



The effect of marketing orientation on marketing competence and it's implications on sales performance

R Susanto Hendiarto¹, Zaenal Musthafa²

1,2 Economic & Business Faculty, Widyatama University, Bandung City, Indonesia

ARTICLE INFO

Article history:

Received Mar 20, 2023

Revised Apr 10, 2023

Accepted Apr 25, 2023

Keywords:

Marketing Orientation
Marketing Competence
Sales Performance

ABSTRACT

The current problem is that sales are still far from expectations, while the competencies that must be possessed are also still of concern. This is allegedly because the marketing orientation has not been built according to the business platform, so that many business targets are not achieved. This study aims to determine the effect of marketing orientation on marketing competence and its implications for sales performance, examining case studies on businesses assisted by Kadin Jabar in Bandung. The research method applied was in the form of an analytical descriptive survey method, while the sample used was 39 respondents. The variables studied from each respondent are marketing orientation, marketing competence, and sales performance. The type of data collected is primary data. The results of the study show that marketing orientation has a significant effect on marketing competence. Marketing competence has a significant effect on sales performance. The implication is that the marketing orientation of MSMEs as a stimulus must be immediately decided by management to create competent human resources, especially in the field of marketing, in order to produce performance in the field of sales according to target achievements. The object of this research is that the responden sample used is still limited to the West Java Kadin assisted businesses in Bandung, therefore it is necessary to carry out further research based on a more varied sampling with a longer duration, so that results can be generalized.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

R Susanto Hendiarto,
Department of Management,
Widyatama University,
Jl. Cikutra No.204A, Sukapada, Kec. Cibeunying Kidul, Kota Bandung, Jawa Barat 40125, Indonesia
Email: r.susanto@widyatama.ac.id

INTRODUCTION

In early 2020, Indonesia was shocked by a new virus that came from the city of Wuhan, China. Coronavirus Disease or better known as the Corona virus or Covid-19 has attacked almost all countries on earth, including Indonesia. Since March 2, 2020; exposure to Covid-19 when it was originally on mother earth, many affected sufferers of this pandemic disease has continued raise every day. That death toll is also inevitable and continues to increase every day. Medical personnel struggled from day one to help the brothers who have been infected with this virus. All lines of life

sectors are affected by this new virus. Some people can work from home or commonly known as Work From Home (WFH). But not a few workers have been laid off due to business closures.

In this crisis situation, MSMEs should be given special attention by the state since MSMEs are among the backbones of the economy contributors to GDP and can create quite a lot of jobs (Setyoko&Kurniasih, 2022). This is in accordance with MSME Department, the data for Indonesian all MSMEs are in the range of 99.9% of the total, namely 62.9 million units. MSMEs contribute 97% of all workers, 89% are the micro sector, and contribute 60% of GDP (Indonesian-Investment, 2022). Due to the current pandemic, the MSME sector has also not been spared the impact of a decline in its performance, data from Akumindo describes this MSME turnover in the non-culinary sector has fallen by 30-35% after such exposure. That reason is the product turnover crave to meet in person or seller encounter with physical buyer. MSMEs selling results outside of food products targeting foreign tourists are sales targets (Aprilia&Hartati, 2022).

Seeing the current declining condition of marketing competence, it is necessary to change marketing operations in the digital era so that MSMEs continue to exist, the government has disbursed a budget of the state spends a budget with a value of IDR 123.46 trillion to MSMEs during the pandemic (Shiratina, 2022). This is not given for free, there are several conditions that must be met first. Intensive funds provided for MSME actors who are not included in the National Black List, have an NPWP, and there are several other conditions. The provision of incentive funds is carried out to help MSME actors who have been affected by the pandemic (Rudianti&Ningrum, 2022). The steps taken by the government are good, but must be accompanied by good monitoring as well. Make sure the funds are delivered and given to the right people. The following describes the decline in MSME performance (turnover) from <100 million to 4.5 billion:

Market orientation that the behavioral and execution measurement tool for implementing the marketing concept (Aqmala&Putra, 2021). Youn et.al say that Market orientation is an institutional habit which making customers have an advantage is a more important action (YounKueNa, 2019). Meanwhile, Craven&Piecry on Faerrosa's research that market orientation is a perspective that places consumers as the focus of attention in company activities (Faerrosa, 2022). On the basis of above opinion, then a conclusion is obtained market orientation is an action that must be taken by companies to create superior customer value by making consumers the center of the company's attention. Narver&Slater on Ismail's research argue that there are three main factors that become market-oriented companies, namely top management, dynamics between departments, and organizational systems (Ismail, 2019). Top management get a major role in shaping that values and orientation an entity. If top management cannot emphasize the importance of being responsive to consumer needs, it will be difficult for the company to become market oriented. In addition, top management can motivate employees to monitor every market change, share market intelligence with other employees and be responsive to market needs. Responsiveness to changing customer needs requires products or services to be introduced to consumers to meet new expectations or needs but it will be a bigger risk for new products. So it takes willingness and courage to take risks and accept failure as a natural thing in realizing market orientation (Musumali, 2019).

The company maintains its growth rate in an increasingly complex competition by means of which trade should be directed through systemic efforts as well dig up data needed by the buyer to be able to create customer satisfaction. Primarily that trade must able to be taken care of as best

as possible when the corporation empathizes with customer request as well competitors measure market orientation, there are: Cultural Perspective, This customary view of the entity values or norms that pushes behavior steady market orientation. In this cultural perspective, market orientation is measured based on three things, consists of buyer direction, concurrent direction, and alignment of various functions. Narver&Slater on Ismail's research argue trading guidelines comes from effort culture this is able to efficiently and effectively realizing the behavior of laborers to defend efforts to realize the quality and superiority of buyers (Ismail, 2019). Behavioral Perspective, This behavioral perspective was put forward by Jaworski&Kohli on Molander's research. Both argue that trade direction is a process or organizational behavior that consists of systematically collecting market intelligence regarding customer needs, disseminating market intelligence to all organizational units, and planning and implementing an organizational response to market intelligence in a coordinated and comprehensive manner (Sofia, 2021). Market intelligence is used for efforts to understand market needs, market intelligence includes an analysis addressing how those needs are affected by other factors. Trade direction consists of three elements, consisting of buyer direction, concurrent direction, and alignment of various uses including activities that are likened to Acquisition of data regarding customers and concurrents on trade targets and describing them via business, while internal functions and alignment are based on existing buyer and concurrent data in the form of coordinated business initiatives (Tjahjadi, 2020).

The following is a view from various references about market orientation: Customer Orientation. The theory of market orientation can also be translated as meaning that gives a sign customers directed through the marketer are managed to produce the best continuity rates for products obtained through good customers at that present time as well as at a later time in the future (Rokkan, 2022). This effort can be obtained through stages searching for data that buyers. Competitor Orientation. Competitor orientation which means that the entity understands its current strengths, weaknesses, long-term expertise, and its strengths concurrent strategy (Schulze, 2022). Entities that are concurrently oriented are often seen as strategic entities and have an understanding of how to respond to concurrent executions and also how to do that. top management responds to concurrent's strategies competitor orientation has a strong attachment to customer orientation in terms of gathering information and includes business analysis to measure the ability of competitors to satisfy the same target buyers. Basically competitor orientation focuses on the following 3 statements: (a) Who are our competitors? (b) what kind of technology is offered by competitors? (c) Do competitors also offer tempting offers? alternatives to customers?. Inter-Functional Coordination. Dwivedi states that coordination between functions is that use of a harmonized entity resources when creating outstanding value to target buyers (Dwivedi, 2021). Harmonization between functions consider on specific entity element structure that facilitates communication between different entity tasks. Harmonization between functions according to buyer and concurrent data as well as various harmonization efforts on business, to create superior value for customers (Gajić&Macura, 2021).

The role of this market orientation is very helpful to increase the power and performance of innovative products, for example gathering information on the market, dissemination of market information, innovation and marketing performance. In this market orientation, the way of measuring marketing orientation is divided into three parts, namely buyer direction, concurrent

direction, harmonization of various task. Measurement of market orientation in micro and small businesses based on the concepts that have been discussed which can be recommended is based on the definitions and dimensions but the dimensions used must be adjusted to the object and research objectives. In this regard, for micro and small businesses there are only two dimensions, namely focus on customers (customer focus), and orientation to competitors (competitor orientation). The dimensions and indicators of market orientation that can be recommended for micro and small enterprises are as follows. First, focus on the customer, namely the level at which the business tries to understand customer needs and use the situation and track customer satisfaction. The indicator is always understanding the needs and desires of customers, asking for responses to customer satisfaction. The second is competitor orientation, namely the level of the competitor's strategic business footprint and performance comparison relative to competitors. The indicator is always comparing own business strategy with competitors, always comparing performance with competitors, always anticipating changes in competitors' strategies (Farida&Setiawan, 2022).

Definition of Competence. Competence is something that is associated with abilities, knowledge/insight, and attitudes that are used as a guide in carrying out the responsibilities of work carried out by employees. The success that employees get is the result of increasing employee competence while working in the company. According to Ridho mentions competence is skills and abilities. on the basis itself in the form of competent means able and proficient (Ridho, 2020). Competence is oriented to the characteristics of certain people that make them support in their duties. **Types of Competency.** There are several types of competence according to (Nguyen, 2020), namely: Functional competence which includes the knowledge and expertise needed to do the job, Behavioral competence includes all aspects of individual behavior that can create success or failure for individuals in carrying out work. Knowledge competence includes factual, conceptual and procedural competencies. Individual competence in the form of an assignment ability possessed through a certain person on the basis experience and learning in an effort to carry out tasks in a professional manner.

Competency Indicator. According to Spencer on Rahmawati's research to measure competency using the following indicators (Rahmawati&Runanto, 2020): Technical Expertise; Mastery of work-related knowledge and motivation to use, develop, and share work-related knowledge with others. Confident; One's belief in one's own ability to complete a task or challenge (the job). Attention to Clarity of Tasks; The drive in a person to ensure or reduce uncertainty, especially with regard to assignments, quality and accuracy of work. Empathy; The ability to understand things that are not expressed in words which can be in the form of understanding the feelings, desires or thoughts of other people. Customer Oriented; Desire to help or serve customers or others.

RESEARCH METHOD

The quantitative approach in this research used the survey method, and the questionnaires were distributed using the Lickert scale with primary data, then the respondents' perceptions were tabulated (Sugiyono, 2019). The description utilizes the Marketing Orientation exogenous variable, when endogenous variable is Marketing Competence; and Marketing Competency The exogenous

variable and the endogenous variable are Sales Performance. The opinion of Sekaran&Bougie, that the existence of independent variable immediately affect the endogenous variable, the condition describes if each exogenous the variable that appears will ensure this that endogenous variable that follows it means that there is an addition or reduction of independent variables (Sekaran&Bougie, 2020). The opinion of Sekaran&Bougie, also explains that existence of external variables indicates that there is a variable which exists in the implications of other variables, thus the main variable is suitable as writing material (Sekaran&Bougie, 2020). Next will appear operational research variables, where there are main variables, concepts, dimensions, indicators and measurement scales, according to that following:

Table 1. Operationalization of Variable

Variables	Source Reference	Dimension	Indicator	Scale (Ordinal)
Marketing Orientation (X)	Tjiptono dan Gregorius, (2012). Narver dan Slater (1990 Naver dan Slater dalam Prakoso, 2014;153	Organizational culture	Superior customers The consumer is center of attention	√
		Perspectives	Top management attention Dynamics of departments, organizational systems	√
		market orientation	customer orientation, competitor orientation, coordination between functions	√
		competitor orientation	Who are our competitors what technology to competition attractive alternative in the eyes of customers	√
Marketing Competency (Y)	Veithzal (2003) Satori (2007) Hutapea dan Thoha (2015) Spencer (2013)	limitation	process, skills, abilities Target achievement performance	√
		Competency type	Functional competence	√
			Behavioral competence	
			Knowledge competency Individual competence	
Competency indicators	Technical Expertise Self-confident Attention to Clarity of Assignments Empathy Customer Oriented	√		
Sales Performance (Z)	Mangkunegara (2017:9), Moeheriono (2012:95) Hendrawan dkk, 2019). Idauf & Cravens (2002 Hidayah (2001),	Work performance	Work achievement	√
		Work target	Realizing goals, objectives, vision and mission	√
		Salesperson	Sales volume	√
			Sales targets	√
		behavior	Product sale High profit Generate high market share	√
limitation	behavior at work. salesperson activity how target fulfillment contributions and responsibilities of salespeople Ability to hit targets sales organizational effectiveness Behavioral assessment	√		

Data acquisition owned based on field research and library research, and a Likert scale where that distribution of respondents' responses was most agreed (5), agreed (4), undecided (3),

disagreed (2), strongly disagreed (5). Data testing was carried out in order when utilizing the results of responses with questionnaires, by distribute the filling forms to obtain completeness responses from SMSE's West Java Kadin, through the variables of marketing orientation, marketing competence, sales performance. By using two analyses, where: (1) descriptive analysis with qualitative variables and (2) quantitative analysis through path coefficients, as well the presence of determinant coefficients to obtain the magnitude of the effect of independent variable through the dependent variable. The verification method makes use of path analysis. With the use of a combination of analytical techniques, it is desirable there will be united generalizations starting from marketing orientation, marketing competence, sales performance. The author distributes this questionnaire to obtain respondents' responses to this study, while the number of statements for the marketing orientation variable totals 12 statements, marketing competence 13 statements, and sales performance 14 statements.

RESULTS AND DISCUSSIONS

Research locus at West Java Chamber of Commerce Enterprises through questionnaire distribution so that the perceptions of West Java Kadin Fostered Enterprises are known, with the variables marketing orientation, marketing competence, sales performance.

Table.2 Descriptive Statistic

	N Statistic	Range Stat	Min Stat	Max Stat	Sum Stat	Mean		Std. Dev Stat \ t	Variance Stat
						Stat	Std. Err		
X	39	41	30	71	1666	42.72	1.327	8.284	68.629
Y	39	23	38	61	1936	49.64	.985	6.154	37.868
Z	39	37	36	73	1938	49.69	1.380	8.621	74.324
Valid N (listwise)	39								

The display of Test the data from the SPSS results to describe the sum respondents (N) is 39. From thar 39 responders, that smallest (minimum) value is 30 than that largest (highest) value is 73. The The range is the distance from the lowest to the highest values, that for Respondent X in the form of 41, Y 23 and Z 37. The Sum for Respondent X are 1666, Y 1936 and Z 1938. The average of 39 respondents and the mean for Resp X is 42.72, Y 49.64 and Z 49.69. That standard deviation for Resp X is 8,284, Y 6,154, Z 8,621.

Table 3. One-Sample Kolmogorov-Smirnov Test

N	39
Norm Parameter ^{a,b}	.0
Mean	6.11528626
Std. Deviation	
Most Extr Diff	
Abs	.086
Pos	.076
Neg	-.086
Test Statistic	.086
Asy. Sig. (2-tail)	.2 ^{c,d}

a. Test dist is Norm.

b. Calc fr data.

C .Lillie Sign Corr.

d.This is a lower of the true sign.

The information above is that result of calculating that Kolmogorov-Sminov on Y-Z variables for residual values. The data shows a significant value of more than 0.05, which is equal to 0.200, this means that the residual value is in the normal distribution

Table.4 Uji Normalitas X to Y
One-Sample Kolmogorov-Smirnov Test

N		39
Nor Parameter ^{a,b}	Mean	.000000
	Std. Dev	6.11528626
Most Extr Diff	Abs	.086
	Pos	.076
	Neg	-.086
Test Statistic		.086
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a.Test dist is Norm.

b.Calc fr data.

c.Lillie Sig Corr.

d.A lower bound of the true sign

The information above is that result of calculating that Kolmogorov-Sminov on X-Y variables for residual values. The data shows a significant value of more than 0.05, which is equal to 0.200, this means that the residual value is in the normal distribution.

Table.5 Uji Normalitas Y to Z One-Sample Kolmogorov-Smirnov Test

N		39
Norm Parameter ^{a,b}	Mean	.000000
	Std. Dev	8.48587996
Most Extr Diff	Abs	.098
	Pos	.098
	Neg	-.066
Test Statistic		.098
Asymp. Sig. (2-tailed)		.2 ^{c,d}

a.Test dist is Norm.

b.Calc fr data.

c.Lillie Sig Corr.

d.A lower bound of the true sign

Based information above is that result of calculating that Kolmogorov-Sminov on Y-Z variables for residual values. The data shows a significant value of more than 0.05, which is equal to 0.200, this means that the residual value is in the normal distribution.

Table.6 Uji t X-Y

		Coeff ^a						
		Unst Coeff		St Coeff		Collin Stat		
Mod		B	Std. Err	B	t	Sig.	Tolerance	VIF
1	(Constant)	46.102	5.278		8.734	.000		
	X	.083	.121	.112	.683	.499	1.000	1.000

a. Dependent Variable: Y

On the basis t test results, it is known it turns out that variable X is significant ($0.499 > 0.05$), means X is not significant on Y. In addition, it's known t count ie smaller compared to table t ($0.683 < 2.042$), which means X on Y has no effect.

Table.7 Uji t Y-Z

		Coeffi ^a						
		Unst Coef		Stand Coef		Collin Stat		
Mod		B	Std. Err	B	t	Sig.	Tolerance	VIF
1	(Const)	37.422	11.338		3.301	.002		
	Y	.247	.227	.176	1.090	.283	1.000	1.000

a. Dependent Variable: Z

On the basis of the t test results, it is known this that Y significant variable ($0.283 > 0.05$), it means Y has'nt has significance to Z. In addition, that's known turns out t count it smaller compared to t table ($1.090 < 2.042$), which means Y to Z has no effect.

Table.8 Coefficient of Determination X-Y Mod Sum^b

Mod	R	R Sq	Adj R Sq	Std. Err of the Est	DW
1	.112 ^a	.012	-.014	6.197	2.307

Predictors: (Constant), X

b. Dep Var: Y

On the table above shows R Square of 0.012. This shows this 12% on variations on dependent variable, namely Y, described through variations in X. Meanwhile for the rest 88% Meanwhile for the rest of by other studies.

Table.9 Coefficient of Determination Y-Z Mod Sum^b

Mod	R	R Sq	Adj R Sq	Std. Err of the Est	DW
1	.176 ^a	.031	.005	8.600	1.452

a. Pred: (Const), Y

b. Dep Var: Z

On the table above shows R Square of 0.031. This shows this 31% on variations on dependent variable, namely Z, described through variations in Y. Meanwhile for the rest 69% Meanwhile for the rest of by other studies.

CONCLUSION

The conclusions based on effect of marketing competence on capital investment accumulation then impact on performance, there are 39 responders, at least in the form of 32.00 and the biggest form 57.00. With a range value for Resp X 24.00, Resp Y 21.00 while the Sum Resp X value is 1893.00, and Resp Y is 1900.0. The Mean Resp X is 48.5385, Y 48.7179 and the Standard Deviation of Resp X is 6.04738, Y 5.24630. Based on the calculation results of t-test table explained Marketing Orientation has a significant and significant effect on the Marketing Competency variable. Meanwhile the calculation results of the t-test table explained Marketing Competency has a significant and significant effect on the Sales Performance. The implication is marketing orientation of MSMEs as a stimulus must be immediately decided by management to create competent of human resources, especially in the field of marketing, in order to produce performance in the field of sales according to target achievements. Object of this research is the using of responden sample still limited in West Java Kadin assisted businesses in Bandung, therefore it is necessary to carry out further research based on a more varied sampling with a longer duration, so that results can be generalized.

References

- Aprilia&Hartati. (2022). Consumer Satisfaction of Chocolate Product and Its Marketing Facilities: Case Study of a MSME Chocolate Factory in Jember. *Pelita Perkebunan (a Coffee and Cocoa Research Journal)*, 38(3), 221-236. <https://doi.org/10.22302/icri.jur.pelitaperkebunan.v38i3.527>
- Aqmal&Putra. (2021). Rayu : A Competitive Strategy Model of Wood Craft Business in Soloraya Post Covid-19 Pandemic. *Journal of Management and Entrepreneurship Research*, 2(2), 74-87. <https://doi.org/10.34001/jmer.2021.12.02.2-19>
- Dwivedi, et. a. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59(June), 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Faerrosa, E. a. (2022). Market Orientation and Product Innovation As an Msme Marketing Strategy. *Amwaluna: Jurnal Ekonomi Dan Keuangan Syariah*, 6(2), 362-378. <https://doi.org/10.29313/amwaluna.v6i1.10044>
- Farida&Setiawan. (2022). Business Strategies and Competitive Advantage: The Role of Performance and Innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(3), 1-16. <https://doi.org/10.3390/joitmc8030163>
- Gajic&Macura. (2021). Harmonization of the Marketing and Accounting Activities in the Implementation of the Growth Strategy. *Acta Economica*, 19(35), 115-140. <https://doi.org/10.7251/ace2135115g>
- Indonesian-Investment. (2022). *Micro, Small & Medium Enterprises in Indonesia: Backbone of the Indonesian Economy* (Issue July, p. 1). <https://www.indonesia-investments.com/projects/public-private-partnerships/item70>
- Ismail, et. a. (2019). The effect of market orientation, innovation, organizational learning and entrepreneurship on firm performance. *Journal of Entrepreneurship Education*, 22(3), 1-13.
- Musumali. (2019). An Analysis why customers are so important and how marketers go about understanding the customer decision-making process and the various individual and socio-cultural influences on decision-making process. *Business and Marketing Research Journal (BMRJ)*, 23(23), 230-246.

- https://www.researchgate.net/publication/342898572_An_Analysis_why_customers_are_so_important_and_how_marketers_go_about_in_understanding_their_decisions
- Nguyen, E. a. (2020). Factors That Influence Employee Performance: Motivation, Leadership, Environment, Culture Organization, Work Achievement, Competence and Compensation (A STUDY OF HUMAN RESOURCE MANAGEMENT LITERATURE STUDIES). *DIJDBM: Dinasti International Journal Business Management*, 1(4), 645–662. <https://doi.org/10.31933/DIJDBM>
- Rahmawati&Runanto. (2020). The Role of Competence in Improving Employee Performance Village-Owned Enterprises (BUMDES) in Kulon Progo Regency. *Proceedings of the 3rd International Conference on Banking, Accounting, Management and Economics (ICOBAME 2020)*, 169(Icobame 2020), 312–317. <https://doi.org/10.2991/aebmr.k.210311.062>
- Ridho, E. a. (2020). The Influence of Competence, Independence, Interest, and Discipline on The Readiness of Working in Vocational School Students in Lombok Barat District Muhammad. *Journal of Vocational Education Studies (JOVES)*, 1(2), 25–36. <https://doi.org/10.53797/ajvah.v1i2.3.2020>
- Rokkan, A. I. (2022). Market orientation (once again): Challenges and a suggested solution. *AMS Review*, i. <https://doi.org/10.1007/s13162-022-00235-1>
- Rudianti&Ningrum. (2022). Impact of MSME Tax Incentive Policy Affected by Covid-19 on Tax Compliance. *Economic Education Analysis Journal*, 11(3), 257–265. <https://doi.org/10.15294/eeaj.v11i3.61665>
- Schulze, E. a. (2022). Completing the market orientation matrix: The impact of proactive competitor orientation on innovation and firm performance. *Industrial Marketing Management*, 103(April), 198–214. <https://doi.org/10.1016/j.indmarman.2022.03.013>
- Sekaran&Bougie. (2020). *Research Method for Business*. Jhon Wiley & Sons.
- Setyoko&Kurniasih. (2022). Impact of the Covid 19 Pandemic on Small and Medium Enterprises (SMEs) Performance: A Qualitative Study in Indonesia. *Journal of Industrial Engineering & Management Research*, 3(3), 315–324.
- Shiratina, E. a. (2022). Digital Marketing in the Time of the Covid-19 Pandemic To Maintain Sustainability of Smes Business. *Iccd*, 4(1), 262–268. <http://www.iccd.asia/ojs/index.php/iccd/article/view/475>
- Sofia, M. (2021). *Enacting , Enabling , and Embracing Market Orientation*. Karlstad University Studies.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif_Kualitatif*. Alfabeta.
- Tjahjadi, E. a. (2020). The role of green innovation between green market orientation and business performance: its implication for open innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4), 1–18. <https://doi.org/10.3390/joitmc6040173>
- YounKueNa, E. a. (2019). The effect of market orientation on performance of sharing economy business: Focusing on marketing innovation and sustainable competitive advantage. *Sustainability (Switzerland)*, 11(3), 1–19. <https://doi.org/10.3390/su11030729>