

RINGKASAN

Pengaruh Orientasi Pasar dan Karakteristik Pasar serta Kreativitas terhadap Inovasi dan Kinerja Pemasaran Perusahaan Kosmetik di Provinsi Jawa Timur

Studi ini bertujuan untuk menganalisis dan menguji pengaruh orientasi pasar, karakteristik pasar, dan kreativitas terhadap inovasi dan kinerja pemasaran perusahaan kosmetik di Provinsi Jawa Timur.

Studi ini termasuk dalam jenis penelitian survai yang digunakan untuk maksud penjelasan atau konfirmatori, atau disebut juga penelitian pengujian hipotesis yang dimaksudkan untuk menjelaskan pengaruh antar variabel atau hubungan kausal antar variabel-variabel melalui pengujian hipotesis. Studi ini juga termasuk dalam penelitian persepsional, atau disebut juga penelitian opini. Populasi penelitian ini adalah seluruh perusahaan kosmetik yang tergabung di dalam Persatuan Perusahaan Kosmetik Indonesia (PERKOSMI) Provinsi Jawa Timur dan sekaligus terdaftar di Badan Pengawasan Obat dan Makanan Republik Indonesia (Badan POM. RI.) yang berjumlah 37 perusahaan. Informasi atau data tentang orientasi pasar, karakteristik pasar, kreativitas, inovasi, dan kinerja pemasaran perusahaan kosmetik tersebut diperoleh berdasarkan pandangan, tanggapan, persepsi atau penilaian dari pimpinan perusahaan, yang selanjutnya disebut responden penelitian atau sebagai sumber data primer. Studi ini menggunakan metode sensus atau *complete enumeration*, atau dengan kata lain tidak menggunakan sampel sehingga teknik pengambilan sampel di dalam studi juga tidak diperlukan. Orientasi pasar diukur dengan menggunakan instrumen yang dikembangkan oleh Naver and Slater, 1990; 1994; Gatignon and Xuereb, 1997, yaitu: orientasi konsumen; orientasi pesaing; koordinasi interfunksional; dan orientasi teknologi. Karakteristik pasar diukur dengan menggunakan instrumen yang dikembangkan oleh Elenkov, 1997; dan Lim *et al.*, 1993, yaitu: tingkat penjualan produk baru; intensitas persaingan; dan ketidakpastian permintaan. Kreativitas diukur dengan menggunakan instrumen yang dikembangkan oleh Andrews and Smith (1996); Menon *et al.* (1999), yaitu: motivasi; kesediaan menanggung resiko; dan pemilihan strategi. Inovasi diukur dengan menggunakan instrumen yang dikembangkan oleh Moore and Benbasat, 1991; Karahanna, 1999; Plouffe *et al.*, 2001; Van Slyke *et al.*, dalam Carter and Belanger 2004:13 dan Porter, 1985; Khan Arsad, dan Manopichewata, 1989; Ambrisio, 1991; Zahra and Das, 1993, yaitu: inovasi produk; dan inovasi proses. Kinerja pemasaran diukur dengan menggunakan instrumen yang dikembangkan oleh Li, 2000 yaitu: tingkat pertumbuhan penjualan, dan tingkat pertumbuhan pelanggan. Variabel orientasi pasar (X_1), karakteristik pasar (X_2), kreativitas (X_3), inovasi (Y_1), di dalam studi ini diukur dengan menggunakan skala Likert atau *summated ratings method*, dan hasil pengukurannya adalah berupa data dengan skala interval. Kinerja pemasaran (Y_2), di dalam studi ini diukur dengan

menggunakan persentase, dan hasil pengukurannya dengan menggunakan skala rasio atau *rasio scale*. Uji validitas instrumen penelitian menggunakan *construct validity*, dan disebut valid jika koefisien korelasinya positif dan lebih besar dari 0,30. Uji reliabilitas dilakukan dengan *Cronbach Alpha*, dan dikatakan reliabel apabila memiliki nilai *Cronbach Alpha* lebih besar dari 0,60. Teknik analisis yang digunakan untuk menganalisis data penelitian adalah analisis jalur (*path analysis*).

Hasil studi menunjukkan bahwa orientasi pasar berpengaruh langsung, positif, dan signifikan terhadap inovasi perusahaan kosmetik. Secara teoritis temuan ini mengandung makna bahwa orientasi pasar merupakan anteseden fundamental yang berperan penting bagi terciptanya inovasi perusahaan kosmetik. Semakin tinggi orientasi pasar perusahaan kosmetik, akan semakin inovatif perusahaan kosmetik tersebut. Karakteristik pasar berpengaruh langsung, positif, dan signifikan terhadap inovasi perusahaan kosmetik. Secara teoritis temuan ini mengandung makna bahwa karakteristik pasar merupakan anteseden fundamental yang berperan penting bagi terciptanya inovasi perusahaan kosmetik. Semakin tinggi peranan karakteristik pasar perusahaan kosmetik, akan semakin meningkat inovasinya. Kreativitas berpengaruh langsung, positif, dan signifikan terhadap inovasi perusahaan kosmetik. Secara teoritis temuan ini mengandung makna bahwa kreativitas merupakan instrumen penting untuk meningkatkan inovasi perusahaan kosmetik. Semakin tinggi kreativitas perusahaan kosmetik, akan semakin meningkat inovasinya. Orientasi pasar berpengaruh langsung, positif, dan signifikan terhadap kinerja pemasaran perusahaan kosmetik. Secara teoritis temuan ini mengandung makna bahwa orientasi pasar merupakan instrumen penting untuk meningkatkan kinerja pemasaran perusahaan kosmetik. Semakin tinggi orientasi pasar perusahaan kosmetik, akan semakin meningkat kinerja pemasarannya. Karakteristik pasar berpengaruh langsung, positif, dan signifikan terhadap kinerja pemasaran perusahaan kosmetik. Secara teoritis temuan ini mengandung makna bahwa karakteristik pasar merupakan instrumen penting untuk meningkatkan kinerja pemasaran perusahaan kosmetik. Semakin tinggi peranan karakteristik pasar perusahaan kosmetik, akan semakin meningkat kinerja pemasarannya. Kreativitas berpengaruh tidak signifikan terhadap kinerja pemasaran perusahaan kosmetik. Namun demikian, melalui inovasi, pengaruh tidak langsung kreativitas terhadap kinerja pemasaran perusahaan kosmetik adalah signifikan dan positif, atau dengan kata lain melalui mediasi inovasi, pengaruh yang signifikan dan positif antara kreativitas dengan kinerja pemasaran akan muncul. Secara teoritis temuan ini mengandung makna bahwa hubungan kausal antara kreativitas dengan kinerja pemasaran bersifat kompleks, dan masih terbuka peluang untuk dilakukan penelitian lebih lanjut. Inovasi berpengaruh langsung, positif, dan signifikan terhadap kinerja pemasaran perusahaan kosmetik. Secara teoritis temuan ini mengandung makna bahwa inovasi merupakan instrumen penting untuk meningkatkan kinerja pemasaran perusahaan kosmetik. Semakin tinggi inovasi perusahaan kosmetik, akan semakin meningkat kinerja pemasarannya. Terdapat pengaruh tidak langsung

positif dan signifikan orientasi pasar terhadap kinerja pemasaran perusahaan kosmetik di Provinsi Jawa Timur. Pengaruh tidak langsung antara orientasi pasar dengan kinerja pemasaran ini muncul melalui inovasi, atau dengan kata lain melalui mediasi inovasi, pengaruh yang signifikan dan positif antara orientasi pasar dengan kinerja pemasaran akan muncul. Secara teoritis temuan ini mengandung makna bahwa hubungan kausal antara orientasi pasar dengan kinerja pemasaran bersifat kompleks, dan masih terbuka peluang untuk dilakukan penelitian lebih lanjut. Terdapat pengaruh tidak langsung positif dan signifikan karakteristik pasar terhadap kinerja pemasaran perusahaan kosmetik di Provinsi Jawa Timur. Pengaruh tidak langsung antara karakteristik pasar dengan kinerja pemasaran ini muncul melalui inovasi, atau dengan kata lain melalui mediasi inovasi, pengaruh yang signifikan dan positif antara karakteristik pasar dengan kinerja pemasaran akan muncul. Secara teoritis temuan ini mengandung makna bahwa hubungan kausal antara karakteristik pasar dengan kinerja pemasaran bersifat kompleks, dan masih terbuka peluang untuk dilakukan penelitian lebih lanjut.

Studi ini menemukan bahwa kreativitas berpengaruh tidak signifikan terhadap kinerja pemasaran. Ketika temuan tidak signifikan dari penelitian ini dihadapkan dengan temuan signifikan dari penelitian sebelumnya, hal ini mengandung makna bahwa hubungan kausal antara kreativitas dan kinerja pemasaran bersifat kompleks dan masih terbuka peluang untuk dilakukan penelitian lebih lanjut. Studi ini menemukan bahwa melalui inovasi, pengaruh tidak langsung kreativitas terhadap kinerja pemasaran perusahaan kosmetik adalah signifikan dan positif, atau dengan kata lain melalui mediasi inovasi, pengaruh yang signifikan dan positif antara kreativitas dengan kinerja pemasaran akan muncul. Berdasarkan temuan penting studi ini, maka untuk meningkatkan kinerja pemasaran disarankan perusahaan kosmetik di Provinsi Jawa Timur untuk lebih memprioritaskan meningkatkan inovasinya melalui peningkatan inovasi produk, dan inovasi proses. Studi ini menemukan bahwa melalui inovasi, pengaruh tidak langsung orientasi pasar terhadap kinerja pemasaran perusahaan kosmetik adalah signifikan dan positif, atau dengan kata lain melalui mediasi inovasi, pengaruh yang signifikan dan positif antara orientasi pasar dengan kinerja pemasaran akan muncul. Berdasarkan temuan penting studi ini, maka untuk meningkatkan kinerja pemasaran disarankan perusahaan kosmetik di Provinsi Jawa Timur untuk lebih memprioritaskan meningkatkan orientasi pasar melalui peningkatan orientasi konsumen, orientasi pesaing, koordinasi interfunksional, dan orientasi teknologi; serta inovasinya melalui peningkatan inovasi produk, dan inovasi proses. Studi ini juga menemukan bahwa melalui inovasi, pengaruh tidak langsung karakteristik pasar terhadap kinerja pemasaran perusahaan kosmetik adalah signifikan dan positif, atau dengan kata lain melalui mediasi inovasi, pengaruh yang signifikan dan positif antara karakteristik pasar dengan kinerja pemasaran perusahaan akan muncul. Berdasarkan temuan penting studi ini, maka untuk meningkatkan kinerja pemasaran disarankan perusahaan kosmetik di Provinsi Jawa Timur untuk lebih memprioritaskan meningkatkan tingkat peranan karakteristik pasar

melalui peningkatan penjualan produk baru, peningkatan intensitas persaingan, meningkatkan perhatian terhadap selera konsumen, dan meningkatkan kecepatan perusahaan dalam meramalkan jumlah permintaan pasar; serta inovasinya melalui peningkatan inovasi produk, dan inovasi proses.



ABSTRACT

The Effects of Market Orientations and Market Characteristics as well as Creativities on the Innovations and Marketing Performances of the Cosmetics Firms in East Java Province

The study aimed to investigate the effects of market orientations, market characteristics, and creativities on the innovations and marketing performances of the cosmetics Firms in East Java Province.

The study was a survey research directed to explain or confirm the causal relationships of all the above-mentioned variables which was carried out by testing several hypotheses. The data of this research were collected from the entire population of 37 cosmetics firms, registered as the members of the Indonesian Association of Cosmetics Firms or Persatuan Perusahaan Kosmetik Indonesia (PERKOSMI), East Java Chapter. These companies were also registered in the Food and Drugs Control Agency of the Republic of Indonesia (BP POM RI). The data on market orientations, market characteristics, creativities, innovations, and marketing performances of the cosmetics firms were collected based on the views, responses, perceptions or judgements from the top managers of the firms. The study employed complete enumeration or census method, hence, sample and sampling technique were not required.

The results showed that market orientations had direct, positive and significant effects on the innovations and the marketing performances of the cosmetics firms in East Java. Market orientations had positive and significant indirect effects on the marketing performances, mediated by innovations. Market characteristics had positive and significant direct effects on the innovations of the cosmetics firms in East Java. Mediated by innovations, market characteristics had positive and significant indirect effects on the marketing performances of the cosmetics firms. Creativities had positive and significant direct effects on the innovations and had positive and significant indirect effects on the marketing performances of the cosmetics firms, mediated by innovations. Innovations had positive and significant direct effects on the marketing performance of the cosmetics firms in East Java.

Keywords: Market Orientations, Market Characteristics, Creativities, Innovations, Marketing Performances of Cosmetics Firms

SUMMARY

The Effects of Market Orientations and Market Characteristics as well as Creativities on the Innovations and Marketing Performances of the Cosmetics Firms in East Java Province

The objectives of this research were to analyze and test the effects of market orientations, market characteristics and creativities on the innovations and marketing performances of the cosmetics companies in East Java Province.

This research was a survey study intended for explanatory or confirmatory purpose, also called as hypothesis testing research, carried out to test several hypotheses which were developed to explain the effects and the causal relationships among variables. This research was also categorized as perceptual study or opinion research. This research employed a census method or complete enumeration which was conducted by investigating the entire population, not by taking some samples, hence sampling techniques were not used. The population of this research consisted of all the cosmetics companies registered as the members of The Indonesian Association of Cosmetics Firms or Persatuan Perusahaan Kosmetik Indonesia (PERKOSMI), East Java Chapter, which were also registered in the Agency for Food and Drugs Control of the Republic of Indonesia (Badan POM RI). The total number of the population was 37 cosmetics firms. The data on the market orientations, market characteristics, creativities, innovations and marketing performances of the cosmetics firms in East Java were collected based on the views, opinions, responses, perceptions or judgments of the company top managers as the respondents or the primary data sources of this research. The market orientations were measured by using the instruments developed by Naver and Slater, 1990; 1994; Catignon and Xuereb, 1997, which consisted of: consumer orientation; competitor orientation; inter-functional coordination; and technological orientation. The market characteristics were measured by using the instruments developed by Elenkov, 1997; and Lim *et.al.*, 1993; which consisted of: the rate of the new product sales; the intensity of the competition; the inconsistency of the market demands. Creativity was measured by using the instruments developed by Andrews and Smith, 1996; Menon *et.al.*, 1999, which consisted of: motivation; risk aversion or risk-taking willingness; and the choice of strategies. Innovation was measured by using the instruments developed by Moore and Benbasat, 1991, Karahanna, 1999; Plouffe *et.al.*, 2001; van Slyke *et.al.*, in Carter and Belanger, 2004:13 and Porter, 1985; Khan Arsad and Manopichewata, 1989; Ambrisio, 1991; Zahra and Das, 1993, which consisted of: product innovation; and process innovation. The marketing performance was measured by using instruments developed by Li, 2000, which consisted of: the rate of sale growth; and the rate of consumer

growth. The variables of market orientation (X_1), the market characteristics (X_2), creativity (X_3), and innovation (Y_1) in this research were measured by using Likert scale or summated rating method which resulted interval-scaled data. The marketing performance (Y_2) in this research was measured by using percentage, which resulted ratio-scaled data. To ensure the validity of the instruments used in this research, construct validity tests were used for all the instruments. An instrument was considered valid when its correlation coefficient was positive and higher than 0.30. In order to ascertain the reliability of all the instruments used in this research, the reliability test of Cronbach Alpha was also employed and an instrument was considered reliable when its Cronbach Alpha value was higher than 0.60. The data obtained were, then, analyzed by using path analysis.

The results of the study showed that the market orientations had direct, positive and significant effects on the innovations of the cosmetics firms in East Java. Theoretically, the finding indicated that the market orientations were fundamental antecedents which played very important roles in the innovations of the cosmetics firms in East Java. The higher the market orientations of cosmetics firms were, the more innovative the cosmetics firms were. The market characteristics also had direct, positive and significant effects on the innovations of cosmetics firms in East Java. Theoretically, the finding meant that the market characteristics were fundamental antecedents which played very important roles in the innovations of the cosmetics firms in East Java. The higher the market characteristics of cosmetics firms were, the more innovative the cosmetics firms were. In addition, the study also found that creativities had also direct, positive, and significant effects on the innovations of the cosmetics firms in East Java. Theoretically, the finding indicated that creativities were important instruments to increase the innovations of cosmetics firms. The higher the creativities of cosmetics firms were, the more innovative the cosmetics firms were. Furthermore, the study found that market orientations had direct, positive and significant influences on the marketing performances of the cosmetics firms in East Java. Theoretically, the finding meant that market orientations were important instruments to increase the marketing performances of the cosmetics firms. The higher the market orientations of cosmetics firms were, the better marketing performances the cosmetics firms had. The research also found that market characteristics had direct, positive and significant influences on the marketing performances of the cosmetics firms in East Java. Theoretically, the finding meant that market characteristics were important instruments to increase the marketing performances of the cosmetics firms. The higher the market orientations of cosmetics firms were, the better marketing performances the cosmetics firms had. Meanwhile, creativities did not have significant effects on the marketing performances of the cosmetics firms. However, through innovations, creativities had indirect, positive, significant effects on the marketing performances of the cosmetics firms in East Java, in other words, through the media of innovations, the positive and significant effects of creativities on the marketing performances

emerged. Theoretically, the findings indicated that the causal relationships between creativities and marketing performances were complex and, therefore, required further studies. Innovations had direct, positive and significant effects on the marketing performances of the cosmetics firms in East Java. Theoretically, the findings indicated that innovations were important instruments to improve the marketing performances of the cosmetics firms. The higher the innovations of the cosmetics firms were, the better marketing performances the cosmetics firms had. Whereas, the market orientations had significant and positive indirect effects on the marketing performance of the cosmetics firms in East Java. The indirect effects of the market orientations emerged through the media of innovations. Theoretically, the findings indicated that the causal relationships between the marketing performances of the cosmetics firms were complex and, hence, provided opportunities for further studies. Furthermore, the market characteristics had significant and positive indirect effects on the marketing performances of the cosmetics firms in East Java. The indirect effects of the market characteristics emerged through the media of innovations. Theoretically, the findings indicated that the causal relationships between the marketing performances of the cosmetics firms were complex and, hence, provided opportunities for further studies.

As mentioned above, this research found that creativities had no direct significant effects on the marketing performances of the cosmetics firms and this finding was contradictive to the findings of the previous other researches. This fact clearly indicated that the causal relationships of creativities and marketing performance was complex and, hence, provided opportunities for further studies. However, through innovations, the indirect effects of creativities on the marketing performances of the cosmetics firms were significant and positive. In other words, the positive and significant effects of creativities on marketing performances appeared through the media of innovations. Based on this finding, therefore, it is suggested that the cosmetics firms improve their innovations, both product and process innovations, in order to increase their performances. Another important finding of this study was that the market characteristics had no direct positive and significant effects on the marketing performances of the cosmetics firms. However, the indirect positive and significant influence of market characteristics on the marketing performances of the cosmetics companies appeared only through the media of innovations. Based on this finding, it can be suggested that the cosmetics companies in East Java improve their market characteristics by increasing the sale of their new products, increasing the intensity of their competitions, giving more attentions on the consumer wants and accelerating their predictions on the market demands. Besides, they have to also improve their innovations, both the product and process innovations. All these improvements will significantly improve their marketing performances.