The creative economy industry in the country continues to experience a significant increase, this is evidenced that Indonesia's creative economy plays an important role in gross domestic product (GDP) which is in the top three in the world after the United States with the Hollywood industry and Korea with K-Pop. Micro, small and medium enterprises or MSMEs also play a very important role in the movement and growth of the Indonesian economy. As a developing country with a very large population, the small and medium-sized business sector has helped the government in terms of employment. One part of the creative industry or sub-sector of the creative industry that is currently growing very rapidly in Indonesia is the fashion industry. The fashion industry, which is classified as a creative industry, is currently growing very quickly as part of a lifestyle in fashion. At this time, it has become a separate trend for the people of Indonesia. This study aims to determine the effect of market orientation, learning orientation, and product innovation agility as mediating variables on the business performance of MSMEs in the fashion sector in the Trunojoyo Street area, Bandung city. This study uses quantitative methods and the data collection method used in this study is the distribution of questionnaires. The sampling technique used in this study is a probability sampling technique with a saturated sample technique where the sample in this study is the entire population taken, namely all fashion MSMEs in the Trunojoyo street area, Bandung, amounting to 100 MSMEs The data analysis method used in this study is Structural Equation Modeling (SEM) with data processing carried out using SmartPLS.

Keywords: Market Orientation; Learning Orientation; Product Innovation Agility; Business Performance

1. Introduction

The creative economy industry in the country continues to experience a significant increase. Minister of Tourism and Creative Economy (Menparekraf) Sandiaga Salahuddin Uno said that Indonesia's creative economy in terms of gross domestic product (GDP) is in the top three in the world after the United States with the Hollywood industry and Korea with K-Pop. This achievement was certainly not born in an instant process, but rather the result of the hard work of all creative economy industry players in previous years. Based on data from the 2020 Creative Economy OPUS
report, the creative economy sub-sector contributes up to IDR 1,211 trillion to the national GDP. This figure has increased from 2017 and 2018, namely IDR 1,000 trillion and IDR 1,105 trillion (Afrillia, 2021).

In order to increase income, the development of the creative economy, based on the 2019 Creative Economy Agency Performance Report, focuses on the leading sub-sectors out of a total of 17 creative economy sub-sectors. Launching from the kemenparekraf.go.id page, the leading sub-sectors refer to sectors that make a national contribution, namely craft, culinary, and fashion (Kemenparekraf, 2021).

MSMEs are the most critical pillar of the Indonesian economy. Based on data from the Ministry of Cooperatives and SMEs, the number of MSMEs currently reaches 64.2 million with a contribution to GDP of 61.07% or IDR 8,573.89 trillion. The contribution of MSMEs to the Indonesian economy includes the ability to absorb 97% of the total existing workforce and can collect up to 60.4% of the total investment. However, Indonesia's high number of MSMEs cannot be separated from the existing challenges (Anggadwita et al., 2017; Alamanda et al., 2019; Limanseto, 2021).

The fashion industry is one part of the creative industry or creative industry sub-sector currently overgrowing in Indonesia (Anggadwita et al., 2021). The fashion industry, which belongs to the creative industry, is developing quickly as part of a lifestyle. The dressing has now become a distinct trend in Indonesian society. The growing need and also demand from consumers have encouraged business actors in Indonesia to continue to innovate in fashion trends and try to understand dynamic market desires. Bandung distro is a pioneer in developing and mushrooming distro businesses in Indonesia today. Starting from the 90s, when many young bands were born in Bandung, one of the bands with many fans founded a distro. As an idol in its era, everything related to the band was in great demand by its fans, such as cassettes, CDs, pins, stickers, and t-shirt materials. For this reason, the band then set up a distro as a place where they can make various fashion products with the band's logo, photo or name printed on each product (Wisatabdg.Com, 2015).

According to towisatabdg.com, several distros in the Trunojoyo area had an earlier concept of idealism, resulting in the exclusive character of the t-shirts being produced so that only a few consumers bought the product. However, the concept has now changed to mass production, so more consumers buy the same product. That illustrates that the market orientation of several distros in the former Trunojoyo area was more toward idealistic consumers with exclusive concepts. However, for now, the market orientation is more toward a large number of consumers resulting in higher profitability. Distros in the Trunojoyo area do not care about consumers; they never find out what consumers want; this is because there needs to be direct interaction and information to learn how to serve better consumer needs, and a lack of information regarding developments and changes in the business environment. They only rely on instinct and luck in running their business. Based on this explanation, some distros in the Trunojoyo area do not have a good market orientation and learning orientation. The distro owners do not care about consumer desires and rarely interact to find information about how to serve suitable needs (Firmansyah, 2016).

The role of market orientation and learning orientation requires product innovation to improve business performance (Anggadwita et al., 2016). Creativity and product innovation agility in finding new, unique, and different ideas are needed to compete in the market (Yuldinawati et al.,
Market orientation is a company resource that can direct an organization to create a sustainable competitive advantage. It involves customers, competitors, and internal coordination among functions. Marketing activities on market orientation must understand the company’s organizational culture to get support from members of the organization in developing company strategy (Ramdhani et al., 2010; Mulyana et al., 2020). Based on the background of the description above, the researcher was motivated to conduct research with the title "The Influence of Market Orientation, Learning Orientation and Product Innovation Agility on Business Performance in Fashion MSMEs in the Trunojoyo Area, Bandung."

2. Literature Review

Market orientation is a term commonly used by practitioners in marketing as the implementation of the marketing concept. For more than four decades, academics and practitioners have seen market-based trading strategies as the mainstay of superior business performance in manufacturing and service companies (Aprizal, 2018). Meanwhile, learning orientation is an internal mindset that motivates a person to perform and develop competence within himself. Individuals with a learning orientation have a greater chance of achieving the success they want to achieve (Fatimah, 2016).

Agility is a dynamic ability to modify and reconfigure selected business processes from a series of business process capabilities to meet the needs and potential that exists within the company (Fatimah, 2016). Performance is the result of work in quality and quantity that members of the organization or company achieve in the context of carrying out tasks according to the responsibilities assigned to them. The better the performance of each individual in the group, the better the group’s performance is good. Therefore, good performance in each group can positively affect organizational performance (Fatimah, 2016; Alamanda et al., 2019).

Market orientation can positively improve company performance; according to Aliyu et al. (2019), market orientation can also be a determinant of women's business performance. According to Bereket (2017), market orientation improves business performance when facing rapid environmental changes. It is a prelude to marketing performance and financial performance as well as responsive market orientation, which can improve company performance. Therefore, companies that can develop marketing programs properly through customer orientation, competitor orientation, and coordination between functions can improve business performance. According to Mitrega et al. (2017), the speed of product innovation will affect product success in the market and impact company performance, such as growth in market share, sales, and profits. Product innovation by continuously improving product quality, introducing new products, developing new markets, and using new technologies can encourage increased company performance.

A practical learning orientation can improve financial performance and organizational performance regarding product delivery speed, cost efficiency, quality trust, and future performance. According to Tajjedini (2010) learning orientation in a company can improve business performance. Likewise, market-oriented company activities will encourage organizations that are always market-oriented so that it has an impact on business performance (Mukti Al-ghifari & Fachira, 2021). Based on the literature review and empirical gap, the conceptual framework of this research is displayed on Figure 1.
H_1: Market orientation significantly affects the agility of business product innovation in fashion MSMEs in Jalan Trunojoyo Bandung.
H_2: Learning orientation significantly affects the agility of product innovation in fashion MSMEs in Jalan Trunojoyo Bandung.
H_3: Market orientation significantly affects business performance in fashion MSMEs in Jalan Trunojoyo, Bandung.
H_4: Learning orientation significantly affects business performance in fashion MSMEs in Jalan Trunojoyo Bandung.
H_5: The agility of product innovation significantly affects business performance at fashion MSMEs in Jalan Trunojoyo, Bandung.
H_6: Product innovation agility mediates the relationship between market orientation and business performance in fashion MSMEs on Jalan Trunojoyo Bandung.
H_7: Product innovation agility mediates the relationship between learning orientation and business performance in fashion MSMEs on Jalan Trunojoyo Bandung.

3. Methodology of Research
The research method used is the quantitative method with an explanatory purpose. The data was collected by distributing questionnaires to 100 respondents that are fashion MSMEs owners in the Trunojoyo area of Bandung using non-probability and saturation sampling techniques. Data was then processed using the Partial Least Square- Structural Equation Model (PLS-SEM) with the help of the software SMART-PLS.

4. Result and Discussion
The results of this study were obtained from the results of a questionnaire that was distributed to 100 fashion MSMEs in the Trunojoyo area of Bandung city. The questionnaire distributed contained 21 questions regarding market orientation, learning orientation, product innovation agility, and MSME performance which had to be filled out by fashion MSME players in the Trunojoyo area of Bandung City. Based on the results of the descriptive analysis of the four variables above, the market orientation variable gets a score of 69.24%, the learning orientation variable gets a score of 71.05%, the product innovation agility variable gets a score of 76.95%, and the business
performance variable gets a score of 74.65%. The four variables are the excellent category based on the continuum line.

PLS-SEM analysis was conducted to test the hypotheses proposed in the conceptual model. Based on the results of the data that has been obtained in this study, data processing was carried out using SmartPLS software. The PLS-SEM model is displayed on Figure 2. Based on Table 1, it can be concluded that the product innovation agility variable has a more significant influence on business performance. Moreover, Table 2 shows that the market orientation variable significantly influences business performance by product innovation agility as a mediating variable.

Figure 1. PLS-SEM Model

Table 1
Path Coefficients (Direct Effect)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Path Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Orientation</td>
<td>0.256</td>
</tr>
<tr>
<td>Learning Orientation</td>
<td>0.773</td>
</tr>
<tr>
<td>Product Innovation Agility</td>
<td>0.057</td>
</tr>
<tr>
<td>Business Performance</td>
<td>0.582</td>
</tr>
<tr>
<td>Product Innovation Agility</td>
<td>1.213</td>
</tr>
</tbody>
</table>
Tabel 2

Path Coefficients (Indirect Effect)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Path Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Orientation ---&gt; Product Innovation Agility ---&gt; Business Performance</td>
<td>0.311</td>
</tr>
<tr>
<td>Learning Orientation ---&gt; Product Innovation Agility ---&gt; Business Performance</td>
<td>0.938</td>
</tr>
</tbody>
</table>

Table 3

Hypothesis Testing (direct)

<table>
<thead>
<tr>
<th>Structure</th>
<th>Original Sample</th>
<th>Sample Mean (M)</th>
<th>Standard Deviation (STDEV)</th>
<th>t-statistics</th>
<th>p-values</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Orientation (\rightarrow) Product Innovation Agility</td>
<td>0.256</td>
<td>0.257</td>
<td>0.039</td>
<td>6.636</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>Learning Orientation (\rightarrow) Product Innovation Agility</td>
<td>0.773</td>
<td>0.772</td>
<td>0.033</td>
<td>23.763</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>Market Orientation (\rightarrow) Business Performance</td>
<td>0.057</td>
<td>0.048</td>
<td>0.099</td>
<td>0.575</td>
<td>0.565</td>
<td>Rejected</td>
</tr>
<tr>
<td>Learning Orientation (\rightarrow) Business Performance</td>
<td>0.582</td>
<td>0.597</td>
<td>0.141</td>
<td>4.124</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>Product Innovation Agility (\rightarrow) Business Performance</td>
<td>1.213</td>
<td>1.242</td>
<td>0.158</td>
<td>7.673</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
</tbody>
</table>
Table 4
Hypothesis Testing (direct)

<table>
<thead>
<tr>
<th>Structure</th>
<th>Original Sample</th>
<th>Sample Mean (M)</th>
<th>Standard Deviation (STDEV)</th>
<th>T-statistics</th>
<th>P-values</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Orientation → Product Innovation Agility → Business Performance</td>
<td>0.311</td>
<td>0.321</td>
<td>0.068</td>
<td>4.560</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>Learning Orientation → Product Innovation Agility → Business Performance</td>
<td>0.938</td>
<td>0.957</td>
<td>0.118</td>
<td>7.975</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

The problem experienced by fashion MSMEs in the Trunojoyo area is the existence of a shift in the previous concept, which influences market orientation and learning orientation on the performance of fashion MSMEs in the Trunojoyo area, Bandung. Product innovation agility is a way to mediate between market orientation and learning orientation on the performance of fashion MSMEs in the Trunojoyo area of Bandung. The role of market orientation and learning orientation requires product innovation agility to improve business performance.

The results of the descriptive analysis research show that the market orientation variable for fashion MSMEs in the Trunojoyo area is included in the good category. That shows that fashion MSMEs in the Trunojoyo area can understand consumer needs and provide customer satisfaction. Then, on the results of the descriptive analysis of the learning orientation variable, including fashion SMEs in the Trunojoyo area, they are in a good category. That shows that fashion SMEs in Trunojoyo can improve employees' abilities and skills. In the product innovation agility variable, this variable is included in the good category. That proves that fashion MSMEs in the Trunojoyo area can develop and deliver different products according to customer tastes. Moreover, finally, the business performance variable is included in the good category. That shows that fashion SMEs in the Trunojoyo area can increase profits, return on assets, and market share from year to year. The hypothesis testing conducted, it shows that the market orientation variable has a significant influence on the agility of product innovation. These results show that fashion SMEs in the Trunojoyo area can understand consumer needs by developing and delivering different products.

In further hypothesis testing, the learning orientation variable has a significant effect on product innovation agility (Alamanda et al., 2021). This shows that fashion MSMEs in the Trunojoyo area have the ability to develop the abilities and skills of their employees to develop their products.
according to customer tastes. Further hypothesis testing shows that the market orientation variable has no significant effect on business performance. This shows that fashion MSMEs in the Trunojoyo area have not been able to understand consumer needs and provide customer satisfaction to improve the business performance of fashion MSMEs in the Trunojoyo area. In contrast to the previous hypothesis, the learning orientation variable has a significant effect on business performance. This shows that the abilities and skills of employees can increase profits, return on assets and market share in fashion MSMEs in the Trunojoyo area.

In further hypothesis testing, the product innovation agility variable significantly affects business performance. It shows that fashion MSMEs in the Trunojoyo area can develop and deliver different products to improve business performance in fashion MSMEs in the Trunojoyo area. In this research, there is an indirect effect hypothesis; testing this hypothesis shows that the market orientation variable significantly affects business performance through the agility of product innovation. It shows that the agility of product innovation can mediate market orientation in improving business performance in fashion MSMEs in the Trunojoyo area. The last hypothesis testing shows that learning orientation significantly affects business performance through product innovation agility. It shows that the role of product innovation agility can mediate between learning orientation and business performance improvement in fashion MSMEs in the Trunojoyo area.

5. Conclusion

The object in this study is MSMEs owner in the Trunojoyo area of Bandung. The sample used is fashion MSMEs located in the Trunojoyo area of Bandung; it is hoped that further research will analyze different research objects and samples so that the results obtained can be compared. Future research is expected to examine further and confirm whether market orientation can influence business performance on MSME performance.

We have some recommendation, first, Fashion MSMEs in the Jalan Trunojoyo area, Bandung, need to increase consumer satisfaction by meeting consumer expectations and even providing the best company services to exceed consumer expectations, especially regarding the services provided and the quality of products provided. Second, MSME entrepreneurs in Trunojoyo need to increase their creativity, explore new ideas, and market surveys to find out what products and how they are likely to be in demand and needed by consumers. Third, Fashion MSMEs in the Jalan Trunojoyo area of Bandung should adopt a product innovation strategy in producing a product because a product that is frequently innovated will provide its own added value and make the product better.
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