WEB OF SYNERGY:

International Interdisciplinary Research Journal

Volume 1 Issue 2, Year 2022 ISSN: 2835-3013

https://univerpubl.com/index.php/synergy

The Impact of E-Commerce on Marketing Performance with Innovation Ability as a Mediation Variable in the Tourism Industry in Minahasa District North Sulawesi Province of Indonesia

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Article Information

Received: October 23, 2022

Accepted: November 24, 2022

Published: December 26, 2022

Keywords: *E-commerce, marketing performance, innovation capability, tourism industry*

ABSTRACT

The purpose of this study is to analyze the impact of e-commerce on the marketing performance of the tourism industry by considering the ability to innovate as a mediating variable. This research is a quantitative research with a survey method, where the primary data used was obtained through online questionnaires. All variable items are investigated on a 5-point scale to determine the relationship between the variables proposed in the framework. The sample for this research was the Tourism Industry Consumers and 100 people were randomly selected. The results of this study indicate that e-commerce has no effect on marketing performance, e-commerce has a significant positive effect on innovation ability, innovation ability has a significant positive effect on marketing performance, and e-commerce is mediated by innovation ability which has a significant positive effect on marketing performance. This research concludes that tourism industry actors must continue to increase their ability to innovate for consumer needs, while still utilizing digital platforms to market their products. This can be done as a marketing effort to approach customers effectively and efficiently in order to maintain a business existence in a highly competitive environment.

Introduction

On a national scale, tourism is a development priority because it has an economic impact on the people and country of Indonesia. The tourism industry is the second largest contributor to the country's foreign exchange after palm oil. In 2019, Tourism has successfully contributed IDR 280 trillion in foreign exchange. An increase of 3.7 percent from the previous year's achievement of around IDR 270 trillion. Meanwhile, the Creative Economy sector, which continues to be hailed as a leading sector, contributes revenue of IDR 1,153 trillion in 2019. In 2020, just like other economic sectors, Tourism and the Creative Economy are experiencing challenges that have never happened before. The existential threat from the impact of the COVID-19 pandemic has hampered the Tourism and Creative Economy industry. Not only in Indonesia, this downturn is felt globally throughout the world. Statistically, the Tourism sector in 2020 is the largest foreign exchange earner for Indonesia, amounting to USD 3.244 billion. In 2021 it decreased by 0.36 billion US dollars. In 2022 the government is targeting the foreign exchange tourism sector

of USD 17.6 billion or Rp. 246 trillion rupiahs. With a target number of foreign tourist arrivals of 20 million tourists. Not only foreign exchange, tourism is the biggest driver of Indonesia's economy because the scope of the tourism industry is quite wide, starting from tourist attractions plus MSMEs producing souvenirs, hotels, homestays, even food and beverage services. In 2021 it decreased by 0.36 billion US dollars. In 2022 the government is targeting the foreign exchange tourism sector of USD 17.6 billion or Rp. 246 trillion rupiahs. With a target number of foreign tourist arrivals of 20 million tourists. Not only foreign exchange, tourism is the biggest driver of Indonesia's economy because the scope of the tourism industry is quite wide, starting from tourist attractions plus MSMEs producing souvenirs, hotels, homestays, even food and beverage services. In 2021 it decreased by 0.36 billion US dollars. In 2022 the government is targeting the foreign exchange tourism sector of USD 17.6 billion or Rp. 246 trillion rupiahs. With a target number of foreign tourist arrivals of 20 million tourists. Not only foreign exchange, tourism is the biggest driver of Indonesia's economy because the scope of the tourism industry is quite wide, starting from tourist attractions plus MSMEs producing souvenirs, hotels, homestays, even food and beverage services.

The COVID-19 pandemic has hit the tourism industry and the creative economy in Indonesia. In February 2020 the number of foreign tourists entering Indonesia decreased drastically, and the peak occurred in April 2020 with only 158 thousand tourists, according to data in the 2021 Tourism Trends Book published by the Ministry of Parekraf/Baparekraf. In total, throughout 2020 the number of foreign tourists entering Indonesia was only around 4,052 million people. Of this total, only around 25% of the number of tourists entering Indonesia in 2019. Based on the Central Statistics Agency, Winus' movement data in 2021 has increased by 12% when compared to 2020.

Entering 2021, from the available data up to December foreign tourist visits to North Sulawesi reached 15,239 people, a decrease of 33.83 percent from the same period the previous year. In 2021, the largest number of foreign tourists coming to North Sulawesi Province will come from China, namely 800 people or 81.22 percent of all foreign tourists visiting. The number of tourists visiting Minahasa Regency in 2020 was 716,100 compared to 2019 which reached its peak, namely 1,914,400 or only 37.41% compared to 2019. The decline in the number of tourists continued until 2021, namely only 345,745 or only 48.28%. compared to 2020 there was a decrease of 51.72%, as shown in the graph of the number of tourists for 2017-2021. The tourism industry is said to be successful if the number of tourist visits increases (Ratar, 2022).

The main problem faced by the tourism industry is marketing performance which is still low and requires increased capabilities in innovation and understanding of the implementation of e-commerce in this industry.

Several previous studies, (Salwani et al., 2009), E-commerce usage and business performance in the Malaysian tourism sector: Empirical analysis. This study aims to investigate the impact of using e-commerce on business performance in the tourism sector. The results of the study using structural equations show that technological competency, company size, company scope, web technology investment, pressure intensity, and back-end usage have a significant effect on e-commerce usage. (Hua, 2016) E-commerce performance in hospitality and tourism. This study aims to examine the extant e-commerce performance literature to obtain a coherent framework for better understanding, identify research gaps and suggest future study directions. By reviewing and synthesizing 155 recent articles, this research proposes an integrated framework of e-commerce performance to manage complex literature efficiently and effectively. This study found that e-commerce performance shows three main dimensions and is influenced by the market e-commerce environment, the organization's e-commerce environment and the dynamic and interactive relationships that occur between them. (Andonov et al., 2021) Impact of e-commerce on business performance. This research focuses on assessing the impact of e-commerce on business performance. The results of the study show that there is a significant

influence between e-commerce on business performance. (Kraemer & Gibbs, 2005) Impact of Globalization on E-commerce use and Firm Performance: A Cross-Country Investigation. This study examines the relationship between firm globalization, scope of e-commerce use, and firm performance, using data from a large-scale cross-country enterprise survey of three industries. The results of the study found that all variables are interconnected and influence each other.

The difference between this research and previous studies is that this research does not only focus on the effects of e-commerce and marketing performance, but is expanded on marketing performance mediated by the innovation capability variable specifically for the tourism industry. This study aims to analyze the effect of e-commerce on marketing performance, the effect of innovation ability on marketing performance, and the effect of e-commerce on marketing performance mediated by the innovation capability variable in the new order era.

Theoretical Framework

E-Commerce

E-commerce is defined as the process of buying, selling and exchanging products, services and information using computer networks, especially using the internet (Respatiningsih, 2021). According to Kotler & Armstrong (2012) e-commerce is an online channel that can be reached by a person via a computer, which is used by business people in carrying out their business activities and is used by consumers to obtain information using computer assistance, which in the process begins with providing information services to consumers in determining the choice. According to Wong (2010) e-commerce is the process of buying and selling and marketing of goods and services through electronic systems, such as radio, television and computer networks or the internet. So it can be concluded that e-commerce is a dynamic collection of technologies,

E-commerce can be measured by indicators of appearance (display), navigation (navigation), content (content), and shopping process (purchasing process).

Innovation Capabilities

According to (Suzana Stojanović, 2021) Innovation is the creation or improvement of new or existing products, processes, management systems and marketing of products. Innovation has always played a key role in the long-term survival of a company and enables its success, sustainability and global competitiveness (YuSheng & Ibrahim, 2020)(Maldonado-Guzmán et al., 2019). The ability to innovate is considered a very important strategy for companies that want to improve their performance in today's turbulent business environment (Maldonado-Guzmán et al., 2019). The majority of companies have implemented innovation capability as the main strategy to successfully respond to market needs and fluctuations in the business environment. Therefore, companies must understand innovative activities not only as the best business strategy,

Indicators of innovation ability are consistently finding new ideas, consistently introducing new products/services, being creative in running a business, looking for new ways to innovate.

Performance Marketing

Marketing performance according to (Ambler & Kokkinaki, 1997, in Ambler & Xiucun, 2003) is a measure of the success of a company's marketing program. Marketing performance is a measure of success that a company can achieve in marketing its products in the market (Mulyani, 2015). Marketing performance is a concept used to measure a company's performance in the market for a product (Nasution, 2016). Marketing performance is the impact of the results of a marketing strategy carried out by a company (Ratar, 2021).

Marketing performance measurement will be an important factor because it can be used as an evaluation and benchmark for marketing activities. One of the marketing performance measurement tools can be done by using marketing metrics¸ where marketing metrics can

measure financial and non-financial metrics, (Astami, 2013). Marketing performance indicators include sales turnover, number of customers, profits, and sales growth (Voss & Voss, 2000). Good marketing performance is expressed in three main dimensions, namely sales value, sales growth and market share, which ultimately leads to company profits.

Marketing performance indicators include sales growth, additional new customers, customer growth, and increased sales profit.

Research Models

The research model refers to the Research Model in Figure 1.

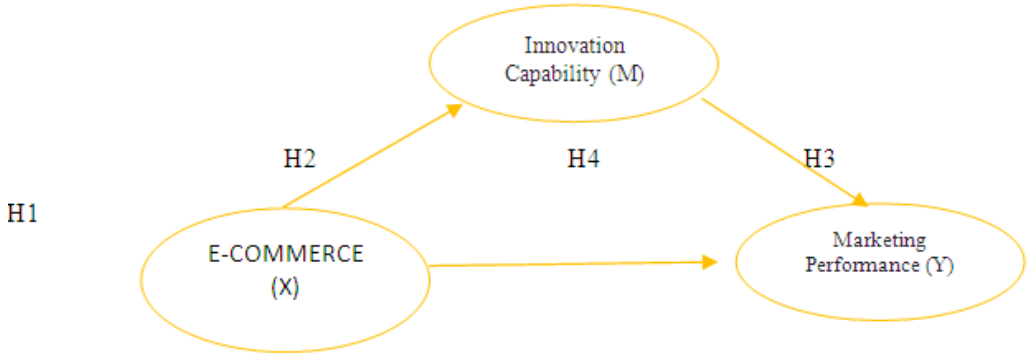

Figure 1. Research Model

Hypothesis Development

Based on theory, previous research, and existing research models, the hypothesis in this study is:

H1 = E-Commerce has a significant positive effect on the marketing performance of the Tourism Industry in Minahasa Regency, North Sulawesi Province, Indonesia.

H2 = E-Commerce has a significant positive effect on Innovation Ability

H3 = Innovation Ability has a significant positive effect on tourism industry marketing performance in Minahasa Regency, North Sulawesi Province, Indonesia.

H4 = E-Commerce has a significant positive effect on marketing performance The tourism industry is mediated by the innovation ability variable

Research Methods

This research is a quantitative research with a survey method, where the primary data used was obtained through online questionnaires using the Google form. The selection of the sample technique used is purposive sampling with the aim that the selected respondents can meet the criteria according to the research objectives. All variable items are investigated on a 5-point scale to determine the relationship between the variables proposed in the framework. The sample for this research is the tourism industry consumer and is randomly selected. For data collection as many as 100 respondents and then processed for later analysis using SMART PLS.

This study uses E-Commerce variables as exogenous/independent variables, Tourism Industry Marketing Performance as endogenous/dependent variables, and innovation capability as intervening/mediation variables.

Result and Discussion

The descriptive data in this study are consumers of the tourism industry in Minahasa Regency, North Sulawesi Province, who are in the age range of 20 years to 65 years and have used E-Commerce. The respondents were divided into several characteristics based on gender, age and occupation. In this study, respondents were dominated by male respondents, namely 51.9%.

According to age, it was dominated by the age group of 20-25 years with a percentage of 40.6%. According to occupation, it is dominated by housewives, private employees, entrepreneurs, namely 40.6% and the remaining 40.6% have other jobs.

The results of this study were analyzed using a structural equation model (SEM) with SMART-PLS tools for data analysis through measurement models and structural equation modeling techniques based on the data collected. The results of statistical calculations begin by conducting validity and reliability tests to ensure the level of validity and reliability of the instruments used. The results of the validity test were measured using the loading factor test, the Average extracted test, the Fornel lacker criterion test and the cross loading test. The results of the loading factor test are valid if the value is > 0.7. Factor loading is the value that is owned by each indicator.

The interpretation of the percentage value of respondents can be seen in table 1 which explains the very high interpretation between 0.7-1.0, high 0.4-0.7, low 0.2-0.4 and very low 0.00-0.20. The results of calculating the loading factor of the respondents' answers to the statement items related to the research variables given via the questionnaire can be seen in table 1. The results that describe a high interpretation are declared to have a good valid value.

Table 1. Calculation Results of Factor Loading

Indicators	E-Commerce	Innovation Capabilities	Performance Marketing
EC. 1	0914		
EC. 2	0910		
EC. 3	0.874		
EC. 4	0.828		
IC. 1		0.865	
IC. 2		0.823	
IC. 3		0.902	
IC. 4		0.865	
MP. 1			0.798
MP. 2			0.830
MP. 3			0.806
MP. 4			0.861

Source: Smart-PLS processed data

The result of the factor loading test is the value that is owned by each indicator. The results of this study use a high interpretation with an acceptance value of > 0.6. Thus the load factor in this study can be considered valid.

The validity of the test results was followed by the average extraction test (AVE). The AVE test result is the value that is owned by each variable. Valid value if AVE value > 0.5. the results are all variables are valid. See table 2.

Table 2. Average Extracted (AVE) Test Results

Factor	AVE
E-Commerce	0.778
Innovation Capabilities	0.747
Performance Marketing	0.679

Source: Smart-PLS processed data

The results of the validity test are continued by testing the Fornel Lacker criterion which is part of discriminant validity and is the value between the value of the variable itself and the values of other variables. Valid if the value of the variable itself is greater than the value of other variables.

The test results show that it is valid and can be used. Likewise with the results of the discriminant validity test which shows valid test results. Thus it is known from the calculations, all respondents' answers to the e-commerce variable, the ability to innovate and the marketing performance of the tourism industry which are very high have a very high validity value and have a good level of validity. Table 3 shows discriminant validity, which relates the correlation between variables. According to Fornell and Larcker (1981) the square root of AVE must still be higher than the correlation value with other variables. The square root of AVE is shown diagonally in the table above and it is shown that in the first value of each column, the square root of AVE is higher than the remaining values, which satisfies the condition of discriminant validity.

Table 3. Discriminant Validity Test

	MP	EC	IC
MARKETING PERFORMANCE	0.824		
E-COMMERCE	0.801	0.882	
INNOVATION CAPABILITY	0.884	0.882	0.864

Source: Smart-PLS processed data

The results of statistical calculations are continued by testing reliability, to determine the reliability of the research instrument. Based on the test results that can be seen in table 4, each variable can be seen that meets the criteria to be said to be reliable, because an item can be declared valid if the AVE value has a value of more than 0.5, and can be declared reliable if it has a composite reliability value and cronbach's alpha is more than 0.7. Reliability measurements were analyzed by examining the reliability of composite reliability and average variance extract. The relationship between the constructs is examined through SEM based on the collected data. The results of reliability testing can be seen in table 4.

Table 4. Measurement Model (Reliability Test)

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Performance Marketing	0.842	0.894	0.679
E-Commerce	0.905	0.933	0.778
Innovation Capabilities	0887	0.922	0.747

Source: Smart-PLS processed data

Table 4 shows the values for Cronbach alpha, composite reliability and average variance extracted. The ideal result for Cronbach alpha and Composite reliability should be more than 0.7. As for the Average variance extracted, it must be more than 0.5 to be accepted statistically and can be used as a data collection tool. The results above can be said to be valid and reliable. From the results of calculating the e-commerce variable, it has a composite reliability value of 0.933 and Cronbach's alpha of 0.905 and has exceeded the acceptance value of 0.7. Likewise with the calculated value of the tourism industry marketing performance variable which shows the results of a composite reliability value of 0.894 and Cronbach's alpha of 0.842 and has also exceeded the acceptance value of 0.7.

Next, the researcher tested the R-Square test. This calculation is intended to analyze how much an endogenous variable can simultaneously influence exogenous variables. Ghozali, 2016, The coefficient of determination test (R^2) is carried out to determine and predict how large or

important the contribution of the influence exerted by the independent variables jointly on the dependent variable. According to Chin (1998), the R-Square value is categorized as strong if it is more than 0.67, moderate if it is more than 0.33 but lower than 0.67, and weak if it is more than 0.19 but lower than 0.33. The test results show that all independent/independent variables and moderating variables simultaneously have an influence of 78.3% (strong) on marketing performance, while the remaining 21.7% is influenced by other variables not tested in this study. The moderating variable, namely the ability to innovate, has an effect of 77.7%. See table 5.

Table 5. R-Square Test Results

Variable	R Square	R Adjusted	Square
Performance Marketing c	0.783	0.778	
Innovation Capabilities	0.777	0.775	

Source: Smart-PLS processed data

Furthermore, to test the hypothesis, a path analysis test is carried out to determine the value that affects each variable. Path analysis will show the direction of positive or negative values. If > 0 then positive and < 0 means negative. The results of calculating the path analysis can be seen in table 6. The results of the analysis using path analysis calculations show that the value of the path coefficient on the e-commerce variable on the marketing performance of the tourism industry is 0.100. This means that Path analysis will show a positive value direction. The same thing also happened to the e-commerce variable on innovation ability of 0.882. This means that the path analysis shows a positive value direction. While the innovation ability variable on marketing performance shows a value of 0.796. This means that Path analysis will show a positive value direction. The conclusion of this path analysis is that all variables show a positive direction.

Table 6. Calculating Path Analysis Results (path coefficient)

Variable	Performance Marketing	E-Commerce	Innovation Capabilities
E-Commerce	0.100		0.882
Performance Marketing			
Innovation Capabilities	0.796		

Source: Smart-PLS processed data

The results of this calculation show that:

H1: E-Commerce → Marketing Performance has a positive influence,

H2: E-Commerce → Innovation Ability has a positive influence,

H3: Innovation Ability → Marketing Performance has a positive influence

The next calculation is followed by carrying out a significance test using the T-statistic test. The T-statistic test to measure the level of significance with an acceptance value is If the T-statistic > 1.96 or P-value < 0.05 then it is significant, if not then it is not significant. This can be seen in table 7. The calculated results show that the E-Commerce variable on Marketing Performance has a T-statistic value of 0.818 with a P-value of 0.414. This means that the T-statistic value is smaller than the acceptance value and the P-value is greater than 0.05. Thus it can be concluded that the E-Commerce variable has no positive, and significant effect on the Marketing

Performance variable. In the E-Commerce variable on Innovation Capability which has a T-statistic value of 33.683 with a P-value of 0.000. This means that the T-statistic value is greater than the acceptance value and the P-value is less than 0.05. Thus it can be concluded that the E-Commerce variable has a positive and significant effect on the innovation ability variable. Likewise with the innovation ability variable on marketing performance which has a T-statistic value of 6.510 with a P-value of 0.000. This means that the T-statistic value is greater than the acceptance value and the P-value is less than 0.05. Thus it can be concluded that the innovation ability variable has a positive and significant effect on marketing performance variables. H1 is rejected, H2 and H3 are accepted. Likewise with the innovation ability variable on marketing performance which has a T-statistic value of 6.510 with a P-value of 0.000. This means that the T-statistic value is greater than the acceptance value and the P-value is less than 0.05. Thus it can be concluded that the innovation ability variable has a positive and significant effect on marketing performance variables. H1 is rejected, H2 and H3 are accepted. Likewise with the innovation ability variable on marketing performance which has a T-statistic value of 6.510 with a P-value of 0.000. This means that the T-statistic value is greater than the acceptance value and the P-value is less than 0.05. Thus it can be concluded that the innovation ability variable has a positive and significant effect on marketing performance variables. H1 is rejected, H2 and H3 are accepted.

Table 7. T-Statistic Test Results

Variables	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics	P Values
E-Commerce → Marketing Performance	0.100	0.109	0.122	0.818	0.414
E-Commerce → Innovation Capability	0.882	0.882	0.027	32,683	0.000
Innovation Capability → Marketing Performance	0.796	0.788	0.122	6,510	0.000

Source: Smart-PLS processed data

Based on hypothesis testing, it can be seen that the original value of the E-Commerce sample in this study was 0.100. These results are confirmed by the results of the Predictive Relevance observation test which analyzes how well the values are observed and generated. If > 0, then the observation value is good. The calculated results show that the Predictive relevance of the observation value is greater than 0 as an acceptance value. This means that the observations that have been made on the research variables are good and can be used to draw valid and convincing research conclusions.

Furthermore, the researchers made observations to ascertain how well the model was owned. This method is obtained by measuring the fit of the model to find out how good and fit the resulting model is. See table 8.

Table 8. Fit Models

	SATURATED MODEL	ESTIMATED MODEL
SRMR	0.068	0.068
D_ULS	0.361	0.361

D_G	0.512	0.512
CHI-SQUARE	247,395	247,395
NFIS	0.780	0.780
RMS THETA	0.247	0.247

Source: Smart-PLS processed data

In order for the model to meet the model fit criteria, the SMSR value must be less than 0.05 (Cangur and Ercan, 2015). However, based on an explanation from the SMARTPLS website, the limitations or criteria for model fit include: RMS Theta value or Root Mean Square Theta <0.102, SRMR or Standardized Root Mean Square value <0.10 or <0.08 and NFI value > 0.9.

The model is called fit if one of the criteria is met. In this study, the SRMR value was 0.068, meaning that the value was below 0.10 or 0.068 <0.10. SRMR value or Standardized Root Mean Square <0.10 or <0.08. So it can be concluded that the model is fit with the data.

In this part of the research we also investigate the relationship between the proposed variables by examining the hypotheses developed in the previous part of this study. The collected data is examined to determine the impact and influence of digital marketing on business performance. In addition, the moderating effect of the service quality factor is also investigated under this section. See table 9.

Table 9. Specific Indirect Effects

	Original Sample	T Statistics	P Values
E-Commerce-Innovation Capability – Marketing Performance	0.700	6,485	0.000

Source: Smart-PLS processed data

Table 9 above shows the results of the specific indirect effect of moderating the innovation ability variable. The results showed that the T value was found to be higher than > 1.96 or P-value < 0.05 or 6.485 > 1.96 and 0.000 < 0.05. This shows that the ability to innovate is able to mediate e-commerce variables on the marketing performance of the tourism industry in Minahasa Regency, North Sulawesi Province, for the original sample showing a positive value direction of 0.700, thus H4 is accepted.

Conclusions and Recommendations

Conclusion

This study aims to analyze the effect of e-commerce on marketing performance mediated by the innovation ability variable. The results showed that e-commerce did not have a significant positive effect on marketing performance, e-commerce marketing had a significant positive effect on innovation ability, innovation ability had a significant positive effect on marketing performance, and e-commerce had a significant positive effect on marketing performance mediated by innovation ability variable.

Recommendations

This research suggests that tourism industry business people must continue to improve services through e-commerce by developing innovation capabilities for consumers, while still utilizing digital platforms to market products. This can be done as a marketing effort to approach customers effectively and efficiently in order to maintain a business existence in a highly competitive environment in the era of the industrial revolution 4.0 entering the new era of digital

5.0.

Limitations and Future Research

Limitations

The things that are indicated as limitations in this study are:

1. The scope of the research area is limited and tied to one place, namely Minahasa Regency, North Sulawesi Province, Indonesia
2. Questionnaires distributed through the Google form are limited to questions that are closed and do not open up the possibility of input/opinion from respondents.

Future Research Directions

1. Can expand the research area so that the results can be used more widely
2. Can add intervening variables to analyze whether there are variables that strengthen or weaken the effect of e-commerce on marketing performance.

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