Influence Analysis of The Factors Determining Consumer Decisions on The Marketing Performance of J&T Express in Pontianak

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KEYWORDS	ABSTRACT
Determinants of Consumer Decisions; Promotion Attractiveness; Competitive Price	Digital technology, such as e-commerce, has changed the way people live by providing convenience, speed, comfort and efficiency. Freight forwarding services are vital in online transactions to deliver goods from sellers to buyers. The purpose of this study was conducted to determine the effect of customer orientation, promotional attractiveness, and competitive pricing on marketing performance. This research method uses the causality method which aims to test how much the cause-and-effect relationship between the independent variable and the dependent variable is. The population of this study were consumers totaling 13,577, from 2018-2023, and a sample of 100 respondents. The data analysis technique uses quantitative data analysis and uses a range scale measurement. The results of simultaneous testing (F test) indicate that customer orientation, promotional attractiveness, and competitive prices have a significant effect on marketing performance. The results of persial testing (t test) show that customer orientation, promotional attractiveness, and competitive prices have a significant effect on marketing performance.

Introduction

In recent years, digital technology has dramatically reshaped consumer behaviour, particularly through e-commerce platforms that provide ease, speed, and convenience in daily transactions (Radzikhovska, 2021; Suresh & Latha, 2021). Research indicates that customer orientation, promotional appeal, and competitive pricing significantly influence marketing performance in digital marketplaces (Dewi & Nuzuli, 2017; Karina & Sari, 2022). As a crucial component in these digital transactions, freight forwarding services have adapted to these changes, providing online tracking, flexible delivery options, and 24/7 availability (Kotler & Armstrong, 2021; Zulaicha & Irawati, 2016). The rise of courier services like J&T Express in Indonesia highlights a competitive shift driven by this factor.

In Indonesia, the award is given to brands that have achieved the TOP title and have outstanding performance in the Indonesian market. This award is given based on the assessment obtained from a nationwide survey conducted by Frontier. Since its inception until the end of 2020, it has involved more than 100,000 respondents in fifteen major cities, recorded more than 500 product categories

and produced more than 2,000 brands that received the title. Top Brand Index (TBI) is an award given to the best brands based on research on Indonesian consumers and is a barometer for measuring the success of a product brand in the market and brands that get a minimum award of 10.00 per cent and according to survey results are in the top three positions, then the brand will hold the title of Top Brand Award brand.

Nama Brand	2020	2021	2022	2023
DHL	4.10	6.00	6.90	7.20	4.10
J&T Express	-	-	-	33.30	50.90
JNE Express	-	-	-	29.10	11.50
Pos Indonesia	7.70	8.50	8.50	7.30	9.40
TIKI	10.80	11.20	11.10	10.60	10.20

Showing 1 to 5 of 5 entries

Figure 1. Top Brand Index Category of Courier Services in Indonesia 2020-2023

Source: (Top Bran Award, 2023)

Table 1. Consumer Princes Index per Month by Expenditure Group (2018=100) in Pontianak Municipality, 2022

Month	Food Beverages and Tobacco	Clothing a Footwear	Housing, Water, Electricity and Household Fuels
(1)	(2)	(3)	(4)
January	112,80	104,75	103,74
February	112,67	104,75	104,13
March	113,06	104,75	105,09
April	114,90	105,00	106,47
May	116,36	105,00	106,67
June	116,22	105,00	106,67
July	115,49	105,00	106,99
August	114,93	105,01	107,75
September	116,19	105,02	108,19
October	115,31	104,86	108,35
Novemver	116,35	104,89	108,35
December	117,38	105,21	108,46

Table 2. Consumer Princes Index per Month by Expenditure Group (2018=100) in Pontianak Municipality, 2022

Month	Furnishing, Household, Equipment and Routine Household Maintenance	Health	Transport
(1)	(5)	(6)	(7)
January	108,17	122,35	105,11
February	108,49	122,35	106,51
March	109,69	122,13	107,03
April	112,68	121,17	107,96
May	112,88	121,10	109,57
June	113,19	121,23	109,59
July	113,25	121,23	110,51
August	113,39	120,95	111,76
September	114,07	120,78	121,47
47October	114,28	120,94	122,26
Novemver	114,37	120,95	122,23
December	114,58	121,39	123,76

Source: Pontianak City in Figures 2023, Pontianak Municipality in Figures 202, 323-324 (2023)

Table 1. Growth Rate of Gross Domestic Product at 2010 Constant Market Prices by Industry in Pontianak Municipality (Percent), 2019-2022

Business / industry report		2019	2020	2021*	2022**
	(1)	(3)	(4)	(5)	(6)
A	Agriculture, Forestry and Fishing	4,04	5.75	1.57	-1.13
B	Mining and Quarrying				
C	Processing industry	7,72	-2.17	4.74	0.56
D	Electricity and gas procurement	5,36	25.56	3.69	3.53
E	Water supply; waste management, Waste, and Recycling	2,47	8.54	5.38	5.14
F	Construction	0,92	-4.21	5.57	1,06
G	Wholesale and Retail Trade; Automobile and Motorcycle Repair	1,75	-13.50	4.97	12.09
H	Transportation and Trade	6,46	-14.36	-4.77	16.41
I	Provision of Food and Beverage Accommodation	6,52	-20.11	9.89	9.15
J	Information and Communication	10,23	17.19	7.13	6.88
K	Financial and Insurance Services	-2,56	0.97	3.50	0.08
L	Real Estate	1,54	0.69	1,03	0.05
M, N	Company Services	6,17	-5.16	0.47	11.90
O	Government Administration, Defense, and Compulsory Social Security	8,91	5.26	-1.08	-2.59
P	Education Services	3,39	-8.90	4.99	3.05
Q	Health and Social Services	8,42	50.50	38.11	6.41
R,ST,U	Other Services	8,47	-13.36	0,59	9.26
	Gross Regional Domestic Product	**4,14**	**-3,96**	**4,60**	**4,98**

Notes: * Provisional figures
          ** Very provisional figures

Source: BPS, Various Census, Survey, and Other Sources/BPS-Statistics Indonesia, Various Census, Survey, and Other Sources (BPS, 2024)

J&T Express has more advantages than other express services. So, it can be concluded that there is a gap in consumer interest in choosing the two shipping service companies. A customer-oriented strategy is also expected to identify consumer needs and information about market competitors and determine product success. With this information, business actors can understand their potential customers, what consumers want now and in the future, and what market conditions are like in competition. The collection of this information will later be used to evaluate what steps the company will take to implement strategies based on market conditions. In addition to customer orientation, promotional attractiveness is important because it can influence consumer decisions to buy a product.

Many business owners carry out promotions to communicate the products offered to consumers, believing in being able to persuade new consumers to make transactions by consuming the products offered. The information contained in a promotion can affect both a person's knowledge and impression. Through promotional activities by entrepreneurs, consumers can find out the products offered and the benefits these products provide to consumers (Santika, 2021). A good promotional attraction can help to achieve the target that has been set and will help the company to compete with other companies. Therefore, to get consumers, business actors must be able to provide good promotional attractiveness and by consumer perceptions so that consumers feel satisfied with the promotions provided. This can also provide added value for business actors.

To balance customer orientation and promotional attractiveness, companies must set competitive prices (Arief et al., 2023; Kassemeier et al., 2022). The role of price will be very important, especially in conditions of increasingly sharp competition and the development of increasingly limited demand. In other words, competitive pricing affects the company's ability to compete with other companies and the company's ability to influence consumers to buy a product. With competitive prices, business actors can outperform their competitors because price is sensitive to consumers. Price is one of the factors driving purchasing behaviour, which will increase sales volume and is a determinant of improving marketing performance.

In order to survive and excel in competition, business actors must be able to pay close attention to their marketing performance. Good marketing performance is expressed in three main values, namely sales value, sales growth, and a large portion. Sales value shows how many rupiah or units of products the company has successfully sold to consumers or customers, while sales growth shows how much the sales of the same product have increased compared to a certain unit of time, and a large portion shows how much the contribution of the product handled can dominate the market for similar products compared to competitors. Suppose business actors can apply these three things wisely. In that case, marketing performance will increase because the increase in performance in a company is measured by how much impact the application of company strategies to create products and recognize consumer needs has on the company's sales level.

Table 2. J&T Express in Pontianak Number of Consumers and Consumer Growth 2018-2023

Year	Total Consumer	Consumer Growth	
		Δ Growth	Δ %
2018	10.951	-	-
2019	11.183	232	2,12
2020	11.511	328	2,93
2021	12.082	571	4,96

2022	12.678	596	4,93
2023	13.577	899	7,09

Prior studies have focused on isolated factors affecting marketing performance, such as customer orientation alone (Azizah & Maftukhah, 2017) or promotional attractiveness as a separate component (Meiliani & Ferdinand, 2016). However, limited research has examined how these factors interact and jointly impact marketing performance in a competitive context within the courier service industry. This study distinguishes itself by adopting a holistic approach to analyze the combined effect of customer orientation, promotional attractiveness, and competitive pricing on J&T Express's marketing performance in Pontianak. This multi-faceted examination provides a comprehensive view of how these factors work synergistically, contributing to a more nuanced understanding of consumer behaviour in Indonesia's courier service sector.

This research is particularly relevant due to the increased reliance on courier services for e-commerce and marketplace transactions in Indonesia. With growing consumer demand and intense market competition, understanding how these key marketing factors impact consumer decision-making and company performance is crucial for strategic development in the logistics industry. The insights from this study will be valuable for practitioners and business leaders in enhancing customer satisfaction, competitive positioning, and promotional effectiveness.

Although past research has explored the influence of these variables individually, this study's novelty lies in its integrated approach. By concurrently examining customer orientation, promotional appeal, and competitive pricing, this study provides a distinctive perspective on how these factors collectively contribute to marketing success. This holistic view fills a gap in the existing literature and offers actionable insights that courier service providers can apply to sustain competitive advantage in a rapidly evolving market.

Materials and Methods

This study applies a causality research method to examine the cause-and-effect relationship between the independent variables (customer orientation, promotional attractiveness, and competitive pricing) and the dependent variable (marketing performance). In this context, causality is used to determine how each independent variable influences the improvement of marketing performance in the courier service industry, specifically for J&T Express in Pontianak. This method is suitable for explaining the relationships among variables and provides a deeper understanding of the factors contributing to marketing performance.

The population for this study includes all J&T Express customers in Pontianak from 2018 to 2023, totalling 13,577 individuals. The sample is selected using purposive sampling, with a sample size of 100 respondents deemed representative of the population. This sampling approach ensures sufficient representation, allowing for the generalization of findings to a broader population.

Data collection was conducted through a closed-ended questionnaire, where respondents were asked to rate their perceptions of customer orientation, promotional attractiveness, and competitive pricing using a Likert scale. The collected data was analyzed using quantitative analysis methods, including regression analysis, to identify and measure the relationships among the variables studied. Data analysis involved instrument validity and reliability tests to ensure the reliability and accuracy

of the findings. Additionally, hypothesis testing was performed using the F-test and t-test to assess the significance of each variable's impact on marketing performance.

Results and Discussions
Respondents' Responses to Customer Orientation

Table 5. Respondents' Answer Index for Customer Orientation Variables

Customer Orientation	Value Weight										Total
Indicator	1	2	3	4	5	6	7	8	9	10	
Commitment to customer satisfaction	0	0	0	0	0	8	27	37	22	6	100
Value Weight	0	0	0	0	0	48	189	296	198	60	902
Percentage of Answers (%)	0	0	0	0	0	8,00	27,00	37,00	22,00	6,00	100
Respondent Answer Index (%)	0	0	0	0	0	4,80	18,90	29,60	19,80	6,00	79,10
Collect customer needs information	0	0	0	0	0	8	30	46	13	3	100
Value Weight	0	0	0	0	0	48	210	368	117	30	901
Percentage of Answers (%)	0	0	0	0	0	8,00	30,00	46,00	13,00	30,00	100
Respondent Answer Index (%)	0	0	0	0	0	4,80	21,00	36,80	11,70	3,00	77,30
How to satisfy customers	0	0	0	0	0	4	28	39	22	7	100
Value Weight	0	0	0	0	0	24	196	312	198	70	921
Percentage of Answers (%)	0	0	0	0	0	4,00	28,00	39,00	22,00	7,00	100
Respondent Answer Index (%)	0	0	0	0	0	2,40	19,60	31,20	19,80	7,00	80,00
Knowing customer complaints	0	0	0	0	0	10	30	35	16	9	100
Value Weight	0	0	0	0	0	60	210	280	144	90	898
Percentage of Answers (%)	0	0	0	0	0	10,00	30,00	35,00	16,00	9,00	100
Respondent Answer Index (%)	0	0	0	0	0	6,00	21,00	28,00	14,40	9,00	78,40
Special attention to customers	0	0	0	0	3	12	36	29	10	10	100
Value Weight	0	0	0	0	15	72	252	232	90	100	911
Percentage of Answers (%)	0	0	0	0	3,00	12,00	36,00	29,00	10,00	10,00	100
Respondent Answer Index (%)	0	0	0	0	1,50	7,20	25,20	23,20	9,00	10,00	76,10
Average Respondent Answer Index											78,18

Conclusions: On average, respondents gave high perception scores for customer orientation.

Source: Processed data, 2024

Table 6. Analysis of Respondents' Answers to Customer Orientation Variables

Indicator	Average Answer Index (%)	Research Findings
1. Commitment to customer satisfaction		- Some respondents apply the commitment of not making customers wait long. - Some respondents maintain product quality, ease of access & convenience for customers.
2. Collect customer needs information		- Some respondents asked directly. - There are also those who do not collect information because if the customer needs it, they will buy it.
3. How to satisfy customers	78,18	- Some respondents provided friendly and professional services. - Some respondents provided bonuses.
4. Knowing customer complaints		- Some respondents established communication channels. - Some respondents know about customer complaints, for example by monitoring social media.
5. Special attention to customers		- Provide more value to loyal customers. - Some respondents pay special attention by giving a warm welcome.

Source: Processed data, 2024

Respondents' Responses to Promotion Attractiveness

Table 7. Respondent's Answer Index on Promotion Attractiveness

Promotion Attractiveness	Value Weight										Total
Indicator	1	2	3	4	5	6	7	8	9	10	
Uniqueness of promotional activity concept	0	0	0	0	1	10	18	36	21	14	100
Value Weight	0	0	0	0	5	60	126	288	189	140	808
Percentage of Answers (%)	0	0	0	0	1,00	10,00	18,00	36,00	21,00	14,00	100
Respondent Answer Index (%)	0	0	0	0	0,50	6,00	12,60	28,80	18,90	14,00	80,80
Attractive promotional attributes	0	0	0	0	1	8	24	29	29	9	100
Value Weight	0	0	0	0	5	48	168	232	261	90	804
Percentage of Answers (%)	0	0	0	0	1,00	8,00	24,00	29,00	29,00	9,00	100
Respondent Answer Index (%)	0	0	0	0	0,50	4,80	16,80	23,20	26,10	9,00	80,40
Povocative promotion	0	0	0	0	0	11	30	31	17	11	100
Value Weight	0	0	0	0	0	66	210	248	153	110	787
Percentage of Answers (%)	0	0	0	0	0	11,00	30,00	31,00	17,00	11,00	100
Respondent Answer Index (%)	0	0	0	0	0	6,60	21,00	24,80	15,30	11,00	78,70
Average Respondent Answer Index											79,97

Conclusions: On average, respondents gave high perception scores for promotional attractiveness.

Source: Processed data, 2024

Table 8. Analysis of Respondents' Answers to the Promotion Attractiveness Variable

Indicator	Average Answer Index (%)	Research Findings
1. Uniqueness of promotional activity concept		- Some respondents said they use promotions in the form of advertisements that are different from competitors through social media such as Instagram and Facebook. - Some respondents invited famous influencers to use and review their products in person.
2. Attractive promotional attributes	79,97	- Some respondents distributed fliers as promotional media. - Some respondents used banners as promotional media.
3. Provocative promotion		- Some respondents provide lucky draws, discounted prices or discounts at certain times. - Some respondents provide bundles or promotional packages at a lower price than buying them separately.

Source: Processed data, 2024

Respondents' Responses to Competitive Prices

Table 9. Respondents' Answer Index for Competitive Price Variables

Competitive Price	Value Weight										Total
Indicator	1	2	3	4	5	6	7	8	9	10	
Price according to quality	0	0	0	0	2	3	27	40	16	12	100
Value Weight	0	0	0	0	10	18	189	320	144	120	956
Percentage of answers (%)	0	0	0	0	2,00	3,00	27,00	40,00	16,00	12,00	100
Respondent Answer Index (%)	0	0	0	0	1,00	1,80	18,90	32,00	14,40	12,00	80,10
Price comparison	0	0	0	0	0	14	16	39	23	8	100
Value Weight	0	0	0	0	0	84	112	312	207	80	958
Percentage of answers (%)	0	0	0	0	0	14,00	16,00	39,00	23,00	8,00	100
Respondent Answer Index (%)	0	0	0	0	0	8,40	11,20	31,20	20,70	8,00	79,50
Price affordability	0	0	0	0	3	6	28	32	17	14	100
Value Weight					15	36	196	256	153	140	951
Percentage of answers (%)	0	0	0	0	3,00	6,00	28,00	32,00	17,00	14,00	100
Respondent Answer Index (%)	0	0	0	0	1,50	3,60	19,60	25,60	15,30	14,00	79,60
Average Respondent Answer Index											79,73

Conclusions: On average, respondents gave high perception scores for competitive pricing.

Source: Processed data, 2024

Table 10. Analysis of Respondents' Answers to Competitive Price Variables

Indicator	Average Answer Index (%)	Research Findings
1. Price according to quality	79,73	- Most respondents stated that the prices set varied and were in accordance with product quality. - some respondents set the price proportional to the quality of the product.

2. Price comparison	- Some respondents stated that the prices set were the same as competitors' prices.
	- Some respondents set lower prices than competitors.
3. Price affordability	- Most respondents stated that the prices set were average and of an affordable standard for all groups.
	- Some respondents stated that the products sold are of good quality and at an affordable price.

Source: Processed data, 2024

Respondents' Responses to Marketing Performance

Table 11. Respondents' Answer Index for Marketing Performance Variables

Marketing Performance	Value Weight										Total
Indicator	1	2	3	4	5	6	7	8	9	10	
Sales Volume	0	0	0	0	0	5	25	39	18	13	100
Value Weight	0	0	0	0	0	30	175	312	162	130	961
Percentage of Answers (%)	0	0	0	0	0	5,00	25,00	39,00	18,00	13,00	100
Respondent Answer Index (%)	0	0	0	0	0	3,00	17,50	31,20	16,20	13,00	80,90
Sales Growth	0	0	0	0	0	6	30	35	20	9	100
Value Weight	0	0	0	0	0	36	210	280	180	90	959
Percentage of Answers (%)	0	0	0	0	0	6,00	30,00	35,00	20,00	9,00	100
Respondent Answer Index (%)	0	0	0	0	0	3,60	21,00	28,00	18,00	9,00	79,60
Customer Growth	0	0	0	0	0	9	23	37	21	10	100
Value Weight	0	0	0	0	0	54	161	296	189	100	974
Percentage of Answers (%)	0	0	0	0	0	9,00	23,00	37,00	21,00	10,00	100
Respondent Answer Index (%)	0	0	0	0	0	5,40	16,10	29,60	18,90	10,00	80,00
Average Respondent Answer Index											80,17

Conclusions: On average, respondents gave high perceived scores for marketing performance.

Source: Processed data, 2024

Table 12. Analysis of Respondents' Answers to Marketing Performance Variables

Indicator	Average Answer Index (%)	Research Findings
1. Sales volume		- Most respondents experienced an increase in sales with fairly small-scale gains.
		- Some respondents said the targeted products were well achieved.
2. Sales growth	80,17	- Some respondents said the growth in turnover generated is increasing every year
		- Some respondents said their income fluctuates.
3. Customer growth		- Some respondents said the number of customers had increased due to social media promotions.
		- Most of the increase in customers is due to selling quality products and affordable prices.

Source: Processed data, 2024

Research Data Analysis

1. Validity Test

Table 13. Validity Test Results

Variables	Grain	rcount	rtabel	Description
Customer Orientation	$X_{1.1}$	0,711	0,1966	Valid
	$X_{1.2}$	0,671	0,1966	Valid
	$X_{1.3}$	0,714	0,1966	Valid
	$X_{1.4}$	0,658	0,1966	Valid
	$X_{1.5}$	0,641	0,1966	Valid
Promotion Attractiveness	$X_{2.1}$	0,792	0,1966	Valid
	$X_{2.2}$	0,845	0,1966	Valid
	$X_{2.3}$	0,775	0,1966	Valid
Competitive Price	$X_{3.1}$	0,748	0,1966	Valid
	$X_{3.2}$	0,801	0,1966	Valid
	$X_{3.3}$	0,792	0,1966	Valid
Marketing Performance	$Y_{1.1}$	0,768	0,1966	Valid
	$Y_{1.2}$	0,816	0,1966	Valid
	$Y_{1.3}$	0,777	0,1966	Valid

Source: Processed data, 2024

2. Reliability Test

Table 14. Reliability Test Results

Variables	Cronbach's Alpha	Cronbach's Alpha Theory	Description
Customer Orientation	0,699	0,60	Reliable
Promotion Attractiveness	0,725	0,60	Reliable
Competitive Price	0,678	0,60	Reliable
Marketing Performance	0,692	0,60	Reliable

Source: Processed data, 2024

Classical Assumption Test

1. Normality Test

a. Residual Normality Test

Table 15. Residual Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,88467477
Most Extreme Differences	Absolute	,057
	Positive	,057
	Negative	-,028
Test Statistic		,057
Asymp. Sig. (2-tailed)		,200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Processed data, 2024
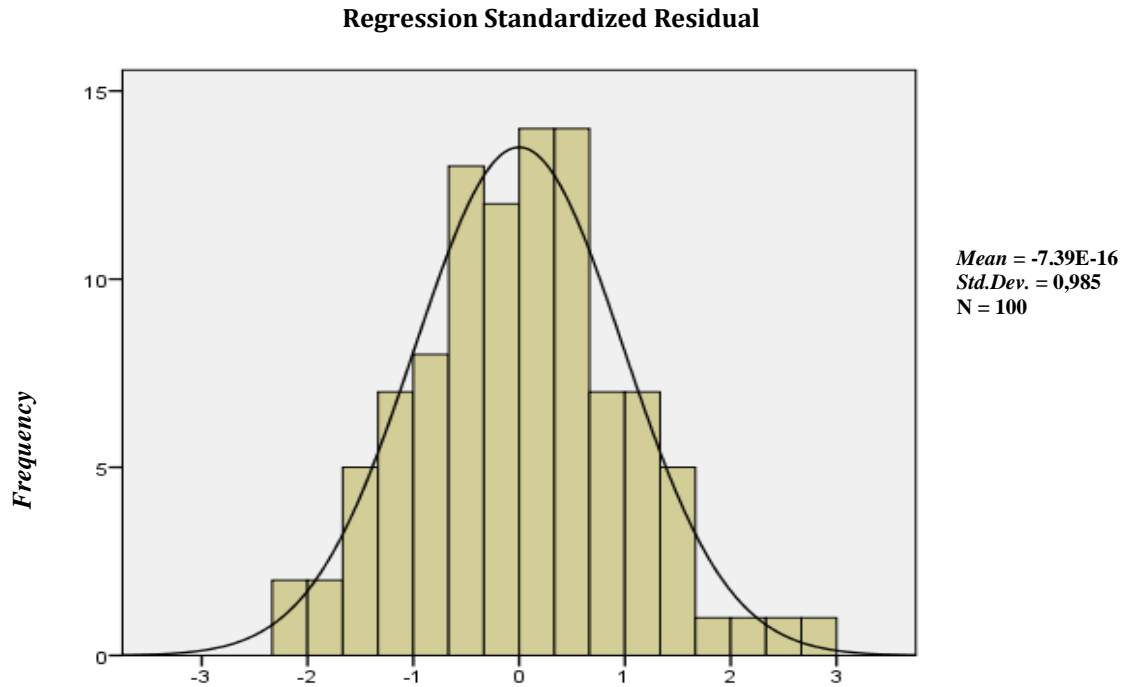
b. Histogram Graph Normality Test

Regression Standardized Residual

Mean = -7.39E-16
Std.Dev. = 0,985
N = 100

Figure 2.
Histogram
Dependent Variable: Marketing Performance

Source: Processed data, 2024

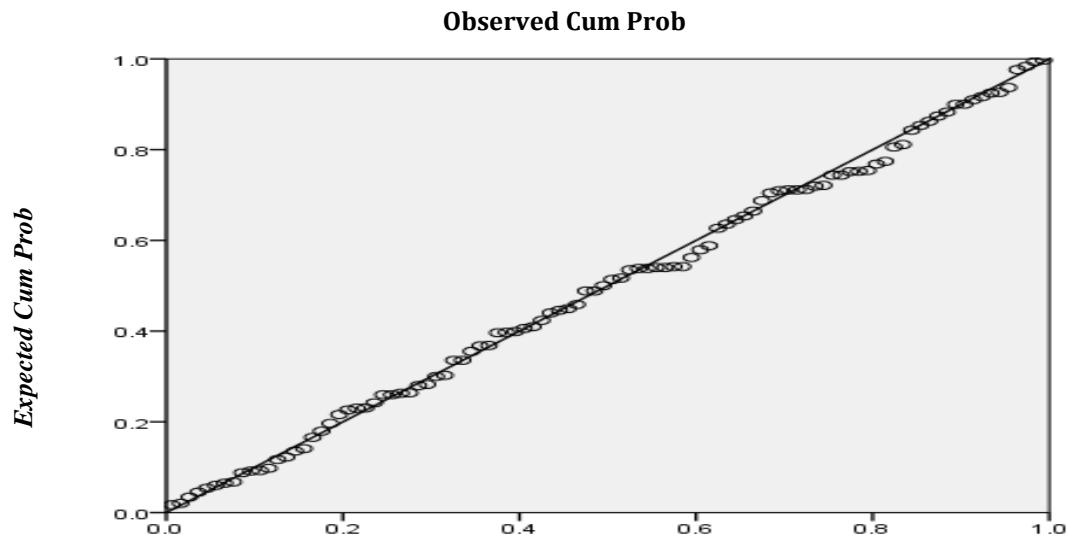c. Normality Probability Plot

Observed Cum Prob

Figure 3.
Normal P-P Plot of Regression Standardized Residuals
Dependent Variable: Marketing Performance

Source: Processed data, 2024

2. Multicollinearity Test

Table 16. Multicollinearity Test Results
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Customer Orientation	,504	1,986
	Promotion Attractiveness	,558	1,793
	Competitive Price	,537	1,862

a. Dependent Variable: Marketing Performance

Source: Processed data, 2024

3. Heteroscedasticity Test
   a. Residual Heteroscedasticity Test

Table 17. Heteroscedasticity Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,462	1,335		1,095	,276
Customer Orientation	-,036	,047	-,110	-,769	,444
Promotion Attractiveness	,062	,055	,152	1,118	,266
Competitive Price	-,003	,059	-,006	-,045	,965

a. Dependent Variable: AbsRes

Source: Processeddata, 2024

   b. Heteroscedasticity Test Scatterplot
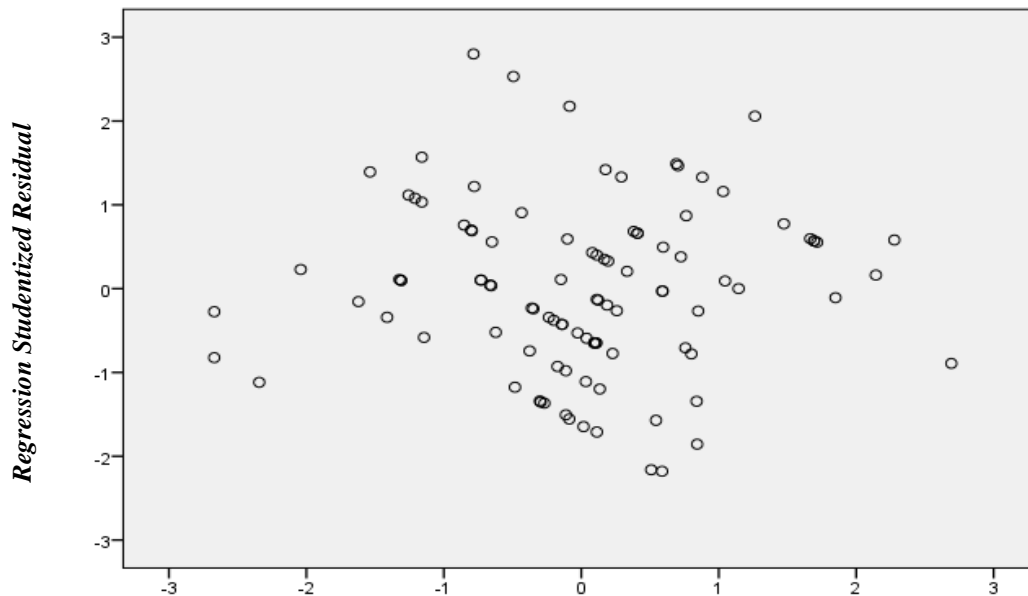
Regression Standardized Predicted Value

Figure 4.
Scatterplot
Dependent Variable: Marketing Performance

Source: Processed data, 2024

4. Autocorrelation Test

Table 18. Autocorrelation Test Results
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,670a	,449	,432	1,91390	1,649

a. Predictors: (Constant), Competitive Price, Promotion Attraction, Customer Orientation
b. Dependent Variable: Marketing Performance

Source: Processed data, 2024

Table 19. Autocorrelation Decision Making

Hypothesis 0	Decision	If
No positive autocorrelation	Reject	0 < d < dl
No Autocorrelation	No decision	dl ≤ d ≤ du √
No negative autocorrelation	Reject	4 - du < d < 4
No negative autocorrelation	No decision	4 - du ≤ d ≤ 4 - dl
No Autocorrelation, positive and negative	Not rejected	du < dw < 4-du

Source: Processed data, 2024

5. Correlation Test

Table 20. Correlation Test Results
Correlations

		Customer Orientation	Promotion Attractiveness	Competitive Price	Marketing Performance
Customer Orientation	Pearson Correlation	1	,618**	,636**	,605**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
Promotion Attractiveness	Pearson Correlation	,618**	1	,583**	,547**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
Competitive Price	Pearson Correlation	,636**	,583**	1	,575**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
Marketing Performance	Pearson Correlation	,605**	,547**	,575**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Processed data, 2024

6. Test Coefficient of Determination $(R)^2$

Table 21. Test Results of the Coefficient of Determination $(R)^2$
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,670a	,449	,432	1,91390

a. Predictors: (Constant), Competitive Price, Promotion Attraction, Customer Orientation

Source: Processed data, 2024

7. Multiple Linear Regression Test

Table 22. Multiple Linear Regression Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,027	2,203		2,282	,025
	Customer Orientation	,229	,077	,318	2,978	,004
	Promotion Attractiveness	,182	,091	,202	1,997	,049
	Competitive Price	,238	,097	,255	2,465	,015

a. Dependent Variable: Marketing Performance

Source: Processed data, 2024

8. F test

Table 23. F Test Results

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	287,102	3	95,701	26,126	,000^b
	Residuals	351,648	96	3,663		
	Total	638,750	99			

a. Dependent Variable: Marketing Performance

b. Predictors: (Constant), Competitive Price, Promotion Attractiveness, Customer Orientation

Source: Processed data, 2024

Analysis Discussion of research data results which will discuss the results of hypothesis testing that has been carried out to determine the effect of customer orientation, promotional attractiveness, and competitive prices on marketing performance. The following is Table 24:

Table 24. Summary of Classical Assumption Test Results

Relevance	Test Results	Cut Off	Conclusion
Normality Using the Kolmogorov-Smirnoov test method (K-S test or KS test)	Asymp. Sig (2-tailed) 0.200	>0,05	The data is normal, because it meets the normality requirement of 0.200 greater than 0.05, so it can be used in this study.
Multicollinearity	Tolerance X_1 = 0.504 X_2 = 0.558 X_3 = 0.537 VIF X_1 = 1.986 X_2 = 1.793 X_3 = 1.862	Tolerance >0.10 and VIF <10.00	The tolerance value of the three variables is not less than 0.10 and VIF is more than 10.00, so it can be concluded that there is no multicollinearity.
Heteroscedasticity Using the test method Glajser	Sig Value: X_1 = 0.444 X_2 = 0.266 X_3 = 0.965	>0,05	There is no heteroscedasticity problem, because the significant value of the three variables is greater than 0.05.
Autocorrelation Using the Durbin-Watson test method (DW test)	1,6131< 1,649 < 1,7365	(dl ≤ d ≤ du)	There is no autocorrelation problem, so the data is declared autocorrelation-free and can be used.

Correlation Test Using the method Pearson Correlation	$X_1 = 0.000$ $X_2 = 0.000$ $X_3 = 0.000$	Sig <0,05	The correlation is very strong because it meets the requirement that the significance value is smaller than 0.05.
Determination Coefficient Test	0,449		45.00 percent of independent variables.
F test	F = 26,126 Sig = 0.000	$F_{count} >$ F_{tabel} 2.70 Sig < 0.05	The model can be used because the f_{count} test is greater than f_{tabel} and the significant value is less than 0.05.

Source: Processed data, 2024

9. Test t

Table 25. Results of the t-test
Coefficientsª

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,027	2,203		2,282	,025
	Customer Orientation	,229	,077	,318	2,978	,004
	Promotion Attractiveness	,182	,091	,202	1,997	,049
	Competitive Price	,238	,097	,255	2,465	,015
a. Dependent Variable: Marketing Performance						

Source: Processed data, 2024

The results of normality testing using the Kolmogorov-Smirnov test method obtained Asymp. Sig (2-tailed) of 0.200 and shows that this value is greater than the significant level of 0.05. Thus, it can be concluded that the data in this study is stated to have a regression model that has a normal distribution. In the multicolinerity test results of each variable obtained from the tolerance value. For the customer orientation variable, the tolerance value is 0.504 and the VIF value is 1.986, then the promotional attractiveness variable gets a tolerance value of 0.558 and a VIF value of 1.793 and the competitive price variable gets a tolerance value of 0.537 and a VIF value of 1.862, where the value is greater than 0.100 and the VIF value does not exceed 10.00, so a conclusion can be drawn that there is no multicollinearity problem. The results of the heteroscedasticity test using the Glejser test method obtained with the calculation results on the customer orientation variable get a significant value of 0.444 then the promotional attractiveness variable gets a significant value of 0.266 and the competitive price variable gets a significant value of 0.965 which means that the value is above 0.05 so it can be concluded that there is no heteroscedasticity problem. The results of the autocorrelation test can be seen that the Durbin Watson statistical value is 1.649, the sample used for research is 100, with a significance level of 0.05 or 5%, has 3 independent variables, the dL result is 1.6131, dU is 1.7364. In order for a variable to be declared not to occur autocorrelation, it must meet the conditions where dl ≤ d ≤ du. From this description, the results obtained are 1.6131 < 1.649 < 1.7365, so it can be stated that there is no autocorrelation. Correlation test Pearson Correlation calculation value of the relationship between variables (X) on marketing performance (Y). The variable customer orientation (X_1) Pearson correlation calculation value of 0.605 then the promotional attractiveness variable (X_2) Pearson correlation calculation value of

0.547 and the value of the competitive price variable (X_3) Pearson correlation calculation value of 0.575 the value is positive and is in the range of 0.50 - 0.75 which means it shows a strong correlation relationship and a significance value of 0.000 which means the sig value is smaller than 0.05 indicating a significant relationship to marketing performance. The coefficient of determination test shows that the R Square value is 0.449 or 45.00 per cent. This shows that customer orientation (X_1), promotional attractiveness (X_2), and competitive prices (X_3) contribute 45.00 per cent to the marketing performance variable (Y). Other variables that influence the remaining 55.00 are not explained in this study. Then, in the ANOVA test results or F test, the F_{count} value is 26.126 with an F_{tabel} value of 2.7 (F_{count} 26.126> F_{tabel} 2.70). It can be seen that F_{count} is much greater than F_{tabel} and has a significant level of 0.000, showing a number much smaller than 0.05 (0.000 <0.05). So, it can be concluded that the regression model can be declared feasible for regression modelling, which, together with the independent variables, have an influence on the dependent variable.

Table 26. Hypothesis Result

Hypothesis	T test	Sig	Cut Off	Description
H_1 : Customer Orientation (X_1) has a positive and significant effect on Marketing Performance (Y)	X_1 = 2.978	X_1 = 0.004	T test > T_{tabel} = 1.98498 Sig > 0.05	H_1 Accepted. Meaning: Customer Orientation has a positive and significant effect on Marketing Performance.
H_2 : Promotion Attractiveness (X_2) has a positive and significant effect on Marketing Performance (Y)	X_2 = 1.997	X_2 = 0.049	T test > T_{tabel} = 1.98498 Sig > 0.05	H_2 Accepted. Meaning: Promotion Attractiveness has a positive and significant effect on Marketing Performance
H_3 : Competitive Price (X_3) has a positive and significant effect on Marketing Performance (Y)	X_3 = 2.465	X_3 = 0.015	T test > T_{tabel} = 1.98498 Sig > 0.05	H_3 Accepted. Meaning: Competitive Price has a positive and significant effect on Marketing Performance

Source: Processed data, 2024

Based on Table 26, the research results state that customer orientation positively affects marketing performance (Karina & Sari, 2022). Other supporting research states that promotional attractiveness variables positively and significantly affect marketing performance. (This is also in line with price research, which positively and significantly affects marketing performance (Puspaningrum, 2020; Zulaicha & Irawati, 2016).

Conclusion

Based on the results of hypothesis testing, the variables of customer orientation, promotional attractiveness and competitive prices have a positive and significant effect on marketing performance. Business actors can increase sales by establishing good customer relationships through good service and understanding customers. Suggestions should be given should business actors be able to maintain and understand customer orientation, promotional attractiveness, and competitive prices on marketing performance so that in the future, they can maintain market share and increase profits and customer growth.

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