|
| Product | Pro1 | 01-03 | 0.925** | 0,929 |
| | Pro2 | 04-06 | 0.941** | |
| | Pro3 | 07-09 | 0.985** | |
| Price | Pri1 | 10-12 | 0.950** | 0,829 |
| | Pri2 | 13-15 | 0.907** | |
| | Pri3 | 16-18 | 0.948** | |
| Distribution/ Place | Pla1 | 19-21 | 0.980** | 0,690 |
| | Pla2 | 22-24 | 0.910** | |
| | Pla3 | 25-27 | 0.947** | |
| Promotion | Prom1 | 28-30 | 0.936** | 0,771 |
| | Prom2 | 31-33 | 0.944** | |
| | Prom3 | 34-36 | 0.933** | |
| Market Orientation | Mar1 | 37-39 | 0.955** | 0,622 |
| | Mar2 | 40-42 | 0.947** | |
| | Mar3 | 43-45 | 0.955** | |
| Marketing Peformance | Pef1 | 46-48 | 0.950** | 0,762 |
| | Pef2 | 49-51 | 0.791** | |
| | Pef3 | 52-54 | 0.758** | |

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Test

With cronbach alpha test (α) in this research indicate that all research variables are reliable, because all of alpha coefficient value from each research variable is bigger than standardized (0,6), so that each question item in measurement instrument can Used. The value of corrected total correlation items of all question items is greater than 0.3.

5.2 Confirmatory factor analysis.

Table 3, shows the overall results of confirmatory factor analysis / construct validity on the research measurement model. Construct validity and reliability are two tests to evaluate the ability of measurable variables in forming latent variables, in the Table below all manifests have a loading factor with a probability of less than 0.05, meaning significant in forming latent variables. It is also seen that each latent variable has a critical ratio construct of more than 0.2, which means it comes from one dimension (unidimensional).

Table 3: Confirmatory Factor Analysis

| Research variables | Relationship | C. R. | Loading Factor (λ) | Probability |
|-------------------------|----------------|-------|------------------------------|-------------|
| Product | Product → Pro1 | - | 0.725 | 0,000 |
| | Product → Pro2 | 7.134 | 0.916 | 0,000 |
| | Product → Pro3 | 6.126 | 0.747 | 0,000 |
| Price | Price → Pri1 | - | 0.733 | 0,000 |
| | Price → Pri2 | 6.243 | 0.748 | 0,000 |
| | Price → Pri3 | 6.857 | 0.876 | 0,000 |
| Distribution/ Place | Place → Pla1 | - | 0.699 | 0,000 |
| | Place → Pla2 | 5.815 | 0.746 | 0,000 |
| | Place → Pla3 | 6.847 | 0.699 | 0,000 |
| Promotion | Promo → Prom1 | - | 0.627 | 0,000 |
| | Promo → Prom2 | 7.892 | 0.884 | 0,000 |
| | Promo → Prom3 | 9.569 | 0.895 | 0,000 |
| Market Orientation | Orient → Ori1 | - | 0.759 | 0,000 |
| | Orient → Ori2 | 6.910 | 0.763 | 0,000 |
| | Orient → Ori3 | 7.892 | 0.699 | 0,000 |
| Marketing Peformance | Peform → Pef1 | - | 0.798 | 0,000 |
| | Peform → Pef2 | 7.456 | 0.658 | 0,000 |
| | Peform → Pef3 | 6.552 | 0.796 | 0,000 |

5.3 Goodness of Fit Test

The results of processing data using a sample of 276 shows Chi-square is 156,482 with a probability of 0.062. Meanwhile, from GFI, AGFI, TLI, CFI, RMSEA and CMIN / DF were 0.915, 0.902, 0.964, 0.952, 0.064 and 0.037 all in the range of acceptable values. The results are shown in Table 4 and Fig. 2.

Table 4: Evaluation the fit indices

| Indices | Amounts reported |
|---|------------------|
| Chi Square | 156.482 |
| P Value | 0,062 |
| GFI (Goodness of Fit Index) | 0.915 |
| AGFI (Adjusted Goodness of Fit Index) | 0.902 |
| TLI (Tucker Lewis Index) | 0,964 |
| CFI (Comparative Fit Index) | 0.952 |
| RMSEA (Root Mean Square Error of Approximation) | 0.064 |

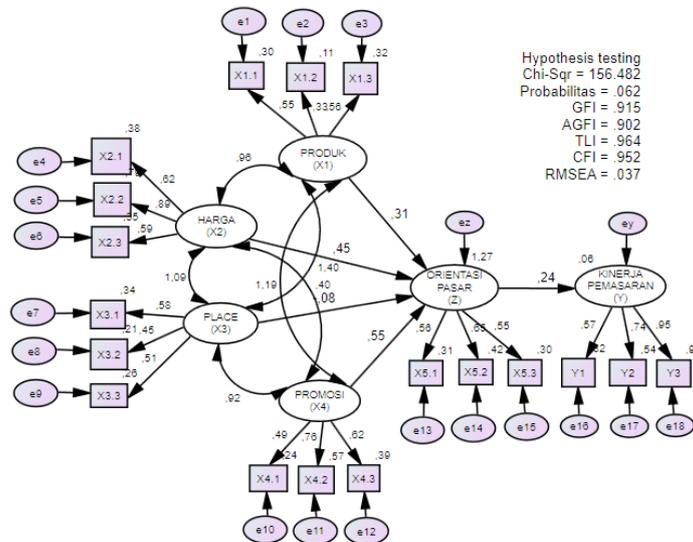


Figure 2: Coefficient of Research Model Path

5.4 Hypothesis testing

Hypothesis testing is based on the estimated significance value of the research model parameters shown in Table 5.

Table 5: Hypothesis Testing

| H | Relationship | Standardized Coefficient | SE | C.R | P | Decision |
|----|------------------|--------------------------|-------|-------|-------|----------|
| H1 | Product → Orient | 0,313 | 0,163 | 4,246 | 0,000 | accepted |
| H2 | Price → Orient | 0,453 | 0,120 | 4,544 | 0,000 | accepted |
| H3 | Place → Orient | -0,081 | 0,249 | 0,156 | 0,372 | reject |
| H4 | Promo → Orient | 0,554 | 0,133 | 8,246 | 0,000 | accepted |
| H5 | Orient → Peform | 0,244 | 0,145 | 2,384 | 0,000 | accepted |

There is a product influence on the market orientation of 0.313, with a CR value of 4.246 and a value of P = 0.000. This shows that H1 is accepted. There is Price influence on the market orientation of 0.453, with a CR value of 4.544 and P = 0.000. This shows that H2 is accepted. There is a Place influence on the market orientation of -0.081, with a CR value of 0.156 and P = 0.372. This shows that H3 is rejected. There is an influence of Promotion on the market orientation of 0.554, with a CR value of 8.26 and P = 0.000. This indicates that H4 is accepted. There is an influence of Market orientation on marketing performance in 0.144, with a CR value of 2.34 and a value of P = 0.000. This shows that H5 is accepted.

The results of this study can be an alternative model of product management, price, distribution, promotion of marketing performance through market orientation as an intervening variable in small batik industries in East Java. In this context the influence of explanatory variables can be studied further to get a more comprehensive discussion of the results of the study, then the results of this study are explained as follows:

Product Effect on Market Orientation

The acceptance of this hypothesis, 1 indicates the variable influence of batik products on the orientation of the small batik industry market in East Java significantly. This result explained that batik products contributed to the increasing market orientation of the small batik industry in East Java by 31.3%. Descriptive description informs that, the variety of batik products has an average value = 3.926. This value informs that there are still opportunities to improve market orientation through batik products. From the factor analysis, it is known that the dominant factor that shapes batik products is product quality, meaning that the consumers prioritize the quality of batik products, the production of batik cloth is assured, the quality of products is maintained, and good quality products. The dominance of batik product variable quality product indicators, informs that, the small batik industry, deserves more attention to the quality indicators of this product, because with good product quality, it will be able to increase the market orientation of the small batik industry. This can be done by continually innovating and creating new products with patterns and motifs that can meet the wants and needs of consumers.

Price Effect on Market Orientation

The acceptance of hypothesis 2 explains that the price of batik contributes to an increase in the market orientation of the small batik industry by 45.3%. Descriptive description informs that the average value of batik maintenance = 3.807. This informs that there are still opportunities to improve the market orientation of the small batik industry through the price of batik. From the factor analysis, it is known that the dominant factor that shapes the price of batik is the indicator of price cuts, meaning that the consumer's response to the discount is quite good, namely: the batik company, giving a trade discount to the customer; batik company, giving discounts to customers; companies give discounts to customers; giving special gifts to customers, giving gifts to customers who make repeat purchases; and special gifts for certain days for customers.

Place Effect on Market Orientation

Variable path coefficient of distribution to the market orientation of the small batik industry is -0.081 with a value of CR 0.156 and a probability value of 0.372. The probability value is greater than 0.05, this indicates that the influence of the distribution variables on the market orientation is not significant. While negative values explain the effect is not in the same direction. Donations given in the contribution amounted to -8.18%. Descriptive description informs that, the distribution of the average value of the batik product variable = 3.755. This value informs that there are still opportunities to improve business strategies through product distribution. Factor analysis shows that the dominant factors that make up the distribution variable are indicators of distribution channel cooperation. This means that respondents agree that the distribution of batik products should be smooth, the company has a collaboration of distribution channels with the post office network; has a collaboration of distribution channels with other parties; and has a distribution channel collaboration with agents.

The insignificance of the distribution variance of batik products towards market orientation is understandable because the distribution method that many small batik industries do is still conventional, namely by waiting for consumers to come to their place of production. The small batik industry does not yet have an adequate distribution network, in fact, they only use conventional distribution networks that are passive, and have not cooperated with distribution channels with the post office network, or with other networks.

Effect of Promotion on Market Orientation

The acceptance of hypothesis 2 shows that promotion contributes to the improvement in the performance of small-scale batik industry marketing by 55.4%. With factor analysis it is known that the dominant factor that forms the promotion variable is the interaction with the customer. This means that respondents agree the company should have a good interaction between marketing staff and customers; interact marketing managers with customers; and interaction between management and customers to maintain mutually beneficial relationships. The dominant indicator of interaction with customers, the management of the batik industry, should pay more attention to this indicator, because most respondents want better interaction with customers.

Effect of Market Orientation on Marketing Performance

The acceptance of hypothesis 2 informs that the influence of the market orientation of batik products on the performance of small batik industry marketing is significant. Market orientation contributes to increasing marketing performance by 24.4%. Descriptive description informs that the average value of the market orientation variable is = 3,656. This value informs that there are still opportunities to improve marketing performance through market orientation. From the factor analysis, it is known that the dominant factor that forms market orientation is cross-functional coordination. Therefore, coordination in the ranks of the company

is one of the company's strategy factors; coordination between functions within the company should always be carried out by the company; and all ranks have involved in resolving various issues related to the market.

VI. Conclusions And Recommendations

From the results of testing of the model in this study, it was able to explain the role of market orientation as an intervening variable in the relationship between the marketing mix and the marketing performance of small batik industries in East Java. The results of this study are significant contributions, especially in the management of marketing strategies, which relate to the market orientation of small batik industries in East Java.

The conclusions of the study are: Products, prices, and promotions have a positive effect on market orientation. This proves that by using marketing mix strategies it will be able to improve market orientation. Related to the distribution strategy that has not had a positive impact on the market orientation of the small batik industry, this is because until now the method of distribution has been carried out by small batik industries indeed, just by waiting for consumers to come to their place of production. It is evident that the marketing mix strategy influences marketing performance through market orientation, thus the concepts offered can be accepted.

It is suggested that the management of the small batik industry in East Java should pay attention to and improve the distribution strategy until the current impact has not been maximized on market orientation. This can be done by building distribution channels by utilizing their own agents, or cooperating with agents belonging to other companies. The Post Office network can also be one of the best alternative choices in order to accelerate the distribution of batik cloth, from East Java to other places.

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