

MARKET ORIENTATION, INNOVATION, AND DIGITAL RESPONSIVENESS IN IMPROVING MARKETING PERFORMANCE OF CULINARY MSMEs: A STUDY IN KUDUS REGENCY

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Abstract

This study examines how market orientation and innovation contribute to the marketing performance of culinary MSMEs in Kudus Regency, Indonesia, particularly in the context of increasing digital competition. A qualitative descriptive approach was employed. Data were collected through in-depth interviews, observation, and documentation involving 30 culinary MSME owners selected using purposive sampling. Data were analyzed using an interactive model consisting of data reduction, data display, and conclusion drawing to identify patterns linking market orientation, innovation practices, and marketing performance outcomes. The findings indicate that innovation in culinary MSMEs is predominantly incremental and customer-driven. Market orientation is implemented informally through relational closeness and digital responsiveness. The synergy between digital-responsive market orientation and micro-adaptive innovation significantly contributes to improved marketing performance, reflected in sales growth, customer retention, and market expansion. MSMEs should institutionalize simple market intelligence systems and enhance digital engagement strategies to strengthen innovation cycles. This study introduces the concept of micro-adaptive innovation triggered by digital-responsive market orientation in resource-constrained MSMEs, extending classical market orientation theory into informal and digitally fragmented markets.

Keywords: Culinary MSMEs, Digital Responsiveness, Innovation, Market Orientation



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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in emerging economies, particularly in Indonesia, where they contribute significantly to employment and GDP. Among MSME sectors, culinary businesses represent one of the most competitive industries due to low entry barriers, high imitation rates, and rapidly changing consumer preferences. Previous studies have established that market orientation and innovation are key determinants of firm performance. Market orientation enhances customer value creation, while innovation enables differentiation and competitive advantage. However, most studies have been conducted in large firms and developed economies. Marketing performance is a

theory used to measure the level of product marketing success. Therefore, marketing performance reflects whether consumers accept the company's products well (Mamengko et al., 2023).

Marketing performance is defined as one aspect used by companies to determine business performance (Haque-Fawzi et al., 2022). Performance is a measure of the effectiveness of efforts made to achieve company goals. Marketing performance helps companies assess the impact of marketing strategy implementation. This strategy aims to evaluate and implement the company's chosen strategy effectively and efficiently, and update the strategy if necessary to support improved company performance. The success or failure of a company's natural condition can be seen from its performance. Achievement or performance is a system related to the process and results achieved. Marketing performance is a measure of the success of the entire marketing process of a company or organization. Marketing performance is a concept that measures a company's marketing performance. Every company is interested in examining its performance to reflect its success in competing in the market (Pattipeilohy, 2018). The role of marketing in explaining company performance has received attention in marketing science. Marketing performance determines whether a company can achieve its market position. Based on the definitions of marketing performance explained above, it can be concluded that marketing performance is a crucial factor for a company in measuring the success of its strategy implementation. The results of implementing a company's strategy can include customer satisfaction, the success of new products, increased sales, and the company's profitability.

Zuliasanti et al. (2020) identified indicators for measuring marketing performance as sales growth, customer growth, and market reach. Sari & Farida (2020) stated that indicators used to measure marketing performance include sales volume, or the number of product sales achieved by the company, customer growth, or the increase in the number of customers reached by the company, increased profits or gains from product sales, and market share, or the market share controlled by the company. Based on the opinions mentioned above, the indicators used to measure marketing performance in this study are (1) sales volume: refers to the number of products sold and the increase in demand for a product within a specific time period; (2) customer growth: refers to the number of users of a product sold within a specific time period; (3) Profitability or profit increase is the level of increase in profits obtained from the sale of a product within a certain period of time.

Market orientation is the most effective and efficient organizational culture in creating the behaviors necessary for sustainable superior value creation for buyers. According to Haque-Fawzi et al. (2022), market orientation is the foundation of a marketing strategy that focuses on gathering information about customer needs and coordinating across functions within the organization to respond to those needs. Meanwhile, Firmansyah (2019) defines market orientation as a strategic orientation used by companies to create better performance through a deep understanding of the target market. According to research conducted by (Sari & Farida, 2020), a company's ability to understand target buyers in order to create superior value includes adapting to consumer tastes, dietary preferences, and lifestyle trends. Competitor orientation is understanding the short-term strengths and weaknesses as well as the long-term capabilities of current and potential competitors (Sudirjo, 2022). This is crucial for culinary MSMEs to differentiate their products from competitors in a saturated market. The coordinated utilization of company resources to create superior value for customers. According to Tjiptono (2020), this coordination ensures that all elements of the business, from raw material procurement to service delivery, are aligned with market needs. Sari & Farida (2020) explain that market orientation acts as a key antecedent to product innovation. Without market understanding, innovations run the risk of being unaccepted by consumers. Market orientation helps companies identify unmet market opportunities, enabling MSMEs to create a unique position that is difficult for competitors to imitate (Zuliasanti et al., 2020).

In the post-pandemic era, market orientation also encompasses a company's ability to detect changes in consumer behavior on digital platforms. Pradana et al. (2023) emphasize that market orientation in the digital era requires MSMEs to be more responsive to online reviews and social media trends to maintain marketing performance. Theoretically, a high level of market orientation is positively correlated with superior marketing performance. Sudirjo (2022) states that companies with a strong market orientation are able to detect changes in customer preferences more quickly, allowing them to adjust their strategies before competitors do. This is supported by the findings of Haque-Fawzi et al. (2022) emphasized that consistently implemented market orientation will sustainably increase customer

retention, sales volume, and market share. Market orientation is a corporate culture that positions the market as a strategy that serves to maintain business continuity.

Product innovation is the process of creating new products or modifying existing ones to improve them and provide added value to customers. According to Firmansyah (2019), product innovation is key for companies to remain relevant amidst intense market competition. In the context of culinary MSMEs, innovation does not necessarily mean creating something completely new technically, but can also involve improvements in taste, packaging, or presentation (Sari & Farida, 2020). Effective product innovation in the MSME sector is generally measured through several key dimensions: (1) Product Line Expansion by adding new menu variations or flavors to reach different customer segments (Pattipeilohy, 2018); (2) Packaging Innovation, which involves changing packaging designs to be more attractive, practical, and environmentally friendly to enhance aesthetic value and ease of distribution (Haque-Fawzi et al., 2022); (3) Process and Flavor Innovation, which involves utilizing new processing techniques to maintain the quality of taste and healthiness of culinary products (Tjiptono, 2020).

Product innovation is considered a determining factor in marketing success. Pattipeilohy (2018) emphasized that continuous innovation enables MSMEs to create unique competitive advantages, which ultimately increases sales volume and customer satisfaction. Furthermore, Sari & Farida (2020) stated that product innovation serves as a mediating variable that strengthens the influence of market orientation on improving marketing performance, as the market information obtained is converted into concrete solutions through innovative products

Despite extensive research, three gaps remain:

1. Limited contextual studies in regional culinary MSMEs.
2. Lack of understanding of how market orientation operates informally in resource-constrained firms.
3. Insufficient exploration of how digital responsiveness accelerates innovation cycles in local markets.

Culinary MSMEs in Kudus Regency face intensified competition and digital disruption. Many struggle to transform market understanding into effective innovation strategies that improve marketing performance.

This study aims to:

1. Examine how market orientation is practiced in culinary MSMEs.
2. Analyze the forms of innovation implemented.
3. Investigate how both variables contribute to marketing performance.

This study addresses the following research questions:

RQ1: How is market orientation implemented in culinary MSMEs?

RQ2: What forms of innovation are practiced?

RQ3: How do market orientation and innovation influence marketing performance?

RESEARCH METHOD

This study employed qualitative methods, combining interviews, observation, and documentation with MSMEs in Kudus Regency. The data types and sources used in this study were primary and secondary data. Primary data were obtained through direct interviews with MSMEs in Kudus Regency. Observations lasted approximately 30 minutes. Secondary data were obtained through data collection techniques that supported the primary data, including books, journals, annual reports, literature, and other documents related to the research problem. The informants in this study were active MSMEs in Kudus Regency who had not yet used online marketing, MSMEs who had already used information technology, either through social media platforms like Facebook, Instagram, and others, or through chat platforms like WhatsApp, or through marketplaces like Lazada, Tokopedia, Shopee, and others.

The sampling technique used by the researcher was purposive sampling. Purposive sampling is a method of selecting a number of elements from a population to become sample members. The selection is based on a decision on the population that meets the following criteria: (1) Active MSMEs in Kudus Regency; (2) Willing to be research subjects. The analysis technique used is qualitative analysis, which involves organizing data, sorting it into manageable pieces, synthesizing it, searching for and identifying patterns, and discovering what can be communicated to others.

RESULTS AND DISCUSSION

This study employed a qualitative descriptive approach using in-depth interviews, observation, and documentation involving 30 culinary MSME owners in Kudus Regency. Data were analyzed using the interactive model of Miles & Huberman (data reduction, data display, and conclusion drawing). The analysis was conducted iteratively to answer the main research question: How do innovation and market orientation contribute to the marketing performance of culinary MSMEs?

The research results provide a profile of key informants, as shown in the table below:

Table 1. Informant

No	Name	Culinary Business
1	Sigit Wibowo	Es puter djadoel pak wit
	Shatria Wajracyena Iswan	Santiks Coffe &Calm
2	Putra	
3	Rihara	Bozz Leker
4	Nanik Sugiarti	Soto Ayam Menara
5	Mukhammad Zaenofi	WM Selera Rasa
6	Iis Qistiyah	El-Qisty
7	Watini	Penyetan Seafood Kudus Raya
8	Faurel	Soto Ayam Pak Doel
9	Anik jayanti	Ayam Geprek Jawara
10	Yulia Min Zahkiyah	Seblak Mimin
11	Muhammad Rifky Nur rahman	Warung Ngisor Jambu
	Mila	Sirup, Kecap, & Roti Cap Manggis Al qudsy
12		
13	Dita Rizky	Al Karim Catering
14	Zaenal Arifin	Raja Seblak
15	Yuliani	Jenang Rasa Abadi
16	Atika Rahmawati	Dapur Zieta
17	Efita	Banana Id
18	Citra	Rain Bakery
19	Maulana Adi Pratama	Soto & Pindang Taman Bojana
20	April Hanum	Pisang Nugget Sharmee
21	Amini	Lentog Tanjung
22	Dewi	Dimsum Mentai Narawi
23	Vivi	Dimsum Mpok Rani
24	M. Rizky	Alpukat Kocok Kuro
25	Ateng	Bakso Pak Ateng
26	Tia	Donat Good Mood
27	Yuni Farida	Seblak Prasmanan Shaqueena
28	Maya Widiyaningsih	Es Jagung Nagih
29	Nafi	Ayam Kota
30	Talitha Zerlina Daniswara	Oti Fried Chicken

Source: data collected by author, 2026

This descriptive qualitative research successfully collected data from 30 culinary MSMEs in Kudus Regency that had been operating for at least one year. The selection of informants was based on the diversity of culinary styles, ranging from traditional Kudus dishes such as Soto Ayam (Chicken Soup), Lentog Tanjung (Tanjung Lentog), and Jenang (Jenang), to modern cuisine such as Dimsum, Seblak, and Dessert Box. Data analysis was conducted using an interactive model that included data reduction and data presentation to ensure the validity of the findings through method triangulation. Demographically, the informants consisted of business owners with diverse backgrounds. Some businesses are family heirlooms, such as Jenang Rasa Abadi (Jenang Rasa Abadi), which has been operating for 35 years, Soto

Ayam Pak Doel (Pak Doel Chicken Soup), and Lentog Tanjung (Tanjung Lentog). On the other hand, many businesses emerged in response to the post-COVID-19 pandemic economic situation, such as Al Karim Catering and Ayam Geprek Jawara (Jenang Geprek Jawara). This demonstrates that the culinary sector in Kudus is a dynamic sector and serves as a mainstay of the community's economy both in the long term and as a means of adapting to the new economy.

Innovation as an Adaptive and Market-Driven Capability

The findings reveal that innovation among culinary MSMEs is predominantly incremental and market-driven, rather than radical. Based on thematic coding of interview transcripts, three dominant innovation dimensions emerged:

1. Product Innovation (menu variation, flavor modification, topping customization)
2. Process Innovation (improvement in production efficiency and quality control)
3. Marketing Innovation (digital content strategy and packaging redesign)

Unlike large firms that rely on formal R&D systems, innovation in these MSMEs is experiential and intuitive. However, the key analytical insight is that innovation is not random—it is strongly triggered by market signals.

For example:

- Businesses adjusted spice levels and toppings after monitoring customer reviews.
- Packaging redesign was implemented to increase “Instagrammable” appeal.
- Some businesses modified portion sizes based on student purchasing power.

This indicates that innovation operates as a response mechanism to market intelligence, consistent with the research method that traced innovation themes directly from interview coding.

Market Orientation as Informal but Highly Responsive System

Market orientation practices among informants reflect three classic dimensions:

- Customer orientation
- Competitor orientation
- Interfunctional coordination

However, the qualitative findings show that in MSMEs, market orientation is embedded in relational closeness, not formal systems.

Customer feedback is obtained through:

- Direct interaction at outlets
- WhatsApp communication
- Instagram/TikTok comments

Competitor analysis is conducted through:

- Monitoring viral products
- Observing price movements
- Studying customer reactions before imitation

The results show that MSMEs with stronger responsiveness demonstrate:

- Faster product modification cycles
- Higher customer retention
- More stable sales growth (based on owner perception triangulated with documentation)

Thus, market orientation functions as a continuous environmental scanning capability rather than a formal managerial practice

Marketing Performance Outcomes

Marketing performance was assessed through qualitative indicators aligned with literature:

- Sales growth
- Customer growth
- Repeat purchase behavior
- Market expansion (branch opening)

MSMEs actively using digital media reported:

- Increased order volume after viral exposure
- Wider geographical customer reach
- Faster brand recognition

However, traditional businesses relying on word-of-mouth also maintained stable performance, suggesting contingency effects of target segment characteristics.

Innovation as a Driving Factor for Marketing Performance

The findings of this study indicate that innovation in culinary MSMEs in Kudus Regency is not simply an effort to create new products, but rather a survival mechanism and growth strategy. Based on data from informants such as Tia (Donat Good Mood) and Vivi (Dimsum Mpok Rani), innovation is often driven by rapidly changing consumer tastes (current trends). This aligns with Schumpeter's theory that innovation is "creative destruction," where businesses must continually update their offerings to avoid being eroded by market saturation. The innovations implemented by informants tend to be incremental, meaning small changes that have a significant impact on consumer perception, such as modifying toppings, changing packaging to make it more Instagrammable, or adjusting the spiciness level of seblak and geprek products. This phenomenon demonstrates that for MSMEs, innovation does not always have to be high-tech, but rather based on contextual creativity relevant to the needs of the local market in Kudus.

Research findings indicate that innovation is a crucial factor in increasing the competitiveness of culinary MSMEs. Innovation enables businesses to offer added value to consumers, avoid market saturation, and adapt to competitive dynamics. The results indicate that culinary MSMEs in Kudus Regency innovate through product development, menu variations, improving the quality of raw materials, and utilizing digital media in marketing. This innovation has been proven to help MSMEs attract customers and maintain competitiveness. This finding aligns with Pattipeilohy's (2018) qualitative research, which found that MSME product innovation is more often carried out gradually and based on the business owner's experience, rather than through formal research. Innovation is carried out to retain customers and face local competition. MSMEs that are able to create product differentiation through innovation tend to have a greater competitive advantage. Furthermore, Mamengko, Tawas, and Raintung (2023) stated that product innovation plays a crucial role in improving marketing performance, both directly and through competitive advantage. These results support the research finding that innovation in Kudus culinary MSMEs impacts not only sales but also customer loyalty. Qualitative research by Gemina and Ginanjar (2019) also shows that MSME innovation is strongly influenced by the entrepreneur's motivation, experience, and commitment. Innovation emerges in response to consumer needs and the business environment. The results of this study reinforce these findings, indicating that MSMEs in the Kudus culinary industry are implementing simple yet sustainable innovations to maintain their business existence. Most informants innovate through developing flavor and menu variants (e.g., spiciness levels, toppings, sauce variations), using family recipes or their own concoctions to differentiate their products, and adapting products to suit the tastes of the local market, students, and young people.

This study strengthens prior findings that innovation significantly influences marketing performance. However, unlike Pattipeilohy (2018) who emphasized competitive advantage as mediator, this research reveals that in culinary MSMEs innovation acts directly on marketing performance when it is immediately aligned with customer feedback. The novelty here lies in identifying "micro-adaptive innovation" small but rapid product adjustments triggered by direct customer interaction. This finding partially supports: Mamengko et al. (2023) about innovation improves marketing performance and Sari & Farida (2020) about innovation mediates market orientation. But this study extends the model by showing that digital responsiveness accelerates the innovation cycle, shortening feedback loops.

Market Orientation and MSME Success

The research revealed a unique pattern in the market orientation of MSMEs in Kudus. There is an intersection between Customer Orientation (listening to complaints) and Competitor Orientation (observing competitor trends). Interestingly, traditional entrepreneurs like Sigit Wibowo (Es Puter Pak Wit) demonstrate that market orientation does not necessarily mean blindly following trends. Instead, market orientation can involve consistency in the quality of natural ingredients to meet market segments seeking authenticity (nostalgia). Conversely, for modern MSMEs, market orientation is manifested through digital responsiveness. Promptness in responding to WhatsApp chats or comments on Instagram is a form of contemporary customer service that defines brand image. This supports Narver and Slater's argument that market orientation encompasses the most effective and efficient organizational culture in creating superior value for buyers on a sustainable basis.

Market orientation, demonstrated through attention to consumer needs and responsiveness to market changes, has been shown to contribute to the marketing success of MSMEs. MSMEs that actively seek market information tend to adapt their products more quickly, have better relationships with customers, and are able to maintain their business's long-term existence. This study found that market orientation is manifested through MSMEs' closeness to customers, openness to input, and the ability to read market trends through social media and direct interactions. Market orientation in MSMEs is practical and intuitive. These findings are consistent with the theory of Narver and Slater (1990), which states that market orientation is an organizational culture that effectively creates superior value for customers and positively impacts marketing performance. The results of this study also support the findings of Kohli and Jaworski (1990), who assert that market orientation encompasses the collection of market information, the dissemination of that information, and the organization's response to market information. MSMEs in Kudus culinary businesses demonstrate market orientation practices through direct interactions with customers and the use of social media. These findings are consistent with research by Haque-Fawzi et al. (2022) stated that in MSMEs, market orientation is not always manifested through formal systems, but through personal relationships with customers and direct market experience. MSMEs rely on intuition and social interactions as primary sources of market information. Research by Sulaeman (2018) also shows that consumer satisfaction in MSMEs is significantly influenced by the ability of business actors to understand customer needs and adjust products and prices. This reflects a strong market orientation practice, even if implemented simply. Thus, the results of this study reinforce the understanding that market orientation in culinary MSMEs is contextual and based on social relationships. Consistent with Narver & Slater (1990), market orientation improves performance. However, this study reveals contextual modification. In MSMEs market intelligence gathering is informal, dissemination occurs through owner intuition and strategic response is immediate and flexible. This confirms Haque-Fawzi et al. (2022) but adds a local dimension: social proximity replaces formal coordination systems. Thus, market orientation theory is validated but operationalized differently in MSMEs.

Synergy Between Innovation and Market Orientation

The research results show that innovation and market orientation are inseparable in efforts to improve MSME marketing performance. MSME innovations are generally based on consumer needs and desires, thus achieving more targeted results. This finding aligns with research by Sari and Farida (2020), which states that market orientation influences marketing performance through product innovation as an intervening variable. This means that market orientation drives the creation of innovations relevant to consumer needs. Research by Zuliasanti et al. (2020) also found that market orientation and entrepreneurial orientation influence MSME performance, mediated by competitive advantage. Innovation is a key source of this competitive advantage. Thus, the results of this study reinforce previous findings that synergy between innovation and market orientation is key to MSME marketing success, particularly in the culinary sector.

Theoretically, this research confirms that innovation and market orientation are two sides of the same coin in determining marketing performance. Innovation that is not market-oriented will result in "unique but unsold" products, while market orientation without innovation will make the business static. The most successful culinary MSMEs in Kudus are those that are able to integrate the two. For example, Al Karim Catering uses customer feedback (market orientation) to improve its rice box menu (product innovation). This synergy creates a sustainable competitive advantage. The ability to adapt quickly to local market dynamics, while maintaining distinctive flavors, is key to the resilience of culinary MSMEs in Kudus despite intense competition. Innovation is also evident in more attractive and contemporary presentation methods, improving the quality of raw materials for more consistent flavors, and increasing production process efficiency to meet market demand.

The Central Role of Social Media

The most prominent finding in this study is the drastic shift from conventional marketing methods to digital content marketing. Informants such as Shatria Wajracyena (Santiks Coffee) and Rihara (Bozz Leker) demonstrated that virality on TikTok can cut through the long information distribution channels. Social media has democratized market access; MSMEs with limited capital now have the same opportunities as large businesses to gain public attention as long as they have creative content.

Social media marketing in Kudus serves not only as a promotional tool but also as a means of social proof. When a culinary outlet receives numerous reviews from customers on Instagram, the trust

of other potential consumers automatically increases. This reinforces the theory of electronic word of mouth (e-WOM), where digital recommendations from fellow users carry greater credibility than paid advertising.

This study found that social media such as TikTok and Instagram are dominant and effective marketing channels for culinary MSMEs. Digital media helps expand market reach, increase brand awareness, and accelerate the dissemination of product information. This finding aligns with research by Utami and Firdaus (2018), which states that the use of digital media can influence consumer behavior and increase marketing effectiveness. Furthermore, Kotler and Keller (2016) emphasized that digital marketing allows businesses to reach a wider range of consumers at a relatively low cost, which is particularly relevant for MSMEs with limited resources. Research by Anang Firmansyah (2019) also emphasized that social media allows MSMEs to gradually build brands through narratives, visual content, and consumer trust, which is highly relevant to the practices of culinary MSMEs in Kudus. The majority of MSMEs utilize social media (TikTok, Instagram, WhatsApp) as their primary promotional tool, utilizing video content following viral trends, and promoting word of mouth, reinforced by product and service quality.

These results indicate that innovation is an adaptive strategy for MSMEs in the face of competition and changing consumer preferences. Market orientation is reflected in the ability of MSMEs to listen to customer needs and complaints, both directly and through social media. They also adjust menus, flavors, and services based on consumer feedback. They also monitor competitor movements and emerging culinary trends. Most informants stated that they obtain market information from social media, customers, and direct observation. MSMEs with a strong market orientation tend to be more responsive to change and able to maintain customer loyalty. Research shows that social media plays a significant role in expanding market reach. Digital platforms help increase brand awareness at a relatively low cost. MSMEs active on social media experience increased sales and customer numbers. However, some MSMEs still rely on offline marketing and word of mouth, especially traditional businesses.

This suggests that marketing strategies need to be tailored to the characteristics of the business and target market. Unlike older market orientation studies, this research demonstrates that digital platforms reduce information asymmetry, amplify electronic word of mouth, create rapid diffusion of innovation. This aligns with Verhoef et al. (2021) regarding digital transformation, but contributes empirical evidence from local culinary MSMEs. Digital media acts as market sensing tool, innovation trigger, performance amplifier.

CONCLUSION

Based on the research results and discussion, it can be concluded that culinary MSMEs in Kudus Regency have been able to implement innovation through product development, processes, and marketing strategies to face business competition, with market orientation as a key factor in adapting products and services to consumer needs. The use of social media and digital platforms has proven to play a significant role in improving marketing performance, particularly in expanding market reach and increasing product visibility. The synergy between innovation and market orientation, strengthened by the use of digital media, is key to MSME marketing success, and forms a contextual strategic model in the form of Digital-Responsive Market Orientation that encourages Micro-Adaptive Innovation. Therefore, it is recommended that MSMEs continue to improve their technology-based innovation capacity and market information, be more active in managing social media, and regularly evaluate customer feedback as a basis for decision-making. The government and related institutions are also expected to provide training on product innovation and digital marketing, as well as increase capital support and business mentoring to maintain MSME sustainability. Meanwhile, further research is recommended to combine qualitative and quantitative methods and expand the scope to other sectors and regions to obtain more comprehensive results.

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AUTHOR CONTRIBUTIONS

For research articles with several authors, a short paragraph specifying their individual contributions must be provided. The following statements should be used "Conceptualization by Nurul Rizka Arumsari; Methodology by Nurul Rizka Arumsari; Formal Analysis by Nurul Juwariyah; Investigation by Mira Meilia Marka; Writing – Original Draft Preparation by Nurul Rizka Arumsari; Writing – Review & Editing by Nurul Rizka Arumsari.

CONFLICTS OF INTEREST

The author(s) declare no conflict of interest.

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