

ABSTRAK

**MARKET ORIENTATION, KEUNGGULAN KOMPETITIF, ORIENTASI
KEWIRAUSAHAAN, DAN PRODUCT INNOVATION PADA
MARKETING PERFORMANCE UMKM SEKTOR
MAKANAN DI TEBING BREKSI
YOGYAKARTA**

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Penelitian ini bertujuan untuk menganalisis pengaruh *market orientation*, keunggulan kompetitif, orientasi kewirausahaan, dan *product innovation* pada *marketing performance* UMKM sektor makanan di Tebing Breksi. Penelitian menggunakan pendekatan kuantitatif dengan teknik pengumpulan data melalui kuesioner kepada 51 pelaku UMKM. Analisis data dilakukan menggunakan SPSS versi 25 melalui uji regresi linier berganda, uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa secara simultan seluruh variabel independen berpengaruh signifikan terhadap *marketing performance*. Secara parsial, *market orientation*, orientasi kewirausahaan, dan *product innovation* berpengaruh positif dan signifikan terhadap *marketing performance*, sedangkan keunggulan kompetitif berpengaruh signifikan dengan arah negatif. Nilai koefisien determinasi sebesar 0,779 menunjukkan bahwa 77,9% *marketing performance* dapat dijelaskan oleh variabel penelitian, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian.

Kata Kunci: *Market Orientation*, Keunggulan Kompetitif, Orientasi Kewirausahaan, *Product Innovation*, *Marketing Performance*.

ABSTRACT

**MARKET ORIENTATION, COMPETITIVE ADVANTAGE,
ENTREPRENEURIAL ORIENTATION, AND PRODUCT
INNOVATION IN THE MARKETING PERFORMANCE
OF MSMES IN THE FOOD SECTOR IN
TEBING BREKSI, YOGYAKARTA**

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This study aims to analyze the influence of market orientation, competitive advantage, entrepreneurial orientation, and product innovation on the marketing performance of food sector MSMEs in Tebing Breksi. This research used a quantitative approach with data collected questionnaires distributed to 51 MSME owners. Data analysis was conducted using SPSS version 26 through multiple linear regression, t-test, F-test, and coefficient of determination test. The results showed that simultaneously all independent variables significantly affected marketing performance. partially, market orientation, entrepreneurial orientation, and product innovation had a positive and significant effect on on marketing performance, while competitive advantage had a significant negative effect. The coefficient of determination value of 0.779 indicates that 77.9X% of marketing performance can be explained by the variables in this study, while the remaining percentage is influenced by other factors outside the research.

Keywords: Market Orientation, Competitive Advantage, Entrepreneurial Orientation, Product Innovation, Marketing Performance