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## The Role of the Creative Economy and the Competitive Advantage in Mediating the Effect of Entrepreneurship Orientation, Consumer Orientation, Competition Orientation and the Role of Government on the Micro Culinary Business Marketing Performance in Kupang City, Nusa Tenggara Timur Province, Indonesia

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*Abstract:*
*The purpose of this study is to prove and analyze the following issues, including: (1) the influence of entrepreneurship orientation, consumer orientation, competitor orientation and the government's role on creative economy, competitive advantage and marketing performance in micro culinary enterprises in Kupang City, (2) creative economy influence on competitive advantages micro culinary business in Kupang City. (3) the influence of the creative economy and the competitive advantage on the marketing performance of micro culinary business in the city of Kupang. This research was conducted on micro-culinary businesses in the city of Kupang with a total of 150 respondents who were business owners or managers. The sampling technique is done by accidental sampling and the data analysis technique used is descriptive statistical analysis and inferential statistics. The inferential statistics applied the structural equation modelling with the Smart PLS approach. The study showed the results as following; (1) The entrepreneurial orientation had a positive and significant effect on the creative economy and competitive advantage, but showed not significant effect on the marketing performance; (2) The consumer orientation had a positive and significant effect on the creative economy and competitive advantage, but was not significant on the marketing performance; (3) the competition orientation displayed a positive and significant effect on the creative economy and competitive advantage but it indicated non-significant effect on the marketing performance; (4) The government's role presented a positive and significant effect on the creative economy and marketing performance but it proved to be not significant towards the competitive advantage; (5) The influential creative economy indicated a positive and significant effect to competitive advantage and marketing performance; and (6) The competitive advantage revealed a positive and significant effect on the marketing performance of the culinary micro-businesses.*

*Keywords: Creative economy, competitive advantage, entrepreneurship orientation, consumer orientation, competitor orientation, government role and marketing performance*

## 1. Introduction

The Micro, Small and Medium Enterprises (MSME) group plays a significant role in the development and economic growth in both developing countries and the developed countries due to the fact that MSME group is able to absorb a large number of workers that significantly contribute to the formation of Gross Domestic Product (GPD) compared to the contribution of large business groups.

Recognizing the importance of micro, small and medium Enterprises, the Government of Indonesia launched a variety of programs to support the development and growth of micro, small and medium Enterprises. This business group also gains support from the international financial institutions, such as the World Bank, the Asian Development Bank, and the donor countries through the active bilateral cooperation in efforts to help the development of micro, small and medium enterprises.

Data in the field shows that the development of micro enterprises continues to increase from year to year compared to the development of small and medium enterprises. In 2014, the number of micro business groups was 16,276 business units and was up to 21,696 business units in 2015 or by 34.98%, then, rose again to 39,658 or up by 80.52% in

2016. The data on the development of the micro business unit followed by the development of employment in the micro business sector which continues to increase, far compared to the absorption of labour in small and medium enterprises.

The increased absorption of labour at the micro scale of business that is so rocketing is expected to show a positive impact on the improvement of the performance in micro business marketing. However, the results of interviews with several owners and managers of culinary micro-businesses in cafes and depots, revealed that the performance of culinary Micro-businesses was very fluctuating, even the results of observations and interviews showed a declining trend. This can be examined through the decreasing sales for foods and drinks, less income, low numbers of customers or consumers, and the employers' low morale. The results of interviews and observations obtained interesting information that can be summarized as follows: (1) Sales volume of culinary units tends to decline (2), managers or micro business owners of culinary provision still have difficulty in accessing capital from banks, (3) Their business has not maximize the use of itsproduction capacity (4) The number of culinary micro-businesses in the city of Kupang is currently growing, (5) The level of labour services is felt to be still very weak, (7) Workers tend to move from one cafe to another, (8) Consumers or customers begin to decrease. The description above shows that quantitatively the contribution of culinary Micro Enterprises to the absorption of labour has increased quite rapidly, but from the point of view of quality, micro-enterprises have not shown a significant increase which will ultimately affect the performance of micro-business marketing. The quality of micro enterprises can be examined from various aspects, one of which is the managerial aspect. The managerial aspects have some various indicators, such as entrepreneurial orientation, customer or consumer orientation, competitor orientation, creative economy and competitive advantage. Besides, the Government's role in the development of micro culinary business has become pivotal for the sustainability of its business.

The low level of micro culinary business performance was caused by the business owners and managers lack of understanding on the creative economy which was consequently unable them to excel in competition. The insufficient understanding of the creative economy and their inability to excel in competition happen because they are less oriented to entrepreneurship, consumer orientation and orientation towards competitors. Therefore, the role of government is important to encourage the emergence of a creative economy among culinary micro entrepreneurs.

## 2. Literature Review

### 2.1. Marketing Theory
The term marketing is often confused with 'sales' and 'advertising' as found in both large and small companies. The American Marketing Association in FandyTjiptono (2017: 4) says that marketing is an activity, a series of institutions, and the process of creating, communicating, delivering, and exchanging offerings that is valuable to customers, clients, partners and the general public. Meanwhile, Kotler and Keller (2013: 5), considered marketing as the art and science in selecting target markets and reaching for, maintaining and growing customers by creating, delivering and communicating superior customer value.

#### 2.1.1. Entrepreneurship Orientation
Entrepreneurship is the process of combining creative and innovative ideas and actions with the management and organizational skills needed to mobilize the right human resources, money and operations to achieve a recognized need and create wealth in the process (John A. Pearce., Robinson, Jr., 2016, p.430). The Global Entrepreneurship Monitor, the largest non-profit research consortium that focuses on entrepreneurial research activities, estimates that 15 percent of adult workers are self-employed people in which many of their projects are growing fast.

#### 2.1.2. Consumer Orientation
Today, consumers are increasingly difficult to satisfy as they are smarter, more price-conscious, more demanding, and approached by more competitors with the same or better offers. According to Jeffrey Gitomer, the challenge these days is not to produce satisfied customers because any competitors can do that; but more to produce happy and loyal customers (Tjiptono, 2017).

#### 2.1.3. Competitor Orientation
Identifying competitors seems to be a simple task, but in practice companies experience many difficulties. Competitors can be divided into four levels, namely, brand competition, industry competition, form competition, generic competition (Kotler, 1994: 224-225). The definitions of the aforementioned competition are as follows; the brand competition is a form of competition that offers similar products or services to the same customers and at the same price. Meanwhile, the industry competition is a form of competition that emerges because other companies make different products, or the same product class. Then, the form competition occurs where other companies offer products with the same service. Lastly, the generic competition emerges when there are many other companies that compete for the same consumers.

#### 2.1.4. Role of the Government
The Indonesian government declared that it has been a time for the creative economy to become the backbone of the national economy and have a big leap effect on the Indonesian economy in that an economy that relies on natural resources canturnto be a creative economy. The government encourages that the creative economy must grow from below, such as micro enterprises. However, the creative economy in Indonesia today is faced with many problems, such as limited capital, lack of promotion, and government regulations (M. Muh. Faisal Amir: 55, Tambunan: 67).

2.1.5. Creative Economy

The creative industry, also known as the culture industry or also known as the creative Economy, is a collection of economic activities related to the creation or use of knowledge and information (Dede, J. S, 2015). Meanwhile, the Indonesian Ministry of Trade defines Creative Industry or Creative Economy is an industry that originates from the utilization of creativity, skills, and individual talents to create welfare and employment by generating and exploiting the individual's creative and creative power.

2.1.6. Competitive Advantage

Porter (1985) says that competitive advantage is the heart of company performance in market competition. Nowadays, the competitive advantage is very important as competitions can occur both domestically and globally. Porter describes three general strategies for dealing with competition: (1) cost leadership strategies, (2) differentiation, and (3) focus. Cost leadership is one of the company's strategies to use lower costs, lower production costs compared to industrial companies or in competitor markets. Differentiation is a company strategy to create more unique products that is different from competing products and have specificity (typical), or display many attributes so that many buyers feel and realize that the product is needed.

2.1.7. Marketing Performance

Marketing performance is the result of a series of company activities that are the impact of the role of all parts of the company. Companies that place consumers as kings in business want to give more value to consumers in hopes of gaining long-term competitive advantage, so they can provide superior benefits (Narver& Slater, 1990). Marketing performance is a part of organizational performance in that it consists of marketing performance, financial performance, and performance of human resources. The company's strategy is always directed to produce marketing performance, namely sales volume, market share, sales growth, (Voss & Voss, 2000; Ferdinand, 2006).
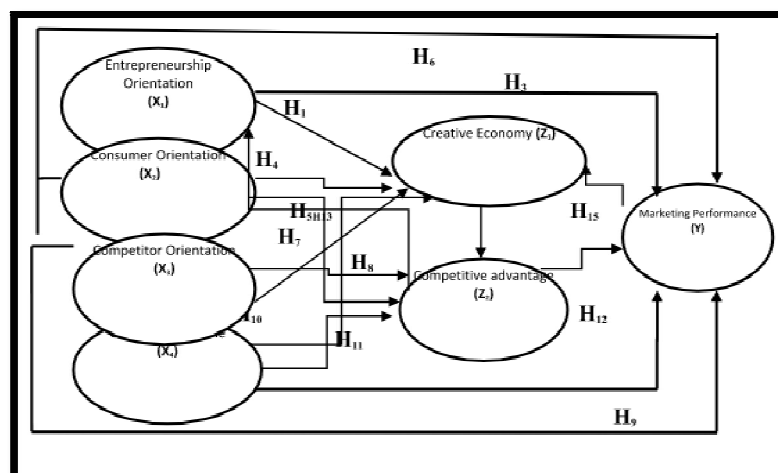
*2.2. Conceptual Framework*



*Figure 1: Conceptual Framework*

*2.3. Research Hypothesis*

This study comprises of three main research hypothesis as following;(1) that Entrepreneurship Orientation, Consumer Orientation, Competitor Orientation and the Government's Role have a significant effect on Creative Economy, Competitive Advantage and Marketing Performance in Micro Culinary Enterprises in Kota Kupang, (2) that Creative Economy has a significant effect on Excellence Competing on micro-culinary businesses in Kupang City. (3) that Creative Economy and Competitive Advantages have a significant effect on Micro-culinary Business Marketing Performance in Kupang City.

*2.4. Research Methods*

2.4.1. Research Design

This research is to examine the influence between variables, and on the basis of these influences, then general conclusions are taken. The hypotheses presented in this study are the causality hypothesis (Ferdinand, 2014). The influence between the variables tested in this study is the influence between the variables Entrepreneurship Orientation, Consumer Orientation, Competitor Orientation and the Government's Role on Micro Business marketing performance, with Creative Economy and Competitive Advantage variables as Intervening / Mediation variables.

2.4.2. Population and Samples

The population in this study were all micro-culinary businesses spread across six sub-districts in Kupang, namely Oebobo District, Kelapa Lima District, Maulafa District, Alak District, Kota Lama District and Kota Radja District that met the criteria of a micro-business. Based on Republic of Indonesia No. 20 of 2008, a micro-business has several requirements, such as; (a) it has a net worth of at most Rp.50,000,000.00 (Fifty Million Rupiahs) excluding land and buildings for business premises; (b)it has annual sales of at most Rp. 300,000,000.00 (Three Hundred Million Rupiah); (c) it has a permanent workforce of less than five (5) people. As the population in this study is not known with certainty, (secondary data is not available), the population was determined using the number of samples for multivariate research based on Ferdinand's guideline (2013: 173) which is 25 times of the number of independent variables. Thus, this study used six independent variables and the number of samples is 150 respondents. The respondents were chosen based on accidental sampling.

### 2.4.3. Data Collection Technique

Data collection techniques used in this study consisted of literature studies, interviews, observations and questionnaires. Library studies are conducted by searching for, collecting and reading literature related to theories or variables applied in this study. Meanwhile, the interview method is conducted to examine the prospective respondents. Besides, the most important data collection in this study is the use of a questionnaire by giving a set of questions or written statements to the respondent, then the respondent will give their usual answers in clearly defined alternatives.

### 2.4.4. Types and Data Sources

The type of data used in this study are quantitative data and qualitative data. The data sources used are primary data and secondary data. Primary data is obtained directly from respondents through interviews and questionnaires and observations which cover the responses of respondents of the owner / manager of culinary micro business related to the variables studied, namely the variables of Entrepreneurship Orientation, Consumer Orientation, Competitor Orientation, Role of Government, Creative Economy and Marketing Performance of culinary micro-businesses.

### 2.4.5. Data Analysis Technique

### 2.4.5.1. Descriptive Statistics Analysis

Descriptive statistical analysis is carried out to determine the perceptions or responses of respondents related to the indicators used in this study. Ferdinand (2014: 229) states that the descriptive analysis provides a description or description of the data collected in the study. To find out the respondents' perceptions of the indicators or variables used in this research, the formula proposed by Levis (2013: 173) is used as follows:

$$\text{Ps\_p} = \frac{\overline{X}\text{Ps}-\text{p}}{5} \times 100\%$$

Notes:
Ps-p          : Respondent's Perception Category
Ps-p          : Average Respondent Perception Category
5               : The highest score for the measurement scale
Category of respondents' perceptions:
20 – 36     : Strongly disagree / very dissatisfied / very bad
36 – 52     : Disagree / not satisfied
52 – 68     : Doubtful / Neutral
68 – 84     : Agree / Satisfied / Good
     84   – 100: Strongly Agree / Very Satisfied / Very Good

### 2.4.5.2. Inferential Statistical Analysis

Inferential Statistics is used to analyze data in this study using Structural Equation Modelling - PLS SEM. SEM-PLS as a software modelling is a powerful analytical method because it can be applied to all data scales and does not require many assumptions, and samples can be large in size, or in small sizes as the greater the number of samples the better, and data do not have to be normally distributed. PLS SEM is not only used for theory confirmation but it also can be applied for building relationships whose theoretical foundation is not strong or for testing propositions (Wiyono, 2011., Jonathan Sarwono & UmiNarimawati, 2014., AgusWidarjono, 2015., Jogiyanto H, 2016., Imam Ghozali, 2014., SiswoyoHaryono 2017).

## 3. Results of Descriptive Statistics Analysis

### 3.1. Entrepreneurship Orientation Variable

The results of descriptive statistical analysis of entrepreneurial orientation variables indicate that the average respondent "agrees" with the three indicators of the Entrepreneurship Orientation variable with an average score of 74.18. The first indicator, being the first in product innovation, with an indicator score of 75.20 categories agreed; meanwhile, the second indicator was proactive in developing the business, with a score of 71.42; and the third indicator, independence in running a business, with a score of 75.95, were all in the agreed category. This means that respondents go along with the three indicators.

### 3.2. Consumer Orientation Variables

The results of the descriptive statistical analysis of the Consumer orientation variable showed that the average respondent "agrees" with the three indicators of the Consumer Orientation variable with an average score of 75.81. The first indicator, consumer needs focus, fell to the agreed category with an indicator score of 76.98; the second indicator focuses on collecting information on consumer needs indicated the score of 75.56; and the third indicator that is employee commitment to consumers, displayed a score of 74.89, all in the agreed category. This means that respondents agree with the statement of the three indicators.

### 3.3. Competitive Orientation Variables

The results of the descriptive statistical analysis showed the average respondent was "neutral" with the three indicators of Competitive Orientation variables with an average score of 63.79. The first indicator, looking for information about the advantages of competitors, reached an indicator score of 67.64 that categorized as neutral categories; the second indicator measured proactively developing the business with a score of 60.89; and the third indicator, business independence, reaches a score of 62.89, all in the neutral category. This means that respondents are neutral with the statement of the three indicators.

### 3.4. Government Role Variables

The results of the descriptive statistical analysis showed that the average respondent was neutral towards the two indicators with an average score of 53.44. The first indicator, regulation policy, reached an indicator score of 61.64 that is categorized as neutral categories. But, the second indicator about capital support, respondents said they did not agree with a score of 45.24. This means that respondents do not agree with the statement that the government provides capital assistance in their businesses.

### 3.5. Creative Economy Variables

The results of descriptive statistical analysis showed that averagely respondents' perceptions of the three indicators of the creative economic variable are "neutral" with an average score of 63.73. Although averagely respondents say "neutral", an indicator that is "creative creates a new atmosphere" depicted that respondents say they have not done so, with an indicator score of 42.80. This means that they had not yet done or created a new atmosphere to attract consumers or customers.

### 3.6. Variable Competitive Advantage

The results of descriptive statistical analysis depicted that the average respondent's perception of the three competitive advantage variable indicators is "agree" with an average score of 70.96. Even though averagely the respondents say "agree", one indicator that is "not easy to imitate" showed that respondents say neutral with an indicator score of 62.62. The respondents said they were hesitant or neutral when asked which products they produced were not easily replicated.

### 3.7. Variable Marketing Performance

The results of descriptive statistical analysis presented that the average perception of respondents "agreed" with the three indicators of the Marketing Performance variable with an average score of 72.24. The first indicator, sales turnover, fell to agreed categories with an indicator score of 69.38; meanwhile, the second indicator of sales growth with a score 69.07 and the third indicator, the number of customers, with a score of 78.27, are all in the agreed category. This means that respondents agree with the statement of the three indicators.

### 3.8. Inferential Statistical Analysis

#### 3.8.1. Testing of Structural Models (Inner Model)

Testing the inner model or structural model (inner measurement model) is done to see the relationship between variables, parameter coefficient values, and R-square of the research model. Structural models are evaluated by looking at the R-square for the dependent construct, the t test, and the significance of the structural path parameter coefficients.

|  | R Square |
|---|---|
| Competitive Advantage (Z2) | 0,609602 |
| Marketing Performance (Y) | 0,851949 |
| Creative Economy (Z1) | 0,642378 |

*Table 1: The Value of R-Square*

Based on the output in the Table, it can be explained as follows:
- Efficient Determination (R2) of Creative Economy of 0.642 explains that variations in fluctuations in the Creative Economy are caused by variations in fluctuations in the variables of Entrepreneurship Orientation, Consumer Orientation, Competitor Orientation and Government Role variables with all indicators of 64.2% while the remaining 35, 8% is explained by other variables outside of this research model.

- The Determination Coefficient (R2) Competitive Advantage of 0.610 explains that variations in fluctuations in Competitive Advantages are affected by variations in fluctuations in the variables of Entrepreneurship Orientation, Consumer Orientation, Competitor Orientation, and Government Role variables as well as creative Economic variables and all indicators of 61% while the remaining 39% is explained by other variables not included in this research model.
- The Determination Coefficient (R2) Performance of 0.852 explains that the fluctuating variation in Marketing Performance is triggered by variations in fluctuations in the variables Orientation of Entrepreneurship, Consumer Orientation, Competitor Orientation, The Role of the Government, creative economy and competitive advantage variables with all 85 indicators, 2% while the remaining 14.8% is explained by other variables not included in this study.
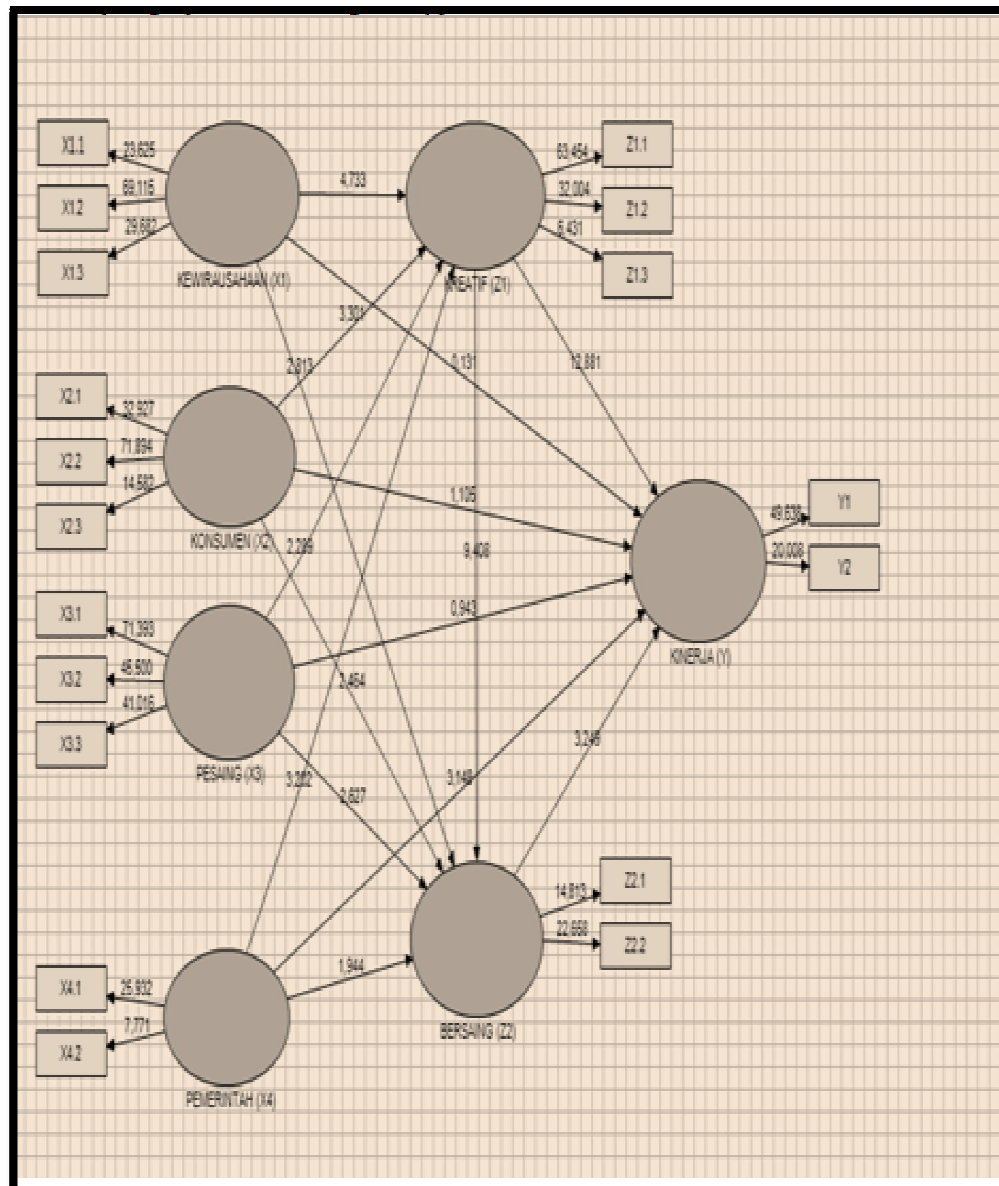


*Figure 2: The Analysis Graphics for Testing the Hypotheses*

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | Standard Error (STERR) | T Statistics (\|O/STERR\|) | Result |
|---|---|---|---|---|---|---|
| COMPETITION (Z2) -> PERFORMANCE (Y) | 0,161089 | 0,164742 | 0,049584 | 0,049584 | 3,248824 | Significant |
| ENTERPRENEURSHIP(X1) -> COMPETITION (Z2) | 0,213816 | 0,211529 | 0,076005 | 0,076005 | 2,813190 | Significant |
| ENTERPRENEURSHIP(X1) ->PERFORMANCE (Y) | 0,007353 | 0,014666 | 0,056274 | 0,056274 | 0,130657 | Not Significant |
| ENTERPRENEURSHIP (X1) ->CREATIVE (Z1) | 0,391862 | 0,398106 | 0,082789 | 0,082789 | 4,733273 | Significant |
| CONSUMER (X2) ->COMPETITION (Z2) | 0,179197 | 0,187328 | 0,072731 | 0,072731 | 2,463836 | Significant |
| CONSUMER (X2) ->PERFORMANCE (Y) | 0,048182 | 0,044297 | 0,043591 | 0,043591 | 1,105317 | Not Significant |
| CONSUMER (X2) ->CREATIVE (Z1) | 0,241638 | 0,239041 | 0,073212 | 0,073212 | 3,300529 | Significant |
| CREATIVE (Z1) ->COMPETITION (Z2) | 0,701676 | 0,702085 | 0,074582 | 0,074582 | 9,408110 | Significant |
| CREATIVE (Z1) ->PERFORMANCE (Y) | 0,782441 | 0,784489 | 0,060746 | 0,060746 | 12,880513 | Significant |
| GOVERNMENT (X4) ->COMPETITION (Z2) | 0,111151 | 0,105519 | 0,057169 | 0,057169 | 1,944275 | Not Significant |
| GOVERNMENT (X4) ->PERFORMANCE (Y) | 0,122210 | 0,123623 | 0,038826 | 0,038826 | 3,147661 | Significant |
| GOVERNMENT (X4) ->CREATIVE (Z1) | 0,209080 | 0,203918 | 0,065298 | 0,065298 | 3,201920 | Significant |
| COMPETITOR (X3) ->COMPETITION (Z2) | 0,207307 | 0,199715 | 0,078919 | 0,078919 | 2,626852 | Significant |
| COMPETITOR (X3) ->PERFORMANCE (Y) | 0,036998 | 0,031317 | 0,039216 | 0,039216 | 0,943442 | Not Significant |
| COMPETITOR (X3) ->CREATIVE (Z1) | 0,180241 | 0,182419 | 0,078757 | 0,078757 | 2,288562 | Significant |

*Table 2:  Path Coefficients*

## 4. Discussion
Based on inferential statistical analysis using Smath PLS, it can be described as following:
- The results of the analysis showed that the Entrepreneurship Orientation has a positive and significant effect on the Creative Economy. This can be seen from the value of t count is greater than the value of t table (4.73 1.96) so that the hypothesis that "Entrepreneurship Orientation has a positive and significant effect on Creative Economy "accepted. The results of this study support the theory of John Pearce, Robinson, Jr. (2016), and also confirmed the research of Maggie Margaret (2017), Shabbir et al. (2010), Cristina (2010), Basile (2012).
- The results of the analysis described that that Entrepreneurship Orientation has a positive and significant effect on Competitive Advantage. This is seen from the value of t count is greater than t table (2.81> 1.96); therefore, the hypothesis that Entrepreneurship Orientation has a positive and significant effect on Excellence competition is accepted. The results of this study are confirmed by the research of Cori Pradnya (2015), Erny & Brillyanes (2018), Sofyan (2017).
- The results of the analysis depicted that the Entrepreneurship Orientation has no significant effect on Marketing Performance, because the tcount is smaller than t table (0.13 <1.96); thus, the hypothesis that Entrepreneurship Orientation has a significant effect on Marketing Performance is rejected. The results of this study contradicted with the research conducted by Basile (2012), Ni Nyoman, et al (2017), HeriSetiawan (2013), Andreas & Marcus (2010).
- The results of the analysis displayed that Consumer Orientation has a positive and significant effect on the Creative Economy. This is indicated by the value of t countis greater than t table (3.30 1.96). Hence, the hypothesis regarding a significant influence between the Consumer Orientation variable and the Creative Economy is accepted. The results of this study are in line with the research conducted by Darmanto, et al (2014), Sergio & Roberto (2008), Grawe (2009).
- The results of this analysis indicated that Consumer Orientation has a positive and significant effect on competitive advantage. This is seen from the value of t count is greater than t table (2.46 1.96). Therefore, the hypothesis that there is a significant influence between Consumer Orientation variables and Competitive Advantages is accepted. This research co-relates with research conducted by Jayaningrum & Brillyanes (2018), Sofyan (2017), Darmanto et al (2014).

- The results of the analysis showed that Consumer Orientation has a positive but not significant effect on Marketing Performance. This can be seen from the value of t count smaller than t table (1.11 <1.96); thus, the hypothesis that Consumer Orientation has a significant effect on Marketing Performance is rejected. The results of this study contradicted the research of Zahra & Garvis (2000), Macaes et al. (2007), Lin et al. (2008), Reijonena & Komppulab (2010), Usta (2011), Eris &Ozmen (2012).
- The results of the analysis showed that Competitor Orientation has a positive and significant influence on the Creative Economy. This can be seen from the value of t count is greater than t table (2.29 1.96). Therefore, the hypothesis that the Positive and Significant Competitive Orientation on Creative Economy is accepted. The results of this study support the research of Cori Pradnya (2015), Grawe (2009), Lewricketal. (2011).
- The results of the analysis revealed that Competitor Orientation has a positive and significant effect on Competitive Advantage. It is seen from the value of t count that is greater than t table (2.63> 1.96); therefore, the hypothesis saying that Competitor Orientation has a positive and significant effect on Competitive Advantages is accepted. The results of this study are in line with the research conducted by Catarina C Pradnya (2015), Erni J & Brillyanes (2018), Johnson et al. (2009).
- The analysis results described that the Competitor Orientation has no significant effect on Marketing Performance. This can be seen from the value of t count that is smaller than t table (0.94 <1.96). Thus, the hypothesis that says Competitor Orientation has a positive and significant effect on Marketing Performance is rejected. The results of this study contradicted the research conducted by Usta (2011), Johnson et al. (2009). Darmanto et al. (2014), Eris & Ozmen (2012), Nadrol et al (2010).
- The results of the analysis presented that the Role of the Government has a positive and significant effect on the Creative Economy. This can be seen from the value of t count is greater than the value of t table (3.20 1.96); thus, the hypothesis indicated that the role of the Government that influences positively and has a significant impact on the creative economy is accepted. The results of this study supported the theory of Tambunan (2017), Faisal (2018), Basri (2002) and other research of HerrieSaksono (2012), Asri N Rahmi (2018).
- The results of this analysis indicated that the Government's role has no significant effect on competitive advantage which is seen from the value of t count that is smaller than the value of t table (1.94 <1.96). Thus, the Hypothesis that says the Government's Role has a positive and significant effect on Competitive Advantages is rejected. The results of this study are not in line with the research conducted by HerrieSaksono (2012), RetnaNingsih (2008), AjiRatna Kusuma (2006), Muhamad (2010).
- The results of the analysis showed that the Government's Role contributes a positive and significant influence on Marketing Performance as the value of t count is greater than the value of t table (3.15> 1.96). Thus, the hypothesis that the role of government influences positive and significant impact on marketing performance is accepted. The results of this study are in line with Tambunan's theory (2017), Faisal Amir (2014), Basri (2002), and other the research of RatnaNingsi (2008), AjiRatna K (2006), Muhamad (2010).
- The results of the analysis implied that the Creative Economy has a positive and significant influence on Competitive Advantage, this can be seen from the value of t count greater than the value of t table (9.41 1.96). Thus, the Hypothesis that says Creative Economy has a positive and significant effect on Competitive Advantages is accepted. The results of this study are consistent with the research of AsriNoerRahmi (2018), HerieSaksono (2012), Gheorghe &Alexandru (2010), Ana et al (2011), Francesco & Mario (2011), Ming (2011).
- The results of the analysis demonstrated that the Creative Economy has a positive and significant impact on Marketing Performance. This is seen from the value of t count that greater than t table (12.88> 1.96); henceforth, the hypothesis saying that the Creative Economy has a positive and significant effect on the Marketing Performance of culinary business in the City of Kupang is accepted. The results of this study are in line with the research conducted by AsriNoerRahmi (2018), Jhonson et al (2009), Grawe (2009).
- The results of the analysis appeared to confirm the positive and significant influence of Competitive Advantages on the Marketing Performance of culinary micro-businesses. This can be seen from the value of t count that is greater than the value of t table (3.25 1.96) so that the hypothesis on the positive and significant effect of Competitive Advantages on Marketing Performance in culinary micro-businesses is accepted. The results of this study supported the theory of Prakosa (2005), Porter (1995), and the results of this study are in line with the research conducted by Cynthia Vanesa & Hendra N (2011), Christensen (2010), Fatona (2009),

## 5. Theoretical Implications

This study is enabled to provide a profound explanation of the effect of various free variables (exogenous) on the dependent variable (endogenous) with intervening variables. The results of this study indicated that all independent variables (exogenous) consisting of Entrepreneurship, Consumer Orientation, Competitor Orientation and Government Roles will improve the marketing performance of culinary Micro Enterprises if there is a support through the Creative Economy and Competitive Advantage.

### 5.1. Managerial Implications

The results of the study have some managerial implications as following:
- The improvement of Marketing Performance Culinary micro-businesses can be done through increasing entrepreneurial orientation with the support of the Creative Economy development and the Advantages of Competing continuously.

- Marketing Performance of culinary micro-businesses can be improved through increasing both Consumer orientation and competitor orientation with the support of the development of the creative economy and efforts to surge the Competitive Advantages continuously.
- The government's role can improve the Performance of Culinary Micro-business Marketing.

*5.2. Research Limitations*

The non-detail secondary data on culinary micro-businesses between Micro-Culinary Enterprises between one and other Micro Enterprises becomes the study limitation as it resulted the researchers to experience difficulties in sorting out the data based on Micro, Small and Medium Business groups and sorting out between Micro Culinary and Non-Culinary Micro Enterprises.

The unavailability of Culinary Micro Business data requires researchers and enumerators to have a direct visit down the field to check the existence of entrepreneurs, whether it includes micro, small or medium enterprises. The search results found that those who really belonged to the micro business group in accordance with the provisions of 150 respondents.

## 6. Conclusion

The results of testing 15 hypotheses which is proposed at the 95% confidence level concluded that there were 12 accepted hypotheses and 3 rejected hypotheses. The twelve accepted hypotheses are: (1) The Influence of Entrepreneurship Orientation on the Creative Economy, (2) The Influence of Entrepreneurial Orientation on Marketing Performance, (3) The Influence of Consumer Orientation on Creative Economy, (4) Effect of Consumer Orientation on Competitive Advantages, (5) Influence Consumer Orientation to Marketing Performance, (6) Effect of Competitor Orientation on Creative Economy, (7) Effect of Competitor Orientation on Competitive Advantage, (8) Effect of Competitor Orientation on Marketing Performance, (9) Effect of Government Role on Creative Economy, (10) Influence Creative Economy towards competitive advantage, (11) Creative Economy Effect on Marketing Performance and (12) Competitive Advantage Influence on Marketing Performance. Meanwhile, the remaining hypotheses that were rejected hypotheses are, (1) The Influence of Entrepreneurial Orientation on Competitive Advantage, (2) The Government's Role on Competitive Advantage, and (3) Government's Role on Marketing Performance.

## 7. Suggestion

- The Regional Government, especially the relevant institutions, should immediately have detail data and information on culinary micro-businesses based on business scale classifications such as Micro, Small and Medium Enterprises.
- Micro business scale data needs to be specified based on business fields, such as: provision of accommodation, provision of culinary / beverage, processing industry, construction, business services, education, financial activities and so on so that the policies taken are more targeted.
- Local governments need to pay more attention to MSMEs, especially micro-culinary businesses to meet the demands of the local community as well as to increasing demand of tourists from year to year.
- For future researchers who are interested in conducting the same study, it is recommended to expand the research area, not only in Kupang City, but also in other districts in East Nusa Tenggara Province so that the conclusions obtained are more comprehensive. Besides, it is recommended to continue involving Creative Economy variables, Competitive Advantages and the Government's Role, because these three variables have a very large role in efforts to improve the marketing performance of culinary business owners.

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