

PRODUCT INNOVATION STRATEGY IN MEDIATING THE EFFECT OF ETHICAL BEHAVIOUR AND ETHICAL RESPONSIBILITY AND TRUST ON MARKETING PERFORMANCE

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Abstract

This study aims to determine: the influence of Ethical Behaviors and Ethical Responsibility and Trust on marketing performance. The effect of Ethical Behaviors and Ethical Responsibility and Trust on product innovation. Effect of Product Innovation on marketing performance. The effect of Ethical Behaviors and Ethical Responsibility and Trust on marketing performance through product innovation. This type of research is quantitative research, with research variables Ethical Behaviors, Ethical Responsibility And Trust, product innovation and marketing performance. The population in this study is consumers of Yamaha N'Max motorcycle products in Banjarnegara Regency. The sampling method is purposive sampling, based on characteristics or criteria, and the number of samples is 100 respondents. The data collection method uses a questionnaire. The analysis technique used is multiple linear regression equations with a significance level of 5%. The results show that Ethical Behaviors have a positive and not significant effect on marketing performance. Ethical Behaviors have a positive and insignificant effect on product innovation. Ethical Responsibility and Trust and product innovation have a positive and significant impact on marketing performance. Product innovation is able to mediate the influence of Ethical Behaviors. Product innovation is able to mediate the influence of Ethical Responsibility and Trust on marketing performance.

Keywords: Ethical Behaviors, Ethical Responsibility And Trust, product innovation and marketing performance.

I. INTRODUCTION

The growth of motorcycle users is currently increasing, with the increase in the number of motorcycle users, it creates competition. YAMAHA Brand motorbike which has been in Indonesia for a long time with all its advantages still dominates the market and at the same time meets the needs of a tough, economical and economical transportation. Answering these challenges, the organizations that are behind the success of motorbikes in Indonesia continue to strengthen themselves.

Yamaha as one of the largest automotive companies in Indonesia has realized the tough competition in this industry. Yamaha is always trying to sell quality products and it always has more values than the competing products. Yamaha offers a variety of motorcycle product variants that are made and designed according to customer needs. Yamaha distinguishes its products with the competing products and in order to get more value in the eyes of consumers. Yamaha also always provides new innovations in every product such as the N'Amx brand.

More and more brands of newcomers show up, so an analysis of the role of the technology system is very important to be carried out by companies that market motorcycle products. The analysis needs to be done so that the company can always improve the performance of its marketers through analysis of factors or attributes that influence the marketing performance. This is in line with the opinion of [1] that the success of a product can be determined how optimal marketing performance is.

Marketing performance is a measure of company success measured in a predetermined periodically as the value of activities that have been prepared and implemented to find out whether the strategies compiled and their implementation are appropriate or vice versa. Improving performance and choosing good marketing in running a business is the right way to stay ahead of the competition so that products can be known and desired by consumers.

In other words, marketing plays an important role in carrying out the progress and survival of a business,

both kind of businesses; the service sector and in the field of selling a product in the face of competition [2].

The success of marketing performance is very much influenced by the presence of salespeople. Salespeople are the spearhead of a company's success in running relationships with consumers and meeting customer satisfaction. Therefore, all relationships with customers require polite and effective sales force behavior. This demand has consequences on the formation of behavior patterns which then become habits. The habits that must be developed include being on time, not always making promises, always doing better, giving choices, treating customers well, and directly contacting people.

Customer-oriented ethical behavior shows the degree that service providers practice marketing concepts through efforts to help customers make purchasing decisions that will satisfy customer needs and desires. Values are the moral and behavioral basis that we set for ourselves, which mostly include universal concepts such as truth, honesty, impartiality, justice, honor and others. This standard of behavior is very important for us both personally and socially because without the standard, chaos and anarchy will arise. Moral values possessed by individuals will be able to explain how individuals have ethical standards that must be met in business.

In addition, no less important in influencing marketing performance is the behavior of responsibility and trust. Behavior of responsibility and trust (Ethical Responsibility and Trust) is a personal value system that is used to decide what is right, or what is most appropriate, in a given situation, deciding something that is consistent with the value system that exists in the organization and personal self. While responsibility is the readiness of a person to accept the duties and obligations given to him.

Ethical behavior and responsible behavior and the trust of salespeople will be able to influence product innovation which will ultimately improve marketing performance. The main purpose of product innovation is to meet market demand so that product innovation is one that can be used as a competitive advantage. Customers generally want innovative products according to their wishes. The company's success in product innovation means one step ahead compared to its competitors. This requires cleverness in recognizing the tastes of its customers so that the

innovation it does ultimately is in accordance with the wishes of its customers. Thus, product innovation must be truly planned and carried out carefully.

Previous researchers, [3], state that Ethical Behaviors have a positive effect on Marketing Performance. While other researchers [4], Ethical Behaviors had no effect on marketing performance.

[5] prove that Ethical Responsibility and Trust significantly influence marketing performance. While researchers [3]. Ethical Responsibility and Trust does not significantly influence marketing performance.

THEORY STUDY AND HYPOTHESIS DEVELOPMENT

Effect of Ethical Behaviors on Marketing Performance

Individual personal values and morals and social context determine whether a certain behavior is considered as ethical or unethical behavior. Customer-oriented behavior shows the degree that service providers practice marketing concepts through efforts to help customers make purchasing decisions that will satisfy customer needs and desires. The higher customer orientation, the longer satisfaction of the work in the behavior of delivering [6]. Salespeople who have moral values will encourage the individual to behave ethically, so that sales activities are carried out while still paying attention and respecting his relationship with customers.

Whereas values according to [5] as guidelines for action or attitude that originate from ourselves, principles about how we live our lives and make decisions. Values are the moral and behavioral basis that we set for ourselves, which mostly include universal concepts such as truth, honesty, impartiality, justice, honor and others.

This standard of behavior is very important for us both personally and socially because without standard, chaos and anarchy will arise. Moral values possessed by individuals will be able to explain how individuals have ethical standards that must be met in business [7]. Research relating to the ethical behavior of salespeople presents insights that contain the value of potential problems faced by salespeople from day to day in terms of ethical behavior positively influencing salesperson performance. Based on the information above, it can be hypothesized as follows:

H1: There is a positive and significant influence of Ethical Behaviors on Marketing Performance.

The Effect of Ethical Responsibility and Trust on Marketing Performance

The values and ethical behavior of the leader must have a positive influence on employee perceptions about ethical responsibility and trust. The main obstacle to building solid Ethical responsibility and trust is the occurrence of unfair and unfair treatment. Also, they argue that fundamentals.

Ethical responsibility and trust are very important in explaining Employee behavior because it brings answers to what I have to do. Leaders play a fundamental role in influencing employee performance. Ethical perceptions and servant leadership actions, leader behavior is driven by moral and ethical principles [8].

Based on the explanation, it can be concluded that the behavior of one's responsibility and trust can encourage a person to work optimally which will ultimately achieve optimally. In the case of salesperson, Ethical responsibility and trust are needed to improve the good relationship between the salesperson and the consumer directly. The responsibility and trust that the salesperson has entrusted to the consumer and they will have the effect of feedback from the consumer to trust the salesperson/ Then, it will increase sales performance.

Previous research conducted by [4] states that Ethical responsibility and trust has a positive and significant effect on sales performance. The better the salesperson's responsibility and trust behavior, the better the salesperson's performance. Based on the information, it can be hypothesized as follows:

H2: There is a positive and significant influence of Ethical Responsibility and Trust on Marketing Performance.

Effect of Product Innovation on Marketing Performance

[1] states that innovation is the practical application of an idea into a new product or process. Innovation is a condition on goods and services and even ideas that are considered as something new (Kotler and Keller, 2007). Innovations made on products are needed with the aim of maintaining consumer buying interest. Product innovation that is carried out effectively with

high intensity can determine marketing performance in a company. [8] states that the higher product innovation will affect marketing performance and further enhance sustainable competitive advantage.

Product innovation is very important to do by a company with the aim of maintaining the value of product benefits for consumers. The value of benefits perceived by consumers is the fulfillment of the needs desired by consumers of these products. Product innovation that can continuously improve marketing performance. Marketing performance can be improved through competitive advantage where competitive advantage can be created by product innovation (Kusumo, 2006). Based on the information above, it can be hypothesized as follows:

H3: There is a positive and significant effect of product innovation on marketing performance.

Effect of Ethical Behaviors on Product Innovation

Standards of behavior applied by the company for sales employees are very important, this is because Ethical Behaviors are able to influence the level of product innovation produced by the company. Moral values possessed by salespeople will be able to explain how individuals have ethical standards that must be met in business (Loebbecke and James , 1997) . Moral values in the form of sales force ethics will determine the level of creativity that will affect product innovation. Based on the information above, it can be hypothesized as follows:

H4: There is a positive and significant influence of Ethical Behaviors on Product Innovation.

Effect of Ethical Responsibility and Trust on Product Innovation

Ethical responsibility and trust are very important in explaining the behavior of the salesperson because it brings an answer to what should be done. The leader plays a fundamental role in influencing his subordinates to creativity. [8] Based on this opinion, the salesperson who possesses creativity with the ethics of responsibility and trust that is owned will encourage product innovation while running optimally. Product innovation is very important in the smooth sales of a product, because product innovation that is in accordance with the wishes of consumers can improve marketing performance. Based on the information above, it can be hypothesized as follows:

H5: There is a positive and significant influence of Ethical Responsibility and Trust on Product Innovation.

Hypothesis Model

Based on the literature review and hypothesis proposed in this study, a model is developed as a Theoretical Thinking Framework of this study, as in Figure 1 below:

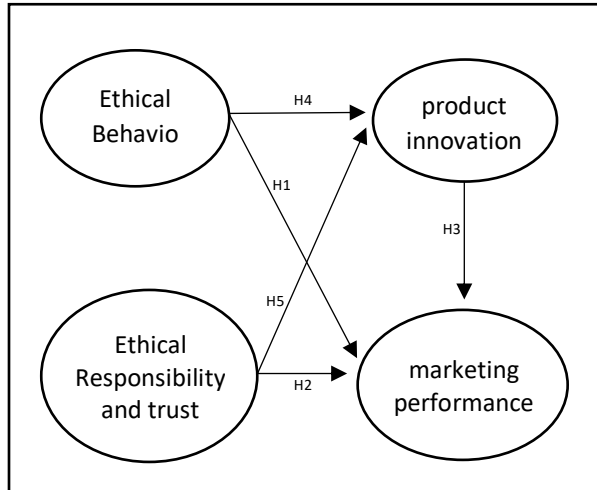


Figure 1.
Hypothesis Model

RESEARCH METHODS

This research is a quantitative research. The variables of this study are Ethical Behaviors, Ethical Responsibility And Trust, product innovation and marketing performance. The population in this study are consumers of Yamaha N 'Max motorcycle products in Banjarnegara Regency. The sampling method used is purposive sampling, based on the characteristics or criteria of the number of samples of 100 respondents . The method of data collection uses a questionnaire. The analysis technique used is multiple linear regression equations with a significance level of 5%.

RESULTS AND DISCUSSION

1. Test Research Instruments

Table 1. Test Research Instruments

Variabel	Validitas			Reliabilitas	
	No Item	R Count	R Table	Alpha	Inf

Ethical Behaviors	1	0,801	0.1956	Valid	0,872	Reliabel
	2	0,848	0.1956	Valid		
	3	0,890	0.1956	Valid		
	4	0,791	0.1956	Valid		
	5	0,753	0.1956	Valid		
Ethical Responsibility And Trust	1	0,786	0.1956	Valid	0,890	Reliabel
	2	0,865	0.1956	Valid		
	3	0,839	0.1956	Valid		
	4	0,836	0.1956	Valid		
	5	0,839	0.1956	Valid		
Inovasi Produk	1	0,818	0.1956	Valid	0,870	Reliabel
	2	0,864	0.1956	Valid		
	3	0,818	0.1956	Valid		
	4	0,791	0.1956	Valid		
	5	0,516	0.1956	Valid		
	6	0,860	0.1956	Valid		
Kinerja Pemasaran	1	0,839	0.1956	Valid	0,855	Reliabel
	2	0,880	0.1956	Valid		
	3	0,921	0.1956	Valid		

The validity test results regarding the variables of all question items are each valid because the value of r count is > r table, and each variable Cronbach's alpha value shows a reliable value because the value of Cronbach's alpha is > 0.60.

2. Classical Assumption Test Results

The classic assumption test is used to determine the multiple linear regression model in this study. The deviations or BLUE (Best Linear Unlimited Estimator) are done by testing classic assumptions with the results as shown in table 2.

Classic assumption test	Equation Test Results 1	Equation Test Results 2	Result
Normality test	p: 0,115 > 0,05	p: 0,951 > 0,05	Normal Data
Multicollinearity Test	Tolerance: 0,866; 0,613, 0,642; > 0,1	Tolerance: 0,876; 0,876 > 0,1	There is no multicollinearity

	VIF: 1,155;1,630; 1,558 < 5	VIF: 1,142; 1,142 < 5	
Heteroskes datisitas Test	p: 0,315;0,908 0,954 > 0,05	p: 0,250; 0,883 > 0,05	Not occur heterosc edasticit y

Source: Primary data processed, 2020

Phase I Regression Analysis

Equation of Multiple Regression I

$$Y = 0.153X_1 + 0.239X_2 + 424Z$$

The equation above shows the effect of independent variables namely ethical behavior, ethical responsibility and trust and product innovation on the dependent variable, namely marketing performance. The meanings of the regression coefficients are as follows:

Beta coefficient of ethical behavior shows positive value, this indicates that any increase in ethical behavior will be followed by changes in marketing performance. The beta coefficient of ethical responsibility and trust is also positive. This shows that any increase in ethical responsibility and trust will also improve marketing performance. The beta coefficient of product innovation is also positive This shows that any increase in product innovation will also improve marketing performance.

T test

From the results of the data processing above, it is known that the t-count of each variable is:

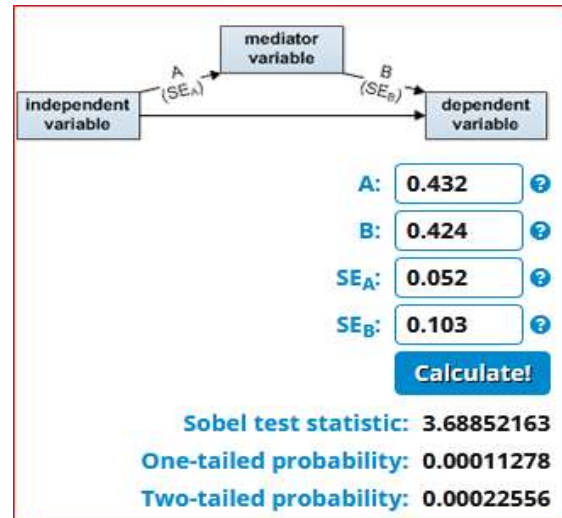
1) Variable information technology use t-count is greater than t-table (1.870 < 1.9849) with a probability of 0.065 greater than a significant level of 0.05. Thus, the hypothesis statement stating ethical behavior has a positive and significant effect on marketing performance is rejected.

2) The ethical responsibility and trust variable t-count is greater than the t-table (2.465 > 1.9849) with a probability (0.015 smaller than the 0.05 significant level. Thus, the hypothesis statement stating ethical responsibility and trust have an influence positive and significant impact on marketing performance is accepted.

3) The t-calculated product innovation variable is greater than the t-table (4,469 > 1.9849) with a probability (0,000 less than the significant level of 0.05. Thus, the hypothesis statement stating that product innovation has a positive and significant effect on marketing performance is accepted.

Sobel Test

The calculation results of the sobel tests using the sobel test program are known as the following figure:



From the results of the calculation of the sobel test, is shown that the value of t table with one-sided test of 1.66, while the statistical results of the sobel test is of 3.688. One tailed probability is of 0,000, so the value obtained is 3.688 > 1.66 and (0,000 < 0.05) then it proves that product innovation can mediate the relationship of the influence of ethical behavior on marketing performance

Coefficient of Determination

From the above calculation, the value of Adjusted R2 = 0.427 or 42.7% is obtained. It shows that variations in marketing performance that can be explained by ethical behavior, ethical responsibility and trust variables and product innovation are 42.7%. While the remaining 57.3% is influenced by other factors.

Equation of Multiple Regression II

$$Z = 0.092X_1 + 0.560X_2$$

In the equation above, the effect of independent variables is shown namely ethical behavior, and ethical responsibility and trust towards intermediate variables (product innovation). Beta coefficient on the

use of ethical behavior has positive value. It shows that any increase in ethical behavior will be followed by changes in product innovation. The beta coefficient of ethical responsibility and trust is positive. It shows that any increase in ethical responsibility and trust will be followed by changes in product innovation.

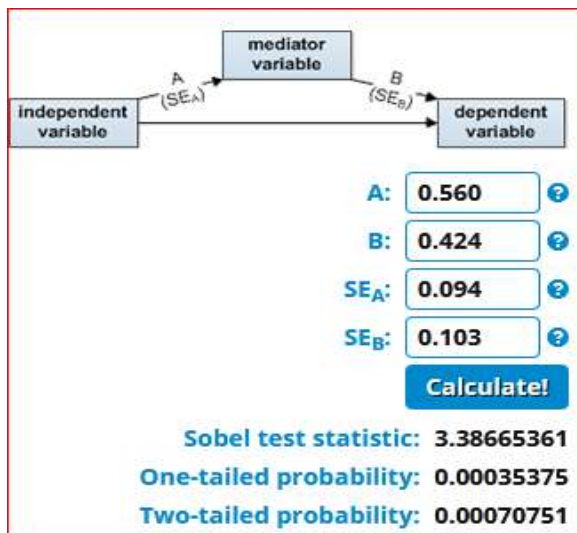
T test

1) The ethical behavior variable t-count is smaller than t-table ($1.060 < 1.9849$) with a probability of 0.292 greater than the 0.05 significant level. Thus, the hypothesis statement stating ethical behavior has a positive and significant effect on product innovation is rejected.

2) The ethical responsibility and trust variable t-count is greater than t-table ($6.440 > 1.9849$) with a probability of 0.000 smaller than the 0.05 significant level. Thus, the hypothesis statement stating ethical responsibility and trust has a positive and significant effect on product innovation is accepted.

Sobel Test

The calculation results of the sobel tests using the sobel test program are known as the following figure:



From the results of the calculation of the sobel test above, the value of t table with one-sided test is of 1.66, while the statistical results of the sobel test is of 3.386. One tailed probability is of 0,000, so the value obtained is of $3.386 > 1.66$ ($0,000 < 0.05$). Then it proves that product innovation can mediate the relationship of the influence of ethical responsibility and trust on marketing performance

Coefficient of Determination

From the above calculation, the value of Adjusted R2 = 0.345 or 34.5% is obtained. It shows that variations in product innovation that can be explained by the variable use of ethical behavior, and ethical responsibility and trust are 34.5%. While the remaining 65.5% is influenced by other factors.

DISCUSSION

Effect of Ethical Behaviors on Marketing Performance

Ethical behavior has a positive but not significant effect on marketing performance. A positive effect means that if Ethical behavior increases, marketing performance also increases. However, it does not significantly mean that the effect of Ethical behavior on marketing performance is still relatively small. It has not been able to influence significantly different.

Based on the statement above, if the sales / salesperson has the ethics or behavior to report call activities / hours of work report properly and correctly, and if he finds coworkers violating company policies and regulations, he makes a report to superiors. If he also makes an expense account according to the reality, and promotes the benefits of the product or service to the customer as it is in accordance with the benefits of existing products, the all condition will improve marketing performance.

These results are in accordance with the opinion of [5], stating that as guidelines for acting or acting that originate from ourselves, the principles of how salespeople live their lives and make decisions, possess morality and basic behavior according to norms established, possess universal concepts such as truth, honesty, impartiality, justice, honor and others, it will motivate salespeople, so as to improve marketing performance.

The Effect of Ethical Responsibility and Trust on Marketing Performance

Ethical Responsibility and Trust have a positive and significant effect on marketing performance. It shows that each increase in Ethical Responsibility and Trust will improve marketing performance. If the salesperson has the ethics of responsibility and trust by being held accountable for the work of the leader, by acting first in increasing customer interest, by behaving ethically to the leader, by participating in

encouraging consumers to buy the product, and by being aggressive in selling the product to consumers, the all condition will improve marketing performance.

These results are in accordance with the opinion of [8], stating that one's responsibility and trust are able to encourage a person to work optimally which will ultimately achieve optimally. In this case the salesperson, Ethical responsibility and trust is needed. It is to improve the good relationship between the salesperson and the consumer directly. The responsibility and trust that the salesperson has entrusted to the consumer. It will have the effect of feedback from the consumer to trust the salesperson, so that it will improve marketing performance. Previous researcher [4], state that Ethical responsibility and trust have a positive and significant effect on marketing performance. The better the salesperson's responsibility and trust behavior, the better the marketing performance will be.

Effect of Product Innovation on Marketing Performance

Product innovation has a positive and significant effect on marketing performance. It shows that every increase in product innovation will improve marketing performance. If the company can implement a culture of innovation to always create a quality product system, it can apply a culture of innovation to always develop existing product system. The company will be constantly innovating products in line with changing consumer needs. They will be always providing quality products. They will be able to produce products in accordance with the wishes consumers and they will be able to develop product choice. It means that the company will have optimal marketing performance.

These results are consistent with the opinion of [1] stating that innovation is the practical application of an idea into a new product or process. Innovations made on products are needed with the aim of maintaining consumer buying interest. Product innovation that is carried out effectively with high intensity can determine marketing performance. Previous researchers [11] state that product innovation has a positive and significant effect on marketing performance. The better the product innovation, the better the marketing performance.

The Effect of Ethical Behaviors on Product Innovation

Ethical behavior has a positive and insignificant effect on product innovation. Positive effect means that if Ethical behavior increases, product innovation also increase. However, it does not significantly mean that the influence of Ethical behavior on product innovation is still relatively small. Hence, it has not been able to influence significantly different.

Based on the statement above, then if the sales / salesperson has the ethics or behavior to report call activities / report working hours properly and correctly, if he finds other coworkers violating company policies and regulations, he will make a report to superiors, if he makes an expense account according to the reality, if he promotes the benefits of the product or service to the customer as it is in accordance with the benefits of the existing product, the all condition will affect the product innovation, although the deterrence is still small.

The Effect of Ethical Responsibility and Trust on Product Innovation

Ethical Responsibility and Trust has a positive and significant effect on product innovation. It shows that each increase in Ethical Responsibility and Trust will increase product innovation. If the salesperson has the ethics of responsibility and trust by being held accountable for the work of the leader, by acting first in increasing customer interest, by behaving ethically to the leader, participating in encouraging consumers to buy the product, and by being aggressive in selling the product to consumers, the all condition will stimulate companies to innovate products.

These results are in accordance with the opinion of [8], stating that one's responsibility and trust are able to encourage a person to work optimally which will ultimately achieve optimally. In this case the salesperson, Ethical responsibility and trust is needed, this is to improve the good relationship between the salesperson and the consumer directly, the responsibility and trust that the salesperson has planted on the consumer will have an impact on the company to innovate the product. Previous researchers [3] state that Ethical responsibility and trust has a positive and significant effect on product innovation.

Effect of Ethical Behaviors on Marketing Performance through Product Innovation

Product innovation can mediate the relationship between Ethical Behaviors and Marketing Performance. This shows that product innovation has an indirect effect between Ethical Behaviors and Marketing Performance. If Ethical Behaviors increase, product innovation will increase, which in turn will improve marketing performance.

This result is in line with [8] revenue, the ethics of sales force favored by consumers and their behavior will encourage companies to continue to innovate on their products. Product innovation will affect marketing performance. Marketing performance can be optimal if supported by good ethical behavior by salespeople.

The Effect of Ethical Responsibility and Trust on Marketing Performance through Product Innovation

Product innovation can mediate the relationship between Ethical Responsibility and Trust in Marketing Performance. It shows that product innovation has an indirect effect between Ethical Responsibility and Trust on Marketing Performance. If Ethical Responsibility and Trust increases, product innovation will increase, which in turn will improve marketing performance.

These results are in accordance with [8], the behavior of one's responsibility and trust is able to encourage someone to work optimally which will ultimately achieve optimally. Based on this revenue, the behavior of a trusted and responsible sales force can drive the company's product innovation, which in turn will affect marketing performance.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Ethical Behaviors have a positive and not significant effect on marketing performance. Ethical Behaviors have a positive and insignificant effect on product innovation. Ethical Responsibility and Trust and product innovation have a positive and significant impact on marketing performance. Product innovation can mediate the influence of Ethical Behaviors on marketing performance. Product innovation can

mediate the influence of Ethical Responsibility and Trust on marketing performance.

Suggestion

Yamaha N'Max productions should increase the variable ethical behavior, especially the results of research questions that are considered the lowest. That is when a salesperson finds other coworkers violating company policies and regulations, he should report to superiors. The company should provide more awareness and honesty of its employees, so they dare to report any violation. For this reason, company leaders are more assertive if there are employees who violate company ethics.

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