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Antecedents of Endek Bali MSMe Marketing Performance with the Mediation of Competitive Advantage and Moderation of Financial Access

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Abstract

This research aims to analyze the antecedents of the marketing performance of Bali's endek MSMEs with the mediation of competitive advantage and moderation of financial access. This research was conducted in Bali Province. This location was chosen based on the research subjects being studied, namely Endek Bali MSMEs based in Bali Province. As well as a phenomenon that shows that there is a gap between the number of MSMEs in Indonesia and the economic growth that is occurring. In this study, the population is all Balinese endek craftsmen MSMEs, totaling 1,285 people based on those fostered by the Bali Province Department of Industry and Trade, with a sample of 180 Balinese Endek MSMEs. The data collection technique uses a questionnaire. Distributing the questionnaire online using a Google form to Endek Bali MSMEs. Questionnaires were distributed to Endek Bali MSMEs on a Likert scale of 1-10. The data in the research used the Partial Least Squares (PLS) technique. The research results show that entrepreneurial orientation, creative product innovation, and competitive advantage have a positive and significant effect on the marketing performance of Endek Bali MSMEs, while financial access does not. Apart from that, competitive advantage is able to mediate the influence of entrepreneurial orientation on the marketing performance of Endek Bali MSMEs.

***Keywords**: Entrepreneurial Orientation, Creative Product Innovation, Competitive Advantage Financial Access, Marketing Performance.*

INTRODUCTION

Global economic developments have led to increasingly rapid industrial growth, triggering increasingly tighter competition in the industrial sector. Facing these conditions, business actors must make efforts so that the business they run can survive and have good sustainability (Hussain et al., 2020). The industrial sector is also characterized by the increasingly rapid development of digital technology, causing quite significant changes in industrial technology (Widiasih & Darma, 2021); (Lin et al., 2022); (Srisathan et al., 2023). Welcoming the intense business competition that exists, it is only natural that an appropriate marketing strategy be implemented by business actors so that the products they own can have competitiveness and survive in this competitive era. However, not all business actors have good abilities in determining marketing strategies

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(Elwisam & Lestari, 2019); (Wiryawan & Seminari, 2022), so it is necessary to conduct an assessment of the marketing performance implemented to determine the extent of accuracy, effectiveness, and efficiency of a marketing strategy. Marketing strategies for MSMEs need to have good marketing to survive amidst increasingly rapid competition in the creative industry (Castillo et al., 2019);(Handayani & Mahendrawathi, 2019);(De Simone et al., 2023). In Indonesia, MSMEs are one of the driving forces of the people's economy because the number of MSMEs is quite large; Indonesia has the most significant number of MSMEs in ASEAN (Ahdiat, 2022).

The number of MSMEs owned by Indonesia is the largest in ASEAN. This condition is undoubtedly one of the great potentials that Indonesia has because the existence of MSMEs has a good impact on the economic development of small and medium communities (Nursinggih & Farida, 2019); (Larios-Francia & Ferasso, 2023); (Tarihoran et al., 2023). However, an interesting phenomenon is that Indonesia's economic growth is lower than other ASEAN countries.

Indonesia's economic growth is in fourth place in the ranks of ASEAN countries, different from Indonesia's number of MSMEs. This condition shows an interesting gap to study regarding the ability of MSMEs in Indonesia to implement business and marketing strategies. One of the Indonesian MSME products that carries the characteristics of the Indonesian country and culture is Endek Bali woven fabric products. Quoted from kemenkeu.go.id in 2021, Bali Endek fabric is one of the MSME products with the greatest potential to support Bali Province's economy amid the pandemic. As a cultured nation, of course, local wisdom is one of the attractions of MSME products and has high value in the eyes of both local and international consumers (Tarihoran et al., 2023);(Pamungkas et al., 2021);(Lin et al., 2022);(Henseler, 2015).

The results from Dewi & Lestari (2021) explain that MSME players, especially Balinese Endek fabric products, still need to improve, which causes local MSME players to lose competitiveness. This problem is due to the need for more human resources in managing the Endek Bali fabric business, resulting in a long process of making products. This situation indicates the importance of research regarding Endek Bali MSMEs' marketing performance to obtain a comprehensive picture of the marketing strategies used. Marketing performance itself is a measure of the achievements of a business from a series of marketing processes carried out (Nizam et al., 2020);(Cao & Weerawardena, 2023);(Heng, 2022);(Deng et al., 2019). Good marketing performance will impact business sustainability by a business actor, especially MSMEs. Therefore, it is important to evaluate the marketing performance of a business to build a better and stronger business in terms of the marketing carried out (Ocasal et al., 2022); (Peñarroya-Farell & Miralles, 2022).

Several factors influence marketing performance, one of which is the entrepreneurial orientation (Fadhillah et al., 2021); Cohen, et al(2010); (Al-Momani et al., 2023). Entrepreneurial orientation is related to how strong a business actor's desire is when starting to develop their business. This attitude has a very important role in growing marketing performance in the future because enthusiasm for the work will tend to cause business actors to be more serious in managing their business, including establishing a good marketing strategy. This is by Numat et al. (2022), Ulpah et al. (2022), and Astuti & Munir (2022) show that entrepreneurial orientation influences marketing performance in a business.

Another factor indicated to influence entrepreneurial orientation is creative product innovation. Good product innovation can cause a product to have a competitive advantage because it has a strong character. Consumers are certainly interested in innovative products because they have value that makes consumers feel a good impact when using the product (Wiryawan & Seminari, 2022); (Wahyono & Hutahayan, 2021); (Elwisam & Lestari, 2019).

The inconsistency of previous research results on the influence of entrepreneurial orientation and creative product innovation on marketing performance has resulted in the need for stronger justification for the relationship between these variables. The inconsistency of previous research results is indicated due to bias arising from the need for more specificity of the type of MSMEs studied. This leaves a gap for researchers to add mediation and moderation variables to get a deeper picture regarding several influences on marketing performance, especially in Endek Bali MSMEs. Therefore, a mediating variable, namely competitive advantage, and a moderating variable, namely financial access, were added to this research. Results of research conducted by Rahadhini & Lamidi (2020), Fadhillah et al. (2021), and Pamungkas et al. (2021) position competitive advantage as a mediator of marketing performance in a business. This research indicates that a mediator is needed to bridge the influence of other variables on the marketing performance of business actors. Apart from that, research conducted by Heriqbaldi et al. (2023), Junarsin et al. (2023), and Agyapong & Tweneboah (2023) show that financial conditions are something that can strengthen or weaken a business, therefore financial access is used as a moderator in this research.

Through this research, it is hoped to contribute to science, especially in the field of marketing management and marketing performance, in creating a positive impact on business actors. This research can contribute to Endek Bali MSMEs, especially in assessing the marketing performance they have or carry out so that they can make a practical contribution to marketing policies and understand how good marketing should be done.

LITERATURE REVIEW

Marketing Management Theory

According to Kotler Armstrong (2018), marketing is a process in which a company creates value for customers and customer engagement that is strong enough to maintain value from customers as a reward later. According to Chiguvi (2020), marketing is an activity that has the aim of achieving a target or goal of an organization or company, which is done by addressing and anticipating the needs of clients or customers and providing services or goods to meet the needs of clients or customers of a company. Based on the explanation above, marketing is a process carried out in offering, creating or planning something freely and creating value from the product for a person or group so that the goals that have been set can be fulfilled and create an attachment to customers that is strong enough to maintain value from customers in return.

Marketing Performance

Marketing performance is a measure of achievement obtained through marketing activities carried out as a whole by an organization. Marketing performance is a concept to measure how much performance a company has made in marketing. Almost every company is interested in reviewing and studying its achievements to see its success in competing with the market (Kilay et al., 2022). Marketing is an activity, process and institution in conveying, communicating and creating or exchanging valuable offers for the wider community, partners and customers (Kotler & Keller, 2016: 5).

Marketing performance can be defined as a company's ability to develop marketing strategies based on company strengths or external factors. Thus, marketing performance describes marketing a service or product that is created and developed (Rahadhini & Lamidi, 2020). Marketing performance is an index used to measure the achievement of the company's strategy in product marketing. Evaluation of marketing performance can be measured from data on the number of customers, income and sales, or other data that shows the company's achievements in selling its services or products (Elwisam & Lestari, 2019).

Competitive Advantage

Competitive advantage is an ability possessed by a company to maintain and maintain something it owns by empowering and forming useful resources and making use of the company's abilities or capabilities that are superior or superior in nature and cannot be imitated by other companies (Rompis et al., 2022). According to Nizam et al. (2020), excellence in competition has several meanings. However, it is still connected to several focuses of superiority or superiority in resources or skills, while both meanings are based on performance results. To be able to compete in marketing, a business needs to face various obstacles it faces. Therefore, a company is guided to be able to overcome or anticipate the expectations and changes that customers expect in the products it produces. To create value itself, companies know and look for value positions that provide satisfaction to target customers and are better at competing.

Companies experience an advantage in competition when actions in industry and marketing generate economic value and when several companies participate in similar activities. This can be achieved if the company has a strategy for conducting competition. If a company decides on the right strategy for marketing analysis, it will easily gain a competitive advantage. Achieving competitive advantage can be achieved by entering the company's global market, which leads to improving skills or capabilities, such as maintaining the market share it has and strengthening the competition's market share. For this reason, a company or product needs to have an advantage in competition to achieve product success and the performance obtained (Vedhathiri, 2020).

Financial Access

According to Agyapong & Tweneboah (2023), financial access has a very important role in providing good growth opportunities and internal financial capacity in the future, which is done to minimize challenges or obstacles to external financing in a company that faces information problems. The World Banking Study (2013) dalam (Okello et al., 2017) defines financial access as providing market entry facilities, encouraging innovation and entrepreneurship, and reducing risks to increase business growth and performance. According to Sitinjak (2019) dan Tolstoy (2022), it is possible for MSMEs in the country to experience development by carrying out productive investments in business development and obtaining the latest technology, to ensure competitiveness and GDP growth, macroeconomic resilience, and encourage innovation.

According to Sulistiyo et al. (2022), access to finance is explained as the ability of businesses, entrepreneurs, households and individuals to utilize and obtain financial services if they choose to do so. In this research, we use the definition from Omar & Inaba (2020), which states that financial access is an effective implementation of financial management and entrepreneurship planning by giving companies the opportunity to access funding with the potential to have fairly high collateral requirements and better opportunities.

Entrepreneurial Orientation

Entrepreneurial orientation is a company's willingness to accept and discover the latest agreements and take responsibility for influencing changes. Entrepreneur Orientation (EO), or entrepreneurial orientation, shows the organizational strategy applied in the business sector to gain a competitive advantage. This is a significant contributor to showing a company's achievements because company achievements are greatly influenced by the level of ability of the company's leadership, which has an entrepreneurial orientation. Entrepreneurial orientation can show entrepreneurial success in a company. As an entrepreneur in a company, entrepreneurial orientation is related to product innovation, carrying out activities that have high risks, as well as showing proactive innovation and aggressive competitiveness, so intensive activities are needed to outperform the competition by carrying out a combination of aggressive responses or postures to improve competitive position (Hajar & Sukaatmadja, 2016).

Creative Product Innovation

Innovation indicates the result or process of experience, skills, utilization or development to improve or create new products (services or goods), systems or processes that show significant value (Elwisam & Lestari, 2019). In its nature, innovation is usually referred to as creating, changing, and updating products or processes and ways of carrying out activities effectively. In a business or business context, this shows the application of new ideas, improving services, and dynamically creating other products (Wiryawan & Seminari, 2022). Quoted from the book of an expert named Schumpeter, innovation is the latest combination of production factors carried out by a company, and the idea of innovation is the foundation for encouraging economic growth. So, this becomes the basic theoretical foundation related to innovation in subsequent research. The macro concept of innovation is related to innovation carried out in connection with economic development. At the same time, at the micro level, it is related to innovation carried out by an organization (Sulistiyo et al., 2022).

Based on the explanation above, the framework for this research is as follows:

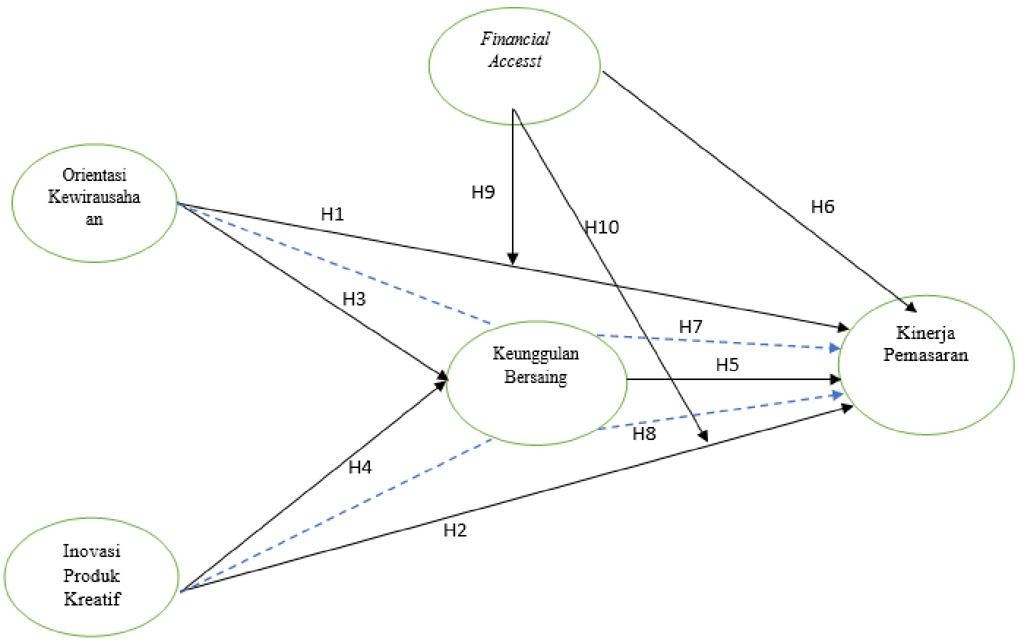

Figure 1. Thinking Framework

METHOD

This research was conducted in Bali Province. This location was chosen based on the research subjects being studied, namely Endek Bali MSMEs based in Bali Province. As well as a phenomenon that shows a gap between the number of MSMEs in Indonesia and the economic growth that is occurring. In this study, the population is all 1,285 Balinese endek artisans MSMEs based on those fostered by the Bali Province Department of Industry and Trade (https://koranjuri.com), purposive sampling, namely with criteria.

1. MSMEs that specialize in buying and selling Endek Bali products
2. Has been established for at least one year.

In determining the sample, namely 5 (five) times to 10 (ten) times the parameters that will later be estimated (Yeh et al., 2020; Sitinjak, 2019; Utama, 2018:44), through calculating the number of indicators contained in x 10 = 18 x 10 = 180 Endek Bali MSMEs. The data collection technique uses a questionnaire. Distributing the questionnaire online using a Google form to Endek Bali MSMEs. Questionnaires were distributed to Endek Bali MSMEs on a Likert scale of 1-10. The data in the research used the Partial Least Squares (PLS) technique.

RESULTS AND DISCUSSION

The following data were obtained based on research on all 1,285 Balinese endek artisans' MSMEs based on those fostered by the Bali Province Department of Industry and Trade.

Measurement Model Evaluation Results (Outer model)

Convergent validity, discriminant validity, and uni-dimensionality tests were performed to evaluate the outer model.

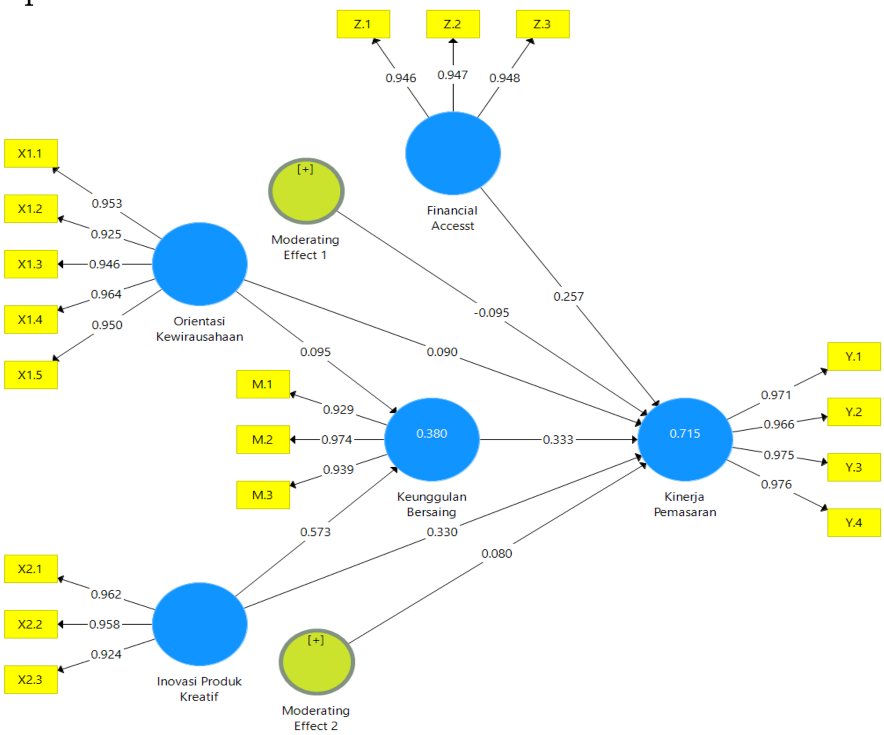

Figure 1. Outer Model
Source: Primary Data Processed, 2023

Table 1. Convergent Validity Test Results

	Financial Access	Creative Product Innovation	Competitive Advantage	Marketing Performance	Entrepreneurial Orientation
M.1			0.929		
M.2			0.974		
M.3			0.939		
X1.1					0.953
X1.2					0.925
X1.3					0.946
X1.4					0.964
X1.5					0.950
X2.1		0.962			
X2.2		0.958			
X2.3		0.924			
Y.1				0.971	
Y.2				0.966	
Y.3				0.975	
Y.4				0.976	
Z.1	0.946				
Z.2	0.947				
Z.3	0.948				

Source: Primary Data Processed, 2023

The convergent validity results are greater than 0.7, so the data is valid.

Table 2. AVE Convergent Validity Test Results

	(AVE)
Financial Access	0.896
Creative Product Innovation	0.899
Competitive Advantage	0.898
Marketing Performance	0.945
Entrepreneurial Orientation	0.898

Source: Primary Data Processed, 2023

AVE results on data are more than 0.5, so the data is valid.

Table 3. Outer Loading Results

	Financial Access	Creative Product Innovation	Competitive Advantage	Marketing Performance	Entrepreneurial Orientation
M.1	0.583	0.593	0.929	0.674	0.331
M.2	0.599	0.581	0.974	0.710	0.311
M.3	0.593	0.560	0.939	0.691	0.254
X1.1	0.336	0.370	0.346	0.411	0.953
X1.2	0.255	0.387	0.264	0.339	0.925
X1.3	0.326	0.376	0.291	0.366	0.946
X1.4	0.329	0.358	0.307	0.364	0.964
X1.5	0.340	0.331	0.276	0.338	0.950
X2.1	0.526	0.962	0.575	0.681	0.355

	Financial Access	Creative Product Innovation	Competitive Advantage	Marketing Performance	Entrepreneurial Orientation
X2.2	0.507	0.958	0.567	0.677	0.343
X2.3	0.568	0.924	0.592	0.706	0.394
Y.1	0.686	0.709	0.709	0.971	0.364
Y.2	0.635	0.714	0.721	0.966	0.392
Y.3	0.685	0.693	0.702	0.975	0.363
Y.4	0.675	0.707	0.706	0.976	0.381
Z.1	0.946	0.535	0.603	0.644	0.330
Z.2	0.947	0.516	0.568	0.651	0.315
Z.3	0.948	0.550	0.602	0.665	0.310

Source: Primary Data Processed, 2023

The resulting outer loading value is greater than the other cross-loading values, so the data is valid.

Table 4. Comparison of AVE Roots

	Financial Access	Creative Product Innovation	Competitive Advantage	Marketing Performance	Entrepreneurial Orientation
Financial Access	0.947				
Creative Product Innovation	0.564	0.948			
Competitive Advantage	0.624	0.610	0.948		
Marketing Performance	0.690	0.726	0.730	0.972	
Entrepreneurial Orientation	0.336	0.384	0.316	0.386	0.948

Source: Primary Data Processed, 2023

The results of the discriminant validity value of the latent variable correlation for each variable are greater than 0.7, so the data is valid.

Table 5. Composite Reliability Coefficient Test Results and Cronbach's Alpha

	Cronbach's Alpha	***Composite Reliability***
Financial Access	0.942	0.963
Creative Product Innovation	0.944	0.964
Competitive Advantage	0.943	0.964
Marketing Performance	0.980	0.986
Entrepreneurial Orientation	0.972	0.978

Source: Primary Data Processed, 2023

The results of Cronbach's alpha and Composite Reliability values for each variable are greater than 0.7 and 0.6. So, the data is reliable.

Evaluation Results of the Measurement Model (Inner model)

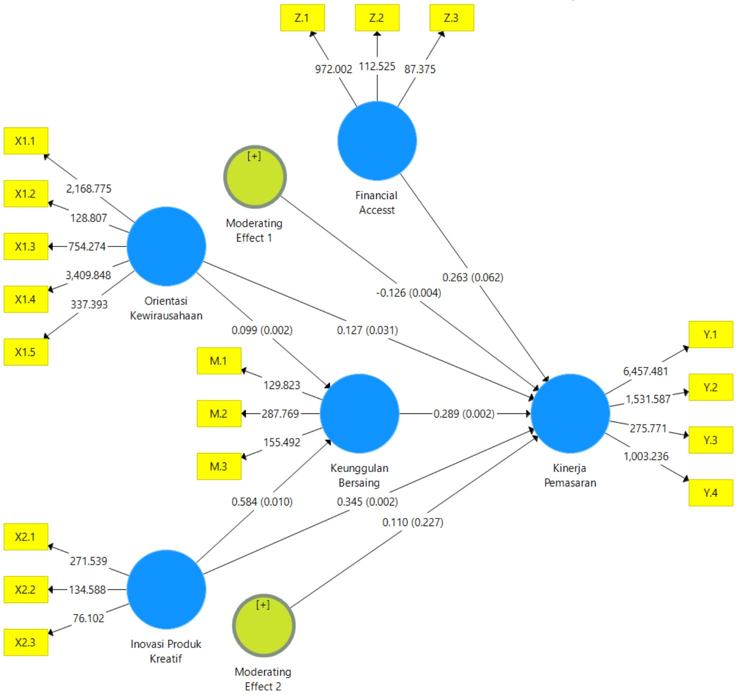

Figure 2. *Inner Model*

Source: Primary Data Processed, 2023

Hypothesis Test

Table 7. Results of Direct and Indirect Effect Tests

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Financial Access -> Marketing Performance	0.263	0.276	0.069	3.811	0.062
Creative Product Innovation -> CompetitiveAdvantage	0.584	0.631	0.057	10.176	0.010
Creative Product Innovation -> MarketingPerformance	0.345	0.367	0.017	20.014	0.002
CompetitiveAdvantage -> MarketingPerformance	0.289	0.255	0.013	22.648	0.002
Moderating Effect 1 -> Marketing Performance	-0.126	-0.088	0.008	16.815	0.004
Moderating Effect 2 -> Marketing Performance	0.110	0.110	0.064	1.721	0.227
Entrepreneurial Orientation -> Competitive Advantage	0.099	0.060	0.005	20.062	0.002
Entrepreneurial Orientation -> Marketing Performance	0.127	0.148	0.023	5.562	0.031
Creative Product Innovation -> CompetitiveAdvantage -> MarketingPerformance	0.169	0.162	0.023	7.440	0.018
Entrepreneurial Orientation -> CompetitiveAdvantage -> MarketingPerformance	0.029	0.015	0.000	58.252	0.000

Source: Primary Data Processed, 2023

The Influence of Entrepreneurial Orientation on Marketing Performance

Based on the results of data analysis, the p-value<significant (0.031 < 0.05) with a beta value of 0.127 and a value of 5.562 can be concluded, it can be concluded that entrepreneurial orientation has a positive and significant effect on marketing performance. Entrepreneurial orientation is an attitude that shows a person's enthusiasm for carrying out or starting a business. Of course, this attitude can positively impact the performance of marketing carried out because the more serious a person is in business, the more focused and directed the marketing carried out will be because there are goals to be achieved. This is by Numat et al. (2022), Ulpah et al. (2022), and Astuti & Munir (2022) show that entrepreneurial orientation has a positive and significant effect on marketing performance in a business.

The Influence of Creative Product Innovation on Marketing Performance

Based on the results of data analysis, the p-value<significant (0.002 < 0.05) with a beta value of 0.345 and statistical value of 20.014, it can be concluded that creative product innovation has a positive and significant effect on marketing performance. Consumers certainly expect something more from a product so that consumers can be proud to use the product. Creative product innovation is a method that can be applied as promotional material, where the product being marketed has uniqueness and characteristics and is innovated effectively to give a positive impression to consumers. This is certainly indicated to provide an increase in product market performance. This is by Sari & Farida (2020), Zuliasanti et al. (2020), and Devara & Sulistyawati (2019) show that there is a positive and significant influence of creative product innovation on marketing performance.

The Influence of Entrepreneurial Orientation on Competitive Advantage

Based on the results of the P-value analysis <significant (0.002 < 0.05) with a beta value of 0.099 and statistical value of 20.062, it can be concluded that entrepreneurial orientation has a positive and significant effect on competitive advantage. The desire to develop in a business is important for a business person. This causes the business to experience good growth and development by market share and other market conditions. Thus, the higher a person's entrepreneurial orientation, it is indicated that the product or business they own will have a high-competitive advantage. This is by (Rahadhini Lamidi, 2020); (Cuevas-Vargas et al., 2022); (Cao Weerawardena, 2023); Filhoet et al. (2020) shows that entrepreneurial orientation has a positive effect on competitive advantage.

The Influence of Creative Product Innovation on Competitive Advantage

Based on the results of the P-value analysis <significant (0.010 < 0.05) with a beta value of 0.584 and statistical value of 10.176, it can be concluded that creative product innovation has a positive and significant effect on competitive advantage. Innovation is an important aspect of advancing a business. A business will progress further through product innovation and have a competitive advantage. An innovative product causes the product to have competitiveness and fulfill what is expected from customers or consumers, so the greater the creative product innovation that an MSME has, the higher its competitive advantage will be. This is by (Pamungkas et al., 2021); (Numat et al., 2022); (and Fadhillah et al., 2021), which shows that creative product innovation has a positive competitive advantage.

The Effect of Competitive Advantage on Marketing Performance

Based on the value analysis results < significant (0.002 < 0.05) with a beta value of 0.289 and statistical value of 22.648, it can be concluded that competitive advantage has a positive and significant effect on marketing performance. Competitiveness is an important component that needs to be had in the business sector. If a business has a competitive advantage, it indicates that it is run using marketing methods and techniques relevant to consumer needs. The advantage of high competition causes performance in marketing to be even higher. This is by Nizam et al. (2020), Rahadhini & Lamidi (2020), and Safitri & Fajrin (2019) show that competitive advantage has a positive effect on marketing performance.

The Effect of Financial Access on Marketing Performance

Based on the results of the P-value analysis > significant (0.062 > 0.05) with a beta value of 0.263 and statistical value of 3.811, it can be concluded that financial access does not have a positive and significant effect on marketing performance. Financial conditions are an important factor in influencing the marketing that occurs. The better the financial condition of a business, the more optimal marketing activities can be supported. However, access to finance, both credit and deposits, only sometimes influences marketing; customers search for and make purchases because of their needs and the quality of the product, so sellers with quality products and products that suit market needs will greatly influence marketing. This is by Heriqbaldi et al. (2023), Junarsin et al. (2023), and Agyapong and Tweneboah (2023) show that access to finance influences marketing performance.

The Role of Competitive Advantage in Mediating the Effect of Entrepreneurial Orientation on Marketing Performance

Based on the results of p-value analysis < significant (0.000 < 0.05) with a beta value of 0.029 and statistical value of 58.252, it can be concluded that competitive advantage can mediate the influence of entrepreneurial orientation on marketing performance. It is indicated that the influence of entrepreneurial orientation in a business on performance in the marketing process cannot occur directly but can be bridged by the company's competitive advantages. The competitive advantage possessed by a company in the form of products or services will impact entrepreneurs to develop their business further so that entrepreneurs will increase their entrepreneurial orientation, which will indirectly also improve marketing performance. This is by Rahadhini & Lamidi (2020), Fadhillah et al. (2021), and Pamungkas et al. (2021) position competitive advantage as a mediator of marketing performance in business.

The Role of Competitive Advantage in Mediating the Effect of Creative Product Innovation on Marketing Performance

Based on the results of p-value analysis < significant (0.018 < 0.05) with a beta value of 0.169 and statistical value of 7.440, it can be concluded that competitive advantage can mediate the influence of creative product innovation marketing performance. It is indicated that the influence of creative product innovation in a business on marketing performance cannot occur directly but can be bridged by the company's competitive advantage. The competitive advantage possessed by a company in the form of products or services will have an impact on entrepreneurs to be more aggressive in carrying out innovation, which can be done by providing opportunities for employees to participate in providing ideas so that innovations will emerge that can develop their business which will also indirectly improve marketing performance. This is by Rahadhini & Lamidi (2020), Maksum et al. (2020) Fadhillah et al. (2021), and Pamungkas et al. (2021) position of competitive advantage as a mediator of marketing performance in a business.

The Role of Financial Access in Moderating the Effect of Entrepreneurial Orientation on Marketing Performance

Based on the results of p-value analysis < significant (0.004 < 0.05) with a beta value of -0.126 and statistical value of 16.815, it can be concluded that financial access can moderate the influence of entrepreneurial orientation on marketing performance. Openness to finance or financial access owned by business actors can certainly strengthen the influence of their entrepreneurial orientation on their marketing performance. This is because marketing requires a budget to carry out, so financial access will strengthen the success of marketing. This is by Heriqbaldi et al. (2023), Junarsin et al. (2023), Adelekan, *et al* (2018). and Agyapong and Tweneboah (2023), who show that financial conditions are something that can strengthen or weaken a business.

The Role of Financial Access in Moderating the Effect of Creative Product Innovation on Marketing Performance

Based on the results of p-value analysis > significant (0.227 > 0.05) with a beta value of 0.110 and statistical value of 1.721, it can be concluded that financial access cannot moderate the influence of creative product innovation marketing performance. The financial condition of a business is a very important factor in building a marketing product. However, in reality, in marketing products, how entrepreneurs see opportunities and take advantage of them will have a greater influence on their business continuity. Innovation in marketing products by utilizing technology, which will greatly save costs, can be an option for entrepreneurs. Therefore, financial access imposed by entrepreneurs does not have a significant influence on the influence of product innovation on performance in marketing. This is by Heriqbaldi et al. (2023), Junarsin et al. (2023), Jena (2020)., and Agyapong and Tweneboah (2023), who show that financial conditions are something that can strengthen or weaken a business.

CONCLUSION

Entrepreneurial orientation has a positive and significant effect on the marketing performance of Endek Bali MSMEs. Creative product innovation has a positive and significant effect on the marketing performance of Endek Bali MSMEs. Entrepreneurial orientation has a positive and significant effect on the competitive advantage of Endek Bali MSMEs. Creative product innovation has a positive and significant effect on the competitive advantage of Endek Bali MSMEs. Competitive advantage has a positive and significant effect on the marketing performance of Endek Bali MSMEs. Financial access does not significantly affect the marketing performance of Endek Bali MSMEs. Competitive advantage can mediate the influence of entrepreneurial orientation on the marketing performance of Endek Bali MSMEs. Competitive advantage can mediate the influence of creative product innovation on the marketing performance of Endek Bali MSMEs. Financial access can moderate the influence of entrepreneurial orientation on the marketing performance of Endek Bali MSMEs. Financial access cannot moderate the influence of creative product innovation on the marketing performance of Endek Bali MSMEs.

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