

# **THE INFLUENCE OF MARKET ORIENTATION AND CUSTOMER VALUE ON MARKETING PERFORMANCE IN TOUR AND TRAVEL IN BATAM**

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## **Abstract**

This study aims to analyze the influence of market orientation and customer value on marketing performance in the tour and travel industry in Batam City. The research method used is a quantitative approach by collecting data through a survey involving tour and travel business actors in Batam. Using saturated sampling techniques and a sample of 198 samples. Data were analyzed using multiple linear regression with the SPSS program. The results showed that market orientation and customer value have a significant positive influence on marketing performance. This finding implies that tour and travel companies that focus on market orientation and create high customer value tend to have better marketing performance..

**Keywords: Market Orientation, Customer Value, and Performance Marketing**

## **Introduction**

The tour and travel industry is one of many highly competitive industries, where companies must continue to develop innovations in order to adapt their marketing strategies to remain relevant and attractive to customers. In the modern business era, the tourism industry has given birth to many travel agencies that offer special services in the tourism sector. Thus, travel agencies have become an important part in meeting tourist needs and increasing the growth of the tourism industry.

The tour and travel industry in Batam has experienced rapid development, along with the increasing number of tourists coming to this city. Although this growth has had a positive impact on business actors, such as travel agencies, this phenomenon has also created a significant gap between existing services and the ever-evolving needs of customers.

One of the main phenomenal gaps that can be seen is the lack of ticket provision from all airlines in Indonesia by tour and travel in Batam City. Although customers expect to have access to a wide choice of airlines, these travel agencies have not fully met those expectations. This creates a mismatch between the service expected by customers and the service actually provided by the Company.

Apart from that, it can also be seen in the application of technology by tour and travel in the city of Batam. Most tours and travel have switched to using e-tickets

as a way to optimize convenience and reduce operational costs. However, many customers, especially those aged 45 years and over, have difficulty using these e-tickets. This inability reflects the gap between technological advances implemented by companies and customers' ability to use them. This shows that even though advanced technology is implemented to improve efficiency, not all customers can adapt quickly, resulting in problems in service.

To overcome this phenomenal gap, there needs to be a more in-depth approach in evaluating how market orientation and customer value can influence marketing performance. In this case, the research gap becomes relevant. Although there are various studies that examine service quality, price perception, and location on customer satisfaction, little research specifically explores the impact of market orientation and customer value on marketing performance in the context of the tour and travel industry.

The increasing number of tourists to Batam shows that demand for tour and travel services continues to increase, and there are changes in customer needs and preferences along with this growth. This data can be used to analyze how travel agencies such as tour and travel in Batam City can adapt their marketing strategies to meet growing expectations. The following is the data that researchers obtained regarding the number of tour and travel business actors in the city of Batam.

Table 1.1 Total Data  
Source: Lion Air Group Batam

<b>Year</b>	<b>Number of tours and travel in Batam</b>
2021	150
2022	190
2023	203
2024	210

## **Research Method**

### **Population and Sample**

This study uses a quantitative descriptive research method, as defined by Arikunto (2006), which involves observing, transmitting, and analyzing data in numerical form. The data were collected through standard questionnaires and tests, utilizing a Likert scale to measure perceptions, attitudes, or opinions on a 1 to 5 scale. The population consists of 210 tour and travel business actors in Batam, with sampling conducted using the census sampling method, where all population members are included. The study gathered data by distributing questionnaires with

questions scored on a Likert scale. Secondary information was collected directly from research subjects, either through measurement tools or existing data.

### **Operational Variables and Their Measurement**

According to Creswell (2016), research variables are all traits or characteristics of a person or organization from a particular scientific field that have been decided by the author and which can be measured or used by the author to examine differences between individuals, so that the information obtained can draw conclusions. The following variables are factors used in this study:

<b>Variables</b>	<b>Operational Definition</b>	<b>Indicators</b>	<b>Measurement Scales</b>
Market Orientation (X1)	The importance of market orientation for businesses is increasing along with the tight global competition and the transformation of customer needs. Businesses realize the need to stay close to their markets.	1. Customer orientation 2. Competitor orientation 3. Functional coordination	Likert Scale 1-5
Customer Value (X2)	Customer Value is the customer's view of the benefits obtained from a product or service compared to the costs they incur to obtain it.	1. Emotional value 2. Social value 3. Quality/performance value 4. Price/value of money	Likert Scale 1-5
Marketing Performance (Y)	Marketing performance is a measurement of the effectiveness and efficiency of marketing activities carried out by a company in achieving its marketing goals.	1. Sales growth 2. Consumer growth 3. Profit growth	Likert Scale 1-5

## Hypothesis

A hypothesis is an initial answer in formulating a research problem, called preliminary because its truth has not yet been verified. The purpose of developing a hypothesis is to identify variables related to research.

The hypothesis proposed in this study is:

H1 : Market orientation has a positive and significant effect on marketing performance in Tour and Travel in Batam City.

H2 : Customer value has a positive and significant effect on marketing performance in Tour and Travel in Batam City.

H3 : Market orientation and customer value have a positive and significant effect on marketing performance in Tour and Travel in Batam City.

## Results and Discussion

### Validity Test

Variabel	rhitung	rtabel	Keterangan
X1.1	0.585	0.1395	Valid
X1.2	0.646	0.1395	Valid
X1.3	0.701	0.1395	Valid
X1.4	0.681	0.1395	Valid
X1.5	0.566	0.1395	Valid
X2.1	0.445	0.1395	Valid
X2.2	0.682	0.1395	Valid
X2.3	0.734	0.1395	Valid
X2.4	0.685	0.1395	Valid
X2.5	0.553	0.1395	Valid
Y1	0.577	0.1395	Valid
Y2	0.729	0.1395	Valid
Y3	0.697	0.1395	Valid
Y4	0.658	0.1395	Valid
Y5	0.562	0.1395	Valid

Based on the table above, the r-count value of each variable shows the level of correlation between the independent variable (X) and the dependent variable (Y). The r-count value shows a positive correlation, which means there is a unidirectional relationship between the variables. The r-count value of all variables is greater than the r-table (0.1395), so all variables are considered valid in this test.

### Reliability Test

Reliability Statistic		
Variabel	Cronbach's Alpha	N of items

X1	.630	5
X2	.616	5
Y	.649	5

Based on the reliability test results shown previously, it can be seen that the Cronbach's Alpha value obtained exceeds 0.6. This value is considered quite reliable for instruments used in research in the social, educational, or psychological fields. After conducting a reliability test on the related variables, the variables are declared reliable.

### Normality Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			198
Normal Parameters <sup>a,b</sup>	Mean		.0000000
	Std. Deviation		1.77790645
Most Extreme Differences	Absolute		.091
	Positive		.057
	Negative		-.091
Test Statistic			.091
Asymp. Sig. (2-tailed)			.000 <sup>c</sup>
Monte Carlo Sig. (2-tailed)	Sig.		.072 <sup>d</sup>
	99% Confidence Interval	Lower Bound	.065
		Upper Bound	.078
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Based on 10000 sampled tables with starting seed 2000000.			

The table above shows that the Asymp. Sig. value is 0.200, the Asymp. Sig. result of the variable is more than 0.05, so it can be concluded that the data of all variables are normally distributed.

### Multicollinearity Test

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF

1	(Constant)	14.677	1.292		11.358	.000		
	Orientasi Pasar	.166	.083	.202	2.010	.046	.432	2.317
	Nilai Pelanggan	.186	.090	.209	2.079	.039	.432	2.317
a. Dependent Variable: Kinerja Pemasaran								

The table above shows that the VIF value found is 2.317. Because the value is less than 10, it can be concluded that there is no multicollinearity between the market orientation and customer value variables.

### Heteroscedasticity Test

Nama Variabel	Sig. (2-tailed)	Keterangan
Orientasi Pasar	1,000	Tidak Terjadi Heterokodastisitas
Nilai Pelanggan	1,000	Tidak Terjadi Heterokodastisitas

The table above shows that both independent variables do not experience heteroscedasticity. This is indicated by the significance value for the Market Orientation variable of 1,000, the market value of 1,000.

### Multiple Linear Regression Analysis

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	14.677	1.292		11.358	.000	
	Orientasi Pasar	.166	.083	.202	2.010	.046	.432
	Nilai Pelanggan	.186	.090	.209	2.079	.039	.432
a. Dependent Variable: Kinerja Pemasaran							

From the results of the regression analysis in the table above, the multiple regression equation can be seen as follows:  $Y = 14.677 + 0.0166X_1 + 0.186X_2$

**Hypothesis Testing**  
**Test T Result**

Coefficients <sup>a</sup>								
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1	(Constant)	14.677	1.292		11.358	.000		
	Orientasi Pasar	.166	.083	.202	2.010	.046	.432	2.317
	Nilai Pelanggan	.186	.090	.209	2.079	.039	.432	2.317

a. Dependent Variable: Marketing Performance

**F Test Result**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	108.469	2	54.235	16.984	.000 <sup>b</sup>
	Residual	622.707	195	3.193		
	Total	731.177	197			

- a. Dependent Variable: Kinerja Pemasaran  
 b. Predictors: (Constant), Nilai Pelanggan, Orientasi Pasar

This test is used to determine whether the independent variables consisting of customer value and market orientation simultaneously have a significant effect on the dependent variable, namely marketing performance. Based on the test carried out in the table above, the calculated F value was found to be 16.984 with a significance value of 0.000. Therefore, the significance value is smaller than 0.05, meaning that customer value and market orientation simultaneously have a significant effect on marketing performance. Thus, H3 is accepted.

**Test Coefficient of Determination (R2)**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.385 <sup>a</sup>	.148	.140	1.787

a. Predictors: (Constant), Nilai Pelanggan, Orientasi Pasar

b. Dependent Variable: Kinerja Pemasaran

The coefficient of determination (R<sup>2</sup>) is used to show how much percentage of independent variables together explain the variance of the dependent variable. The results of multiple regression testing show that the coefficient of determination (R<sup>2</sup>) is 0.104 or 10.4%. So it can be said that 10.4% of marketing performance is influenced by customer value and market orientation, while the remaining 89.6% is influenced by other variables not examined in this study.

## Discussion

### **The Influence of Market Orientation on Marketing Performance in Tour and Travel in Batam City.**

After conducting research and statistical analysis, the results of the study for the market orientation variable on marketing performance. This is shown in table 8.12, the t count is 2.010 with a significance level of 0.046. It can be concluded that the higher the level of market orientation, the higher the marketing performance and vice versa, the lower the market orientation, the lower the marketing performance. With research (Syahira, 2023) with the results of Customer orientation has a positive and significant influence on the marketing performance of coffee shops in Padang City. Also supported by research by Kuswanti, K., & Prihandono, (2017) it was concluded that there is an influence of customer orientation on marketing performance and has a significant value. The higher the customer orientation in the company, the higher the marketing performance and vice versa. Customers are not only encouraged to develop new products, but also achieve more success in their fields compared to their colleagues who are less customer-oriented (Syahira, 2023).

### **The Influence of Customer Value on Marketing Performance in Tour and Travel in Batam City.**

After conducting research and statistical analysis, the results of the study for the customer value variable on marketing performance. This is shown in table 8.12, the t count is 2.079 with a significance level of 0.039. It can be concluded that the higher the level of customer value, the higher the marketing performance and vice versa, the lower the customer value, the lower the marketing performance. Supported by research (Nurhalimah & Nurhayati, 2019), namely Simultaneously there is a positive influence between Service Quality and Customer Value with Customer Satisfaction. So it can be concluded that these two variables have a contribution to Customer Satisfaction at Saung Manglid Wanayasa Purwakarta.

## **The Influence of Market Orientation and Customer Value on Marketing Performance in Tour and Travel in Batam City.**

Based on the research that has been conducted, it states that the market orientation and customer value variables have a significant effect on marketing performance. Based on the tests carried out, the F count value was found to be 16.984 with a significance value of 0.000. Since the significance value is less than 0.05, it means that customer value and market orientation simultaneously have a significant effect on marketing performance. Thus, H3 is accepted. Supported by research (Sri Harini et al., 2022), namely that market orientation and product creativity simultaneously affect the marketing performance of food MSMEs in Bogor City.

### **Conclusion**

Based on the results of the study and its discussion, the following conclusions can be drawn:

1. Market Orientation variable has a positive and significant influence on marketing performance. It can be concluded that the higher the level of market orientation, the higher the marketing performance and vice versa if the market orientation is lower the marketing performance. Thus H1 is accepted. This is shown in the table above, the t count is 2.010 with a significance level of 0.046. Therefore, the significance value is smaller than 0.05
2. Customer value variable has a positive and significant influence on marketing performance. It can be concluded that the higher the level of customer value, the higher the marketing performance and vice versa if the customer value is lower the marketing performance. Thus H2 is accepted. This is shown by the t count of 2.079 with a significance level of 0.039. Therefore, the significance value is smaller than 0.05.
3. There is a significant influence. Based on the tests carried out in the test above, the F count value was found to be 16.984 with a significance value of 0.000. Since the significance value is less than 0.05, it means that customer value and market orientation simultaneously have a significant influence on marketing performance. Thus, H3 is accepted.

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