

The Influence of Service Quality, Competence, Innovation and Competitive Advantage on Marketing Performance

Kusmanto¹, Widji Astuti², and Harsono²

¹ Doctoral Student of Postgraduate Program, University of Merdeka Malang, Indonesia

² Lecturers of Postgraduate Program, University of Merdeka, Malang Indonesia

ABSTRACT

This study aims to analyze the effect of service quality, competence, innovation and competitive advantage on marketing performance. The research population is the management of the Course and Training Institute (LKP) in Semarang Regency, while the sample using the purposive sampling method is taken with the criteria that it has been established for 3 years, accreditation is still valid, the organizational structure is still complete and the building is self-owned and obtained as many as 150 LKP respondents. The analysis technique uses regression analysis. The results show that the variables of service quality, innovation and competitive advantage have an effect on marketing performance, while the competence variable has no effect on marketing performance.

Keywords: Service Quality, Competence, Innovation, Competitive Advantage, Marketing Performance.

1. INTRODUCTION

Quality education is the main means that provides important access for efforts to educate the nation's life and achieve a good, advanced, and just life in the future. Quality education is expected to be able to develop human potential and give birth to creative, independent, and high work ethic people. To realize quality education, it is necessary to involve all components of the nation because it is well recognized that national education is a shared responsibility. Courses and Training Institutions (LKP) included in Vocational education also have roles and responsibilities to implement quality education. Law Number 20 of 2003 Article 26 paragraph (5) explains that courses and training are a form of continuing education to develop students' abilities with an emphasis on mastery of skills, competency standards, development of entrepreneurial attitudes and professional personality development. Communities who take part in youth training will occupy an important and strategic position as development actors and as young people who will take part in the future. Therefore, people's skills must be prepared in order to have quality and competitiveness in order to face the demands of needs as well as challenges and competition in the era of globalization. Based on data from the Directorate of Course and Training Development (Sipken Ginting, 2021) in Course Info, the results of the 2019 and 2020 performance assessments performed A (1.7%), B (20.3%), C (35.7%) and D (42.3%). The data above means that there are more courses that do not meet the standards or perform D, while very few performers or A are found. Director of Course Development and Training Director General of PAUDNI Dr. Wartanto revealed that in 2020 of the more than 17,000 course institutions in Indonesia, only 8 percent have been accredited, meaning that there are still 92 percent of institutions that have not been accredited. Such a situation will certainly hinder the Government's vision to make the Course and Training Institute as a means for the welfare of the community. This condition must be considered by the Government. The government is obliged to guarantee and control the quality of course institutions. These efforts are carried out with the aim that the course institution is able to produce graduates who are competent in the field of work skills. Efforts such as accreditation, certification, and data collection from the Government on an ongoing basis must continue to be carried out to raise the quality of course institutions.

The performance of Educational Institutions Courses and Training under the guidance of the Directorate of Courses and Training, Directorate General of Vocational Education, Ministry of Education, Culture, Research and Technology is expected to help the community, especially in the field of skills and character education and prepare a ready-to-work workforce. Improving skills and character education carried out by the Course and Training Institute can help the Government because: (1). The education system produces quite a number of semi-skilled graduates, while the job market has a limited capacity to absorb these graduates, (2). The development of expertise in vocational education and training has not been in line with the needs of the world of work. (3). The majority of the workforce (58.77% or 72.8 million) have a low level of education (graduated SMP/equivalent

and below) without the skills required by the labor market (BPS, 2019). (4). The target of industrial cooperation-based vocational education (0.78% or 2.8 million) until 2024 (Bappenas). (5). In this era of the COVID-19 pandemic, there are many challenges in recruiting graduates to enter the industry with many obstacles due to the sluggish industrial world.

Several factors trigger the number of unemployed and the Indonesian labor force is still high (the number of unemployed is 9.1 million people, while the number of Indonesia's workforce reaches 140.15 million, referring to BPS data for March 2021, in addition to an increase in the number of dropouts. Several factors cause children to drop out schools, one of which is economic conditions and poverty (the number of poverty is 27.54 million people or 10.12% of the total Indonesian population referring to BPS data for March 2021. Economic conditions and poverty are one of the factors that often underlie children not continuing their education They drop out of school because of a lack of funds, while it takes a lot of money to take education, especially in formal education. In an effort to tackle school dropouts, the Government in this case the Ministry of Education and Culture through vocational education provides alternative services through courses and training Lembaga Kursus Dan Pelatihan LKP (Institution of Courses and Training). Therefore, the Course and Training Institute must be managed and supported by superior and quality human resources in order to be able to create quality education processes and services for each student, and be able to meet the needs of the business world and industry as graduate users. Educational management in course institutions must change and be managed with a new paradigm so that its existence is in accordance with the needs of society and the times. This requires leaders who are able to adapt and innovate according to the needs of the business world and industry. It takes a leader who is able to provide solutions to any problems that arise along with the growth and development of the organization quickly and efficiently.

The leader of the Course and Training Institute must be able to formulate a marketing performance strategy well in order to achieve the organization's vision and mission, knowing how to execute the strategy that has been prepared. The role of professional and competent course management and training managers becomes a reality, in order to be able to maintain the sustainability of the institution in competition and also be able to produce quality educational outputs. Readiness of the Director, Secretary, Treasurer, Public Relations and Marketing and Marketing Administration, as competent managers can improve the quality and relevance of course and training graduates with the business world and industry through industry standard courses and training institutions in encouraging Structural achievement in competent LKP in 2024 . M. Porter & Siggelkow, (2008) [37] said that competition is the core of a company's success or failure. Competition determines the appropriateness of institutional activities contributing to marketing performance such as innovation, cohesive culture or good implementation. Institutional success, especially in marketing activities, is reflected in marketing performance, so market performance is a construct to measure the impact of a company's strategy. The view of Moorman & Rust, (1999)[33] defines marketing performance as the company's ability to satisfy and retain its customers through product and service quality while using perceptual measures to measure marketing performance in terms of market share (market share), profit or net profit (net profit), and sales growth rate to measure marketing performance. J. L. Johnson, (2009)[26] states that to measure marketing performance, dimensions such as profit, market share and sales growth are used, so that product innovation is carried out, it is expected to improve the marketing performance of the company. Marketing performance is the result of marketing strategy, the success and failure of the company in achieving marketing performance depends on the company's competitive advantage, as a marketing strategy. Marketing performance has a positive and significant effect on competitive advantage, as evidenced (Hur, 2019)[52]; (Aryana, I. N. et al., 2017)[4]; (H. Majeed et al., 2011)[29]. But different findings (Kaleka & Morgan, 2017)[27] which result in competitive advantage have a negative effect on marketing performance. This difference in results does not provide an opening for retesting. M. E. Porter, (1990)[42] states that competitive advantage is the growth of the company's productivity as reflected in the cost or different products and premium prices. Various views (Barney, 1991)[6]; (M. E. Porter, 1980)[40] and (Aaker, 1989)[1] indicate that the measurement of competitive advantage cannot be imitated (imitability), durable (durability), and not easily replaced (no easily replace). (Barney, 1991b)[7]; (M. E. Porter, 1980) [40] and (Aaker, 1989)[1] on generic strategies for competitive advantage consisting of cost advantage, differentiation, and focus.

Research (Wijetunge, 2016) [55]; (Mcgowan, 1999)[30] about competitive advantage is influenced by service quality. The results of the study show consistency that service quality affects competitive advantage. This is because the best service is an important key to being different, productive, and efficient so that it can provide superior value compared to other companies. Wijetunge's research (2016)[55] also proves that service quality affects marketing performance both directly and indirectly through competitive advantage. This indicates that competitive advantage acts as a medium between the effect of service quality on marketing performance. Buzzell and Gale (1987)[10] state that there are three competitive advantages in achieving superior quality, namely: premium prices, resources for research and development, and better customer value. It is further stated that quality is not only related to company profits but also relates to company growth or development as a result of the quality value received, as in the results of research by Menon, A et al., (1996)[32]) which results in that service quality affects marketing performance. . Service quality ((Armstrong et al., 1997))[3] is an intangible product offered to the market with the characteristics inherent in the product being attention, acquisition, and providing benefits satisfying a need or want. Research (Agha et al.,

2011)[2], (Ismail, 2014)[21]; (Bloemer et al., 2013)[9] and (Nimsith et al., 2016)[34], suggest that competence has a positive effect on competitive advantage, while research (Dubey, 2011)[15] finds that competence has a negative effect on marketing performance. Furthermore (Agha et al., 2011)[2], research shows that competence has a positive effect on marketing performance. These results lead to further study of the role of competitive advantage in influencing competence on marketing performance. According to (Spencer, L & Spencer, S, 1993)[47] competence is formed from the components of motivation, character, self-concept and skills, in which these components influence behavior and predict performance.. Competence ((P. E. Spector et al., 2001)[48] is the fulfillment of the requirements to perform a task activity or job function. A person completing a job is greatly influenced by the ability of the field of work. Work can be done that has competence in the field of work in question. Different organizations will define competence (Gulo et al., 2004)[18] argues that "competence consists of two interacting aspects, namely: the visible aspect or called performance and the invisible aspect or called the rational aspect." Zwell (2007)[56], the structure of competency measurement is as follows: a) Skills, abilities that show a system or sequence of behaviors that are functionally related to the achievement of performance goals. b) Knowledge, information that a person has in a particular field. Employees must know and understand science or information in their respective fields. c) Self-concept or attitude, the attitude of an employee must be professional in completing his duties with confidence and confidence that the work can be carried out properly according to what has been set by the company.

In addition to service quality and institutional management competence, it also produces competitive advantage that is significantly influenced by innovation, as researched by (Hurley & Hult, 1998)[20]; who found that innovation is an organization's core ability to master and maintain a holistic value-dynamic where change opportunities are exploited and new ideas are generated, translated, and implemented in practice, if the innovation is positive it can lead to competitive advantage.. Meanwhile, according to (Drucker, 1996)[16] innovation is the act of giving resources new strengths and abilities to create prosperity. Innovation can be distinguished from the capacity for new ideas, which is the ability of an organization to develop or use new products and processes. The results of the study are in accordance with the theory put forward (Wenerfelt, 1984)[54] and (Porter, 1990)[38] both of which state that innovations carried out by organizations will become superior organizations compared to competitors. There are differences of opinion on innovation on marketing performance according to (Slater & Narver, 1994)[43] innovation has an effect on marketing performance while (Jaworski et al., 1993) innovation has a negative effect on marketing performance thus there is a research gap that needs to be re-examined to see the effect of innovation on performance marketing.

According to (Hurley & Hult, 1998)[20] states that innovation is part of the character of work connecting aspects of corporate culture with the ability to innovate and improve performance. Meanwhile, according to (Bryan Lukas & O.C. Ferrell, 2000)[11], states that marketing performance and innovation are seen as drivers of economic growth and are supported by intervening variables of competitive advantage. According to Tusham (1997)[51] innovation can provide unique products and high added value so that companies can earn above average profits. This allows companies to build new products and exploit new markets. In addition, the company can also improve the basic cost and increase the price. Innovation and the formation of new products are important sources of competitive advantage so as to achieve maximum marketing performance. Competitive advantage develops from the uniqueness of the company multiplying its expertise and resources effectively. The competitiveness of the company makes the company able to survive against the actions of competitors. As according to (Sanchez & Sanchez, 2020)[44] and (S. Majeed, 2011)[29], finding a relationship between marketing performance and competitive advantage has a positive and significant effect on marketing performance, while according to (Kaleka & Morgan, 2017)[27] competitive advantage has a negative effect on marketing performance. Based on these studies indicate that service quality, competence and innovation affect marketing performance directly, and indirectly through competitive advantage.

2. LITERATURE REVIEW

A. Marketing Performance

Ferdinand (2000) [11] states that marketing performance is a factor that is often used to measure the impact of the strategy implemented by the company. Opinions of experts on Marketing Performance Measurement, are as follows: (Voss & Voss, 2000) [46], Marketing performance can be measured from three main quantities, namely sales volume, market share and customer growth which ultimately leads to company profits.

B. Competence

Zwell (2000)[49] Competence is an ability to carry out or perform a job that is based on skills and experience and is supported by the work attitude demanded by workers, and competence is measured by skills, knowledge, self-concept/attitude.

c. Service of Quality

(A Parasuraman, 1998)[30] identified that there are ten main measures attached to service quality, namely physical evidence, reliability, responsiveness, competence, courtesy, credibility, security, access, communication and student understanding. into an indicator of concern. Five indicators of service quality are commonly used to measure service quality, the five indicators are:

Tangible: Physical appearance such as buildings, course and training equipment, personnel such as educators and education personnel, and communication media such as promotional tools and institution introductions. Reliability: The ability to deliver courses and training services to the community as promised in a timely and reliable manner. Responsiveness: The ability of course and training institutions to help customers (course students) complete course and training programs according to a predetermined schedule so that services to students in the field of course services are on target and on time. Confidence (Assurance): The knowledge and ability of course institutions in graduating competent students in their department will lead to public trust and confidence to use course and training institutions as solutions to achieve goals. Empathy: Courses and training institutions that care about their students such as giving personal attention and character education will lead to higher public trust

d. Innovation

(Dewar, R. D., 1986)[12] Innovation is an activity that challenges and faces the uncertainty that exists and the updated version is the development of current products and production processes, as well as radical innovation which is basically the development of the application of new ideas and new technologies. Measurement of Innovation according to experts are as follows: (Dewar, R. D., 1986)[14] product innovation, process innovation, marketing innovation and management innovation

e. Competitive Advantage

Competitive advantage basically grows from the value or benefits that a company can create for its buyers. Competitive advantage (Aaker, 2014)[1] through one of the three generic strategies, a competitive advantage will be obtained. Kotler and Armstrong (2004)[3] is an advantage over competitors that is obtained by offering a lower value or by providing greater benefits because the price is higher. (Bharadwaj et al., 2015)[8], explains that each company has its own strategy to win competitive advantage. Lamb, Hair and Daniel (2001) define competitive advantage as a set of features of a company (Non-Formal Educational Institution) that can be accepted by the market as an important element of advantage in competition. Some measurements of competitive advantage according to experts are as follows: (Li et al., 2006), measuring the company's competitive advantage using several measures, namely: Price, Quality, Delivery dependability, Product innovation, and Time to market (Bharadwaj et al. , 2015), several measurements to measure competitive advantage are: Product uniqueness is the uniqueness of the company's products that combine artistic values with customer tastes. Competitive price is the company's ability to settle the price of its products at the general price in the market. Not easy to find means that it is rare in the current competition and not easy to imitate means that it can be imitated imperfectly and Difficult to replace means that it does not have the same substitute. Not easily replaceable means not having the same substitute. According to the opinion of the experts above, the researcher uses the opinion of (Bharadwaj et al., 2015) namely competitive prices, not easy to imitate, not easy to replace. For the uniqueness of the product, it is not used because the Vocational Course and Training Institute has been determined by the Institute and the curriculum is determined by the SKKNI and from the industry.

Conceptual Framework .

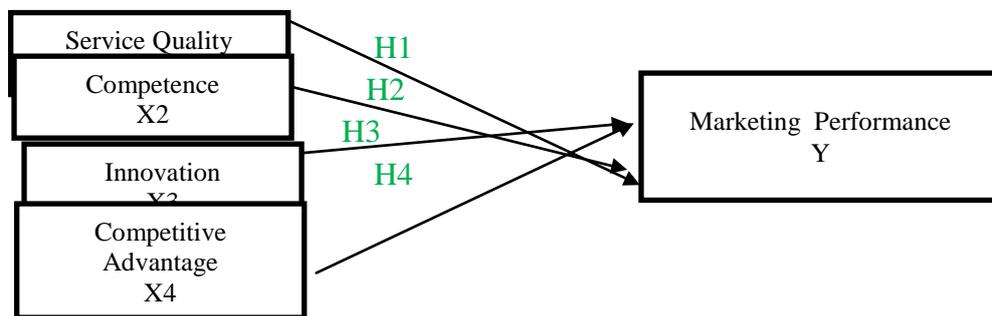


Figure 1. Conceptual fra framework

- Description: X1 (Service Quality) → Independent variable
- X2 (Competence) → Independent variabel
- X3 (Innovation) → Independent variabel
- X4 (Competitive Advantage) → Independent Variabel
- Y (Marketing Performance) → Dependent variable

f. Hypothesis

Based on the abovementioned framework, the hypotheses proposed in this study are:

- H1: There are positive and significant effects of service quality on marketing performance .
- H2: There are positive and significant effects of competence on marketing performance.
- H3: There are positive and significant effects of innovation on marketing performance.

H4: There are positive and significant effects of competitive advantage on marketing performance

3. DATA AND METHODS

a. Population and Sampling Techniques

The research population is the management of the Course and Training Institute (LKP) in Semarang Regency, while the sample using the purposive sampling method is taken with the criteria that it has been established for 3 years, accreditation is still valid, the organizational structure is still complete and the building is self-owned and obtained as many as 150 LKP respondents.

b. Technical Analysis

In this study, the technique used is Path Analysis to determine the direct or indirect effect of various variables using SPSS software. Chandrarin, G (2017). Hypothesis testing uses the t test (partial) if the probability is 0.05, the hypothesis is rejected, meaning that there is no significant effect of the independent variable on the dependent variable. And if the probability <0.05, then the hypothesis is accepted, it means that there is a significant effect of the independent variable on the dependent variable. In this research, there are 2 (two) structural equations, namely:

$$Y = b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e_1$$

Information:

X1 = Service Quality

X2 = Competence

X3 = Innovation

X4 = Competitive Advantage

Y = Marketing Performance

e = The influence of other factors

4. RESULTS AND DISCUSSION

In this study, the technique used is multiple regression linear analysis. Chandrarin, G (2017)[15] Hypothesis testing uses t-test if the probability is 0.05 then the hypothesis is rejected, meaning that there is no significant effect of the independent variable on the dependent variable. And if the probability < 0.05, then the hypothesis is accepted, meaning that there is a significant influence between the independent variables on the dependent variable.

Test Validity & Reliability

The validity of a test intended to find out the extent to which measuring instruments used can measure what will be measured. Test validity in this research intended to find out whether the questionnaire prepared have been able to measure the variables wanted measured. The validity of a test is done by calculating the correlation of each of questions (items) with a score total.

Test reliability is a measure regarding the internal consistence of indicators a construct shows the degree to which the indicator it indicates a constructs or latent factors. The value of reliability calculated with a coefficient Alpha Cronbachs Alpha coefficient values where Cranach’s > 0.6 is reliable (Sudarmanto, 2013:81).

Based on a test of Reliability, all research variables have the value of Cronbach Alpha > 0.6 so that all research is variable reliability

Tabel 1

Hasil Uji Validitas dan Riliabilitas Data Item Pertanyaan

Item Bukti Fisik (X _{1,1})	Carrected Item Total Carrelation	Keterangan
X _{1,1.1}	.762*	Valid
X _{1,1.2}	.839*	Valid
X _{1,1.3}	.771*	Valid
X _{1,1.4}	.880*	Valid
Alpha	.917*	Reliabel

Item Keandalan (X_{1,2})	<i>Carrected Item Total Carrelation</i>	Keterangan
X _{1,2,1}	.727*	Valid
X _{1,2,2}	.673*	Valid
X _{1,2,3}	.652*	Valid
X _{1,2,4}	.814*	Valid
X _{1,2,5}	.882*	Valid
Alpha	.895*	Reliabel
Item Biaya Tanggap (X_{1,3})	<i>Carrected Item Total Carrelation</i>	Keterangan
X _{1,3,1}	.896*	Valid
X _{1,3,2}	.739*	Valid
X _{1,3,3}	.663*	Valid
Item Daya Tanggap (X_{1,3})	<i>Carrected Item Total Carrelation</i>	Keterangan
X _{1,3,4}	.784*	Valid
Alpha	.894*	
Item Jaminan (X_{1,4})	<i>Carrected Item Total Carrelation</i>	Keterangan
X _{1,4,1}	.853*	Valid
X _{1,4,2}	.780*	Valid
X _{1,4,3}	.848*	Valid
X _{1,4,4}	.898*	Valid
Alpha	.933*	
Item Empati (X_{1,5})	<i>Carrected Item Total Carrelation</i>	Keterangan
X _{1,5,1}	.773*	Valid
X _{1,5,2}	.608*	Valid
X _{1,5,3}	.704*	Valid
X _{1,5,4}	.810*	Valid
Alpha	.867*	Reliabel
Item Ketrampilan (X_{2,1})	<i>Carrected Item Total Carrelation</i>	Keterangan
X _{2,1,1}	.632*	Tidak Valid
X _{2,1,2}	.460*	Tidak Valid
X _{2,1,3}	.529*	Tidak Valid

Alpha	.716	
Item Pengetahuan ($X_{2,2}$)	<i>Corrected Item Total Correlation</i>	Keterangan
$X_{2,2.1}$.833*	Valid
$X_{2,2.2}$.709*	Valid
$X_{2,2.3}$.656*	Valid
$X_{2,2.4}$.813*	Valid
Alpha	.884*	
Item Konsep Diri/Sikap ($X_{2,3}$)	<i>Corrected Item Total Correlation</i>	Keterangan
$X_{2,3.1}$.728*	Valid
$X_{2,3.2}$.663*	Valid
$X_{2,3.3}$.617*	Valid
$X_{2,3.4}$.799*	Valid
Alpha	.855*	Reliabel
Item Inovasi Proses ($X_{3,1}$)	<i>Corrected Item Total Correlation</i>	Keterangan
$X_{3,1.1}$.935*	Valid
$X_{3,1.2}$.907*	Valid
$X_{3,1.3}$.887*	Valid
$X_{3,1.4}$.934*	Valid
Item Inovasi Proses ($X_{3,1}$)	<i>Corrected Item Total Correlation</i>	Keterangan
Alpha	.966*	Reliabel
Item Produk ($X_{3,2}$)	<i>Corrected Item Total Correlation</i>	Keterangan
$X_{3,2.1}$.870*	Valid
$X_{3,2.2}$.798*	Valid
$X_{3,2.3}$.779*	Valid
$X_{3,2.4}$.907*	Valid
Alpha	.930*	Reliabel
Item Pemasaran ($X_{3,3}$)	<i>Corrected Item Total Correlation</i>	Keterangan
$X_{3,3.1}$.460*	Valid
$X_{3,3.2}$.342*	Valid
$X_{3,3.3}$.517*	Valid
Alpha	.626*	Tidak Reliabel

Item Manajemen ($X_{3.4}$)	<i>Carrected Item Total Carrelation</i>	Keterangan
$X_{3.4.1}$.534*	Valid
$X_{3.4.2}$.299*	Valid
$X_{3.4.3}$.561*	Valid
Alpha	.646*	Reliabel
Item Harga Bersaing ($Y_{1.1}$)	<i>Carrected Item Total Carrelation</i>	Keterangan
$Y_{1.1.1}$.625*	Valid
$Y_{1.1.2}$.625*	Valid
alpha	.769*	
Item Harga Bersaing ($Y_{1.1}$)	<i>Carrected Item Total Carrelation</i>	Keterangan
$Y_{1.2.1}$.758*	valid
$Y_{1.2.2}$.758*	Valid
Alpha	.862*	
Item Harga Bersaing ($Y_{1.1}$)	<i>Carrected Item Total Carrelation</i>	Keterangan
$Y_{1.3.1}$.865*	Valid
$Y_{1.3.2}$.865*	valid
Alpha	.927*	Reliabel
Item Kinerja Pemasaran (Y_2)	<i>Carrected Item Total Carrelation</i>	Keterangan
$Y_{2.1.1}$.696*	Valid
$Y_{1.1.2}$.696*	Valid
Alpha	.821*	
Item Kinerja Pemasaran (Y_2)	<i>Carrected Item Total Carrelation</i>	Keterangan
$Y_{1.2.1}$.772*	Valid
Item Kinerja Pemasaran (Y_2)	<i>Carrected Item Total Carrelation</i>	Keterangan
$Y_{1.2.2}$.772*	Valid
Alpha	.871*	
Item Kinerja Pemasaran (Y_2)	<i>Carrected Item Total Carrelation</i>	Keterangan
$Y_{1.3.1}$.929*	Valid
$Y_{1.3.2}$.929*	Valid
Alpha	.963*	Reliabel

Sumber : Lampiran (2022)

Keterangan: * = Signifikasi pada $\alpha = 0,05$ Sugiyono (2004)

r produk moment pearson dengan $n = 150$ pada $\alpha = 0,05 = 0.1052$

Based on the table of Data Validity and Reliability Test Results Question items by comparing $r_{count} > 0.1052$ ($r_{table} = 0.05$), then all are said to be valid. Meanwhile, from the reliability test with - cronbach, it appears that the correlation coefficient - cronbanh from physical evidence (tangibility), reliability (reliability), responsiveness (responsiveness), assurance (assurance), empathy (empaty), skills (skills). Knowledge, self concept/attitude, process innovation, product innovation, marketing innovation, management innovation, competitive price, not easy to imitate, not easy to replace, sales growth, customer growth, market share growth that all $r_{count} > 0.1052$ ($r_{table} = 0, 05$) is said to be reliable. After testing the validity and reliability, it turned out that all research questionnaire items were declared significant, then the data was valid and reliable for analysis.

Test Hypothesis

Table 2 Results of the SPSS Multiple Linear Regression Output Hypothesis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.377	.831		-1.658	.100
	X1	.189	.045	.292	4.207	.000
	X2	.108	.074	.100	1.464	.145
	X3	.145	.055	.165	2.655	.009
	X4	.509	.080	.416	6.342	.000

a. Dependent Variable: Y

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.754 ^a	.568	.556	1.13438

a. Predictors: (Constant), X4, X2, X3, X1

The value of R square is = 0.568

Then $\epsilon_1 = \sqrt{1 - R \text{ square}} = \sqrt{1 - 0.568} = 0.657$

The diversity of data that can be explained by the model is 65.7 % or the information contained in the data is 65.7 % explained by the model, while the 34.3 % is explained by other variables outside of this study.

$$Y = 0.292 X1 + 0.1 X2 + 0.165 X3 + 0.416X4 + 0.657$$

Based on the data in the table above, it is known that the significance value of service quality (X1) = 0.000 this value is smaller than the 0.05 significance. These results prove that the X1 variable, namely service quality, have a significant effect on marketing performance (Y). While the variable X2, namely Competence, have a significance value of 0.145, this value is greater than a significance value of 0.05. These results prove that for the variable X2, namely competence does not have a significant effect on marketing performance (Y) and the variable X3, namely Innovation have a significance value of 0.09 this value is smaller than a significance value of 0.05. These results prove that for the variable X3, namely innovation have a significant effect on marketing performance (Y). The last variable is the X4 variable, namely Competitive Advantage, which has a significance value of 0.000, this value is smaller than a significance of 0.05. These results prove that for the X4 variable, namely Competitive Advantage, it has a significant effect on marketing performance (Y).

4.1. Discussion

a. Service Quality have a positive effect on Marketing Performance.

Based on the table data above, service quality has a significant effect on marketing performance. The better the quality of service, the more influence it will have on improving marketing performance. The results of this study are supported by research by Anil Menon et al. al. (1996)[32]; W. A. D. S. Wijetunge (2016)[55].

b. Competence have not effect on Marketing Performance.

Based on the table data above, competence has not significant effect on marketing performance. The existing

competencies in the Course and Training Institute have not been able to have a strong enough impact on improving marketing performance. This result contradicts the research conducted by Josee Bloemer (2013)[9]; Sabah Agha (2011); Zweel (2000)[49].

c. Innovation have effect on Marketing Performance.

Based on the table data above, innovation have significant effect on marketing performance. The better of innovation will have on improving marketing performance. The results of this study are supported by research by Sorawit Ngamsutti *et. al.* (2016)[44]; Kevin Zheng Zhou (2009) [57].

d. Competitive Advantage have effect on Marketing Performance.

Based on the table data above, competitive advantage have significant effect on marketing performance. The greater the competitive advantage can further improve marketing performance. The results of this study are supported by research by W. A. D. S. Wijetunge (2016)[55]; Agha, S (2012)[2]; Usvita, Mega (2015)[52]; Sadia Majeed (2011)[29]; Rameshwar Dubey *et. al.* (2011)[15]; Kaleka, A. (2017)[27]; Aryana *et. al.* (2017)[4]

5. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research and discussion described in the previous chapter, it can be concluded that the variables of service quality, innovation and competitive advantage have an effect on marketing performance, while the competence variable has no effect on marketing performance.

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