THE INFLUENCE OF PRODUCT INNOVATION ON MARKET PERFORMANCE THROUGH THE MEDIATING ROLE OF INNOVATION PERFORMANCE IN UMKM COFFEE SHOPS IN BIREUN REGENCY

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Abstract

The purpose of this study was to determine the application of product innovation that has an impact on innovation performance and competitive advantage in improving marketing performance with the subject of research UMKM Coffeeshop in Bireuen Regency. The stages of the study include: data observation, determining the main problems, activity objectives, literature studies, data collection, data processing, analysis of results, and evaluation of research results. The results of the study show that product innovation has a significant positive effect on marketing performance and innovation performance. Innovation performance has a significant positive effect on marketing performance. Innovation performance has a significant positive effect in mediating product innovation on marketing performance.

Keywords: *Product, Innovation, Marketing, Performance, Mediation*

Introduction

Global competition in the trade industry forces micro-entrepreneurs to improve the quality of products and services in order to satisfy customers and maintain market position. Many micro-entrepreneurs emerge with the aim of gaining profit and customer satisfaction through developing customer value, which drives consumer loyalty.(Matriadi, 2023). This development encourages entrepreneurs to develop innovative effective strategies to stay ahead in the tight competition, to avoid losses, with a focus on increasing sales, growth, and market share, which are important indicators of marketing performance.(Zaim & Jannah, 2024)There are many business opportunities that can grow rapidly in Indonesia, one of which is the coffee shop business.

The growth of the coffee shop industry in Indonesia has shown a significant upward trend in recent years. Based on a report by Toffin Indonesia, the number of coffee shops in Indonesia has almost tripled from around 1,000 outlets in 2016 to more than 2,950 outlets in 2020.(Toffin Indonesia, 2020). This trend continues, even the Indonesian Coffee Shop Entrepreneurs Association (APKCI) estimates that the number of coffee shops in Indonesia will reach around 10,000 outlets in 2023, with an estimated market value of the industry reaching IDR 80 trillion.(Marasabessy & Dimyati, 2024). This phenomenon not only reflects the shift in people's consumption patterns that are increasingly moving towards an experience-based lifestyle, but also opens up great economic opportunities, especially for Micro, Small, and Medium Enterprises (MSMEs) in various regions. One of the areas experiencing this development is Bireuen Regency, Aceh Province.

Bireun Regency has experienced growth in the coffee shop industry because the increase in the habit of hanging out has become a lifestyle trend that has spread to all levels of society. Coffee shops are used as a place to gather, complete work, and a place for discussion with colleagues and family. Many students use coffee shops as an alternative to completing assignments or exchanging ideas between fellow students. Not infrequently, civil servants and professionals use coffee shops as an alternative place to entertain business partners in informal meetings(Manoppo et al., 2025)

Bireuen Regency shows quite significant development in the coffee shop UMKM sector. The emergence of local brands such as Star Black, Caffee Time, and Defaree Coffee represents the growth of local coffee entrepreneurs who are oriented towards young people and social communities. Based on data from the "Bireuen Coffee and Culinary Festival 2024", there were 55 UMKM in the coffee and culinary sectors actively involved(Bireuen Cooperatives and SMEs Service., 2024). This data shows that the coffee shop MSME sector has great potential as a driver of the local economy. However, amidst high business competition and changes in consumer preferences, innovation is a key

factor in determining the sustainability of coffee shop businesses in this area.

In the context of increasingly dynamic competition, product innovation is a key element that plays a role in maintaining competitiveness and business sustainability. Product innovation is one of the main strategies used by business actors to create uniqueness, increase consumer satisfaction, and differentiate themselves from competitors. This innovation can be in the form of developing menu variants, serving local specialty coffee, using unique raw materials, to a more interactive and personal service approach.(Bhakti et al., 2025). However, product innovation does not always have a direct impact on market performance. Marketing performance is a key indicator in assessing value creation, which involves a combination of innovation capability and a deep understanding of the market. The success of innovation implementation, known as innovation performance, plays an important role as a mediating variable in the relationship.(Nauli, 2025). Innovation Performance is the effectiveness of innovation has several main keys, where entrepreneurs tend to engage in open innovation and believe that it can commercialize ideas in business. In other words, no matter how good the innovative idea is, its impact on market growth is largely determined by the extent to which the innovation can be effectively operationalized.

This study has novelty in three main aspects. First, this study focuses on coffee shop MSMEs in Bireuen Regency, Aceh—an area with a distinctive coffee shop culture that has not been widely studied by academics. Second, this study tests innovation performance as a mediating variable between product innovation and market performance, providing a more comprehensive analysis model than previous studies that only examined direct relationships. Based on this explanation, it is important to conduct a more in-depth analysis of the influence of product innovation on market performance by considering innovation performance as a mediating variable.

Product Innovation

Innovation is the success in realizing creative ideas in the corporate environment as an effort to adapt to change. Innovation demands to continue to present new ideas, create added value, and provide better service for customer satisfaction. Product innovation itself is formed from two main aspects, namely efficacy and efficiency (Pramuki & Kusumawati, 2021). According toSusilowati (2024)Product innovation involves the process of developing new ideas that are then applied in real practice to improve product quality. In organizations, innovation includes two things: first, product innovation that produces new goods or services or improves existing ones; second, process innovation, which is creating new methods in carrying out work processes.

Marketing Performance

Marketing performance is a measure of a company's success, measured over a specified period of time as the value of activities that have been prepared and implemented to determine whether the established strategy was successful or not.(Pramuki, 2020). This marketing performance concept can also be measured by various parameters, such as sales volume, market share, and sales growth rate, as explained by(Evangelistha Hermina Rompis & Mananeke, 2022). Marketing performance can also be defined as the result of evaluating marketing efforts made by a company. This concept has a broad meaning and can be adjusted according to different perspectives and needs. The selection of measurement elements is adjusted to the characteristics of each and aims to ensure the reliability and validity of the concept.(Wicaksono, 2023).

Innovation performance

*Innovation Performance*is the effectiveness of innovation has several main keys, where companies tend to engage in open innovation and believe that this can commercialize the company's ideas.(Hameed, 2021). Innovation performance can be measured by evaluating whether the products produced through user innovation activities are new or have different functions from the products offered by the company or competitors. Innovation performance provides information on revenue allocation and reflects the company's ability to produce and launch new products that previously did not exist and were not traded by others (Kiyabo & Isaga, 2020). Innovation Performance is measured through various dimensions, including products, processes, organizations, and marketing.

Materials and Methods

This research uses a quantitative approach with an associative research type, namely research that aims to analyze the relationship between two or more variables in a social or economic phenomenon.(Sugiyono, 2022). This approach was chosen because it is appropriate for testing the influence of independent variables on dependent variables statistically, as well as evaluating the role of mediation in the relationship between variables. This study uses a probability sampling technique with a random sampling approach, which provides equal opportunities for all members of the population to become respondents. The population in this study were all Micro, Small, and Medium Enterprises (MSMEs) in the coffee shop sector that are actively operating in Bireuen Regency. Thus, the minimum number of samples used in this study was 85 respondents.

Data collection techniques were carried out through three methods, namely: (1) documentation, to obtain secondary data related to MSME profiles and business activity information; (2) structured interviews, to dig deeper into information about innovation and operational practices; and (3) distribution of closed questionnaires, as the main instrument in measuring respondents' perceptions of research variables. The instruments were compiled based on indicators that had been validated in previous research and adapted to the local context.

Data analysis in this study was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach operated through the latest version of SmartPLS software. PLS was chosen because it is able to handle models with a limited number of samples and data that does not have to be normally distributed. (Hair et al., 2024), The analysis procedure consists of two main stages, namely: (1) Outer Model analysis to test the validity and reliability of the construct by testing the loading factor value, average variance extracted (AVE), and composite reliability; and (2) Inner Model analysis, which is used to test the relationship between latent variables, including the significance of the path, R^2 value, and mediation effect through bootstrapping.

Findings
Descriptive StatisticsAnalysis

Descriptive statistical analysis is used to find out the picture or description of each variable related to the research. In this section, the data of each research variable will be described consisting of the independent variable product innovation, the dependent variable marketing performance and the mediating variable innovation performance.

Table1. Descriptive Statistics

Name	Mean	Median	Scale min	Scale max	Standard deviation
X1	4.365	4,000	1,000	5,000	0.733
X2	4.118	4,000	1,000	5,000	0.758
X3	3,729	4,000	1,000	5,000	0.886
X4	3,565	4,000	1,000	5,000	0.926
X5	4.094	4,000	1,000	5,000	0.761
X6	4.047	4,000	1,000	5,000	0.781
Y1	4,400	5,000	3,000	5,000	0.672
Y2	4,588	5,000	3,000	5,000	0.559
Y3	4.635	5,000	3,000	5,000	0.505
Y4	4.153	4,000	3,000	5,000	0.728
Z11	3.918	4,000	2,000	5,000	0.785
Z12	3.929	4,000	2,000	5,000	0.764
Z13	3.965	4,000	1,000	5,000	0.963
Z14	4,082	4,000	2,000	5,000	0.785
Z15	4.047	4,000	2,000	5,000	0.734
Z16	4.306	4,000	1,000	5,000	0.783

Source: Processed Data

Outer Model
Convergent Validity

The convergent validity test in PLS with reflective indicators is assessed based on the loading factor of the indicators that measure the construct. The loading factor value is said to be high if it correlates more than 0.70 with the measured construct and usually the research is confirmatory.
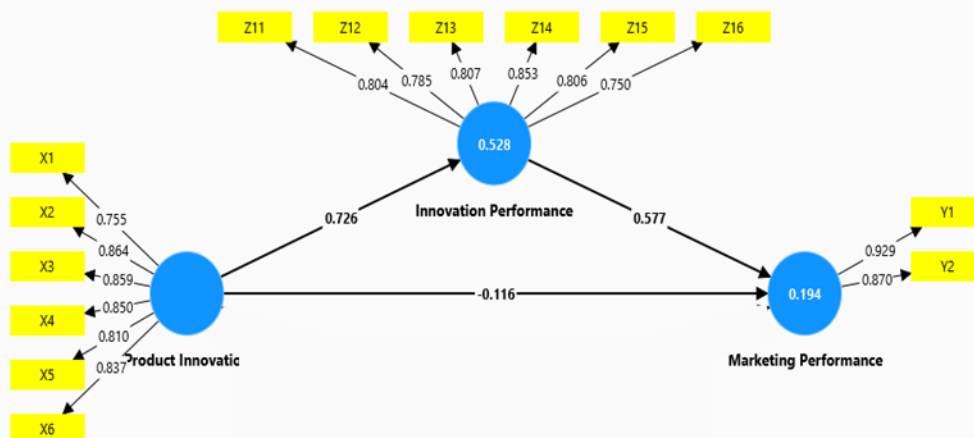
Picture1. Outer Model
Source: Processed data (2024)

In the image above, all indicators displayed have met the convergent validity criteria with values above 0.70. However, there are several indicators that do not meet the validity requirements and have been eliminated from the model, leaving only valid indicators. The following table presents the outer loading values based on the results of recalculation of the outer model:

Table2. Loading Factor

	Product Innovation	Marketing Performance	Innovation Performance
X1	0.755		
X2	0.864		
X3	0.859		
X4	0.850		
X5	0.810		
X6	0.837		
Y1		0.929	
Y2		0.870	
Z11			0.804
Z12			0.785
Z13			0.807
Z14			0.853
Z15			0.806
Z16			0.750

Source: Processed data (2024)

Based on the results of the outer model test in the table above, all loading factor values for each indicator are recorded above 0.70. This indicates that the construct of each variable has met the established criteria.

Discriminant Validity

Discriminant validity testing is done by looking at the cross loading value between the indicator and its construct, where the cross loading value in one variable must be more than 0.7. The results of the discriminant validity testing in this study are presented as follows:

Table3. Discriminant Validity Value (Cross Loading)

	Product Innovation	Marketing Performance	Innovation Performance
X1	0.755	0.210	0.517
X2	0.864	0.118	0.634
X3	0.859	0.220	0.637
X4	0.850	0.300	0.744
X5	0.810	0.176	0.516
X6	0.837	0.169	0.499
Y1	0.335	0.929	0.442
Y2	0.069	0.870	0.308
Z11	0.606	0.254	0.804
Z12	0.639	0.416	0.785
Z13	0.510	0.333	0.807
Z14	0.590	0.302	0.853
Z15	0.572	0.368	0.806
Z16	0.558	0.357	0.750

Source: Processed data (2024)

Based on the data shown, it can be stated that the indicators in this study have good discriminant validity in compiling each variable. This is also proven by the cross loading value of each indicator on the variable formed which is greater when compared to the cross loading value on other variables.

Reliability

Reliability testing in PLS can be done through two methods, namely composite reliability and cronbach's alpha. The following are the composite reliability and cronbach's alpha values for each variable:

Table4. Cronbach alpha & Composite reliability

	Cronbach's alpha	Composite reliability (rho_a)
Product Innovation	0.910	0.923
Marketing Performance	0.770	0.815
Innovation Performance	0.888	0.890

Source: Processed data (2024)

Based on the data, it can be concluded that all constructs have met the reliable criteria, this is proven by the composite reliability and Cronbach's alpha values which show figures of more than 0.70.

Structural Model Evaluation
R-Square

The R-Square test measures the extent to which the research model accounts for variance in the dependent variable. If the R-Square value is 0.67 it will be considered strong, 0.33 will be considered moderate, and 0.19 will be considered weak, while if it is smaller than 0.19 it will be considered to have no effect.

Table5. R-Square Value

	R-square	R-square adjusted
Marketing Performance (Y)	0.194	0.164
Innovation Performance (Z)	0.528	0.522

Source: Processed data (2024)

Based on the table above, the R square value of the Marketing Performance variable is 0.194, the Innovation Performance variable is 0.528, this shows that the influence of Product Innovation on Marketing Performance is relatively weak, on Innovation Performance is relatively strong and on Marketing Performance is relatively moderate.

Effect Size f-square (f2)

F square test to detect significant relationship between variables. If the F square value is 0.002 it will be considered weak, 0.15 is considered moderate and 0.35 is considered strong.

Table6. Effect Size

	F-Square
Product Innovation -> Marketing Performance	**0.008**
Product Innovation -> Marketing Performance	**0.008**
Innovation Performance -> Marketing Performance	**0.147**

Source: Processed data (2024)

From the results above, it can be seen that the influence of Product Innovation on competitive advantage and innovation performance is classified as strong (f square = 0.649 and 1.117), the influence of product innovation on marketing performance is classified as weak (f square = 0.00), the influence of competitive advantage on marketing performance is classified as weak (f square = 0.005), while innovation performance on marketing performance is classified as moderate (f square = 0.147).

Hypothesis Test
Direct Effects

To see the level of significance of the hypothesis support, a comparison of the T-table and T-statistic values can be used, where if the T-statistic value is higher than the T-table value, it means that the hypothesis is supported. With a confidence level of 95 percent (alpha 5 percent or 0.05), the T-table value for the hypothesis is ≥ 1.98.

Table7. Path Coefficient Table

	T statistics	P values
Product Innovation -> Marketing Performance	2.194	0.028
Product Innovation -> Innovation Performance	17,801	0.000
Innovation Performance -> Marketing Performance	3,810	0.000

Source: Processed data (2024)

Hypothesis test of the effect of product innovation on marketing performance, based on the test results, obtained a P-value of 0.028 and a T-statistic of 2.194. This value meets the test criteria, where P-value <0.05 and T-statistic> 1.98. Thus, it can be concluded that product innovation has a positive and significant effect on marketing performance. This means that the first hypothesis is accepted because the results of the statistical test show a significant relationship between the two variables.

Hypothesis test of the influence of product innovation on innovation performance, from the analysis results, the P-value was recorded at 0.000 and the T-statistic was 17.801. These two values indicate that the relationship between product innovation and innovation performance is positive and significant, because the P-value is less than 0.05 and the T-statistic far exceeds the minimum limit of 1.98. Therefore, the second hypothesis is also accepted, indicating a strong influence of product innovation on the achievement of innovative performance.

Hypothesis test of the influence of innovation performance on marketing performance, the test results show that the P-value is 0.000 and the T-statistic is 3.810. Both values indicate a statistically significant relationship, because the P-value <0.05 and the T-statistic> 1.98. Thus, innovation performance is proven to have a positive and significant influence on marketing performance, and the fourth hypothesis can be accepted. of 0.05.

Indirect Effects

Mediation testing is conducted to determine whether the mediating variable is able to bridge the influence between the independent variable and the dependent variable. This can be seen through the Indirect Effect output. If the P-value is less than 0.05, it can be concluded that there is a significant indirect effect of the independent variable on the dependent variable through the mediating variable. In other words, a P-value <0.05 indicates that mediation occurs.

Table8. Indirect Effect

	T statistics (|O/STDEV|)	P values
Product Innovation -> Innovation Performance -> Marketing Performance	3,530	0.000

The Product Innovation variable (x) on the Marketing Performance variable (Y) through the Innovation Performance variable (Z1) has a positive and significant effect with a P-value of 0.000, which is less than 0.05.

Discussion
The Influence of Product Innovation on Marketing Performance
Based on the results of the hypothesis test, the results obtained state that the relationship between Product Innovation (X) and Marketing Performance (Y) shows a positive but not significant relationship. The P-value shows a result of 0.028 <0.05 so it can be concluded that the hypothesis is accepted. The results of this study are in line with several previous studies.Meisya Salsabilla, Dyta Aulia and Soesanty Maulany (2024),Akmal Abdullah, Andi Baso Adil Natsir, Ilham and Sulkifli (2023)AndFadel Muhamad, Zahwa Shofiyaturrahmah and Soesanty Maulany (2024)which shows that increasing product innovation has a positive impact on marketing performance. The development of more attractive product variants and packaging has succeeded in increasing the number of customers, reducing complaints, and increasing sales. Product innovation is an important strategy for the development and sustainability of MSMEs, including in the coffee shop sector. To improve marketing performance, MSME coffee shops in Bireuen Regency must continue to innovate according to customer desires and market conditions. Increasingly tight competition demands the courage to take risks and be proactive in responding to change. With the right innovation, MSMEs can be more advanced than their competitors.

The Influence of Product Innovation on Innovation Performance
Based on the results of the hypothesis test, the results obtained state that the relationship between Product Innovation (X) and Innovation Performance (Z1) shows a positive but not significant relationship. The P-value shows a result of 0.000 <0.05 so it can be concluded that the hypothesis is accepted. The results of this study support the findingsRofina Martin Mrosso, Elizabeth Lulu Genda and Nicholous Bhikolimana Tutuba (2024),Muhammad Sulton (2022)AndPattarapon Chummee (2022)which shows that product innovation has a significant effect on the company's innovation performance. Product innovation, which involves the development or improvement of goods and services, helps companies meet evolving consumer needs and create added value. This increases competitiveness through efficiency, adaptability, and innovative output. In UMKM coffee shops in Bireuen, product innovation such as presenting unique menus and utilizing local ingredients has succeeded in increasing consumer appeal and strengthening brand image. Improved innovation performance can be seen from sales growth, customer satisfaction, and competitive position. Coffee shops that continue to innovate tend to have higher customer loyalty and are more resilient to competition. Product innovation is also a catalyst for long-term growth, opening up wider market opportunities and creating sustainable value. This study confirms the importance of product innovation as a primary strategy for UMKM coffee shops in Bireuen.

The Influence of Innovation Performance on Marketing Performance
Based on the results of the hypothesis test, the results obtained state that the relationship between Innovation Performance (Z1) and Marketing Performance (Y) shows a positive but significant relationship direction. The P-value shows a result of 0.000 <0.05 so it can be concluded that the hypothesis is accepted. The results of this study are in line with the findings ofEka Melany Aprillia (2024),David Andriyan, Muhammad Sholahuddin and Imronudin (2023)AndThe story of the two actors is about the love of their lives, ..., which shows that innovation performance has a significant influence on marketing performance. Innovation performance, which includes the company's ability to create and implement new ideas in products, services, or processes, helps improve the effectiveness of marketing strategies. Companies with good innovation performance are able to produce products that are more attractive and relevant to market needs. This allows companies to more easily enter new markets, expand consumer reach, and create strong product differentiation. High innovation performance also increases brand awareness, customer loyalty, and sales, and strengthens the company's position in the market through solutions that are superior to competitors. Innovation also helps companies respond to dynamic market trends and changes in consumer preferences, maintaining long-term relevance. Overall, strong innovation performance acts as a competitive advantage that supports marketing performance by increasing product appeal, brand differentiation, and achieving marketing targets effectively and efficiently.

The Influence of Product Innovation on Marketing Performance through Innovation Performance

Based on the results of the indirect effect test, the Product Innovation variable has a significant effect on the Marketing Performance variable which is mediated by the Innovation Performance variable. As shown by the results of the P value test of 0.000 <0.05, this indicates that the Innovation Performance variable can mediate well between the Product Innovation variable and Marketing Performance, the hypothesis can be accepted. This finding indicates that the relationship between product innovation and marketing performance does not occur directly, but rather through the important role of innovation performance. Product innovation, which includes the development of new products or improving the quality of existing products, provides a foundation for companies to improve innovation performance, namely the ability to generate new ideas, improve processes, and implement creative solutions in business. Therefore, the results of this study confirm the importance of innovation performance as a mediating variable that strengthens the relationship between product innovation and marketing performance, and encourages companies to continue to improve their innovation capabilities in order to maximize their marketing results.

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