

Government Policy Through Market Orientation in Supporting the Business Performance of Maros Bread Business in Maros Regency

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Abstract

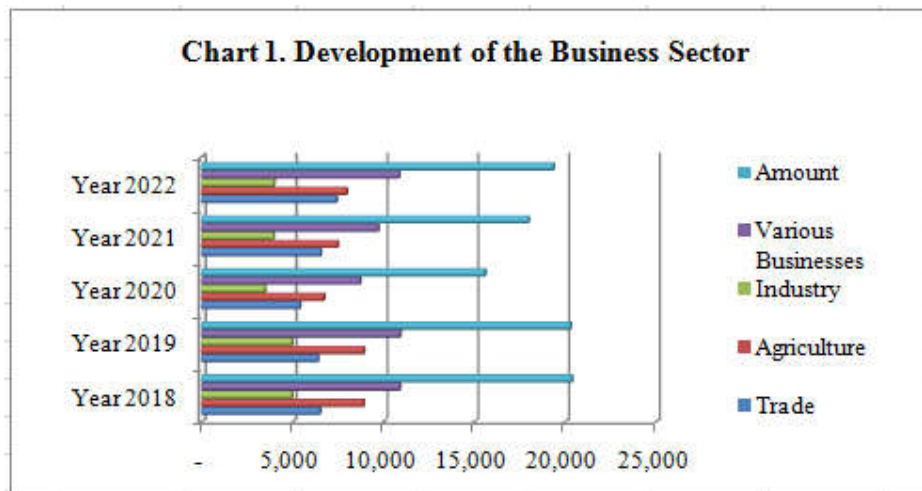
This study aims to explain and analyze the effect of government policies on business performance in mediating market orientation to bridge the gap. The population in this study is 417 employees who were in 34 Maros Roti MSME entrepreneur employees, including sari, aneka sari 2, amel, barandasi, istana roti, wahyu, istana roti 2, semarang, sanggalea, new roti maros sanggalea, setia kawan utama, kedai 189, setiakawan 1, tanralili, setia kawan 2, bersaudara, kenanga 1, kenanga 2, mahkota roti, annisa barandasi, turikale, MM roti, salenrang, turikale 1, difa, turikale 2, salsa, ofiq, carangki, 212, cake, dwi jaya, kaya belang in Maros Regency. The sample used in this study was 238 respondents. Using proportional random sampling technique each unit of population is adjusted to the number of members of each unit of population. The analysis technique used for hypothesis testing is the modeling of the Structural Equation Modeling (SEM) Amos. The results showed that government policies have an indirect effect on market orientation. Government policies have a direct effect on business performance. Market orientation has a direct and indirect effect on business performance.

Keywords: Government Policy, Market Orientation and Business Performance

I. Introduction

In the business world, there is currently a lot of rapid progress, especially MSME entrepreneurs in Indonesia. So MSME entrepreneurs are required to increase the competitiveness of the products offered to customers in order to achieve the expected business performance. With the large number of MSME businesses spread across various provinces, regencies and cities in Indonesia, it is appropriate for MSME entrepreneurs to achieve business performance in improving their business in line with Neely, A. D., Adams, C., & Kennerley, M. (2002) in his book argues that the best way for organizations - for profit or not for profit - to survive and prosper in the long term is to think about the desires and needs of all stakeholders and the effort to provide the right value to each of them. Companies in particular should assume a broader role than simply provide value to their shareholders. Then in measuring a business performance, it is necessary to consider a strategy so that the purchasing power of customers / communities does not fall by Venkatraman, N., & Ramanujam, V. (1986). The development of electronic digital media also helps so that the business performance of an MSME business can develop, this can be used by entrepreneurs to get customers who are many in line with what was revealed by Heide Petersen, J., & Bojer Kooistra, R. (2020). In the current development of entrepreneurship, it is also necessary to support a government policy so that MSME entrepreneurs get an improvement in the quality and quality of products that can be felt directly by customers / the public in increasing purchasing power in line with government policy research affecting market orientation conducted by Qu, R., & Ennew, C. T. (2005). Especially MSME entrepreneur Roti Maros, which is currently growing rapidly, really needs central and local government policies in developing a wider market orientation. The proliferation of Bakery MSME entrepreneurs, especially in South

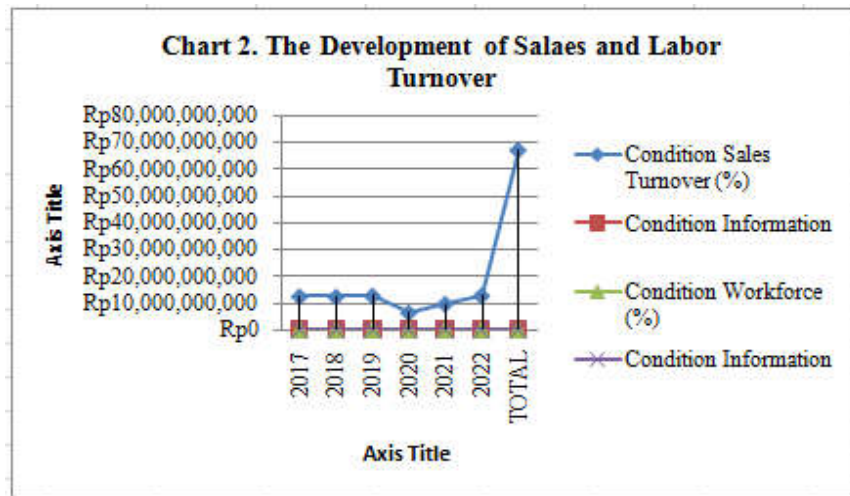
Sulawesi Province, demands a policy issued by the government in maintaining market orientation so that existing customers do not experience a decrease in purchasing power, in line with government policies affecting market orientation where marketing can be used after elections, using new theoretical perspectives and comparative empirical research to create a framework for the government market-oriented by Lees-Marshment, J (2009). The following data on the development of the business sector in Maros Regency from 2018 to 2022 is seen in chart 1 as follows:



Source : Dinas Koperasi, Perindustrian dan Perdagangan Kabupaten Maros, 2022

Based on chart 1 data above, the development of the business sector in Maros Regency in the trading business sector from 2018 and 2019 experienced a decrease of 0.134 or 6.396 in 2020 experiencing a significant decrease of 0.993 or 5.403 due to the covid-19 virus outbreak that hit the world. Then in 2021 along with the discovery of the covid-19 virus outbreak vaccine and marked improvements little by little, it increased by 11,944 or 6,541 and in 2022 again experienced an increase of 0.87 or 7.411. The agricultural sector from 2018 to 2019 experienced an increase of 0.016 or 8.924 decreases in 2020 of 2,203 or 6,721, in 2021 and 2022 again experienced an increase of 0.759 and 0.495 or 7.975. Industrial sector from 2018 to 2019 experienced an increase of 0.005 or 4.966 decreases occurred in 2020 of 1,486 or 3,480, in 2021 and 2022 again experienced an increase of 0.48 and 0.017 or 3,977 and other various business sectors in 2018 to 2019 experienced an increase of 0.882 or 10.922 decreases occurred in 2020 of 2,211 or 8,711, in 2021 and 2022 again experienced an increase of 1 and 1,144 or 10,855.

From the results of the data above, it can be seen that the development from year to year of the business sector in Maros Regency has increased and decreased (this seems contradictory), especially in 2020 the covid-19 virus outbreak that hit the world, automatically affecting the business industry. It is important that a policy is given by the central and local governments in taking steps to develop business performance to run well this is in line with research on government policies affecting business performance which offers some relevant recommendations to policymakers, entrepreneurs and SME managers to ensure the right schemes to improve the SME sector in Nigeria by Eniola, A. A., & Entebang, H. (2015). The following is data on the state of sales turnover and labor of the Maros Bread business from 2017 to 2022 as follows:



Source : Dinas Koperasi, Perindustrian dan Perdagangan Kabupaten Maros, 2022

Based on chart 2 data above, the sales turnover of the Maros Bread business and labor from 2017 to 2022. In 2017 sales turnover amounted to Rp 12,653,280,000,- or 19%, 548 workers or 19% the same as in 2018. In 2018 sales turnover amounted to Rp 12,497,760,000,- or 18% then in 2019 it increased by Rp 12,865,100,000,- or 19% of the workforce 548 or 20%, then in 2020 sales turnover experienced a significant decrease of Rp 6,540,750,000.0 or 10%, the workforce experienced a reduction of 250 or 9% the occurrence of the covid-19 virus outbreak that hit the world. In 2021, which was marked by the revival of the business world, the sales turnover of the Maros Bread business began to increase by IDR9,862,700,000,-, or 15%, the workforce has increased again by 450 or 15% and in 2022 it has again experienced a significant increase of IDR 12,960,000,000 or 19% and the workforce has also increased by 520 or 18%.

Based on research that has been conducted by Gruis, V., & Nieboer, N. (2007) states that government policies have an effect through government regulation in the management of institutional housing assets on market orientation as well as research conducted by Pitt, L., Caruana, A., & Berthon, P. R. (1996) that market orientation affects business performance in continental Europe. Then opinions from the book by Heide Petersen, J., & Bojer Kooistra, R. (2020). Rethinking libraries in the book business states that the development of media has changed the condition of public libraries, which now operate in an economy of attention. The change to the attention economy is a challenge for libraries as institutions because most aspects of public libraries, from library spaces to the organization of activities, are designed for a time when media is scarce and access to media is one of the most valuable services provided by libraries. Changes in the media environment have resulted in increased competition for libraries. As a result, libraries need to adopt a market-oriented approach that at a higher level, incorporates the needs and preferences of users in the development of library services and activities so that they can be oriented into long-term business performance.

II. Literature Review

a. Government Policy

Carter, R., & McRae, J. (2016) Defining government policy as "A series of actions chosen by a government that have an important influence over a large number of people. The implication of this definition is that government policy consists of various activities that are designed and chosen by the government and has an impact on many people. So, the choice of action by a government whose impact is felt by only one or a few people, then it cannot be called a government policy. Then government policy as". Whatever the government chooses to do something or not do something". The point of this definition is that if the government takes the

decision to do something like prohibiting residents in an area from being allowed to build houses on their land with certain considerations, this is called government policy (Dye, T. R, 2013). Qu, R., & Ennew, C. T. (2005); Lees-Marshment, J. (2009); Gruis, V., & Nieboer, N. (2007); Eniola, A. A., & Entebang, H. (2015); Alabi, F. A., David, J. O., & Aderinto, O. C. (2019) stated that the policies pursued by the government in regulating the wheels of the economy are largely determined by the business sector in this case the market orientation and business performance in the business. With the policies issued by the government, each business can independently improve its business through product innovation, business excellence and the brand image inherent in it called (brand image, product quality through the taste felt by customers) to meet customer needs for innovative products of MSME food business innovations in an area that has high tastes.

b. Market Orientation

According to Gheysari, H., Rasli, A., Roghanian, P., & Norhalim, N. (2012) states that market orientation is defined as the process of generating and providing market information for the purpose of creating superior value for consumers. Meanwhile, according to Gray Montiel-Campos, H. (2018) argues that market orientation can be seen as the implementation of marketing concepts. Market orientation is a view of perspective or culture that can be seen from the company's processes and activities in creating the highest value for customer needs and desires as the core of the marketing process, namely focusing on consumer satisfaction market orientation is a measuring tool for behavior and activity from the implementation of marketing concepts. A market-oriented company is a capable company develop and understand better what consumers need so that they can create customer value and create market strategies with information on competitors' strengths and weaknesses. Market orientation is an organizational culture that places the highest priority on superior customer value (Pitt, L., Caruana, A., & Berthon, P. R, 1996); (Abu Hassim, A., Abdul Talib, A. N., & Abu Bakr, A. R, 2011) and (Matsuno, K., Mentzer, J. T., & Özsomer, A, 2002).

c. Business Performance

Business performance is an accumulation of the results of activities carried out within the company itself (Prasetyo, 2013). Voss, G. B., & Voss, Z. G. (2000) define it as an effort to measure the level of performance including sales turnover, number of buyers, profits and sales growth. Wicaksono, G., & Nuvriasari, A. (2012) Business performance is a function of the results of existing activities in a company that are influenced by internal and external factors in achieving the goals set over a certain period of time. According to Zulfikar, R. (2018) business performance is a term in general that is used in part or all of the actions or activities of an organization in a period with a reference to a number of standards such as past costs projected on the basis of efficiency, management accountability and the like. Meanwhile, according to Moeherson, M. (2007) business performance is a description of the level of achievement of the implementation of a program of activities or policies in realizing the goals, objectives, vision, and mission of the organization as outlined in the Strategic planning of an organization shows that entrepreneurial and innovation orientation exerts a positive effect on the company's business performance, market orientation indicates a negative effect on the company's performance. External environmental factors do have a moderating effect on the relationship between market orientation and show companies. This paper provides recommendations for entrepreneurs how their entrepreneurial orientation, market orientation and organizational innovation affect the performance of their companies (Abu Hassim, A., Abdul Talib, A. N., & Abu Bakar, A. R, 2011).

III. Theoretical Review

Hypothesis

Government Policies Affect Market Orientation

The Government's policy towards market orientation has had influential and significant results. This suggests that government policy factors largely determine the level of market orientation as

it influences government policy in China although managerial actions are relevant, in a transitional economy, environment Primarily a factor, government policy is a major influence on a company's aspiration to become market-oriented research conducted by Qu, R., & Ennew, C. T (2005). Furthermore, how marketing can be used after elections, using new theoretical views and comparative empirical research to create a framework for market-oriented government. It also discusses the potential of competitors' markets to be good governance tools that state policy government influence and significant on market orientation by Lees-Marshment, J (2009). In line with research by Gruis, V., & Nieboer, N. (2007) Government Regulation and Market Orientation in Institutional Housing Asset Management: Limitations and Opportunities for European and Australian Landlords who state government policies have an effect and significant effect on market orientation.

H1: Government Policy Has an Effect and Significantly Towards Market Orientation

Government Policies Affect Business Performance

The Government's policy towards business performance has had influential and significant results. This shows that government policy factors largely determine the level of business performance because it affects government policies and small and medium enterprises (SMEs) on the performance of companies in Nigeria. relevant recommendations to policymakers, employers, and SME managers to ensure the right schemes to improve the SME sector in Nigeria research by Eniola, A. A., & Entebang, H (2015). Furthermore, government programs include the expansion of export markets and the development of infrastructure development marketing, the expansion of marketing partnerships with established enterprises, the development of product marketing networks and the development of product promotion. Government intervention in marketing is expected to encourage the improvement of MSME performance which contributes to GDP growth, employment and non-oil and gas exports in line with influential government policies significant to business performance by Hadiyati, E (2015). Then there is a significant link between government policy and the growth of Small and Medium Enterprises (SMEs) in South-West Nigeria. The need for the Nigerian government to formulate and implement policies that will help ensure optimal performance and subsequent survival of small-scale enterprises in the country. In addition, the monetary policy and macroeconomic indicators of the country should be modified, in order to be more suitable for SMEs operating in the country. It is also important for different levels of government in the country to begin massive infrastructure development in line with government policies significantly affecting business performance by Harash, E., Al-Tamimi, K., & Al-Timimi, S (2014). As well as market orientation and entrepreneurial orientation on performance marketing so that competitive advantage variables are added to bridge the gap in line with government policies have a significant effect on business performance research conducted by Putera, W., Rakib, M., & Sahabuddin, R (2021).

H2: Government Policies Affect and Significantly Affect Business Performance

Market Orientation Affects Business Performance

Market orientation towards business performance obtains influential and significant results. Argue that one of the main reasons for its importance is that the market orientation of the company's results. In improving business performance, this link seems to have little empirical support, in line with market orientation affecting business performance research by Pitt, L., Caruana, A., & Berthon, P. R (1996). Further research conducted by Abu Hassim, A., Abdul Talib, A. N., & Abu Bakar, A. R (2011) stated that entrepreneurial orientation and innovation have a positive effect on the company's business performance, market orientation shows a negative effect on the company's performance. External environmental factors do have a moderating effect on the relationship between market orientation and show companies. This paper provides recommendations for entrepreneurs how their entrepreneurial orientation, market orientation and organizational innovation affect the performance of their companies, in line with

market orientation affects business performance. The influence of entrepreneurial inclusivity and market orientation on business performance in line with market orientation affects business performance research by (Matsuno, K., Mentzer, J. T., & Özsoyner, A, 2002). As well as the impact of government policies, market orientation, and organizational innovation on the bakery business in maros district (Saripuddin., Haerani. S., Bado. B., Tahmir. S, 2020).

H3: Market Orientation Affects and Significantly Affects Business Performance

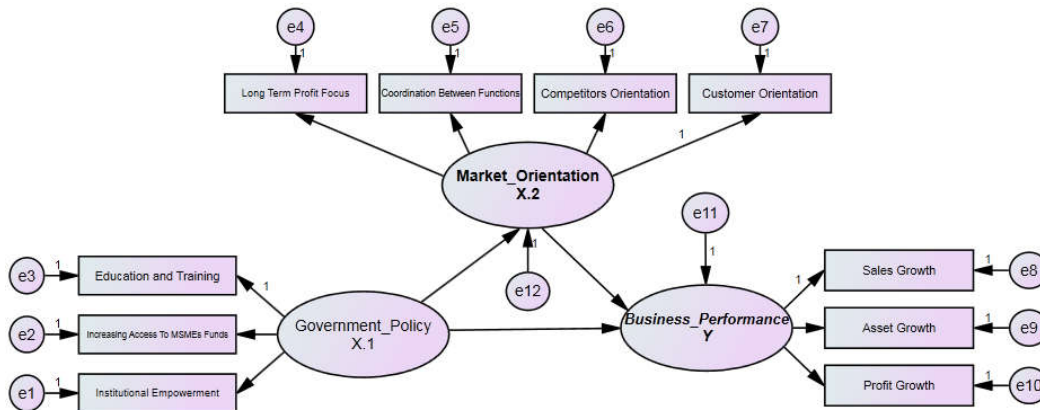
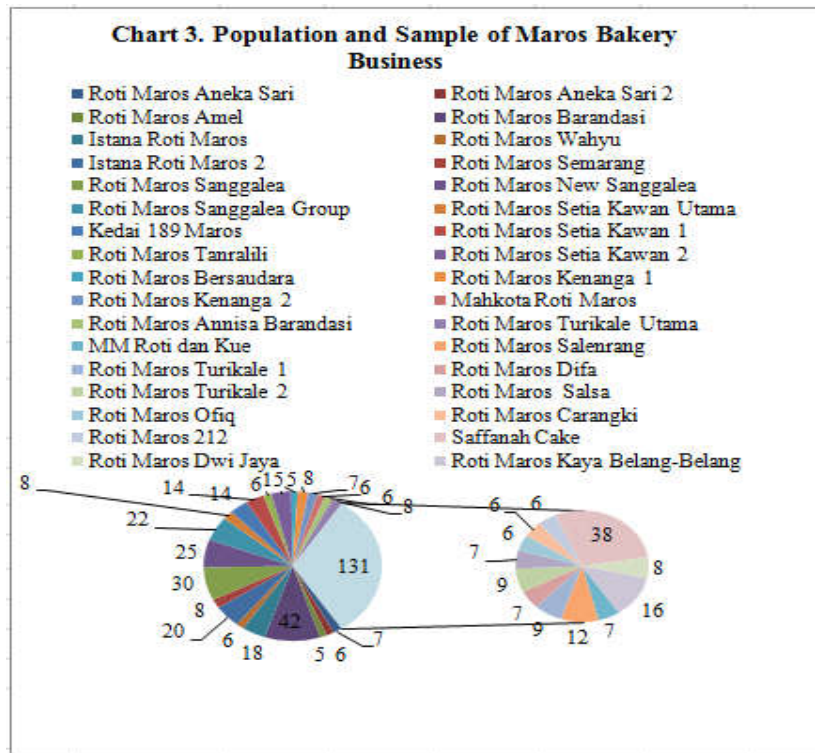


Figure 1. Conceptual Framework of Relationships Between Variables

III. Research Methods

This research was conducted at the entrepreneurial MSME Roti Maros. This location was chosen because the entrepreneurial MSME Roti Maros is famous for its distinctive products of Maros Bread jam which are favored by the consumer community, namely its main distinctive product in Maros Regency which is one of the sales products of Maros Bread Food that is loved and liked by consumers. The object of research in this study is the entrepreneurial employees of UMKM Roti Maros in Maros Regency precisely in 34 MSMEs entrepreneurial Roti Maros including various saris, various sari 2, amel, barandasi, palace bread, wahyu, istana roti 2, semarang, sanggalea, new roti maros sanggalea, setia kawan utama, kedai 189, setiakawan 1, tanralili, setia kawan 2, brothers, kenanga 1, kenanga 2, crown bread, annisa barandasi, turikale, MM bread, salenrang, turikale 1, difa, turikale 2, salsa, ofiq, carangki, 212, cake, Dwi Jaya and Kaya Belang-belang with a focus on business performance, government policies and market orientation. The population in this study is the sum total of the analyses whose features are foreseeable. In this study, it was only conducted on employees of MSME entrepreneurs Roti Maros in 34 MSMEs entrepreneurial Roti Maros including various saris, various sari 2, amel, barandasi, palace bread, wahyu, istana roti 2, semarang, sanggalea, new roti maros sanggalea, setia kawan utama, kedai 189, setiakawan 1, tanralili, setia kawan 2, brothers, kenanga 1, kenanga 2, mahkota roti, Annisa Barandasi, Turikale, MM Roti, Salenrang, Turikale 1, Difa, Turikale 2, Salsa, ofiq, Carangki, 212, Cake, Dwi Jayadan Kaya Belang-Belang totaling 417 people. The sampling technique is carried out with Stratified Random Sampling, a sampling technique that is usually carried out on a population in layers or stratified. A sampling technique by paying attention to a level (strata) on the population element. The sample, namely MSME entrepreneurial employee Roti Maros, who was directly met by researchers, can be used as respondents. As for determining some of the samples used by researchers using the Slovin Formula in (Sugiyono, 2011).



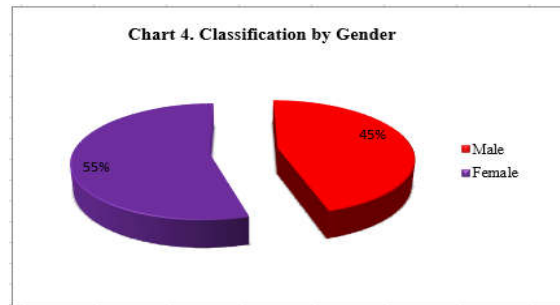
Source : Data processed by MSME Entrepreneur Roti Maros, 2022

From chart 3 above based on Stratified Random Sampling of the population in 34 MSME entrepreneurs Roti Maros, among others aneka sari, aneka sari 2, amel, barandasi, istana roti, wahyu, istana roti 2, semarang, sanggalea, new roti maros sanggalea, setia kawan utama, kedai 189, setiakawan 1, tanralili, setia kawan 2, bersaudara, kenanga 1, kenanga 2, mahkota roti, annisa barandasi, turikale, MM roti, salenrang, turikale 1, difa, turikale 2, salsa, ofiq, carangki, 212, cake, dwi jayadan kaya belang-belang as many as 417 employees while for the sampling of 238 employees at the MSME entrepreneur Roti Maros. Data collection The method used in this study was through the distribution of questionnaire questionnaires to employees at MSMEs entrepreneurs Roti Maros in 34 entrepreneurs MSMEs Roti Maros among others aneka sari, aneka sari 2, amel, barandasi, istana roti, wahyu, istana roti 2, semarang, sanggalea, new roti maros sanggalea, setia kawan utama, kedai 189, setiakawan 1, tanralili, setia kawan 2, bersaudara, kenanga 1, kenanga 2, mahkota roti, annisa barandasi, turikale, MM roti, salenrang, turikale 1, difa, turikale 2, salsa, ofiq, carangki, 212, cake, dwi jayadan kaya belang-belang in Maros Regency. Data collection in this study used the questionnaire method. Respondents' answers were measured using a 5-point Likert scale. The data analysis technique used is the modelling of the Amos *Structural Equation Modelling* (SEM).

IV. Results and Discussion

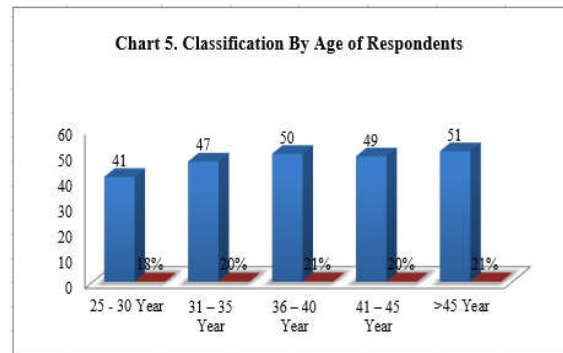
Result

Respondents or employees of MSME entrepreneurs Roti Maros used in this study have different characteristics or identities according to the chart below:



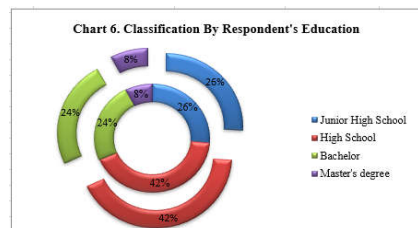
Source: Data processed by respondents of MSMEs entrepreneurial employees Roti Maros, 2022 (N=238)

Based on chart 4 above, the respondents of MSME entrepreneurial employees, Roti Maros, most of whom are female, dominate as many as 130 or 55% of respondents and men as many as 108 or 45% of respondents.



Source: Data processed by respondents of MSMEs entrepreneurial employees Roti Maros, 2022 (N=238)

Based on chart 5 above the classification based on the age of employees of MSME entrepreneurial respondents Roti Maros, 25 years to 30 years old by 41 or 18% of employee respondents, 31 years old to 35 years old by 47 or 20% of employee respondents, 36 years old to 40 years old by 50 or 21% of employee respondents, 41 years old to 45 years old by 49 or 20% of employee respondents and age over 45 years and over 51 or 21% of employee respondents.



Source: Data processed by respondents of MSMEs entrepreneurial employees Roti Maros, 2022 (N=238)

Based on chart 6 above, the classification based on the level of education of employees can reflect the level of knowledge and understanding of the tastes desired by msME entrepreneurial consumers Roti Maros. It can be known that the respondent employees are mostly high school education of 100 employees or 42% of respondent employees, followed by junior high school education of 63 or 26% of respondent employees, then Bachelor's education of 57 respondent employees or 24% of respondent employees and those with master's education of 18 respondent employees or 8%.

Validation Test

**Table 1. Data Validation
 Correlations**

		Government_Policy	Market_Orientation	Business_Performance
Government_Policy	Pearson Correlation	1	.486**	.488**
	Sig. (2-tailed)		.000	.000
	N	238	238	238
Market_Orientation	Pearson Correlation	.486**	1	.920**
	Sig. (2-tailed)	.000		.000
	N	238	238	238
Business_Performance	Pearson Correlation	.488**	.920**	1
	Sig. (2-tailed)	.000	.000	
	N	238	238	238

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed by Program SPSS Ver,-2022 (N=238)

Table 1 of the validity test above shows that all question/statement items for measuring government policy variables (X.1), market orientation (X.2), and business performance (Y) in this study have a correlation coefficient greater than $t_{table} = 0.165$ (t_{table} value for $n=238$) with the symbol of each variable item with a **. So, it can be concluded that all items in the government policy variable question/statement indicators (X.1), market orientation (X.2), and business performance (Y) are valid.

Reliability Test

Table 2. Data Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.841	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Government_Policy	111.9076	120.616	.497	.953
Market_Orientation	109.9328	94.156	.647	.739
Business_Performance	109.1345	80.724	.632	.750

Source : Data processed by Program SPSS Ver,-2022 (N=238)

Table 2 of the above reliability test shows that the question/statement for the variables of government policy item value, market orientation and business performance has a Cronbach's Alpha value above 0.7 and above the r_{table} value of 0.106 (r_{table} value for $n=238$) and so it can be argued that the question/statement item for the question/statement variable for the government policy variable, market orientation and business performance is feasible to use as a data collection tool and as a tool measure.

Test Classical Assumptions
Normality Test

Table 3. Data Normality
One-Sample Kolmogorov-Smirnov Test

		Government_ Policy	Market Orientation	Business_ Performance
N		238	238	238
Normal Parameters ^a	Mean	52.5798	55.5546	56.3529
	Std. Deviation	4.57289	5.17817	5.02819
Most Extreme Differences	Absolute	.076	.038	.045
	Positive	.076	.013	.023
	Negative	-.076	-.138	-.145
Kolmogorov-Smirnov Z		1.168	1.134	1.233
Asymp. Sig. (2-tailed)		.131	.070	.085

a. Test distribution is Normal.

Source: Data processed by Program SPSS Ver,-2022 (N=238)

From table 3 above it can be concluded the results of the data normality test with Kolmogorov-Smirnov by comparing the values of probability numbers or Asymp. Sig (2-tailed) with a significance level of 0.05 or 5% with decision making if the significance value is less than 0.05 or 5% then the data distribution is abnormal. Based on the calculation of SPSS Ver,- 2022 above is the value of the probability number or Asymp. Sig (2-tailed) variables of government policy, market orientation and business performance with a significance level above 0.05 or 5% then the data is declared normally distributed.

Autocorrelation Test

Table 4. Autocorrelation
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.922 ^a	.849	.848	2.34915	1.085

a. Predictors: (Constant), Market_Orientation, Government_Policy

b. Dependent Variable: Business_Performance

Source : Data processed by Program SPSS Ver,-2022 (N=238)

The results in the table show that the autocorrelation test above yielded a Durbin-Watson value of 1.085. The value is not less than -2 and not more than 2 so that it can be concluded that the variables of government policy, market orientation and business performance do not occur autocorrelation in this study.

Heteroscedasticity Test

Table 5. Heteroscedasticity
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.870	1.521		1.229	.220		
	Government_Policy	.036	.029	.092	1.231	.220	.764	1.309
	Market_Orientation	.027	.026	.078	1.050	.295	.764	1.309

a. Dependent Variable: RES2

Source: Data processed by Program SPSS Ver,-2022 (N=238)

The results in table 5 above, show each government policy variable (X.1) with Sig 0.220 and market orientation (X.2) with Sig 0.295 each variable (Sig.) > 0.05 or above 0.05 then it can be concluded that there are no symptoms of heterokedasticity.

Indirect Testing

Table 6. F-Simultaneous Test ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1498.824	1	1498.824	72.843	.000 ^a
	Residual	4855.966	236	20.576		
	Total	6354.790	237			

a. Predictors: (Constant), Government_Policy

b. Dependent Variable: Market_Orientation

Source : Data processed by Program SPSS Ver,-2022 (N=238)

Based on table 6 above, the simultaneous indirect influence of testing together shows regression values 1498.824, residual 4855.966, df 1, mean square 2264.769. A value of F 72,843 with a sig of .000 which means that indirectly together government policies have an indirect significant effect on market orientation.

Table 7. t-Partial Test Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	26.639	3.401		7.833	.000		
	Government_Policy	.550	.064	.486	8.535	.000	1.000	1.000

a. Dependent Variable: Market_Orientation

Source : Data processed by Program SPSS Ver,-2022 (N=238)

Based on the results of path analysis in Table 8. t-partial test, can be formulated structural equation as follows:

$$Y1 = 0.486 X1 e1$$

The structural equation can be interpreted as follows:

The government policy variable has a coefficient of 0.486, which means that indirectly government policy has a significant effect on market orientation, meaning that if government policy increases, market orientation will increase. In this study, the effect of government policies on market orientation was calculated through the SPSS Ver,- for windows program. The following are the calculation results from the results of the direct test analysis in table 8. as follows.

Live Testing

Table 8. F-Simultaneous Test ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7315.502	2	3657.751	662.814	.000 ^a
	Residual	1296.851	235	5.519		
	Total	8612.353	237			

a. Predictors: (Constant), Market_Orientation, Government_Policy

b. Dependent Variable: Business_Performance

Source: Data processed by Program SPSS Ver,-2022 (N=238)

Based on table 8 above, the direct influence of simultaneous tests together shows regression values 7315,512, residual 1296,851, df 2, mean square 3657,751. The value of f 662,814 with sig .000 means that directly together government policy and market orientation have a direct significant effect on business performance.

Table 9. t-Partial Test Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.210	.977		20.635	.005		
	Government_Policy	3.071	.438	.454	22.853	.004	.764	1.309
	Market_Orientation	1.041	.034	.894	30.886	.000	.764	1.309

a. Dependent Variable: Business_Performance

Source : Data processed by Program SPSS Ver,-2022 (N=238)

Based on the results of the path analysis in Table 8, structural equations can be formulated as follows:

$$Y = 0.454 X1 + 0.894 X2 e1$$

The structural equation can be interpreted as follows:

- (1) The government policy variable has a coefficient of 0.454, which means that government policies have a significant effect on business performance, meaning that if government policies increase, it has an impact on government policies to increase.
- (2) The market orientation variable has a coefficient value of 0.894 which means that market orientation has a significant influence on business performance, meaning that the more market orientation increases, the business performance will increase.

Table 10. Coefficient of Determination Test Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.886 ^a	.836	.733	1.53609

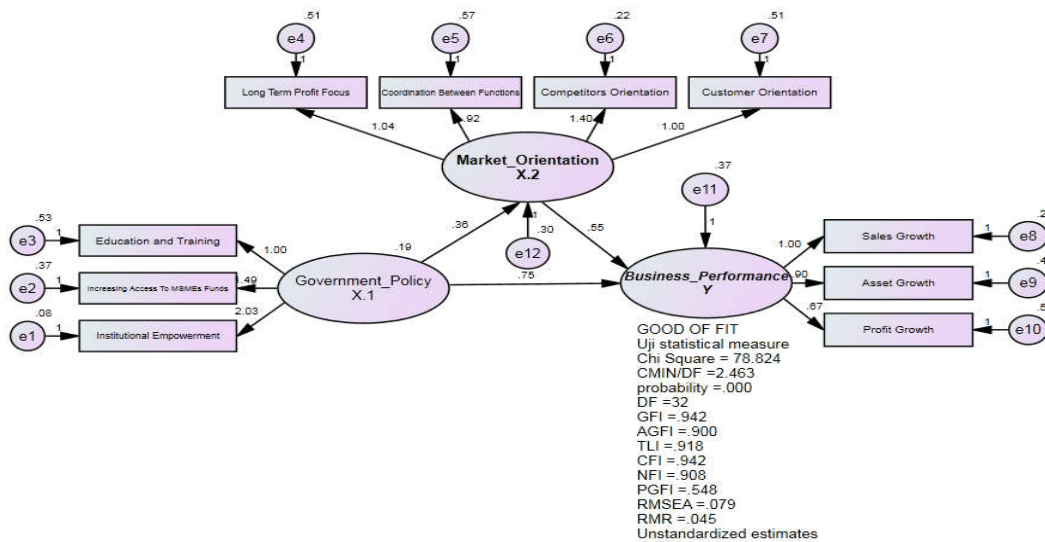
a. Predictors: (Constant), Government_Policy

b. Dependent Variable: Market_Orientation

Source : Data processed by Program SPSS Ver,-2022 (N=238)

Test the value of the coefficient of determination (R²) and the error variable (e). In calculating the value of the total coefficient of determination obtained by 0.886, a conclusion of 88.6% was obtained from the performance variables in 34 MSME entrepreneurs Roti Maros among others aneka sari, aneka sari 2, amel, barandasi, istana roti, wahyu, istana roti 2, semarang, sanggalea, new roti maros sanggalea, setia kawan utama, kedai 189, setiakawan 1, tanralili, setia kawan 2, bersaudara, kenanga 1, kenanga 2, mahkota roti, annisa barandasi, turikale, MM roti, salenrang, turikale 1, difa, turikale 2, salsa, ofiq, carangki, 212, cake, dwi jayadan kaya belang-belang influenced by government policy and market orientation while the remaining 11.4% is influenced by other factors that are not included in the research model or outside the research model.

The Initial Confirmatory Factor Analysis (CFA) model that has been carried out with the Program (AMOS) obtained the following values:



Source : Data processed by Program SEM AMOS Ver,-2022

Figure 2. CFA Preliminary Analysis of Good of Fit Exogenous and Endogenous

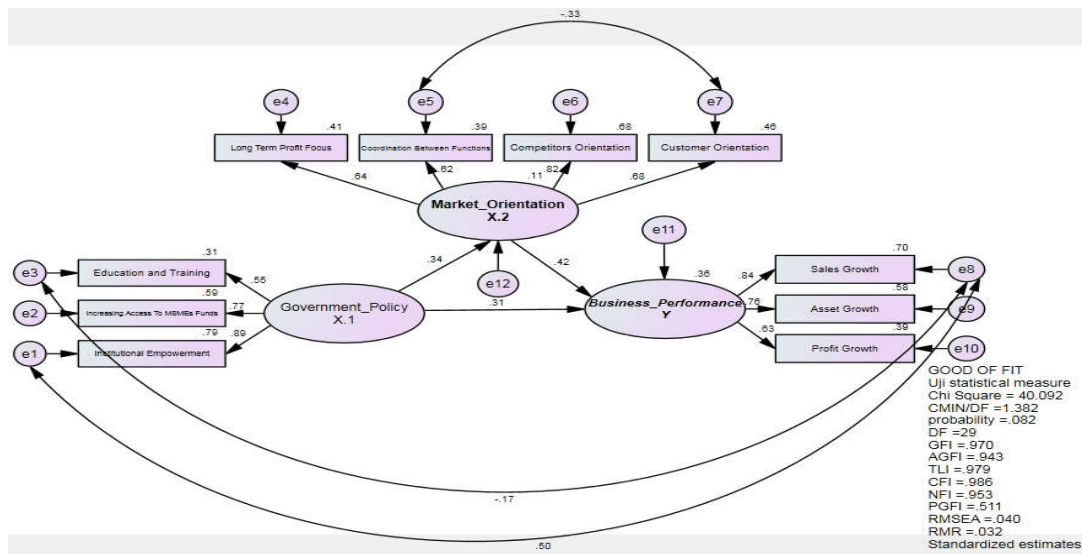
In Figure 2, the magnitude of the influence value of government policy variables, market orientation and business performance, respectively, the value of the magnitude of influence is obtained from the standard coefficient of Beta and the value of each error variable of each structural equation. Based on the path diagram in Figure 2, the calculation of the results of the initial structural Goodness of Fit Model test can be summarized which will be presented in Table 11 below.

Table 11. Early Stage Structural Model Goodness Of Fit Test Results

Goodness Of Fit Index	Cut-Off Value	Result Of Model	Information
Chi-Square	91.670	1587.560	Marginal
Probability	≥ 0,05	0,000	Marginal
GFI	≥ 0,90	0,578	Marginal
AGFI	≥ 0,90	0,462	Marginal
TLI	≥ 0,95	0,464	Marginal
CFI	≥ 0,95	0,534	Marginal
RMSEA	≤ 0,08	0,186	Marginal

Source: Calculation Results SEM AMOS Ver,-2022 (N=250)

Table 11 above shows the summary results of the Goodness of Fit Test values Structural model variables of government policy, market orientation and early-stage business performance that have not found the best model. To achieve the maximum level of Goodness Of Fit from Confirmatory Factory Analysis (CFA) of GFI, AGFI, TLI, CFI, NFI, PGFI and RMSEA values, it is necessary to modify structural models, including: correlation between variables and indicators and elimination of indicators to improve the suitability of the Good of Fit (GoF) model, Confirmatory Factor Analysis (CFA) Structure Equation Modeling (SEM) (Latan H. and Temalgi S., 2013).



Source : Data processed by Program SEM AMOS Ver,-2022

Table 12. Final Stage Structural Model Goodness of Fit Test Results

Goodness Of Fit Index	Cut-Off Value	Result Of Model	Information
Chi-Square	Expected smaller	40,092	Good
Probability	≥ 0,05	0,082	Good Fit
GFI	≥ 0,90	0,970	Good Fit
AGFI	≥ 0,90	0,943	Good Fit
TLI	≥ 0,95	0,979	Good Fit
CFI	≥ 0,95	0,986	Good Fit
RMSEA	≤ 0,08	0,040	Good Fit

Source: Calculation Results SEM AMOS Ver,-2022 (N=250)

Based on Table 12 government policy variables, market orientation and business performance obtained chi square value of 40.092 with a probability of 0.082 > 0.05, RMSEA value of 0.040 ≤ 0.08, TLI value of 0.979 > 0.950 CFI value of 0.986 > 0.95 GFI value of 0.970 > 0.90 and AGFI of 0.943 > 0.90 and loading factor all above 0.5. Thus, showing that this model conformity test results in a good acceptance where all the suggested model conformity parameters have been met (Hair, J., JF, R., & Anderson, R. L, 2018). Thus, the model is unequivocally stated that the covariance matrix or correlation of the analyzed data sample is in accordance with the covariance matrix or population correlation estimated in the proposed model for variables of government policy, market orientation and business performance.

Table 13. Regression Analysis

Path	Estimate	S.E	C.R	P	Label
X.2 X.1	.438	.115	3,811	***	Par-12
Y X.2	.510	.145	3,528	***	Par-8
Y X.1	.518	.101	5,114	***	Par-13

Source: Calculation Results SEM AMOS Ver,-2022 (N=250)

Hypothesis 1

Based on hypothesis testing proven by a t-value of 3.811 > 1.96 with a significance of P-Value 0.000 < 0.05 (5%) this shows that government policy has a significant effect on market orientation which means that the first hypothesis is accepted.

Hypothesis 2

Based on hypothesis testing proved with a t-value of $3.528 > 1.96$ with a significance of P-Value $0.000 < 0.05$ (5%) this shows that market orientation has a significant effect on business performance which means that the second hypothesis is accepted.

Hypothesis 3

Based on hypothesis testing, it is proven with a t-value of $5,114 > 1.96$ with a P-Value significance of $0.000 < 0.05$ (5%) this shows that government policies have a significant effect on business performance, which means that the third hypothesis is accepted.

Discussion

Government Policy Towards Market Orientation

The results showed that the government's policy indirectly (indirect effect) affects the market orientation of MSME entrepreneurs Roti Maros with a loading factor value of 0.335 with a path coefficient of 0.438 with a t-value of $3.811 > 1.96$ with a p-value of < 0.005 . This means that if government policies will be functioned, it affects market orientation. The achievement of market orientation is inseparable from how the government policy is given to MSME entrepreneurs Roti Maros. Where government policies include education and training, increasing access to MSME funds and institutional empowerment as a form of employee performance to MSME entrepreneurs. If you look at the results of research that shows that government policy influence on market orientation, MSME employees Roti Maros must be able to provide market orientation to MSME entrepreneurial leaders Roti Maros with customer orientation, competitor orientation, coordination between functions and long-term profit focus.

The results of the initial Confirmatory Factor Analysis (CFA) of government policy variables consist of education and training indicators, increasing access to MSME funds and institutional empowerment. Market orientation variables consist of indicators of customer orientation, competitor orientation, coordination between functions and long-term profit focus. In line with the research conducted by Qu, R., & Ennew, C. T. (2005) shows that government policies have an effect and are significant on market orientation.

The results of the final Confirmatory Factor Analysis (CFA) and the results of the hypothesis of government policy variables with education and training indicators where the Kopumdag Office of Maros Regency conducts training for small businesses, especially Maros Bread entrepreneurs and the Kopumdag Office of Maros Regency conducts counseling and technical coaching on small businesses, especially Maros Bread entrepreneurs. The next indicator is increasing access to SME funds, the Kopumdag Office of Maros Regency institutionalizes access to sources of funds to small business actors Roti Maros and local governments also provide convenience in obtaining profits. As well as institutional empowerment indicators where the Kopumdag Office of Maros Regency institutionalizes access to licensing sources to small business actors entrepreneurial MSMEs Roti Maros and the Kopumdag Office of Maros Regency provides convenience in obtaining business licenses. Market orientation variables with customer orientation indicators where with the advice from customers making MSME entrepreneurial employees Roti Maros increasingly improve products, where every customer's wants and needs are always met, where each employee seeks information about the needs of Maros Bread customers and offers to each customer in case of additional services. The next indicator of competitor orientation where the ability of MSME entrepreneurial employees Roti Maros in obtaining information about competitors, MSME entrepreneurial employees Roti Maros has a desire to know the strengths and weaknesses of the closest competitors and the actions of MSME entrepreneurial employees Roti Maros towards the strategies carried out by competitors. The next indicator is coordination between functions where MSME entrepreneurs Roti Maros coordinates between sections in meeting customer needs and entrepreneurial employees of MSMEs Roti Maros is involved and cooperates between sections in meeting customer needs as well as

indicators of long-term profit focus where MSME entrepreneur Roti Maros maintains a long-term relationship with customers. In line with research that states how marketing can be used after elections, it uses new theoretical and comparative empirical research to create a framework for market-oriented government. It also discusses the potential of marketing to be a good governance tool where government policies have an influential and significant effect on market orientation (Lees-Marshment, J, 2009). In other words, increasing the government's policy on MSME entrepreneurship Maros Bread in 34 MSME entrepreneurs Maros Bread between various sari, various sari 2, amel, barandasi, bread palace, wahyu, bread palace 2, semarang, sanggalea, new roti maros sanggalea, setia kawan utama, kedai 189, setiakawan 1, tanralili, setia kawan 2, brothers, kenanga 1, kenanga 2, mahkota roti, annisa barandasi, turikale, MM bread, salenrang, turikale 1, difa, turikale 2, salsa, ofiq, carangki, 212, cake, dwi jaya and kaya belang-belang, the higher the market orientation level of 34 MSME entrepreneurs Roti Maros. So, the first hypothesis is accepted. In line with research by Gruis, V., & Nieboer, N. (2007) states that institutional landlords in most of the countries studied have autonomy that allows for more market-oriented asset management. Nevertheless, the assumption that giving greater freedom to market forces and reducing government influence and support leads to more market-oriented asset management by itself does not apply to all countries, that government policies have an effect and are significant to market orientation. And in line with research conducted by Putera, W., Sahabuddin, R., Rakib, M., & Girikallo, A. S. (2020) which focuses on market orientation in order to realize customer satisfaction at PDAM Makassar City.

Government Policy Towards Business Performance

The results showed that direct effect government policies have an effect on business performance in MSME entrepreneurs Roti Maros with a loading factor value of 0.315 with a path coefficient of 0.510 with a t-value of 3.528 > 1.96 with a p-value of < 0.005. This means that if government policies will be functioned, it affects business performance. The achievement of business performance is inseparable from how the government policy is given to MSME entrepreneurs Roti Maros. Where government policies include education and training, increasing access to MSME funds and institutional empowerment as a form of employee performance to MSME entrepreneurs. If you look at the results of research that shows that government policy affecting business performance, then Roti Maros MSME employees must be able to provide good business performance to the entrepreneurial leaders of UMKM Roti Maros with sales growth, asset growth and profit growth.

The results of the initial Confirmatory Factor Analysis (CFA) of government policy variables consist of education and training indicators, increasing access to MSME funds and institutional empowerment. Business performance variables consist of indicators of sales growth, asset growth and profit growth. In line with the research of Eniola, A. A., & Entebang, H. (2015) where the Study offers some relevant recommendations to policymakers, employers and SME managers to ensure the right schemes to improve the SME sector in Nigeria show that government policies have an effect and are significant to business performance.

Final Confirmatory Factor Analysis (CFA) results and hypothetical results of government policy variables with indicators of education and training, increased access to MSME funds and institutional empowerment. Business performance variables with sales growth indicators where MSME entrepreneurs Roti Maros seeks to increase sales in the last 2 years and MSME entrepreneurs Roti Maros have an impact with increasing sales. The next indicator of asset growth with the assets and entrepreneurial wealth of MSMEs Roti Maros provides an increase and profit growth indicators with MSME entrepreneurs Roti Maros provides an increase in profits and profits obtained by MSME entrepreneurs Roti Maros increases. In line with Hadiyati's research, E.(2015) Government policies have an effect and are significant on business performance. Then research shows that there is a significant relationship between government

policy and the growth of Small and Medium Enterprises (SMEs) in Southwest Nigeria. These results demonstrate the need for the Nigerian government to formulate and implement policies that will help ensure optimal performance and subsequent survival of small-scale businesses in the country. In addition, the monetary policy and macroeconomic indicators of the country should be modified, in order to be more suitable for SMEs operating in the country. Important also to varying degrees the administration in this country to begin massive infrastructure development shows that government policies have an effect and significant effect on business performance by Alabi, F. A., David, J. O., & Aderinto, O. C. (2019). Furthermore, research developed by Harash, E., Al-Tamimi, K., & Al-Timimi, S. (2014) provides some relevant recommendations to policymakers, development agencies, entrepreneurs, and SME managers to ensure the right strategies to improve the SME sector in Iraq show that government policies have an effect and are significant on business performance. As well as research to analyze the influence of market orientation and entrepreneurial orientation on marketing performance so that competitive advantage variables are added to bridge the gap by Putera, W., Rakib, M., & Sahabuddin, R. (2021).

Market Orientation Towards Business Performance

The results showed that direct market orientation (direct effect) affects business performance in MSME entrepreneurs Roti Maros with a loading factor value of 0.418 with a path coefficient of 0.518 with a t-value of 5.114 > 1.96 with a p-value of < 0.005. This means that if the market orientation will be functioned, it affects business performance. The achievement of business performance is inseparable from how the market orientation is carried out by MSME entrepreneur Roti Maros. Where market orientation includes customer orientation, competitor orientation, coordination between functions and long-term profit focus. If you look at the results of research that shows that market orientation affects business performance, then MSME employees of Roti Maros must be able to provide good business performance to the entrepreneurial leadership of UMKM Roti Maros with sales growth, asset growth and profit growth.

The results of the initial Confirmatory Factor Analysis (CFA) market orientation variables consist of customer orientation, competitor orientation, coordination between functions and long-term profit focus. Business performance variables consist of indicators of sales growth, asset growth and profit growth. In line with the research of Pitt, L., Caruana, A., & Berthon, P. R. (1996) where this study in recent years, there has been a resurgence of interest in market orientation and what involves it suggests that market orientation has an effect on business performance.

Final Confirmatory Factor Analysis (CFA) results and hypothetical results of market orientation variables with indicators of customer orientation, competitor orientation, coordination between functions and long-term profit focus. Business performance variables with indicators of sales growth, asset growth and profit growth. In line with the research examines the relationship between entrepreneurial orientation, market orientation, innovation and company performance on the moderation effect of external environmental factors on market orientation and the relationship of corporate performance by Abu Hassim, A., Abdul Talib, A. N., & Abu Bakar, A. R. (2011). Then the research developed by Matsuno, K., Mentzer, J. T., & Özsoy, A. (2002) where the influence of entrepreneurial productivity and market orientation affect business performance. Further found evidence on the impact of market orientation on marketing performance through value creation in small and medium-sized enterprises (SMEs) of the knitting industry in Bandung, West Java by Zulfikar, R. (2018). This research is to investigate: (1) the impact of government policies on Maros Roti (hereinafter referred to as Maros Bread as in its original term) business especially its organizational innovation in Maros County; (2) the impact of government policies on the business performance of Maros Bread in Maros Regency; (3) the impact of market orientation on Maros Bakery business in particular its organizational

innovation in Maros District; (4) the effect of market orientation on the business performance of Maros Bread in Maros Regency; (5) the influence of organizational innovation on the business performance of Maros Bread in Maros Regency; (6) Influence of government policies to the business performance of Maros Bread through organizational innovation in Maros Regency; and (7) the influence of market orientation on the business performance of Maros Bread through organizational innovation in Maros Regency (Saripuddin., Haerani. S., Bado. B., Tahmir. S., 2020). As well as research conducted by Nurjanna, Tawe. A, Sahabuddin. R, Son. W, Yahya.L.I. (2022) how the influence between the relationship of personality factors and instrumentation readiness on entrepreneurial decision making through entrepreneurial characteristics among women in Makassar City. As well as employee welfare research in improving employee performance at PT Semen Indonesia Group (SIG) Tbk by Putera, W., Alimuddin, A., Yahya, I. L., & Magfirah, M. (2021).

IV. Conclusions and Suggestions

Conclusion

Based on the results of the test and discussion above, the conclusion of this study is that government policies indirectly (indirect effect) have an effect and significantly on the market orientation of MSME entrepreneurs Roti Maros, government policy variables with education and training indicators, increasing access to MSME funds and institutional empowerment as well as market orientation variables with indicators of customer orientation, competitor orientation, coordination between functions and focus on long-term profit long proven both in questionnaires and in the field carried out on MSME entrepreneurs Roti Maros. Direct effect government policies have an effect and are significant on the business performance of MSME entrepreneurs Roti Maros, government policy variables with education and training indicators, increasing access to MSME funds and institutional empowerment and business performance variables with indicators of sales growth, asset growth and profit growth are proven both in questionnaires and in the field carried out on MSME entrepreneurs Roti Maros. Then the direct effect of market orientation has an effect and is significant on the business performance of MSME entrepreneurs Roti Maros, market orientation variables with customer orientation indicators, competitor orientation, coordination between functions and profit focus as well as business performance variables with indicators of sales growth, asset growth and long-term profit growth as evidenced both in questionnaires and in the field carried out on MSME entrepreneurs Roti Maros.

Suggestion

Based on the results of the research and conclusions that have been outlined, there are several suggestions in terms of government policies that must be addressed by MSME entrepreneurs Roti Maros are indicators of education and training must be realized so that MSME entrepreneurial employees Roti Maros product innovation can be further improved, furthermore, increasing access to MSME funds needs to be improved so that the sustainability of the MSME entrepreneurial business Roti Maros runs well and institutional empowerment indicators should be further improved by granting licenses to small business actors entrepreneurial MSMEs Roti Maros. In terms of market orientation, the thing that must be addressed by MSME entrepreneurs Roti Maros is the indicator of customer orientation, suggestions, wants and needs of customers need to be re-considered by MSME entrepreneurs Roti Maros, indicators of competitor orientation where information about competitors' strengths and weaknesses needs to be maintained by entrepreneurial employees of UMKM Roti Maros in developing a business, then indicators of coordination between functions where it is necessary to establish good coordination between sections in order to create the needs desired by MSME customers of Maros Bread. Business performance variables with sales growth indicators where there is a need for a good marketing system in sales carried out outside the city (province), asset growth indicators where every increase in MSME units outside the city (province) can meet customer expectations and profit growth indicators where there is a need for supervision, good financial governance in order

to minimize the occurrence of poor financial administration and the creation of product innovation continues Improved.

V. Acknowledgments

A thank you to all parties, especially the entrepreneurial employees of UMKM Roti Maros who are in the 34 MSMEs of Maros Bread entrepreneurs, including various saris, various sari 2, amel, barandasi, palace bread, wahyu, istana roti 2, semarang, sanggalea, new roti maros sanggalea, setia kawan utama, kedai 189, setiakawan 1, tanralili, setia kawan 2, brothers, kenanga 1, kenanga 2, mahkota roti, annisa barandasi, turikale, MM roti, salenrang, turikale 1, difa, turikale 2, salsa, ofiq, carangki, 212, cake, dwi jaya, kaya belang-belang in Maros Regency which has helped a lot in this research, so that this research on asar orientation and business performance can be written and informed to all parties, especially MSME entrepreneurs Roti Maros who are in 34 MSMEs entrepreneurial Roti Maros, including various saris, aneka sari 2, amel, barandasi, istana roti, wahyu, istana roti 2, semarang, sanggalea, new roti maros sanggalea, setia kawan utama, kedai 189, setiakawan 1, tanralili, setia kawan 2, brothers, kenanga 1, kenanga 2, mahkota roti, annisa barandasi, turikale, MM roti, salenrang, turikale 1, difa, turikale 2, salsa, ofiq, carangki, 212, cake, dwi jaya, kaya belang-belang in Maros Regency to be able to further improve market orientation which can directly contribute to the entrepreneurial business performance of MSMEs Roti Maros.

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