

Impact of Product Attractiveness and Techno-Entrepreneur through Brand Resonance: A Resource-Advantage Theory Approach

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Abstract

In the current marketing 5.0 revolution, an entrepreneur is required to be able to attract consumers who continue to change with the attractiveness of a product. The relationship between consumers and the brands used must be created to build psychological connection, so as to improve marketing performance in the company. This study was conducted to determine the effect of product attractiveness and techno-entrepreneur on marketing performance through brand resonance as a mediation variable. This research is quantitative research and primary data obtained using questionnaires taken with purposive sampling techniques totaling 150 respondents from all fashion SMEs in Pontianak City. This research was conducted for about a month. Data was collected based on direct surveys which were then processed using SEM analysis. The results showed that product attractiveness has a positive and significant effect on brand resonance, techno-entrepreneur has a positive and significant effect on brand resonance, and brand resonance has a positive and significant effect on marketing performance, while product attractiveness has no effect on marketing performance. The suggestions for future researchers can apply different research methods with the aim of broadening the perspective in researching the same topic.

Keywords: Brand Resonance, Marketing Performance, Product Attractiveness, Techno-Entrepreneur

Abstrak

Pada revolusi marketing 5.0 saat ini, seorang wirausaha dituntut untuk mampu menarik minat konsumen yang terus berubah dengan daya tarik pada suatu produk. Hubungan antara konsumen terhadap merek yang digunakan harus dapat diciptakan untuk membangun keterkaitan secara psikologis, sehingga dapat meningkatkan kinerja pemasaran pada perusahaan. Penelitian ini bertujuan untuk mengetahui pengaruh daya tarik produk dan techno-entrepreneur terhadap kinerja pemasaran melalui brand resonance sebagai variabel mediasi. Penelitian ini merupakan penelitian kuantitatif dan data primer yang diperoleh menggunakan kuisioner yang diambil dengan teknik purposive sampling yang berjumlah 150 responden dari seluruh UMKM fashion di Kota Pontianak. Penelitian ini dilakukan kurang lebih selama satu bulan. Data dikumpulkan berdasarkan survei langsung yang kemudian diolah menggunakan analisis SEM. Hasil penelitian menunjukkan bahwa daya tarik produk berpengaruh positif dan signifikan terhadap brand resonance, techno-entrepreneur berpengaruh positif dan signifikan terhadap brand resonance, dan brand resonance berpengaruh positif dan signifikan terhadap kinerja pemasaran, sedangkan daya tarik produk tidak berpengaruh terhadap kinerja pemasaran. Adapun saran untuk peneliti selanjutnya dapat mengaplikasikan metode penelitian yang berbeda dengan tujuan untuk memperluas perspektif dalam meneliti topik yang sama.

Kata Kunci: Brand Resonance, Daya Tarik Produk, Kinerja Pemasaran, Techno-Entrepreneur

A. Introduction

In the current marketing 5.0 revolution, entrepreneurs must continue to be able to innovate the development of products by considering how to maintain sustainability from the impact that products have on the environment. Adaptation is the main key for an entrepreneur in dealing with various changes that occur in market dynamics, by adjusting consumer behavior that is increasingly changing along with the development of trends. The marketing 5.0 revolution is a collaboration between the marketing 3.0

revolution and the marketing 4.0 revolution. The marketing 3.0 revolution, which is characterized by its marketing focus, prioritizes consumers or customers as the main target in marketing activities. Meanwhile, the marketing 4.0 revolution is more oriented towards advanced technology that can improve marketing performance in improving marketing performance (Sima, 2021).

The marketing 5.0 revolution is based on consumer experience by focusing on personalization and experiences that grow in consumers towards marketed products. Personalization as an information guideline for companies to establish close relationships with consumers on an ongoing basis. The sustainability referred to in this marketing revolution also refers to how to understand consumers more deeply so that companies can find out the needs and desires that are relevant to consumers (Kotler et al., 2021).

Changes in consumer behavior are the basis for companies to transform from traditional marketing methods to be implemented into new or more modern marketing techniques because by keeping up with the times, companies will find it difficult to get loyal consumers if they are only fixated on promotional media that are not accompanied by innovations that are carried out. Adapting to new marketing media can increase sales volume, customer growth and build a wider market share for the company (Hidayah & Purnadi, 2017). Entrepreneurs become figures in decision making and execution in the implementation of marketing strategies that must be carried out (Davidsson, 2016). With the support of supporting technology, company performance can increase cost efficiency and improve service quality that is more responsive to changes in market trends.

Being technology-oriented can also present new ways to attract consumers who may initially only pay attention to the visual appearance of a product (Batmetan & Palilingan, 2022). However, with a new way of marketing, companies can build consumer perceptions so that it will create a memorable memory in the minds of consumers of the products being marketed, so a product does not only pass in a short time but becomes a product that is attached to the consumer's memory (Wijaya, 2019).

Investments made by entrepreneurs as the main capital in developing their products, namely increasing the brand image where the brand is an inseparable part of a product. Companies need to build a strong foundation between consumers and the products they consume in order to achieve a synchronous relationship. With this strategy, it is hoped that the company will no longer have difficulty in attracting customer attention, but the company's products will become the most sought after and become a consumer need (Fatchurrohman et al., 2023).

The focus object chosen in this journal is fashion Small Medium Enterprise (SME), which is a field that cannot be separated from the changes and developments in trends that occur at this time. In addition to trend development, fierce business competition is also of particular interest to the author to choose fashion SMEs as the object of this research. Fashion SMEs that want to survive in today's changing market conditions must be able to be technology-oriented so that consumers not only see the product as something that is commonly used, but consumers feel satisfied and proud in consuming and using the product in their daily lives.

In research conducted by Setyawati (2020) and Munir et al. (2019), state that product attractiveness has a positive effect on marketing performance. Meanwhile, according to the results of research by Maisirata (2022) and Fitriani (2019), it states that product attractiveness has a positive and significant effect on marketing performance.

Judging from the results of previous research, there are several studies that have a positive but insignificant effect and studies that have a positive but significant effect

on marketing performance, thus making researchers interested in re-examining the effect of product attractiveness on marketing performance through brand resonance as a mediation variable. Based on the business phenomena and research gaps that the authors have put forward in the background description above, the authors are interested in conducting research and raising the title "Impact of Product Attractiveness and Techno-Entrepreneur through Brand Resonance: A Resource-Advantage Theory Approach".

B. Literature Review and Hypotheses Development

1) Product Attractiveness

Attractiveness is a derivative of a theory developed by Albert Bandura called social cognitive theory. This theory emphasizes that behavior and attractiveness will continue to change through the learning process carried out by a person (Yanuardianto, 2019). Psychological conditions and thoughts that continue to change become the basis of thought that develops within a person to consider and make a rational assessment of a product.

Product attractiveness itself can be interpreted as a visual display that is described on product attributes so that it can be assessed based on its physical conditions, such as shape and color. Product design with added icons such as attractive images and names is targeted to attract new potential customers. Context is a supporting effect that can stimulate consumers to the attractiveness of a product. The following are some indicators that can be used to measure product attractiveness consisting of, symbol attractiveness and motif attractiveness (Fitriani & Ferdinand, 2015).

In previous research that has been summarized, the factors that influence product attractiveness include adaptability to consumer needs, unique products, and product innovation (Setyawati, 2020). From the attractiveness of attractive products, it is expected to be able to build consumer interest and maintain consumer memory of products marketed through advertising promotion media (Rusdianti et al., 2019). Products become superior if supported by an ideal brand image. Brands with maximum influence can be assessed based on experience and can be evaluated by public responses regarding a product. The higher the quality of the products offered, the positive consumer perceptions will be created (Fatchurrohman et al., 2023). Attractiveness supported by a brand image that is embedded in the minds of consumers can create a close relationship between consumers and the products they consume.

Consumers certainly prefer products that dare to offer quality, the best performance, or other innovative things compared to consuming products that never develop. Innovative products are able to attract consumer interest so as to create loyalty which has an impact on increasing the number of sales and growing the number of customers (Munir et al., 2019). Therefore, the following hypothesis can be formulated:

H1: Product attractiveness has a positive and significant effect on brand resonance.

H2: Product attractiveness has a positive and significant effect on marketing performance.

2) Techno-Entrepreneur

An entrepreneur is someone who dares to bear the risks resulting from the decision-making process in response to changes in market demand. Entrepreneurs usually purchase raw materials at a certain price with the aim of producing and then reselling them by adjusting production costs (Davidsson, 2016). Entrepreneurs are required to be able to adapt to the development of trends that occur in society. In an effort to maintain a competitive advantage and face various intense business competition, entrepreneurs must be able to adapt to technology as a performance

support facility for the company. Technology can be defined as the science or discourse of practical material arts (Mitcham & Schatzberg, 2009).

Technology is not only defined as advanced equipment that has been created by humans, but technology is all supporting equipment that functions to facilitate humans in doing their work. It can be concluded that techno-entrepreneurs are people who have the ability and deep knowledge in utilizing technology to organize, manage, and bear risks in the company (Bagat & Shahoo, 2015).

Techno-entrepreneurs become initiators in introducing new applications and capitalizing on opportunities that require scientific knowledge as capital in the development of exclusive products (Batmetan & Palilingan, 2022). Designing technology through problem recognition and evaluating the development process still requires the role of entrepreneurs in making improvements to problems in product quality and safety (Fatchurrohman et al., 2023). Entrepreneurs in the digital era who are transforming from how to attract new consumers can be supported by social media technology.

In an effort to build strong branding and brand image on a product, it can influence consumer perception and build a bond between the product and consumers. The dimensions of Techno-entrepreneur can be concluded to consist of being an entrepreneur who is able to adapt to technology, innovative to technological developments and responsive to technological change (Business, 2012). Strategic concepts for entrepreneurs so that businesses are able to operate sustainably can make companies grow faster. Through implementation by synergizing product development with brand quality can create more effective and efficient business performance (Wijaya, 2019). Therefore, the following hypothesis can be formulated:

H3: Techno-entrepreneur has a positive and significant effect on brand resonance.

H4: Techno-entrepreneur has a positive and significant effect on product attractiveness.

3) Brand Resonance

Resonance is a process that arises as a result of the relationship between an object and the subject who sees it in a particular situation. Resonance becomes a process that occurs repeatedly on an object that has an impact on changes that occur widely (McDonnell et al., 2017). Brand is the personality of a product that is described through the identity of the product. From the brand can be seen the characteristics and information on a product. Brand resonance where the brand becomes the goal of the desire that consumers want to get. A manager has an important role in building cognitive and emotional reactions between marketed products and consumer interests so as to create brand loyalty.

Consumers must reach a state of "synchronization" with the brand on a product (Moura et al., 2019). The brand resonance model is based on consumer perceptions, beliefs and attitudes in measuring the strength and impact of the brand. To achieve targeted results, marketing managers must strive so that consumers must know about the brand. The differences and associations, the desired responses and the reasons why consumers become loyal to a brand. Creating a consumer experience of a brand is a task that must be taken by marketers, namely by building deep and broad awareness for consumers which is done simultaneously by creating strong memories of the brand.

Creating meaning in the brand is important in building an emotional reaction between consumers and the products consumed (Moura et al., 2019). Based on the impact caused by brand resonance. Then the indicators that the author uses are as follows, the most attractive brand, a brand that is more famous than the product, brand loyalty attached to the product. With a deep relationship between consumers and products can build consumer loyalty that can improve marketing performance.

In terms of high sales, because consumers assume that a product with a trusted brand image will provide a sense of security and comfort in using the product (Ramadhan, 2022). Therefore, the following hypothesis can be formulated:

H5: Brand resonance has a positive and significant effect on marketing performance.

4) Marketing Performance

Murwatiningsih (2012) argues that performance is the impact that arises based on the work process that has been carried out by part of the company. According to Kotler (2005), marketing is a social and managerial process in which a person or group gets what they need and want through the creation and exchange of products of value with other things.

Marketing performance is the result of the implementation of marketing strategies carried out by a company. Marketing performance can be assessed based on the overall assessment factors that influence it (Nurjanah & Isa, 2021). Marketing performance can be used as a tool to measure the level of success of all activities that have been carried out, including the success of the strategies implemented and the impact on increasing company profits (Israwati et al., 2023).

Marketing performance can be concluded as the results that have been obtained through marketing activities carried out by a company and have an impact on increasing sales volume, number of customers and profitability levels. Companies must analyze information about strategies that must be maintained and improved. Some indicators of marketing performance are as follows, number of sales, number of customers, profits, and sales growth (Hidayah & Purnadi, 2017).

Products with durability supported by good quality can build new memories for consumers in responding to a product. Consumers will realize that the product that has been consumed is something that cannot be separated from themselves and feel that the product is a necessity not a desire (Sun et al., 2021). With an image supported by an attractive appeal, it can improve the performance of the product. By building consumer loyalty, repeat purchases and customer growth are expected which can increase company profits (Chusniartiningsih & Andjarwati, 2019).

Products are inseparable from the role of entrepreneurs who are the drivers and implementers in pioneering new products. By using technology as a driving medium, it can create competitive and suitable products in the face of market competition (Fatchurrohman et al., 2023). Entrepreneurs must be able to collaborate between products and brands that are tied to consumers, so that they can make consumers make repeat orders as a form of fulfilling their needs and feeling satisfied with a product (Suwangsih, 2021). When consumers feel comfortable, it cannot only be interpreted that the product is an item that is only used, but the product is a pride that grows when using it. Therefore, the following hypothesis can be formulated:

H6: Product attractiveness has a positive and significant effect on marketing performance through brand resonance as a mediation variable.

H7: Techno-entrepreneur has a positive and significant effect on marketing performance through brand resonance as a mediation variable.

C. Data Collection and Analysis Method

In testing this research model, the author invites managers of SME activities to voluntarily participate in this research. Respondents in this study were managers and owners of SMEs in Pontianak City, West Borneo, Indonesia. The responses from SME owners are a representation that can describe the answers of the majority of SME owners in Pontianak City.

Data was collected through distributing questionnaires online and direct surveys with the method applied was non probability sampling with purposive sampling

technique. The sampling criteria determined by the author are 1) SMEs engaged in the Fashion sector, 2) SMEs located in Pontianak City, 3) SME entrepreneurs who have status as managers. The sampling frame was taken as many as 150 SMEs from the population, namely all SMEs engaged in fashion in Pontianak City. The questionnaire as a research instrument can be a medium in collecting answers from each manager. The scale used in the questionnaire is a numerical scale with a value of 1-10, with a value of 1 representing a strongly disagree answer while a value of 10 stating a strongly agree answer.

D. Result and Discussion

In the early stages of this research, an empirical study was conducted through hypothesis testing based on primary data obtained through surveys with the help of Structural Equation Modeling (SEM) analysis through AMOS version 26.0. After testing, 3 respondents were found to be outliers and had to be removed from the data being analyzed, so the data analysis process used the remaining 147 respondents. Based on the results of factor analysis, it can be seen in Table 1, that the loading factor of each variable contained in the model has passed the minimum value of 0.50 with a critical ratio value > 1.96 (Arbuckle, 2016), so that all indicators can be analyzed further.

The results of the Structural Equation Modeling (SEM) analysis are presented in the model in Figure 1, with the test results showing that the research model can be declared fit by referring to the criteria (Gaskin and Lim, 2016) and hypothesis results referring to hypothesis testing in Table 2. Based on the results presented, with a critical ratio of testing the product attractiveness variable on marketing performance.

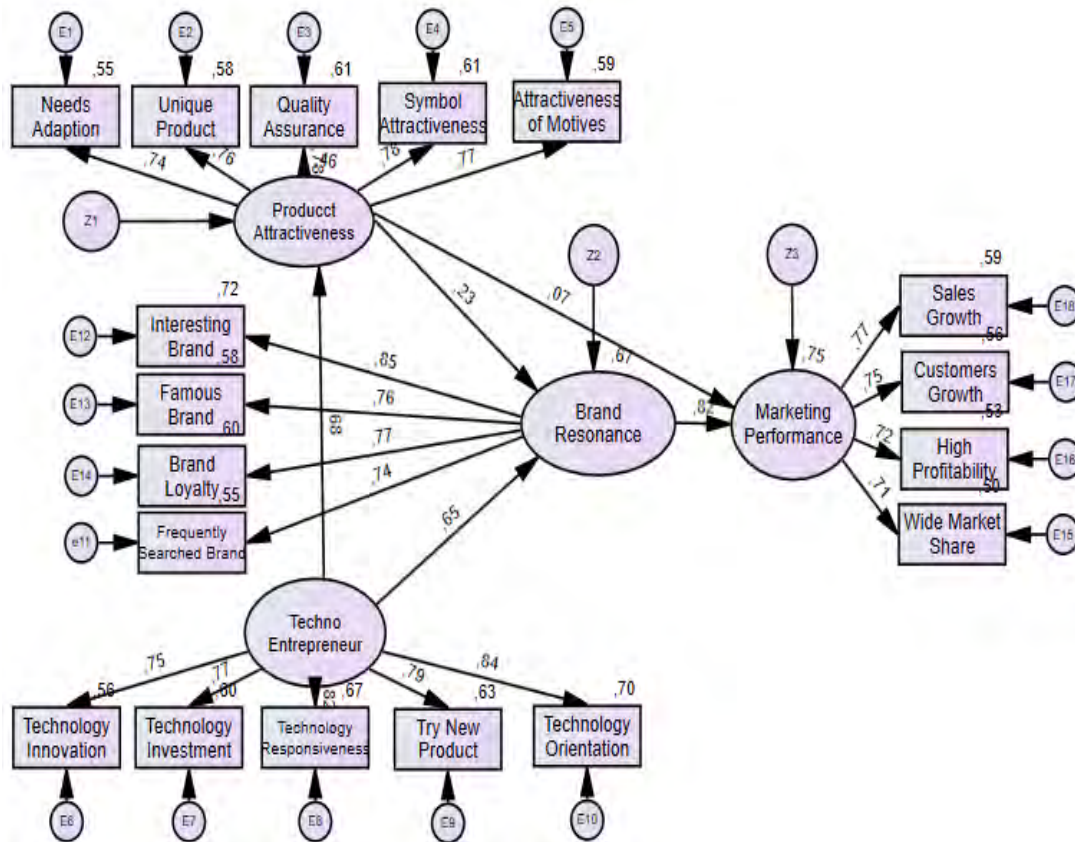


Figure 1. Structural Modeling
Source: SPSS AMOS Versi 26.0 (2024)

Table 1. Measurement of validity and reliability

Variable & Indicator	Scale Item	Reference	Std. Loading	Critical Ratio ≥ 1.96
Product Attractiveness – Convergent Validity – AVE = 0.59 Construct Reliability – CRI = 0.88		Fitriani & Ferdinand (2015); Setyawati (2020)		
Needs Adaption	The durability of the products we sell is better than competitors		0.742	8.85
Unique Product	We sell unique products		0.762	9.219
Quality Assurance	We sell products with good quality assurance		0.783	9.064
Symbol Attractiveness	We sell products that have distinctive characteristics		0.780	8.930
Attractiveness of Motives	We sell products with attractive motifs		0.770	8.885
Techno-Entrepreneur – AVE = 0.63; CRI = 0.90		Purwati et al. (2022)		
Technology Innovation	We always improve our company's performance with the support of new technology		0.749	10.144
Technology Investment	We are willing to pay a high price for the procurement of technology devices		0.775	10.584
Technology Responsiveness	We are quick to respond to technological changes		0.818	11.529
Try a New Product	We dare to sell the latest products		0.793	10.985
Technology Orientation	We are familiar with the use of technology devices		0.838	10.144
Brand Resonance – AVE = 0.63; CRI = 0.87		Moura et al. (2019)		
Frequently Searched Brands	We sell products with brands that are often sought after by consumers		0.740	9.143
Interesting Brand	Consumers are more looking for specific brands than specific products		0.850	10.636
Famous Brand	The products we sell are products with new and rarely marketed brands		0.764	9.433
Brand Loyalty	We sell products with brands that are often promoted on social media		0.772	9.143
Marketing Performance – AVE = 0.55; CRI = 0.83		Hidayah & Purnadi (2017)		
Wide Market Share	Our company experienced sales growth		0.710	8.269
High Profitability	Our company experienced growth in the number of customers		0.725	8.331
Customers Growth	Our company is able to generate high profits		0.751	9.064
Sales Growth	Our company is ahead of competitors		0.765	8.269

Source: SPSS AMOS Versi 26.0 (2024)

Measurement of construct validity is carried out by referring to the average value of variance ≥ 0.50 . The analysis showed that the validity constructs were met, namely the value of product attractiveness of 0.59, techno-entrepreneur of 0.63, brand resonance of 0.63, and marketing performance of 0.55. In measuring construct reliability against a cut-off value of 0.70 (Hair et al., 2010) has been met by the indicators of each variable because the CR value ≥ 0.70 , namely product attractiveness of 0.88, techno-entrepreneur of 0.90, brand resonance of 0.87, and marketing performance of 0.83. Presentation of Loading Factor data, Construct Validity and Reliability can be seen in Table 1.

Table 2. Hypothesis testing criteria

Hypothetical Variables		Standardized Estimate	Estimate	Critical Ratio	P	Conclusion
H ₁	Product attractiveness has a positive influence on brand resonance	0,228	0,262	2,298	0,022	Supported
H ₂	Product attractiveness has a positive influence on marketing performance	0,067	0,103	665	0,506	Not Supported
H ₃	Techno-entrepreneur has a positive influence on brand resonance	0,645	0,508	5,869	***	Supported
H ₄	Techno-entrepreneur has a positive influence on product attractiveness	0,676	0,463	7,047	***	Supported
H ₅	Brand resonance has a positive influence on marketing performance	0,821	0,86	6,553	***	Supported
H ₆	Product attractiveness has a influence on marketing performance through brand resonance					
	P1: PA → BR	0,228	0,334	4,367	***	Supported
	P2: BR → MP	0,821	0,86	3,151	0,002	Supported
H ₇	Techno-entrepreneur has a influence on marketing performance through brand resonance					
	P3: TE → PA	0,676	0,456	4,49	***	Supported
	P4: TE → BR	0,645	0,667	6,017	***	Supported
Goodness of fit Test		Cut-off Value		Result		Conclusion
	Chi-square for DF	<2,00		1,138		Fit
	Significance	>0,05		0,134		Fit
	The goodness of Fit Index	>0,90		0,9		Fit
	The Adjusted Goodness of Fit Index	>0,90		0,869		Marginal Fit
	Comparative Fit Index	>0,90		0,988		Fit
	Tucker Lewis Index	>0,90		0,986		Fit
	RMSEA-Root mean square error of approximation	0,03-0,08		0,031		Fit
	Sobel Test					
	PA → BR → MP	–Sobel test statistic		2.16		Supported
		One-tailed probability		0.02		
		Two-tailed probability		0.03		
	TE → BR → MP	–Sobel test statistic		4.79		Supported
		One-tailed probability		0		
		Two-tailed probability		0		

Based on the results of the sobel test calculation presented in Table 2, testing path 1, namely the effect of product attractiveness on marketing performance through brand resonance. Brand resonance has a mediating role in the test results seen in the sobel test value of $2.158 > 1.96$ with a one tailed P-value of $0.015 < 0.05$ and a two tailed P-value of $0.031 < 0.05$. It can be concluded based on the test results, brand resonance has an important role in becoming a mediating variable that bridges the relationship between product attractiveness variables on marketing performance. Sobel test results testing path 2, namely, techno entrepreneur to marketing performance through brand resonance (Hiong et al., 2020).

The test results seen in the Sobel test value $4.786 > 1.96$ with a one tailed P-value of $0.000 < 0.05$ and a two tailed P-value of $0.000 < 0.05$. It can be concluded that based on the test results, brand resonance has an important role in being a variable.

E. Conclusion

In this study, testing was conducted to measure the relationship between product attractiveness and techno-entrepreneur to marketing performance through brand resonance variables in SMEs in Pontianak City, West Kalimantan, Indonesia. In this study there are 7 hypotheses consisting of 5 regression hypotheses and 2 mediation hypotheses. The benefits of this research as a guide for owners or managers of business activities so that they are able to design more effective strategies.

Based on the test results, there are 4 regression hypotheses that support and 1 hypothesis that is rejected, namely the influence between product attractiveness on marketing performance. Based on the test results, it shows that both mediation hypotheses are supported by the research results. Owners or managers are no longer only required to focus on the attractiveness of attractive products, but by synergizing product attractiveness with brand quality can improve marketing performance in the company.

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