Research Paper

The Effect of E-Commerce Adoption and Innovation on the Marketing Performance of Msme Players In Bekasi City

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ABSTRACT

This study aims to determine the effects that can occur between: (1) E-Commerce Adoption, (2) Innovation, and (3) Marketing Performance. The sample used in this study were MSME actors from various circles in Bekasi City. The sampling technique used in this study was purposive sampling using the formula Hair et al. . The data analysis technique used in this research is multiple linear regression analysis, t statistical test (partial), F test (simultaneous), and the coefficient of determination test (R2). After processing the data, Hypothesis 1 shows that the t value is 0.890 <1.993 t table with a significance level of 0.376> 0.05, so the hypothesis is rejected. Hypothesis 2 obtained the t value of 5.843> 1, 993 t table with a significance level of 0.000 <0.05 so that the hypothesis is accepted. Hypothesis 3 is obtained that F count is 38.769> 3.11 f table with a significance level of 0.000 <0.05 so that the hypothesis is accepted: (1) E-Commerce Adoption has no effect on Marketing Performance (2) Innovation has an effect on Marketing Performance, (3) E-Commerce Adoption and Innovation have a simultaneous effect on Marketing Performance. The results of the F test (simultaneous) show that the two independent variables (E-Commerce Adoption and Innovation) are able to explain the dependent variable. (1) E-Commerce Adoption has no effect on Marketing Performance (2) Innovation has an effect on Marketing Performance, (3) E-Commerce Adoption and Innovation has a simultaneous effect on Marketing Performance. The results of the F test (simultaneous) show that the two independent variables (E-Commerce Adoption and Innovation) are able to explain the dependent variable. (1) E-Commerce Adoption has no effect on Marketing Performance (2) Innovation has an effect on Marketing Performance, (3) E-Commerce Adoption and Innovation has a simultaneous effect on Marketing Performance. The results of the F test (simultaneous) show that the two independent variables (E-Commerce Adoption and Innovation) are able to explain the dependent variable.

KEYWORDS- E-Commerce Adoption,Innovation, Marketing Performance, MSMEs

I. PRELIMINARY

The small business sector in Bekasi City is in its infancy, according to the Bekasi City Statistics Center in 2016, the number of MSMEs in Bekasi City has reached approximately 203 thousand. In fact, these workers are empowered in a number of economic activities, including trading as many as 89,693 MSMEs, providing accommodation and providing food and drink for 47,215 MSMEs. Furthermore, the processing industry is 12,988 MSMEs and other types of activities totaling 53,104 MSMEs(Bekasikota.go.id, 2018). Micro, small and medium enterprises in Bekasi City have become the backbone of economic recovery during the Covid-19 pandemic. This is at least reflected in the deflation of Bekasi City in July 2020 which was the lowest in West Java, along with the City of Bogor.Many of the MSME players are currently utilizing E-Commerce technology, especially since the Covid-19 Pandemic in Indonesia took place, the offline retail sales sector has been increasingly quiet and has decreased. In addition, in the midst of current conditions, offline marketing is not the best solution to sustain business sustainability, with the use of E-Commerce or online shops, business people are helped and of course profitable, because it can improve the economic aspect and expand the market network of these products. Based on the description of these problems, this study aims to see the impact of E-Commerce on the marketing performance of MSMEs in Bekasi City. This study wants to find out whether there is an impact on marketing performance for MSME players with the existence of E-Commerce. because until now, MSMEs

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have an important role for the regional and national economy. To provide value benefits in a sustainable manner is to maintain marketing performance in a sustainable manner(Depary, 2010)The focus of the company in the long term is carried out in stages to improve marketing performance and efforts to increase the company's competitiveness can be done by focusing on market needs. Market conditions will change, meaning that marketing dynamics will have an impact on changing customer tastes. Market changes like this require entrepreneurs to make innovations in products in order to maintain their survival and make a profit(Tjiptono, 2008)Innovation must be carried out in a sustainable manner by entrepreneurs because it is a fundamental requirement in order to be able to create competitive products. The effort to make product innovation is an important function because product innovation can determine a quality marketing performance. Innovation will be increasingly important as a tool for survival, not only for growth but also in increasingly intense competition and environmental uncertainty(Wahyono, 2002)

National E-Commerce Players in 2015

Pelaku	Persentase
Pembeli perorangan	79.8 %
CV	8.70 %
PT	6.80 %
UKM	2.60 %
Koperasi	1.70 %
Pembeli perorangan dan berbadan hukum	0.40 %

Source: (Rozaq, 2018)

Only around 2.6% of MSMES players use e-commerce. The low number of MSME actors in adopting e-commerce shows the need for research in an effort to increase the intention of e-commerce adoption. According to Grandon and Pearson, 2004 in(Rozaq, 2018)The research literature that discusses e-commerce shows that only a small number of studies have focused on the adoption and use of e-commerce at the MSME level. The development of e-commerce makes it easier for consumers to find out information and make purchases of products where and whenever they are. With this facility, the company can expand the sales reach of its products, and this also opens opportunities for MSME entrepreneurs(Darwin, 2012) Research (Yulimar & Setiawan, 2008)examining the relationship between e-commerce adoption and company performance where empirical evidence is obtained that the relationship between the two variables is proven, namely the higher the adoption of e-commerce, the company's performance will increase. The results of this study are in accordance with the research(Venkaat, 2000). Research(Sulistyorini, Royanti, & Yunianto, 2018) shows that simultaneously there are significant positive influence factors and ease of use of the benefits of e-commerce adoption, and there is a significant positive effect of e-commerce adoption on business success. (Triandra, Hambali, Nurasia, & Rosalina, 2019) shows that E-commerce has a positive and insignificant effect on the performance of MSMEs. However, the existence of E- commerce is one of the marketing alternatives used to reach more customers. Marketing through e-commerce allows MSME players to communicate directly with their buyers, so that they can get bigger profits. Reporting from detik.com(Putri, 2020)mentioned that during the Covid-19 pandemic, the latest Sea Insights data found that 45% of businesses were more active in selling in e-commerce to change their sales strategy. This is seen as their way of adapting to meet market demands. Those who are turning to e-commerce have also benefited a lot.

In large companies, product innovation has become a sustainable market strategy as needed in order to maintain marketing performance, however, small and medium companies still have limited understanding of marketing strategies. For small and medium enterprises, whether product innovation is important for business continuity in a sustainable manner. For this reason, researchers tested the effect of product innovation on MSME players. Marketing performance is influenced by various factors, including product innovation. This has an important role in improving marketing performance. In research(Widarti, 2019)states that there is a positive and significant influence both partially and simultaneously variable and product innovation on marketing performance and MSME players should always pay attention to and improve product innovation so that marketing performance on MSME players can increase. Meanwhile in research(Mandey & Salindeho, 2018) Simultaneously, the product innovation variable has an effect on marketing performance. The results of this study are supported by (Lapian, Massie, & Ogi, 2019)entitled The Effect of Market Orientation and Product Innovation on Marketing Performance at PT. BPR Prisma Dana Amurang "Product Innovation and Marketing Performance which states that the research results simultaneously show that product innovation has an effect on marketing performance. Meanwhile in research(Jayaningrum & Sanawiri, 2018)stated that the innovation variable has a significant effect on marketing performance, it is recommended that business owners make continuous innovation in order to achieve competitive advantage and superior marketing performance. The

main objective of product innovation is to meet market demand so that the product innovation is one that can be used as a competitive advantage for the company(Han, Kim, & Srivastava, 1998) Customers generally want innovative products according to their wishes. (Bharadwaj, Fahy, & Varadarajan, 2015)states that the company's ability to continue to innovate its products will keep these products in accordance with customer wants and needs. For the company, its success in making product innovation means that the company is one step ahead of its competitors. This requires the cleverness of the company in recognizing the tastes of its customers so that the innovation it does is ultimately in accordance with the wishes of its customers. Research result (Gozali & Nugraha, 2015) stated that innovation has a positive and significant effect on company performance. Different results were obtained from the research (Nurtiah, 2016) which states that innovation has no effect on company performance. Based on the background of the problem and the results of previous research, a study was conducted on the Effect of E-commerce Adoption and Innovation on Marketing Marketing Performance in Small and Medium Enterprises (MSMEs) in the city of Bekasi. In connection with the research background that has been stated, the problem formulation of this study is as follows.

1. Does the adoption of E-commerce affect the marketing performance of MSME players in the city of Bekasi?
2. Does innovation affect the marketing performance of business people in the city of Bekasi?
3. Does the adoption of E-commerce and Innovation affect the marketing performance of MSME players in the city of Bekasi?

II.   RESEARCH METHODS

According to (Kotler & Lane, 2009) Marketing performance measurement can be seen from the match between the level of profit, sales volume, market share, and level of customer satisfaction. In addition, marketing performance can also be viewed as a concept that is used to measure the extent to which the market achievements that have been achieved by a product that has been produced.The use of the internet for business transaction activities is known as Electronic Commerce (E-Commerce). E-Commerce can occur between business organizations and consumers, including the use of the Internet and the World Wide Web for the sale of products and services to consumers, this was stated by Doolin, et al., 2005 in(Ardyanto, Susilo, & Riyadi, 2015)The use of the internet for business transactions is considered important, this is indicated by the increasing number of entrepreneurs using e-commerce in their companies. Innovation is the process of creating new ideas and putting them into practice. Innovations are new ideas in products, so the results are better. In the organization of innovation companies in two forms, namely: Product innovation, which produces new goods or services or improvements from existing ones and process innovation, which produces new ways of doing a process. Marketing innovation is also a good way of marketing in ways of communicating with customers to educate, regulate delivery of goods and how to pay. This will give more value to a company. Januar, 2007.(Wahyono, 2002)defines innovation as a company mechanism to adapt in a dynamic environment. Marketing performance is something that is used to measure the success of the strategies a company uses in marketing its products in the market. Marketing performance can be measured and assessed from data on sales levels, increased revenue, number of customers, or from other data that describes the extent to which the level of success in marketing a product or service from a company. Of course the success of marketing performance is also determined by the strategies that can be used by the company to compete with its competitors. Marketing performance is declared successful, namely when sales data states that the number of products has increased, the number of customers is increasing, revenue has increased, the market is expanding, and products are increasingly recognized by consumers or society. According to(Menon, Bharadwaj, Adidam, & Edison, 1999)This research recently underlines that the assessment of managerial financial and marketing performance is consistent with performance measures or objective achievement. A simpler and more practical concept is explained by(Yadnya & Santika, 2017) and (Ferdinand, 2003) which states that good marketing performance is expressed in three terms, namely: customer growth, sales growth, and market position which ultimately have an impact on company profits.

Several literature reviews show that e-commerce adoption and innovation have a positive and significant effect on company performance. Research(Yulimar, 2006) examining the relationship between e-commerce adoption and company performance where empirical evidence is obtained that the relationship between the two variables is proven so that it can be concluded that the higher the adoption of e-commerce, the company's performance will increase. (Setyawati, Rosiana, & Shariff, 2017)stated that innovation has a positive and significant impact on business performance and thus competitive advantage has a positive and significant effect on business performance in SMEs in Purwokerto. These results are in accordance with the research results. However, there are other opinions from the results of research conducted by(Darroch, 2005) In his research, it was stated that innovation had no effect on company performance, both as measured by financial and non-financial performance. (Darroch, 2005)explained that high innovation, both process innovation and product innovation, will be able to improve business performance through competitive advantage. Likewise

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with research while research(Gozali & Nugraha, 2015) reaffirmed that innovation has a positive and significant effect on marketing performance.

Based on previous empirical studies, the following hypotheses can be formulated: H1: e commerce adoption has a positive and significant effect on marketing performance; H2: Innovation has a positive and significant effect on marketing performance;

H3: E commerce adoption and innovation have a positive and significant effect on marketing performance.

The research design that the author uses is descriptive quantitative research. This research uses quantitative research methods. In this study, survey research was used to conduct sampling and in the sampling used the formula of hair et al., The method or approach used in this data collection process by using a questionnaire.

- Dependent Variable

The dependent variable is often called the output, criterion, consequent variable. In Indonesian it is often called the dependent variable. The dependent variable is the variable that is affected or that is the result, because of the independent variable. In this study the dependent variable is Marketing Performance (Y)

- Independent Variable

Is a variable that is often called the stimulus variable, predictor variable, antecedent variable and / or independent variable: that is, variables that influence or cause changes in the dependent variable, both positive and negative. In this study, the independent variables are E-Commerce Adoption (X1) and Innovation (X2).

Variable	Indicator	Source
Adoption e-commerce (X1)	• For general marketing activities (X1.1) • To research the market (X1.2) • For international penetration (X1.3) • For business transactions (X1.4) • Perceived benefits (X1.5) • Compatibility (X1.6) • Costs affecting Technology Adoption (X1.7)	(Yulimar & Setiawan, 2008) (Hanum & Sinarasri, 2017)
Innovation (X2)	• Promotional Innovations (X2.1) • Product Imitation (X2.2) • Develop product differentiation (X2.3) • Manage processes lowering costs (X2.4) • Development of new ideas (X2.5) • Providing comprehensive solutions for consumer solutions (X2.6)	(Wahyono, 2002) (Kusumo, 2006) (Nashihah, 2016) (Pertiwi, 2019)
Marketing performance (Y)	• Increase in sales volume (Y1) • Increase in the number of subscribers (Y2) • Market share increase (Y3) • Profitability (Y4)	(Ferdinand, 2003a)

III. RESULTS AND DISCUSSION

This research was conducted to determine the effect of E-commerce Adoption and Innovation on marketing performance of MSME actors in Bekasi City. This research was conducted at MSMEs in the city of Bekasi with the unit of analysis being the business actors. With the number of indicators as many as 17 multiplied by 5. So, through calculations based on this formula, the number of samples from this study was 85 people who came from MSME players. The sampling technique used in this study is probability sampling. Probability sampling is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as members of the sample(Sugiyono, 2013) The type of sample design that the researcher will use is purposive sampling, in which the sampling of members of the population is done by determining certain criteria for each respondent (Sugiyono, 2013). For this research, the object under study is the number of micro, small and medium industries in the city of Bekasi with the criteria of each respondent being MSME actors, total assets owned are less than IDR 50,000,000 to IDR 10,000,000,000, Income turnover is less than Rp. 300,000,000 to Rp. 50,000,000,000 in one year, Have at least 1 support workforce, Have or still use E-commerce as a means of marketing products. With the amount of data on small and medium-sized enterprises, which comes from the results of the economic census conducted by the Central Statistics Agency, until 2017 the number of MSMEs in Bekasi City has reached approximately 203,000.2,186 of them have been registered as fostered by the Bekasi City Cooperative and Small and Medium Enterprises Office.and has absorbed 410,000 workers. In fact, these workers are empowered in a number of economic activities, including trading as many as 89,693 MSMEs, providing accommodation and providing food and drink for 47,215 MSMEs. Furthermore, the processing industry is 12,988 MSMEs and other types of activities totaling 53,104 MSMEs(Bekaskota.go.id, 2018). Meanwhile, the respondents in this study were the leaders and owners of MSMEs with the criteria mentioned above.

This research was conducted in the city of Bekasi, which consists of several business actors domiciled

in 12 sub-districts and 56 urban villages. Questionnaires were distributed on 4-7 January 2020. Where the objects of this research were MSME actors who were included in the criteria for micro, small and medium enterprises. Research through distributing questionnaires aims to measure whether there is a significant influence between the variables of e-commerce adoption and innovation on marketing performance.

Validity test

The validity test is used to measure the feasibility of the items in a list of questions in interpreting a variable. This questionnaire generally supports a particular group of variables. The decision-making criteria used in the validity test with the help of SPSS are as follows:

a.   Based on the calculated r value and r table value

1.   r count> r table then the question is declared valid

2.   rhitung <rtabel then the question is declared invalid

b.   Based on the Sig. (2-tailed)

1.   if the value is Sig. ≤ 0.05 then the question is declared valid

2.   if the value is Sig. > 0.05, the question is declared invalid

In the instrument test, questionnaires were distributed to MSME players in the city of Bekasi, by providing 41 statement items. For r-table with the number of samples (N) = 85, with an error rate of 5% or 0.05. We compare the results of r count with r table where df = N-2 is 85-2 = 83. The results obtained for r table are 0.2780. For more details, see the following table:

Validity test

		SUMX1	SUMX2	SUMY
X1	Pearson Correlation	1	.677 **	.522 **
	Sig. (2-tailed)		.000	.000
	N	85	85	85
X2	Pearson Correlation	.677 **	1	.694 **
	Sig. (2-tailed)	.000		.000
	N	85	85	85
Y	Pearson Correlation	.522 **	.694 **	1
	Sig. (2-tailed)	.000	.000	
	N	85	85	85
**. Correlation is significant at the 0.01 level (2-tailed).				

The data source obtained by researchers, 2021 Based on the table above, it can be concluded that:

a.   E-Commerce Adoption Variables on Marketing Performance

From table 4.3 above, it can be seen that the sig. (2-tailed) for relationships

E-commerce adoption (X1) with marketing performance (Y) is 0.000 ≤0.05, it can be concluded that the e-commerce adoption variable is declared valid

b.   Innovation Variables Toward Marketing Performance Loyalty

From table 4.3 above, it can be seen that the sig. (2-tailed) for relationships Innovation (X2) with Marketing Performance (Y) of 0.000 ≤ 0.05 then it canitis

concluded that the innovation variable is declared valid.

Reliability Test

Reliability is a tool for measuring a questionnaire which is an indicator of a variable, a variable is said to be reliable if a person's answer to a question is consistent or unstable from time to time. SPSS provides facilities to measure reliability with the Cronbach's alpha statistical test. for reliability testing is if Cronbach's alpha> 0.60 then the questionnaire is said to be realistic. And if the cronbach's alpha value <0.60, the tested questionnaire is declared unreliable. The following is the calculation result with the SPSS

E-Commerce Adoption Reliability Test Results (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
0833	14

The data source obtained by researchers, 2021

Reliability test results can be seen in the output of the reliability statistics. You get the Cronbach's Alpha value

of 0.833. According to the criteria, this value is greater than 0.60, so the results of the distributed questionnaires have a good level of reliability, or in other words, the data from the questionnaires that are distributed can be trusted.

Innovation Test Results (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
0.805	11

The data source obtained by researchers, 2021

Reliability test results can be seen in the output of the reliability statistics. Get a Cronbach's Alpha value of 0.805. According to the criteria, this value is greater than 0.60, so the results of the distributed questionnaires have a good level of reliability, or in other words, the data from the questionnaires that are distributed can be trusted.

Marketing Performance Reliability Test Results (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
0.930	16

The data source obtained by researchers, 2021

Reliability test results can be seen in the output of the reliability statistics. Get a Cronbach's Alpha value of 0.930. According to the criteria, this value is greater than 0.60, so the results of the distributed questionnaires have a good level of reliability, or in other words, the data from the questionnaires that are distributed can be trusted.

Normality test

According to Sujarweni (2014: 52) the normality test aims to determine the distribution of data in the variables used in the study. The statistical test that can be used to test for residual normality is the Kolmogorov Smirnov statistical test, with a significance level of 5% or 0.05. According to Sujarweni (2014: 55) The criteria for decision making are as follows:

1. If the significance value (Asymp Sig 2 tailed) > 0.05, the data is normally distributed.
2. If the significance value (Asymp Sig 2 tailed) < 0.05 then the data is notnormally distributed.

The calculation results for all variables are presented in the following table:

Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		85
Normal Parametersa, b	Mean	.0000000
	Std. Deviation	5.52445439
Most Extreme Differences	Absolute	.070
	Positive	.070
	Negative	-.069
Statistical Test		.070
Asymp. Sig. (2-tailed)		.200c, d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

The data source obtained by researchers, 2021

From the results of SPSS.24 on this normality test, it can be seen that the Asymp.Sig (2 tailed) value is 0.200. Because the significance value is greater than the research test level (0.200> 0.05), it can be concluded that the residual values above are normally distributed so that they meet the requirements for further analysis.

Multicollinearity Test

Aiming to test whether the regression model found a correlation between the independent variables, a good regression model should not contain multicollinearity. Tested by looking at the VIF and Tolerance values. The general value used to indicate multicollinearity is a tolerance value not less than 0.10, which means that there is no multicollinearity or correlation between variables, or equal to the value.If the VIF value is

<10, multicollinearity does not occur. If the VIF value> 10 then multicollinearity occurs. Multicollinearity test results can be seen in the following table:

Multicollinearity Test Results

| Coefficients							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	19,643	5,504		3,569	.001		
	SUMX1	.109	.123	.096	.890	.376	.541	1,847
	SUMX2	.904	.155	.629	5,843	.000	.541	1,847
a. Dependent Variable: SUMY								

The data source obtained by researchers, 2021

From the results of SPSS.22 on the multicollinearity test, it can be seen that the VIF

(Variance inflation factor) value is 1.847. Because the significance value is smaller <10, it can be concluded that there is no multicollinearity. Tolerance value is less than 0.10 So it can be concluded that there is no multicollinearity or this analysis is free from the assumption of multicollinearity.

Heteroscedasticity Test
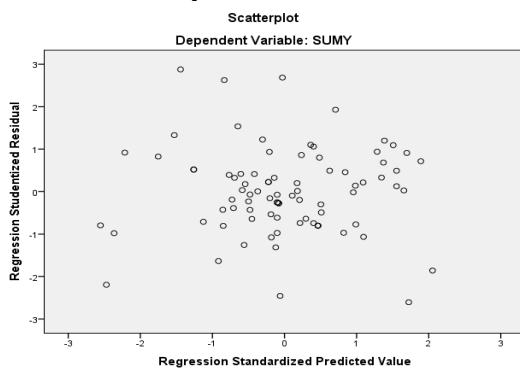
According to Sujarweni (2014: 187) the analysis is as follows:
1. The data points spread over and below or around 0.
2. Data dots do not cluster just above or below it.
3. The data points do not form a wide wavy pattern then narrows and widens again.
4. The point spread is patternless.

From the scatterplots graph, it can be seen that the dots spread randomly both above and below the number 0, the dots do not just collect above or below, and the distribution of data points is not patterned. It can be concluded that there is no heteroscedasticity in the regression model, so the regression model is appropriate to use to see Marketing Performance based on variables that influence it, namely E Commerce Adoption and Innovation.

Multiple Linear Regression Analysis

Multiple regression analysis was conducted to determine the effect of variable (X1) E- commerce adoption, and variable (X2) Innovation on variable (Y) Marketing Performance. To get the value of a multiple linear regressionit can be seen from the results of the data that have been analyzed with the helpan SPSS ver.24 program as below:

Multiple Linear Regression Analysis Table

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19,643	5,504		3,569	.001
	SUMX1	.109	.123	.096	.890	.376
	SUMX2	.904	.155	.629	5,843	.000
a. Dependent Variable: SUMY						

The data source obtained by researchers, 2021

Based on table 4.Multiple linear regression equation can be arranged as follows:

$$Y = a +++ e$$

Y = 19,643 + 0.109 + 0.904

- The a value of 19,643 is a constant or a state when the Marketing Performance variable (Y) has not been influenced by other variables. Namely the variables of E-Commerce Adoption (X1) and Innovation (X2). If the independent variable does not exist, the Y variable does not change.
- A value of 0.109 indicates that the E-commerce Adoption variable (X1) has a positive influence on Marketing Performance (Y) which means that every 1 unit increase in the E-commerce Adoption variable (X1) will affect the Marketing Performance (Y) of 0.109 with the assumption that other variables were not examined in this study.
- A value of 0.904 indicates that the Innovation variable (X2) has a positive influence on Marketing Performance (Y) which means that every 1 unit increase in the Innovation variable (X2) will affect the Marketing Performance (Y) of 0.904 with the assumption that other variables are not examined in this research.

Determination Coefficient Test (R2 square)
The coefficient of determination is used to determine how much the percentage of the contribution of the independent variables together on the dependent variable. Following are the results of the coefficient of determination, as follows:
Results of the coefficient of determination (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.697a	.486	.473	5,591
a. Predictors: (Constant), SUMX2, SUMX1				

The data source obtained by researchers, 2021

Based on the value in table 4.13, it is influenced by the coefficient value of r square or r2 of 0. 486 or 48.6%. So it can be concluded that the influence of E-Commerce Adoption (X1) and Innovation (X2) variables on Marketing Performance (Y) is 48.6%.

Partial Significance Test t (t test)
The t test is to partially see the effect of the variable E-Commerce Adoption (X1) and Innovation (X2) on Marketing Performance (Y). The decision making is based on:
1.   t count <t table, the independent variable has no effect on the dependent variable or H0 is accepted: Ha is rejected.
2.   t count> t table then the independent variable has an effect on the dependent variable or H0 is rejected: Ha is accepted
According to Sujarweni (2014: 99) the t test can also be seen based on the level of significance, that is, if the calculated probability value <0.05 (sig <0.05) then H0 is rejected: Ha is accepted. The way to see t table according to Sujarweni (2014: 103), t table = t (a / 2; nk-1) t (0.025; 82) = 1.993. t table is 1.993. Below is a table of t test results using the SPSS.24 program as follows:
T test results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.643	5.504		3.569	.001
	SUMX1	.109	.123	.096	.890	.376
	SUMX2	.904	.155	.629	5.843	.000
a. Dependent Variable: SUMY						

The data source obtained by researchers, 2021 Based on table 4:14 it can be concluded that:

1.   The results of the SPSS 22 test for the E-Commerce Adoption variable (X1) on Marketing Performance (Y) obtained a t-count value of 0.890 <1.993 with a significance level of 0.0.376> 0.05. This means that the E-Commerce Adoption variable (X1) has a negative or insignificant effect on Marketing Performance (Y). So, H01 is proven.

2.   The results of the SPSS 22 test for the Innovation variable (X2) on Marketing Performance (Y) obtained the t value of 5.843> 1.993 with a significance level of

0.000 <0.05 and. This means that the innovation variable (X2) has a positive and significant effect on marketing performance (Y). So, Ha2 proved.

Simultaneous Significance Test (Test F)
Simultaneous test is used to determine the effect of the independent variables on the dependent variable. According to Sujarweni (2014: 154)decision making is based on:

1.   F count <F Table, then the independent variable (X) has no effect on the dependent variable (Y) or Ho is accepted.

2.   F count> F Table so the independent variable (X) affects the dependent variable

(Y) or Ho is rejected.

The F test can also be seen based on the significant level, namely if the calculated probability value <0.05 (Sig. <A 0.05), then Ho is rejected and Ha is accepted. Conversely, if the calculated probability value> 0.05 (Sig.> A0.05) then Ho is accepted and Ha is rejected. Determine F table by using f table = F (k; nk) = f (2; 83) = 3.11 It is obtained that the f table is 3.11.

Based on testing the calculation results with the SPSS.22 program, the ANOVA output is obtained in the following table:
Simultaneous Significant Test Results (Test F)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2424.166	2	1212.083	38.769	.000^b
	Residual	2563.646	82	31.264		
	Total	4987.812	84			
a. Dependent Variable: SUMY						
b. Predictors: (Constant), SUMX2, SUMX1						

The data source obtained by researchers, 2021

Based on table 4, the calculated F value is 38.769 and the Ftable value is 3.11, this shows that Fcount> F table (38.769> 3.11), it can be concluded that the independent variables are E-Commerce Adoption (X1) and Innovation. (X2) (simultaneously) affects the dependent variable, namely Marketing Performance (Y). In table 4. also obtained a Sig value of 0.000 (Sig. <A 0.05), then Ha is accepted or independent variables, namely E-Commerce Adoption (X1) and Innovation (X2) have a significant effect on Marketing Performance (Y).

IV.   CONCLUSION
        Based on the results of research on the effect of E-Commerce Adoption and Innovation on Marketing Performance of MSME Players in the City of Bekasi. It can be concluded that the adoption of e-commerce (X1) has no effect on marketing performance, so the hypothesis is rejected. innovation (X2) affects marketing performance, so the hypothesis is accepted. and simultaneously E-Commerce Adoption (X1), and Innovation

(X2) affect Marketing Performance (Y) SMEs in Bekasi City, the hypothesis is accepted. The variables used in this study are several variables that are proven to influence each other,

V.   SUGGESTION

For MSME actors, it is hoped that this research can be used as a consideration in improving marketing performance. From the results of this study the suggestions that can be given are related to the adoption of E-commerce because there is no influence on marketing performance. It is recommended that MSME players activate their activities and expertise in adopting e-commerce more often, and increase their ability to innovate, because the higher the innovation, the better the marketing performance of MSME players. As well as increasing other strategies in order to maintain market share and attract consumer attention.

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