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Resilience Analysis of Creative Industries Marketing Performance Fashion Cluster in Depok City West Java, Indonesia

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Abstract:
The resilience of fashion cluster marketing performance in Depok West Java as an example of a successful solution to face the regional economic situation that is full of intense competition. The community of creative industry players in the fashion cluster is able to survive and even expand its business in the existing economic situation. Analysis of the role of stake holders needs to be done to see the impact of their respective roles on the marketing performance of MSME Cluster. By using Partial Least Square (PLS) will obtain analytical results from the full power of existing variables. The sample used for the study amounted to 70 respondents who consistently pursue this business for at least 2 (two) years. From the primary and secondary data collected, it is known that simultaneously, the marketing mix significantly influences the marketing performance of SMEs cluster creative industry clusters in this region, whereas partially only product variables significantly influence marketing performance, while price, promotion, and the distribution have no significant effect.

Keywords: Marketing mix, creative industries, clusters of fashion, marketing performance

1. Introduction

Micro, Small and Medium Enterprises (SMEs) Fashion Clusters in Depok are currently one of the national economic players, playing an important role and able to survive the economic crisis. The perpetrators of MSMEs can help the government to reduce the number of unemployed, fight poverty, and equity of income. Building the marketing performance of Micro, Small and Medium Enterprises (SMEs) based on creative industries with the implementation of marketing strategy chosen in accordance with the conditions will be able to realize our dreams all to improve the welfare of society Micro, Small and Medium Enterprises (MSMEs) engaged in the creative industries sector in Indonesia are growing rapidly, starting from small groups in areas based on creative economy can be improved their performance through the selection of appropriate marketing strategy. Expectations to continue to increase production and meet market demand are very optimistic if all parties are actively involved in their respective roles and capacities, the government as the coach, protector and facilitator needed by creative industry players, intellectuals as the perfecting of creative ideas and business people as economic actors who can focus on being creative economic agents.

The above phenomenon shows that the potential of the creative industry is still not managed optimally, by improving various existing factors such as environmental marketing factors, the selection of appropriate marketing strategies so that the performance of creative industries in Indonesia is optimistic can be improved.

Sector		2011	2012	2013
(1)		(2)	(3)	(4)
1	Advertising	42183	47.275	51.850
2	Architecture	17616	18704	20776
3	Markets and Art Goods	22.299	25,079	28.640
4	Craft	638655	713928	857,512
5	Design	59.596	66.571	76505
6	Fashion	666.712	762.219	870173
7	Film, Video, Photography	65953	71.094	78.217
8	Interactive Game	92.712	95.712	103,000
9	Music	86.566	95147	102.490
10	Performing Arts	62,899	64963	69.310
11	Publishing Printing	104884	117293	134.462
12	Computer Services & Software	40,769	41880	47.939
13	Television and Radio	982.87	1.096	1.270
14	Research Development	50.234	52601	57400
15	Culinary	172.704	192.073	228.437

Table 1: PDRB Creative Economy Depok City on the Basis of
Current Price 2011-2013 (Millions Rp)

Structure and Development of creative economy of Depok City are clearly seen in Table 1 above that the biggest donor festival of PDRB. Depok City Government will give full support to the industry that has contributed Gross Regional Domestic Product (PDRB) of Depok City in 2014 of 12.59 percent or as much as Rp 1 trillion. "We are very supportive of the creative industry, because it is able to improve the economy of the city, let alone Depok does not have natural resources that can support the economy, "he said. Vice Mayor who served a period and will facilitate the creative economy in improving the quality of the resulting product. In addition, the City Government of Depok in the future will also pay more attention to this creative industry by building creative industry centers that will improve the economy of Depok (Nurul Hasanah Ed: Fahrudin Mualim - Diskominfo). This is in line with research Putri Wahyuni et al, Journal of Management and Organization, vol 2 no 2, August 2014 that the application of The House Model has a propelling and inhibiting factor. The driving factors of the SME's performance improvement model are:

- Availability of quantity of SDM
- The uniqueness of the product
- Access and supporting infrastructure
- Capital assistance from various parties
- Development of a specific product of close kinship and short managerial hierarchy.
  On the other hand, the inhibiting factor of the performance improvement model of SME crafts of Depok City is
- Low competence and motivation of human resources
- Lack of supervision of implementation standards
- Limited use of technology for marketing
- Low ownership willingness to access capital information
- No clear job description yet
- Sanctions are less assertive
- Complicated bureaucracy

Roby Sucitro's research in Business Management Journal of Catholic University of Widya Mandala Surabaya stated that the variable of marketing strategy has the positive and significant influence to marketing performance variable. Thus, the hypothesis that the marketing strategy variables have a positive and significant effect on the variable of marketing performance is accepted. The analysis results in accordance with the theory state that a quality strategy can lead to customer acceptance to the quality level, market and performance improvement (Morgandan Percy1998: 196).

2. Literature

2.1. Triple Helix

Collaboration of 3 (three) industry players who must be consistent in their implementation can proceed with the precise and ideal, namely:

- Role Government, first is role government central, government provinces and government district/city, as facilitator fund vocation that gives a boost and stimulation for ideas can developing. Second, is the regulator that produces regulation so able create room and a conducive climate. Government involvement in the development of creative industries is needed through better management of local autonomy, law enforcement, and Law, with the principles of good governance (participation, rule of law, transparency, supervision)
- Business: is a business actor, investor and also a consumer of creative industries, the role that embodies the creator of creative products and services, new markets that can absorb the products and services produced. The

other roles are community builders and creative entrepreneurs. Businesses can be based on manufacturing, services, and distribution of agricultural, mineral, financial, information, real estate, transportation, and trade.
- Role Scholar (Academician): as agents who spread ideas and implements science knowledge, art, technology, as well as forming value for the related development of creative industries to the activities of the creation of new art ideas that have the bargaining power to the market and creative human formation. Inny a duty to prepare curriculum oriented the creative industries and give referrals educative.

2.2. Marketing Mix
Strategy consisting of 4 (four) core variables in marketing, that is
- Product t, goods/services which are a combination of functionality, brand, and service packs.
- Price, the price of goods that are of economic value to get the goods
- Place, distribution is the place to get the goods
- Promotion, promotion of information flow that can explain about the goods

2.3. Marketing Environment
- The internal environment consists of competitors, consumers, and suppliers
- External, ideological, political, economic, social and cultural environment.

2.4. Marketing Performance
Performance of the market (Market Performance) is a concept to measure the market performance of a product (Permadi, 1998). Each company's interest to know the market performance of its products, as a mirror of its business success in the competitive world business. Voss and Voss (2000) further defines market performance as an effort to measure performance levels including sales, customer numbers, profits and sales growth. In a study conducted by Eryanafita Ismawanti [3], marketing performance is measured by the scale of the three indicators, where the level of achievement or performance strategy is reunited with expectations for overall achievements or performance, sales, and profits.

3. Research Road Map

Figure 1: Research Road Map

This research roadmap begins with an analysis and evaluation of the role of the SME Cluster triple helix fashion in Depok as an actor who is the very active role on the performance of marketing by taking into account the existence of the marketing environment that is increasingly fierce competition. With the implementation of marketing mix strategy (product, price, distribution, and promotion) the right target achievement of marketing performance improvement will be achieved with indicators:
- Increased sales volume
- Increased profit/profit
- Increased customer/customer

4. Research Methods

4.1. Measurement Model (Outer Model)
The first step taken was to test whether the models already meet the convergent validity is whether the loading factor for each indicator has met convergent construct validity. Validity test results with the initial path diagram Smart PLS 3.0 shows. the path diagram that is formed is as follows:
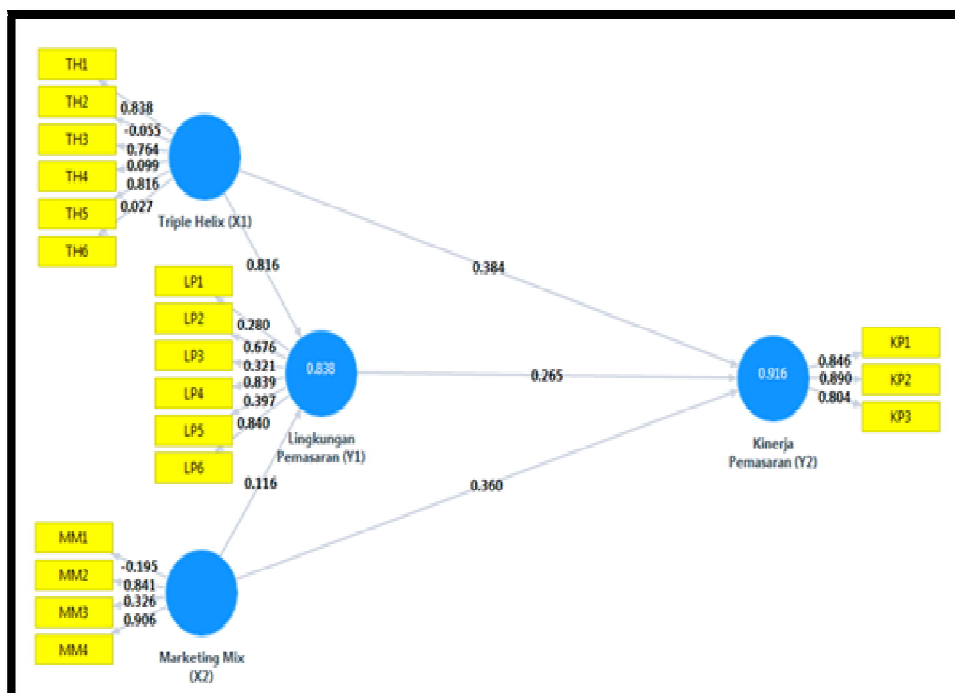
Figure 2: Outer Model 1

The indicator is considered valid if it has a correlation value above 0.70. But in the scale development research, loading 0.50 to 0.60 is still acceptable (Ghozali, 2014). Based on the outer lane loading factor diagram above indicators that its loading value of less than 0.50 will be dropped from the analysis. For the triple helix variable that is dropped from the analysis are TH2, TH4, and TH6, for marketing mix variables, dropped from the analysis are MM1 and MM3, for marketing environment variables dropped from the analysis are LP1, LP3, and LP5, while for marketing performance variable nothing is dropped from the analysis. Then re-analysis with the results as follows:
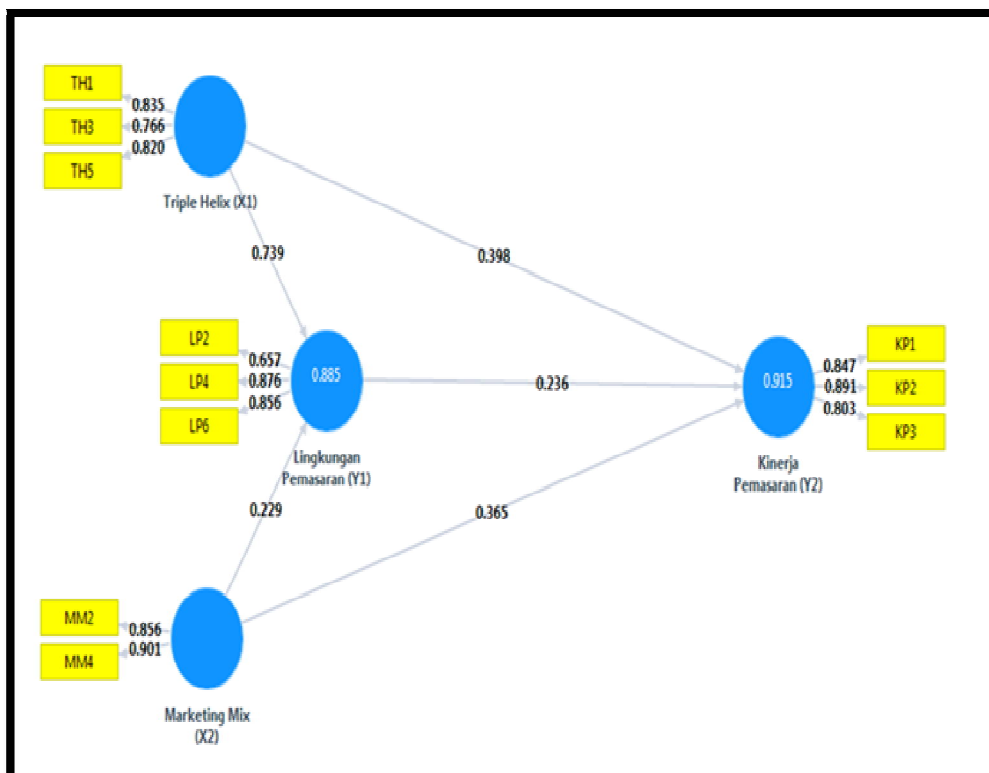

Figure 3: Outer Model 2

It can be concluded from the diagram above that all individual indicators on each variable are qualified because all correlation values are above 0.50.

4.2. Convergent Validity Test

Smart software output results obtained -Pls 3.0 loading factor value each - each indicator each - each construct as follows:

	Marketing formance (Z)	Marketing Environment (Y)	Marketing Mix (X2)	Triple Helix (X1)
KP1	0.847			
KP2	0.891			
KP3	0.803			
LP2		0.657		
LP4		0.876		
LP6		0.856		
MM2			0.856	
MM4			0.901	
TH1				0.835
TH3				0.766
TH5				0.820

Table 2: Outer Loading Factor
Source: PLS Output

In the table above shows that all values above the loading factor 0,5maka indicators used in this study is valid or has met the convergent validity.

4.3. Test Discriminant Validity

Smart-PLS 3.0 software product output obtained Fornell-Lacker Criterium value and AVE value each of the following indicators:

	Marketing Performance (Z)	Marketing Environment (Y)	Marketing Mix (X2)	Triple Helix (X1)
Marketing Performance (Y2)	0.869			
Marketing Environment (Y1)	0.909	0.803		
Marketing Mix (X2)	0.902	0.843	0.881	
Triple Helix (X1)	0.914	0.926	0.856	0.809

Table 3: Fornell-Lacker Criterium
Source: PLS Output

In the table above shows that the discriminant validity through Fornell-Lacker Criterium table has a value above 0.6 to construct the variables respectively. Triple Helix has a value of 0.809, the marketing mix has a value of 0.881, the marketing environment has a value of 0.803 and marketing performance has a value of 0.869. It can be concluded that the triple helix construct, marketing mix, marketing environment and marketing performance are valid. Another method to see discriminant validity is to look at the value of the square root of average variance extracted (AVE). The recommended value is above 0.5. Here are the values of AVE in this study:

	AVE
Marketing Performance (Z)	0.703
Marketing Environment (Y)	0.651
Marketing Mix (X2)	0.779
Triple Helix (X1)	0.663

Table 4: Average Variance Extracted (Ave)
Source: PLS Output

Table 4 above shows AVE values below 0,5 for all constructs contained in the research model. It can be concluded that construct the triple helix, marketing mix, marketing environment and marketing performance is valid.

4.4. Test PLS Reliability

Smart software output results obtained -Pls 3.0 Composite Reliability values and Cronbach's Alpha each - each construct variables as follows:

	Composite Reliability
Marketing Performance (Z)	0.845
Marketing Environment (Y)	0.823
Marketing Mix (X2)	0.870
Triple Helix (X1)	0.891

Table 5: Composite Reliability
Source: PLS Output Results

Table 5 shows that the reliability of composite values for all constructs is above 0.7 indicating that all constructs in the model estimated to meet the criteria. Reliability of the lowest composite value is equal to 0.823 in the construction of the marketing environment, it shows that all the variables have good reliability against each construct. Reliability test can also be strengthened by Cronbach's Alpha where the output gives the following results:

	Cronbach's Alpha
Marketing Performance (Z)	0.812
Marketing Environment (Y)	0.743
Marketing Mix (X2)	0.706
Triple Helix (X1)	0.765

Table 6: Cronbach's Alpha

The suggested value is above 0.6 and in Table 9 above shows that the value of Cronbach's Alpha for all CONSTRUCTS be above 0.6. This indicates that the variable triple helix, marketing mix, marketing environment and marketing performance has a good reliability against each construct.

4.5. Structural Model (Inner Model)
Testing of the model is done by looking at the value of R Square, Q- Square, path analysis coefficient (Path Coefficients), and the value of t-statistic.

4.6. R-Square
Where R Square used for the dependent variable. Smart software output results -Pls 3.0 as follows:

	R Square
Marketing Performance	0,915
Marketing Environment	0,885

Table 7: R-Square Value
Source: PLS Output Smart 3.0

Based on Table 7 above, it is known that the magnitude of R Square (R^2) is 0.885, which means triple helix and marketing mix variables able to explain the marketing environment of 88.5%. This shows that the influence between product quality and price to customer satisfaction of 88.5% and the remaining 11.5% influenced by other independent variables that are not included in this study. The magnitude of the path coefficient for other variables outside the influencing research can be calculated as follows:

$\varepsilon_1 = \sqrt{1 - R^2}$
$= \sqrt{1 - 0,885}$
$= 0,339$

R Square (R^2) is 0.915, which means triple helix and marketing mix variables able to explain the marketing performance of 91.5%. This show that the influence between product quality and price to customer loyalty is 91,5% and the rest equal to 8,5% influenced by other independent variables not excluded in this research. The magnitude of the path coefficient for other variables outside the influencing research can be calculated as follows:

$\varepsilon_2 = \sqrt{1 - R^2}$
$= \sqrt{1 - 0,915}$
$= 0,291$

Q Square predictive relevance for the structural model, measure how well the observed values generated by the model and estimation parameters. Q-square value> 0 indicates the model has predictive relevance; conversely, if the value of the Q-Square ≤ 0 indicates the model lacks predictive relevance. Q Square calculations performed by the formula:

$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2) \dots (1 - R_p^2)$

Where $R_1^2 R_2^2 \dots R_p^2$ is R Square endogenous variable in the model equations. The magnitude of Q^2 has a value in the range $0 < Q^2 < 1$, where 1 means that the model closer the better.

$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$
$= 1 - (1 - 0.885)(1 - 0.915)$

= 1 - (0.115) (0.085)

= 1 - 0.009

= 0.991

It is seen that the results of the above Q 2 are equal to 0.991. Results Q 2 with the proviso that: The amount of Q 2 has a value in the range 0 <Q 2 <1, where 1 means that the model closer the better. So, 0 <0.991 <1, this shows that the model is made very well.

4.7. Path Coefficients

Based on the results of data processing for the structural model path coefficient section (Path Coefficients), obtained as follows:

	Original Sample (O)	T Statistics (|O/STERR|)	P Values
Triple Helix -> Marketing Environment	0,739	7,825	0,000
Marketing Mix -> Marketing Environment	0,229	2,204	0,026
Triple Helix -> Marketing Performance	0,398	3,189	0,001
Marketing Mix -> Marketing Performance	0,365	3,223	0,000
Marketing Environment -> Marketing Performance	0,236	2,323	0,017

Table 8: Results of Coefficient of Path

Source: PLS Output smart 3.0

Based on Table 8 above shows that the value of the test path coefficient between variables that can be seen in the original sample column (O). The results showed that the triple helix has a positive path coefficient value of 0.739 against the marketing environment. Marketing Mix to the marketing environment also has a positive path coefficient value of 0.229. Then triple helix has a positive path coefficient value of 0.398 against the marketing performance. Marketing mix variables on the performance marketing have a positive path coefficient value of 0.365. And the marketing environment on marketing performance has a positive path coefficient value of 0.236. It can be concluded that the triple helix variables and marketing mix and marketing environment there is a positive impact on the performance of marketing.

4.8. Partial Test (t test)

T test or partial test is used to determine whether there is a significant influence between the triple helix (X 1) and the marketing mix (X 2) of the marketing environment (Y) and marketing performance (Z). According to Sarjono & Julianita (2011, p. 133) states that, in order to find the value of t table at a significance level of 0.05 seen where df = number of samples - the number of variables. Thus, it is known t table = 2.013 obtained from the formula df = nk or df = 50-4 then connected with a confidence level of 5% or 0.05.

	Original Sample (O)	T Statistics (|O/STERR|)	P Values
Triple Helix -> Marketing Environment	0,739	7,825	0,000
Marketing Mix -> Marketing Environment	0,229	2,204	0,026
Triple Helix -> Marketing Performance	0,398	3,189	0,001
Marketing Mix -> Marketing Performance	0,365	3,223	0,000
Marketing Environment -> Marketing Performance	0,236	2,312	0,017

Table 9: T Test Result Statistics

Based on table 9 above it can be seen that the test results on the environment variable marketing triple helix showed t count> t table that is equal to 7.825> 2.013 and the Sig. 0.000 <0.05 indicates that the triple helix significantly influences the marketing environment.

Based on table 9 above it can be seen that the test results of the marketing mix variables marketing environment showed t count> t table that is equal to 2.204> 2.013 and the Sig. 0,026 <0,05 indicates that marketing mix has significant effect to marketing environment

Based on table 9 above it can be seen that the test results of the triple helix variable marketing performance show the value of t> t table that is equal to 3.189> 2.013 and the Sig. 0.001 <0.05 shows that the triple helix significant effect on marketing performance.

The based-on table 9 above can be seen that the test results of the marketing mix variables on the performance of marketing show the value of t> t table that is equal to 3.223> 2.018 and the Sig. 0.000 <0.05 indicates that significantly influence the marketing mix marketing performance.

Based on table 9 above it can be seen that the test results of the marketing environment variable marketing performance show the value of t> t table that is equal to 2,312> 2,013 and the Sig. 0.017 <0.05 indicates that the marketing environment significantly influences marketing performance. Here's a summary of the results of calculations and tests ko efficient path, as follows:

Variables	Coefficient	Influence		Total
		Direct	Indirect	
X_1 to Y	0,739	0,739	-	0,739
X_2 to Y	0,229	0,229	-	0,229
X_1 to Z	0,398	0,398	0,739 x 0,236 = 0,174	0,572
X_2 to Z	0,365	0,365	0,229 x 0,236 = 0,054	0,419
Y to Z	0,236	0,236	-	0,236
ε_1	0,339	0,339		0,339
ε_2	0,291	0,291		0,291

Table 10: Interpretation of Path Coefficient Results
Source: Processed

Based on table 10 above can be seen as follows:
- The coefficient of variable path X1 to Y is 0.739
- The coefficient of variable path X2 to Y is 0,229
- The coefficient of variable path X1 to Z is 0.398
- The coefficient of variable path X2 to Z is 0.365
- The coefficient of line variable Y to Z is 0.236
- The coefficient of variable path X1 has a direct effect on Z of 0.398 and also has an indirect effect through Y of 0.174.
- The coefficient of variable path X2 has a direct effect on Z of 0.365 and also has an indirect effect through Y of 0.054.

5. Results and Discussion

5.1. Triple Helix Relationship with Marketing Performance
Hypothesis testing results above show triple helix variable positive and significant impact on the performance of marketing with t count> t table that is equal to 3.189> 2.013 and the Sig. 0.001 <0.05. This means to optimize marketing performance umkm-umkm star fruit processing should be able to increase the role of government, academics and businessmen in coaching by maximizing the role of marketing performance of the actors umkm star fruit processing will be increasing. Where the results of this study in line with research conducted by Eryanafita Ismawanti that role triple helix in an effort to improve the marketing performance of SMEs in Pekalongan batik artisans significant and positive.

5.2. Relationship Marketing Mix with Performance Marketing
Hypothesis testing results above show marketing mix variables positive and significant impact on the performance of marketing with t count> t table that is equal to 3.223> 2.013 and the Sig. 0,000 <0.05
The results of this study also support the research conducted by Dinda Estika Asmarani, that the greater the value of the influence of the selection of marketing strategies that are applied in the small scale of the tenon ikat Trosomaka the better the performance of the Produced company.

5.3. Triple Helix Relationships with Performance Marketing through Marketing Environment
The result of hypothesis testing shows triple helix has a positive and significant effect on marketing performance through marketing limitation with a coefficient value of 0,174. But the coefficient is smaller than direct influence between triple helix to customer loyalty with a coefficient value of 0,398. Thus, direct influence is more dominant than indirect influence.

5.4. Relationship Marketing Mix with Performance Marketing Through Marketing Environment
The result of hypothesis testing shows that marketing mix has a positive and significant effect on marketing performance through marketing environment with a coefficient value of 0,054. However, the coefficient is smaller than the direct influence between marketing mix to the performance of the market with the coefficient value of 0.365. Thus, direct influence is more dominant than indirect influence.

5.5. Environmental Relationship Marketing with Marketing Performance
Hypothesis testing results above show marketing environment variable positive and significant impact on the performance of marketing shows the value of t> t table that is equal to 2,312> 2,013 and the Sig. 0.017 <0.05.
The results of this study also support research conducted by Putri Wahyuningrum and Eryanafita Ismawanti that the marketing environment has a direct effect on marketing performance.

6. Conclusions and Suggestions
From these results, it can be concluded that the resilience of the marketing performance of creative industries clusters fashion in Depok, West Java during the active role triple helix (government, academia, business) and

implementation of the marketing mix strategies are appropriate in the circumstances and dynamic environmental conditions marketing is able to deal with.

7. Suggestion

Marketing mix strategy is the focus on enhancing its role is on promotional activities that need to be fixed by the selection of promotional model is more suited to the conditions encountered, especially the increasingly fierce competition.

Umkm must constantly adapt to the complex and ever-changing marketing environment, by studying the environment, the company can adapt its strategy to meet new market challenges and opportunities.

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