

## Analysis Market Orientation and Knowledge Management to Improve Innovation and Business Performance

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### Abstract

UMKM is a form of business that has an important role in contributing income and helping to increase the regional economy. This study aims to explain the factors that influence innovation and business performance, namely customer orientation, competitor orientation, technology orientation, and knowledge management. In determining the sample of this study using Non-Probability analysis method with saturation sampling technique, that the method of sampling by including all members as the research sample. So the respondents who have been determined are all members who have joined the Labuhanbatu UMKM House. As well as using the slovin formula with an error rate of 5%, so that the study sample amounted to 142 respondents. To analyze it using a path analysis tool assisted by the SPSS and AMOS applications. The results of this study have seven influences were customer orientation towards innovation and customer orientation towards business performance. So it can be concluded that this study shows the role of strategic orientation which is required to increasingly innovate in improving business performance.

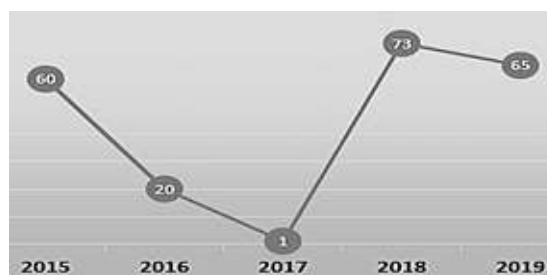
### Keywords

market orientation; knowledge management; innovation



## I. Introduction

In the current world situation that is experiencing the Covid-19 pandemic as well as the economy, it cannot be denied that it harms economic instability. MSMEs have an important meaning in the economy and must have the advantage to increase their innovation. The main thing to build the economy is aimed at efforts to overcome poverty as well as unemployment which continues to increase, and efforts to increase the competitiveness of MSMEs. The government is sure that the success of fostering SMEs can strengthen the basis of the economy because MSMEs always do it by using local resources, not from outside. Strengthening MSMEs in the current era of global development and increasing competition means that SMEs must be able to fight globalization barriers, by increasing innovation, developing human resources and technology, and expanding the market area.



Source: Central Bureau of Statistics

From BPS data (2019), the number of companies in Labuhanbatu Regency is as many as 65 companies, while according to data from Labuhanbatu MSME Homes in 2020, 220 are joining. There are several fundamental problems faced by MSME players in Labuhanbatu, namely, marketing and market share, lack of technology and product packaging, lack of knowledge management as well as partnerships and business networks. Therefore, the things that must be applied by UMKM actors are; the application of customer orientation, to develop their business, especially MSME players, so that they are excited to create current innovations. Especially with its relation to the industrial era 4.0, it is necessary to have a technology orientation to look for new opportunities (Munthe & Rahadi, 2021). Innovation has a limit on business strategy but can take the form outside of the product itself. If a business that is running cannot last long or is in competition and its business actors lack knowledge of existing business opportunities and do not have the innovation to be creative, their business will be left behind. And because of that, a business owner can know and inspire himself so that he can be creative in innovating also has a structured business performance system. From the above explanation arises the phenomenon of knowledge management that must be applied in a business venture for the development of company knowledge assets to continue the business. The above phenomenon is corroborated by (Pelamonia, 2020). Knowledge management is the most important thing for creative SME activities in terms of motivating forms of innovation in the whole business.

Several things affect the performance of MSMEs, one of which is the market orientation (Syarifah et al., 2020) explained that industries that lead to the market will have a high commitment to meet consumers and try to beat competitors by being unique compared to competitors so that they can create products that have value. The opinion above is by Amin et al (2016 in Syarifah et al., 2020) who have an opinion that market orientation plays a role in improving company performance, as well as providing empirical findings so that it has a relationship between market orientation and performance. Several studies have found a significant positive influence between market orientation on business performance. So that it means that the more a business uses a market-oriented design in its business, the more it will develop its business performance. The explanation above has a market orientation recommendation that applies to the company if the business objectives are achieved. Good business performance is supported by the company's ability to use real strategies that can provide a competitive advantage for entrepreneurs and customers.

## **II. Review of Literature**

### **2.1 Customer Orientation**

Customer orientation is the tendency of members to understand consumer desires, which have a good impact on their performance and customer satisfaction. Then customer orientation also establishes positive relationships with the company and customers and leads to improving organizational performance (Ramadhan, 2017). Maintaining customers can be obtained by providing value or more benefits of a product to consumers so that consumers are happy so that they place orders repeatedly (Kuswanti & Prihandono, 2017). From a customer orientation. Industries that have sufficient opportunity to make a consumer response or gain value will in time lead to consumer satisfaction (Azizah & Maftukhah, 2017). Customer orientation has several indicators, including the commitment to entrepreneurs towards customers, collecting information needed by customers, efforts to satisfy consumers, efforts to find out consumer complaints, and efforts to pay attention to customers (Dewi & Nuzuli, 2017).

## 2.2 Competitor Orientation

Sofiandri (2019) explains that competitor orientation is an understanding of the future and the methods of hidden competitors. Competitor orientation is an effort to unify some information about competitors then share it with company staff and develop these items (Sofiandri (2019) and competitor orientation is the industry's desire to observe the strategies used in other competitors (Lestari & Warmika, 2019).

Industries leading to competitors will waste time on important news with competitors' activities as well as figuring out the strategies used against the quality created. Competitor orientation indicators are explained by (Abbas, 2019)), namely discussing competitors, trying to find out the advantages of competitors and implementing them, discussing how to compete, responding to competitors' activities, and defeating competitors.

## 2.3 Technology Orientation

In research (Widiarta et al., 2020), technology orientation is the ability and willingness of a company to develop a technology mindset and utilize it in improving and developing products and services. If the company can create and develop a technology orientation, it will have an impact on the creation of an innovation. Technology is a factor in the success of new goods, increasingly superior technology can help entrepreneurs make valuable products. This development was started by (Lestari & Warmika, 2019). Technology according to (Syafuruddin et al., 2020) is a physical component such as products, equipment, blueprints, techniques, and processes, then information can be interpreted as methods in management, marketing, production, quality control, expertise, and functions. Technology orientation also has a position to succeed in the industry because sophisticated technology can produce quality products and management, thus influencing business performance. Information technology indicators in the marketing concept according to (Syafuruddin et al., 2020) are: a) saving time, b) fast, c) capacity, d) clear, e) low costs on communication and transaction processing.

## 2.4 Knowledge Management

Knowledge management is an important part that can help groups in their efforts to manage important news and the required capacity (Pelamonia, 2020). Abdurrahman, (2021) explains that knowledge management is a way in which organizations use collective intelligence to achieve their strategic goals. Knowledge management is not only about technology, but also about processes, people, behavior, ways of working, and other factors. Knowledge management is controlling knowledge simultaneously to handle groups in making decisions, as well as competing well to the desired achievement (Muhammad, 2018). The indicators contained in knowledge management according to (Dayanti, Putri Rahma, 2020) are: a), knowledge creation, b) knowledge accumulation, c) knowledge sharing, d) knowledge utilization, e) knowledge internalization.

## 2.5 Innovation

Based on (Harjadi & Gunawan, 2020) Innovation is a method to sustainably carry out the development and development of companies that can be achieved with advanced technology, the latest applications in the form of several goods and services, developing the current market, and various innovative aspects to build innovation targets. According to (Dama & Ogi, 2018), innovation is an inspiration and a target that the community responds to as the newest thing. The opinion of Susilowati & Kaharti, (2019) explains that innovation is a company method in adjusting a very enthusiastic atmosphere, to be able to

produce the latest ideas and offer innovative goods in improving the best service. There are several indicators of innovation put forward by (Manurung Eva Udina Ulina, 2020), namely: changing the character of goods, making new products, making packaging on products, modifying the appearance and design, and implementing online services. The firm requires to be more innovative to achieve the goal of organization (Siregar et al., 2019b) and (Nasution et al., 2021).

## **2.6 Business Performance**

Business performance in business groups is important to measure in a multidimensional manner. Broadly speaking, business performance appraisals can be obtained from financial and non-financial ones (Wajdi et al., 2018). The financial part of business performance appraisal includes operating income, marketing level, profit rate, and asset progress. The non-financial part can be measured, among others, in marketing aspects such as market share, customer satisfaction, loyalty, and complaints from customers or also from the organizational development section. Business performance is a measure of the perceived work effort undertaken, as long as the quality and quantity of work are done, both in quality and quantity (Sidiqqoh & Alamsyah, 2017). Business performance is the achievement that the company gets and is a defense capital in the era of globalization (Sari, 2020). Some indicators according to Abbas, (2019) are meeting achievements, knowing total consumers, business development, covering sales areas, and increasing profits. Performance related to a result of work (Niati et al., 2021).

## **2.7 Hypothesis Relationship**

### **a. Customer Orientation Relationship to Innovation**

Research conducted by (Umar, 2020) where product innovation can mediate customer orientation with performance and has a positive effect. Market orientation (customer orientation and competitor orientation) has a positive but insignificant effect on performance, but in this study, it is explained that market orientation has a significant effect on performance through innovation as a mediating variable (A Djamaris & Th Anitawati, 2018). The results of the study explain that customer orientation does not have a positive influence on product innovation. The conclusion of the study (Rosanti, 2020) is different from the results of the analysis by Bryan A. Lukas and O.C Ferrell who analyzed "The Effect of Market Orientation on Product Innovation". So the first hypothesis concludes that customer orientation has a positive and significant effect on innovation.

### **b. Relationship between Customer Orientation and Business Performance**

Through customer orientation, the industry has room to make consumer assessments and the value obtained in time will create customer satisfaction (D'Anselmi et al., 2017). With the emergence of customer satisfaction, the customer will be loyal to the products offered or provided by the company. Thus, marketing performance will increase with the increasing number of satisfied customers. So that customer orientation influences marketing performance. Research (Susanto & Soelaiman, 2020) supports the positive effect of customer orientation on company performance in meta-analysis. Market orientation (customer orientation, competitor orientation) has a significant effect on performance. Sidiq & Astutik, (2017) show the results of a very significant influence on customer orientation with the performance of a company. So that the second hypothesis can be concluded that customer orientation has a positive and significant effect on business performance.

### **c. Competitor Orientation Relationship to Innovation**

In the previous analysis, it was stated that market orientation influences product innovation, the more the orientation of competitors, the more product innovation will be obtained. (Dalimunthe, 2017) explains that market orientation has a positive influence on the formation of innovation. (Aziz et al., 2018) found a positive relationship between competitor orientation and innovation. It can be concluded that the third hypothesis of orientation has a significant positive effect on innovation.

### **d. Relationship between Competitor Orientation and Business Performance**

The findings (Lestari & Warmika, 2019) found that orientation to competitors has a significant positive effect on company performance. Market orientation consisting of customers and competitors has a significant positive effect on group performance. This means that the higher the orientation of customers and competitors, the performance of the group will increase. This research is supported by (Syafuruddin et al., 2020) which states that market orientation has a significant positive effect on organizational performance. From the explanation above, it can be concluded that the fourth hypothesis of competitor orientation has a positive and significant effect on business performance.

### **e. The Relationship between Technology Orientation and Innovation**

Widiarta et al., (2020) explained that technology orientation had a positive effect on product innovation in SMEs in Greece and found that the results of technology orientation had a positive and significant effect on product innovation. (Aziz et al., 2018) found a positive relationship between technology orientation and innovation. The fifth hypothesis concluded that technology orientation has a positive and significant effect on innovation.

### **f. Relationship between Technology Orientation and Business Performance**

The results of the study (Lestari & Warmika, 2019) explain that having a positive relationship in information technology with business performance, increasing technology orientation will also increase business performance results. There is a significant positive effect between technology orientation and business performance. (Fatimah & Azlina, 2021) have proven that information technology has a positive effect on business performance. It can be concluded that the sixth hypothesis is that technology orientation has a significant positive effect on business performance.

### **g. The Relationship between Knowledge Management and Innovation**

In research (Afqarina & Dihan, 2019) it is proven that knowledge management or knowledge management significantly increases success with product innovation and new things in the market. (Siagian & Ikatrinasari, 2019) knowledge management has a strong influence on innovation. The seventh hypothesis states that knowledge management has a positive and significant influence on innovation. Knowledge management has a role to improve company performance (Siregar et al., 2020), and can also influence innovation (Siregar et al., 2019).

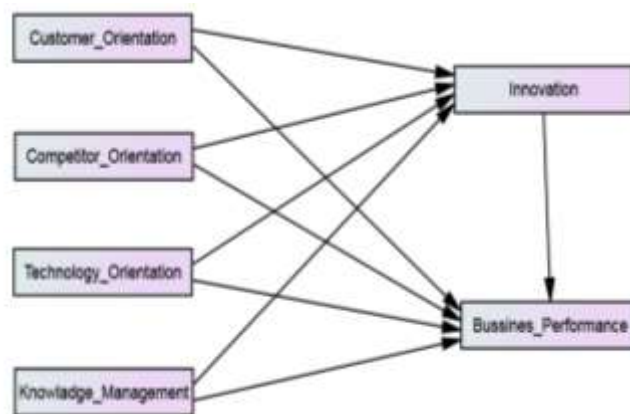
### **h. Relationship between Knowledge Management and Business Performance**

In research (Mughtar et al., 2019) states that management is needed when knowledge is formed and shared, the information conveyed leads to knowledge sharing, creating the right way and managing key skills is the application of managing knowledge, in this analysis knowledge management has a significant effect by business performance. (Pelamonia, 2020) states knowledge management is a major part of encouraging innovative

business activities. Knowledge management has the main task when doing business, in adding knowledge, business activities can increase so that productivity passes the maximum performance target. From the explanation above, it can be concluded that the eighth hypothesis is that knowledge management has a positive and significant impact on business performance.

### **i. The Relationship between Innovation and Business Performance**

Business people who innovate in production will create sales performance that is planned to get good results. Apriliani O. D, (2018) explained that innovation has a significant effect on marketing performance. (Andiyanto & Sufian, 2017) state that there is a positive effect of innovation on business performance. Susilowati & Kaharti, (2019) in their analysis explain that innovation does not affect performance both materially and non-materially, namely market share and marketing development. And he argues that innovation that is not driven by knowledge management can degrade performance. The ninth hypothesis states that there is a positive and significant influence on business performance. For the progress of the company, it must be encouraged to innovate(Siregar et al., 2021) and (Pranowo et al., 2020)



**Figure 1. Research Model**

Source: Adapted from Muh. Abdul Aziz et al (2018): developed for this research (2021)

### **III. Research Methods**

The research design used an observational analytic approach with a case study. The targeted population is business units totaling 220 units. By using the solving formula, the error rate of 5% becomes 142 units that join the Labuhanbatu UMKM House with saturation sampling method sampling. Collecting data using spreading statements via google form as primary data related to the variables studied. The right analysis tool to help solve this problem using path analysis assisted by the SPSS and AMOS applications.

## IV. Results and Discussion

As an initial step before testing the relationship, you must test the instrument, the results can be seen in the table below:

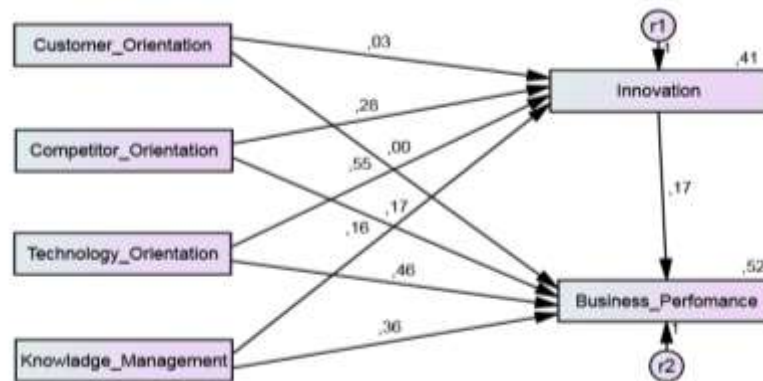
**Table 1.** Variable Validity Test Results

No	Variables and Indicators	Corrected Item-Total Correlation	Information	Cronbach Alpha	Information
A	Customer Orientation (X <sub>1</sub> )				
1	X1-1	0,565	Valid	0,734	Reliable
2	X1-2	0,535	Valid		
3	X1-3	0,535	Valid		
4	X1-4	0,449	Valid		
5	X1-5	0,418	Valid		
B	Competitor Orientation (X <sub>2</sub> )				
1	X2-1	0,706	Valid	0,752	Reliabel
2	X2-2	0,706	Valid		
3	X2-3	0,424	Valid		
4	X2-4	0,661	Valid		
C	Technology Orientation (X <sub>3</sub> )				
1	X3-1	0,838	Valid	0,761	Reliabel
2	X3-2	0,742	Valid		
3	X3-3	0,838	Valid		
D	Knowledge Management (X <sub>4</sub> )				
1	X4-1	0,713	Valid	0,731	Reliabel
2	X4-2	0,520	Valid		
3	X4-3	0,777	Valid		
4	X4-4	0,403	Valid		
E	Innovation (Y <sub>1</sub> )				
1	Y1-1	0,722	Valid	0,821	Reliabel
2	Y1-2	0,707	Valid		
3	Y1-3	0,813	Valid		
4	Y1-4	0,850	Valid		
F	Business Performance (Y <sub>2</sub> )				
1	Y2-1	0,732	Valid	0,876	Reliable
2	Y2-2	0,737	Valid		
3	Y2-3	0,668	Valid		
4	Y2-4	0,731	Valid		
5	Y2-5	0,673	Valid		

*Source:* Results of SPSS data processing, 2021 (Processed by Research)

From the table above, the results of testing the validity of all variables show that 24 instrument items are declared valid which have a Corrected item-total Correlation value of more than the specified 0.361. Then a variable is declared reliable if Cronbach Alpha > 0.70. From the results in Table 1, the reliability test shows that the CA value is more than 0.70, so the question instrument is declared good and reliable.

The results of the full structural model test with all the variables that have been tested for validity and reality are as follows:



**Figure 2.** Full Model Test

Source: Primary data processed, 2021. Output Amos. 24

Based on the path analysis framework above, there is a good model.

**Table 2.** Regression Weights

		Estimate	S.E.	C.R.	P	Info
Innovation	<--- Customer_ Orientation	,026	,063	,410	,682	Not Significant
Innovation	<--- Competitor_ Orientation	,293	,078	3,736	***	Significant
Innovation	<--- Technology_ Orientation	,781	,112	6,965	***	Significant
Innovation	<--- Knowledge_ Management	,163	,075	2,178	,029	Significant
Performance_Bisnis	<--- Customer_ Orientation	-,003	,054	-,062	,951	Not Significant
Performance_Bisnis	<--- Competitor_ Orientation	,170	,071	2,400	,016	Significant
Performance_Bisnis	<--- Technology_ Orientation	,616	,112	5,488	***	Significant
Performance_Bisnis	<--- Knowledge_ Management	,355	,066	5,416	***	Significant
Performance_Bisnis	<--- Innovation	,160	,073	2,200	,028	Significant

Source: Processed primary data, 2021. Output Amos.24

## Discussion

From the results of the relationship test above, two relationships are not accepted and seven relationships are accepted, then it will be explained one by one each variable relationship below:

### 1. The Influence of Customer Orientation on Innovation

From the research above, there are results that customer orientation does not have a significant effect on innovation in the members of the Labuhanbatu UMKM House, seen from the critical ratio of 0.410 and the p-value of 0.682 is greater than the predetermined value of 0.05. The first relationship is declared rejected. From the analysis above, it is supported by an opinion (Aziz et al., 2018) which states that customer orientation does not have a significant effect on innovation. The increasing number of innovations cannot be seen from the way entrepreneurs are focused on customers. However, explaining innovative proposals from entrepreneurs takes time, because the products produced must be truly viable.



## **2. The Effect of Customer Orientation on Business Performance**

From the research above, there are results that customer orientation does not have a significant effect on business performance at the members of the Labuhanbatu MSME House, seen from the critical ratio of -0.062 and the p-value of 0.951 passing the predetermined value of 0.05. The second relationship was declared rejected. Different findings are explained by (Aziz et al., 2018), which have a very significant effect on customer orientation towards business performance. However, this finding is supported by the opinion (Aziz et al., 2018) that customer orientation does not have a significant effect on business performance. This explains that entrepreneurs in Labuhanbatu carry out business affairs entirely not by consumer wishes. Every entrepreneur has his standards in making products. However, the customer orientation variable has a direct positive effect on business performance until entrepreneurs increase business performance from customer orientation.

## **3. The Effect of Competitor Orientation on Innovation**

From the research above, there are results that the orientation of competitors has a significant effect on innovation in the members of the Labuhanbatu UMKM House, seen from the critical ratio value of 3.376 and a p-value of 0.000 which means less than 0.05. Then the third relationship is accepted. This analysis is supported (Aziz et al., 2018) which states that competitor orientation has a significant influence on innovation. The conclusion drawn is that how to innovate by directing to a process of improving new goods begins with responding to competitors' efforts in developing goods, generally obeying the influence of competitors' innovative ways.

## **4. The Effect of Competitor Orientation on Business Performance**

From the research above, there are results that the orientation of competitors has a significant effect on business performance in members of the Labuhanbatu UMKM House, seen from the critical ratio value of 2,400 and p-value of 0.016 which means less than 0.05 is determined. The fourth relationship is declared accepted. The results of the above tests are corroborated by the opinion (Damanto & Purwaningsih, 2020) which states that market orientation which consists of the customer and competitor orientation has a significant positive effect on organizational performance. Explaining that covering the needs of consumers, all entrepreneurs are always open to competitors. When the product the consumer wants runs out, the entrepreneur takes it from another entrepreneur.

## **5. The Effect of Technology Orientation on Innovation**

From the research that has been carried out, the results of technology orientation have a significant effect on innovation in the members of the Labuhanbatu UMKM House, seen from the critical ratio value of 6.965 and p-value 0.000 which means less than 0.05. It is concluded that the fifth relationship is accepted. This research is corroborated by (Widiarta et al., 2020) which states that technology orientation has a significant positive effect on innovation. This means that the better the technology orientation that is applied will increase the innovation power of goods, namely by developing designs and product quality that are different from competitors so that they can survive in line with current developments.

## **6. The Effect of Technology Orientation on Business Performance**

From the research that has been carried out, the results of technology orientation have a significant effect on business performance in the members of the Labuhanbatu MSME House, seen from the critical ratio value of 5.488 and p-value 0.000 which means less than 0.05. Then the sixth relationship is declared accepted. The test results are confirmed by researchers (Syafuruddin et al., 2020) that technology orientation has a significant influence on SME business performance. The explanation is, currently business implementation is implemented by entrepreneurs to fulfill consumer desires by using social media as a tool to order products so that it is very conducive and creates perfect business performance in the sales sector.

## **7. The Influence of Knowledge Management on Innovation**

In this study, there are results of knowledge management that have a significant effect on innovation in the members of the Labuhanbatu UMKM House, because the value of the critical ratio is 2.178 and the p-value is 0.029 which means less than 0.05. It can be concluded that the seventh relationship is accepted. The hypothesis test above agrees with (Afqarina & Dihan, 2019) that knowledge management has a positive and significant effect on innovation. This means that the increased knowledge management is applied, the higher the power of product innovation, by arranging knowledge management so that it can continue to innovate.

## **8. The Effect of Knowledge Management on Business Performance**

In this study, the results show that knowledge management has a significant effect on business performance in the members of the Labuhanbatu UMKM House, seen from the critical ratio value of 5.416 and a p-value of 0.000, which means less than 0.05. Then the eighth relationship is accepted. The results of the above research are supported by research (Dayanti, Putri Rahma, 2020) which states that knowledge management has a significant positive effect on employee performance. And research (Mughtar et al., 2019) states that knowledge management has a positive and significant effect on business performance. Implementing knowledge management the better the business performance will increase. Knowledge management is proven to support the understanding of knowledge and information, encouraging human resource renewal so that the operation of MSMEs is effective and efficient.

## **9. The Influence of Innovation on Business Performance**

From the research conducted, it is found that innovation has a significant effect on business performance in the members of the Labuhanbatu UMKM House, seen from the critical ratio value of 2.200 and p-value of 0.028, which means less than 0.05. The ninth 2 (Andiyanto & Sufian, 2017) relationship is accepted. The research above is strengthened which states that innovation has a significant positive effect on business performance. In the current changing circumstances, MSMEs must adapt by realizing new models following what is needed in the market, and this situation can increase sales quotas and improve business performance.

## V. Conclusion

Based on the explanation in the introduction, the phenomenon discussed in this analysis is how to realize market orientation and knowledge management to increase innovation. The results of this analysis have 3 factors that have a significant effect on innovation, namely competitor orientation, technology orientation, and knowledge management. This finding proves that a company in motion should have a positive industry attitude in competing so that it is free from obstacles that hinder customers, and has the knowledge management provisions to stay ahead. Customers who are less interested in buying products by the way the company innovates according to them and adapting to the environment is a way to shape goods according to customer needs and wants. However, these three factors are the superior factors for realizing innovation.

Then, in this study, there is a significant relationship between competitor orientation, technology orientation, and knowledge management on business performance. The important thing in this research is that every company must trace, mark and be able to target the target which is the origin of its competitive advantage. As well as continuing to organize and advance the orientation of competitors, the technology and knowledge management for the continuity of the company will be maintained.

### Policy Dreams

Referring to the research conducted, it was found that the policy implications that must be developed at Labuhanbatu MSMEs are:

1. From the results of the analysis above, customer orientation can share internal uses for employees, for example increasing member job satisfaction and commitment, then have a good effect on the company through the performance of employee behavior.
2. Based on these findings, it can be concluded that business owners must increase, by optimizing product innovation and sales, which can certainly increase the quality of the business compared to other competitors.
3. Based on the research above, it leads to MSME owners have to improve their technology orientation to make an industry successful, by using the technology of an industry can produce excellent management or goods to improve business performance.
4. Based on the research, it can be concluded that companies that use knowledge management can improve the efficiency of the company's business processes, improve the decision-making process and create innovation and change.
5. The findings of this study indicate the results that business owners need to increase innovation in the Labuhanbatu MSMEs group so that they can be more neatly organized. Goods management companies that always innovate can overcome other competitors.
6. Based on this research, it can be concluded that the business owners in Labuhanbatu must be able to increase their business activities towards understanding consumer needs as well as whatever the consumers desire to be able to increase consumers in Labuhanbatu MSMEs.

## Social Dreams

It is necessary to have the social implications that are expected by the community or what entrepreneurs should do for customers/society: Customer orientation is used to measure the impact of the company's strategy by creating good assistance to its consumers (society). This is carried out for customer satisfaction which can only be fulfilled through excellent performance results when serving the community. With a competitor orientation, it is hoped that the company can produce products that are superior to other competitors and create the best judgment for entrepreneurs in providing good services to the community so that they are satisfied. The application of technology orientation is expected to make it easier for people to order products online as desired by using gadgets without leaving the house. Knowledge management is indispensable for society as the target, so it is hoped that knowledge management will be able to create faster innovations and changes to provide increased community satisfaction with the results created. Innovation is the most important thing in a company, without innovation the company will not develop. Therefore, it is hoped that the company will be able to get ideas to innovate so that people will continue to be interested in new, more attractive products. The company's business performance must achieve targeted results so that the company can work optimally. Also, consider the quality obtained to meet the desires of society and fulfill the desires of consumers.

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