

## **Influence Of Competitive Advantage Strategy And Service Positioning Strategy Against Marketing Performance At KPRI Tegal Regency Financial Services Sector**

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### **ABSTRACT**

*The purpose of research: 1) to determine the effect of competitive advantage strategy on marketing performance at KPRI Kabupaten Tegal financial services sector. 2) to determine the effect of service positioning strategy on marketing performance at KPRI Kabupaten Tegal financial services sector. 3) to know the influence of competitive advantage strategy and service positioning strategy together to marketing performance at KPRI Kabupaten Tegal financial services sector.*

*The population in this study is the entire Cooperative Employees of the Republic of Indonesia financial services sector which is in the Tegal Regency as many as 25 cooperatives. The number of population areas is not so much that the entire population can be sampled. This study is a population study or a census study, as all elements of the population will be investigated. The sampling technique uses saturated sampling. The samples taken are two KPRI management (Chairman and Secretary). The total number of KPRI as many as 25 offices, so the amount of observation data is  $25 \times 2 = 50$  respondents data. Data analysis technique used is rank spearman correlation analysis, spearman rank correlation significance test, multiple correlation analysis, multiple correlation significance test and coefficient of determination analysis.*

*Result of research: 1) there is very strong and significant influence of competitive advantage strategy to marketing performance at KPRI Kabupaten Tegal financial services sector. This can be proved by the correlation coefficient value of 0.888 and the significance value of  $0.000 < 0.05$  or  $H_0$  is rejected. 2) there is a strong and significant influence of service positioning strategy on marketing performance in KPRI Kabupaten Tegal financial services sector. This can be proved by the value of the resulting coefficient of 0.569 and the significance value of  $0.000 < 0.05$  or  $H_0$  is rejected. 3) there is a very strong and significant influence of competitive advantage strategy and service positioning strategy together to marketing performance at KPRI Kabupaten Tegal financial services sector. This can be proved by the value of the resulting coefficient of 0.881 and the value of Fhitung (92.493) > Ftable (4.04) or reside in  $H_0$  is rejected.*

**Keywords :** Marketing Performance, Competitive Advantage Strategy, Positioning Service Strategy

## INTRODUCTION

Marketing performance is a factor that is often used to measure the impact of the strategies implemented by cooperatives. This result can be said as the value of each activity that has been prepared and implemented to identify whether the strategy made and its implementation is appropriate or vice versa. The cooperative strategy is always directed to produce good marketing performance as well as good financial performance. In choosing a suitable strategy to be applied, cooperatives first conduct an analysis of their external environment, identify opportunities in that environment and determine which capabilities or core competencies can be used as competitive advantages.

The term *competitive advantage* has traditionally been described as a factor or combination of factors that makes a cooperative perform better than other cooperatives in the same industry or product market or in a competitive environment. Better performance by a cooperative is caused by differences in cooperative attributes that allow it to serve customers better than other cooperatives, thereby creating better customer value, and achieving superior performance. with its competitors, the greater the competitive advantage possessed by a cooperative.

The strategy for determining the service position of a cooperative will also be able to measure the impact of the success of the cooperative through its marketing performance. Cooperative service positioning strategy is a strategy to place services in the minds of consumers relative to competitors' cooperative services. A good positioning strategy will be able to create a perception that the services of a cooperative are different from those of the cooperative's competitors and are favored by consumers. Thus, service positioning discusses how marketers differentiate their services from competitors in the minds of consumers. Service positioning is a psychological concept related to how existing or potential customers can accept a cooperative and its products compared to other competitors. The rationale for positioning is to create the desired image. The point is directly related to how consumers who are in certain or specific market segments perceive the products and services of a cooperative

## Hypotheses

### Effect of Competitive Advantage Strategy on Marketing Performance

If a company wants to create a competitive advantage strategy, it is necessary to apply the concept of a marketing strategy to satisfy the needs of target customers. In this concept the company must make a better offer than competitors and the company must be able to deliver more value to customers by charging a lower price or providing more benefits at a higher price. Companies need

to take a number of integrated and coordinated actions from top management to the lowest employees. This marketing strategy needs to be done so that a company's marketing performance is better than other companies so that it can capture more market share (Ginting, 2011: 241).

**H1** = *It is suspected that there is an influence of competitive advantage strategy on marketing performance at KPRI Tegal Regency Financial Services Sector.*

### **Effect of Service Positioning Strategy on Marketing Performance.**

Service companies in carrying out a promotional activity for their services, it is necessary to have a service positioning strategy. The concept of this strategy is a strategy to place the position of services in the minds of consumers, so that the services marketed have a different *image* from competing service companies. A good positioning strategy will be able to create a perception that the company's services are different from competitors and favored by consumers. The application of this service positioning strategy basically has the aim of increasing the number of buyers and expanding market share, so that the marketing performance of a company can be said to be successful and has increased as well (Lupiyoadi, 2013: 66).

**H2** = *It is suspected that there is an influence of the service positioning strategy on marketing performance at KPRI Tegal Regency in the Financial Services Sector.*

### **Effect of Competitive Advantage Strategy and Service Positioning Strategy on Performance Marketing**

The concept of competitive advantage strategy is a concept where companies make better offers, deliver better customer value, charge lower or higher prices with better product quality, all of which are superior to other companies. The concept of service positioning is a promotional concept where a company provides a certain description of the services being marketed. Basically, the application of the concept of competitive advantage strategy and service positioning strategy is a strategic concept aimed at increasing the marketing performance of a company and being said to be successful.

**H3** = *It is suspected that there is an influence of competitive advantage strategy and service positioning strategy together on marketing performance at KPRI Tegal Regency Financial Services Sector.*

## **Research Method**

### ***Types of Research***

The type of data used in this research is quantitative data research (research based on converting qualitative data into quantitative data). As for how to conduct research, this type of research is included in correlational research. According to Umar (2013: 25), correlation research is research designed to determine the level of relationship between different variables in a population.

### ***Research Subject***

Population is the total number of objects (several units or individuals) that have the characteristics to be estimated. Some of these units or individuals can be referred to as a unit of analysis. (Subagyo & Djarwanto, 2012:93), The population in this study are all Indonesian Employee Cooperatives in the financial services sector in the Tegal Regency area as many as 25 cooperatives.

The sample is part or representative of the population to be studied (Arikunto, 2014:174). In this study the number of population areas is not too much so that the entire population can be used as a sample. This research is a population study or a census study, because all elements of the population will be studied. The sampling technique used was saturated sampling. Saturated sampling is a sampling technique when all members of the population are used as samples. The samples taken were two KPRI administrators (Chairman and Secretary).

### ***Research Instrument Test***

#### **Validity Test**

The validity test shows whether or not the instrument that the research uses is valid to measure the data. Valid shows the truth of an instrument. In this validity test, it will be measured whether or not each item of the instrument statement is true. The number of each statement item on each instrument is eight items. While the number of instrument variables is three variables, namely marketing performance variables, competitive advantage strategy variables and service positioning strategies.

This validity test was carried out at a significance level of  $= 0.05$  and a two-way test and compared the calculated  $r$  value and the  $r$  table value. The value of  $r$  table is obtained with *degree of freedom* ( $df$ )  $= n - 2$ , where  $n = 50$  respondents so that the value of  $df = 50 - 2 = 48$ . Thus, the value of  $r$  table is found to be 0.2787. The decision whether it is valid or not is if the value of  $r$  arithmetic  $r$  table then the items of the questionnaire are valid.

#### **Conclusion**

The calculation of the multiple correlation significance test results in the value of  $F_{count}$  (92.493)  $F_{table}$  (4.04) or is at  $H_0$  is rejected. In this regard, it is concluded that there is a significant effect of competitive advantage strategy and service positioning strategy together on marketing performance at KPRI Tegal Regency in the financial services sector.

#### **Coefficient of Determination**

The calculation of the coefficient of determination in this study aims to measure the ability of the competitive advantage strategy variable and the service positioning strategy to explain variations in marketing performance variables. The formula for the coefficient of determination is as follows:

$$D = r^2 \times 100\%$$

Information :

$D$  = Coefficient of determination

$r$  = Multiple correlation coefficient So :

$$D = r^2 \times 100\%$$

$$D = (0,881)^2 \times 100\%$$

$$D = 0,776 \times 100\%$$

$$D = 0,776$$

Based on the calculation, it can provide an understanding that the value of 0.776 or 77.6% is showing the magnitude of the ability of the competitive advantage strategy variable and the service positioning strategy in explaining the variation of the marketing performance variable. The remaining 22.4% shows the magnitude of the ability to vary other variables that are not explained.

## **Research Results**

### **a. The Influence of Competitive Advantage Strategy on Marketing Performance**

Based on the calculation of SPSS 23 data processing, the correlation coefficient value is 0.888 and the significance value is  $0.000 < 0.05$  or  $H_0$  is rejected. This means that there is a very strong and significant influence of competitive advantage strategy on marketing performance at KPRI Tegal Regency in the financial services sector.

The results of previous studies that support this research are Basuki & Rahmi (2014), Irfanunnisa & Alifah (2013), Eddy (2010) and Yuni (2010). The four researchers state that competitive advantage or competitive advantage has an influence on marketing performance.

### **b. The Influence of Service Positioning Strategy on Marketing Performance**

The correlation coefficient value listed in the SPSS 23 data output has shown a coefficient value of 0.569 and a significance value of  $0.000 < 0.05$  or  $H_0$  is rejected. This means that there is a fairly strong and significant influence on the service positioning strategy on marketing performance at KPRI Tegal Regency in the financial services sector.

Support from previous research is research by Aulia (2014) and Yuni (2010). The two researchers stated that they have similarities with the results of this study, namely that positioning has an influence on marketing performance.

### **c. The Influence of Competitive Advantage Strategy and Service Positioning Strategy on Performance Marketing**

The value of the multiple correlation coefficient obtained from the calculation is 0.881 and the value of  $F_{count}$  (92.493)  $F_{table}$  (4.04) or is at  $H_0$  is rejected. This means that there is a very strong and significant influence of competitive advantage strategy and service positioning strategy together on marketing performance at KPRI Tegal Regency in the financial services sector.

The results of previous studies that support this research are Eddy (2010) and Yuni (2010). These two researchers state that competitive advantage and positioning have a joint influence on marketing performance.

## **Conclusion and Suggestions**

### **Conclusion**

Based on the research results that have been described in the discussion, the researchers can provide some conclusions, namely as follows:

1. There is a positive influence of competitive advantage strategy on marketing performance in KPRI Tegal Regency financial services sector. The meaning of the positive value on the influence is If the competitive advantage strategy increases, the marketing performance will also increase. This can happen vice versa if the competitive advantage strategy decreases, then the marketing performance also decreases.
2. There is a positive influence of service positioning strategy on marketing performance in KPRI Tegal Regency financial services sector. A positive value means that if the service positioning strategy increases, the marketing performance will also increase. On the other hand, if the service positioning strategy declines, the marketing performance will also decrease.
3. There is a positive influence of competitive advantage strategy and service positioning strategy together on marketing performance at KPRI Tegal Regency in the financial services sector. The meaning of positive value is if the competitive advantage strategy and service positioning strategy increase together, then the marketing performance increases as well. On the other hand, if the competitive advantage strategy and the service positioning strategy decrease, the marketing performance also decreases.

### *Suggestions*

**Based on some of the conclusions described above, the researcher can provide some suggestions as follows:**

1. Competitive advantage strategy is something that is very important in cooperative marketing. Therefore, cooperatives need to implement accurate strategies to be superior to their competitors. Some things that need to be done are:
2. Improving the service product offering system is better, meaning that activities in marketing service products must be developed, for example marketing is not only done with brochures but can be carried out by means of publicity, internet marketing, direct marketing, telemarketing, endorsements, seminars and others.
3. Improving the quality of service to customers, means that the service system must be fast and on target, officers must be friendly and courteous and must be able to handle all customer complaints.
4. Implement a lower interest system when compared to cooperatives or other financial institutions. This can be an attraction for potential customers.
5. Speeding up the survey process for customers, meaning that when customers apply for credit, it is hoped that the survey is not too complicated and does not take a long time. Prepare all regulations in the credit requirements system to be lighter and more flexible in the eyes of customers.

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