The Influence of *Communication Technology* and *Internal Market Orientation* on *Entrepreneurial Marketing*

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Abstract

This examination was directed fully intent on noting the impact of correspondence innovation on inner market direction and enterprising promoting as well as the impact of inward market direction and pioneering showcasing on correspondence innovation at Artomoro store Surabaya. The philosophy of this exploration is illustrative quantitative utilizing speculation testing. This study involves 110 respondents as an example and utilizations the Nonprobability Sampling strategy. The example comprises of customers Artomoro store Surabaya then the information is taken utilizing a poll. The experimental outcomes got that correspondence innovation essentially affects interior market direction with a sig esteem. 0.000. Correspondence innovation and inward market direction fundamentally affect enterprising showcasing with a sig esteem. 0.000 and 0.001 . separately.

Key Word: ***Communication Technology, Internal Market Orientation, Entrepreneurial Marketing***

INTRODUCTION
Background
Technological advances in today's world cannot be avoided anymore because we will always follow the development of science. In general, it is impossible to separate humans from the existence of technology because it makes every human action simpler. In particular, technology allows people to quickly satisfy their needs and wants. In addition, communication technologies contribute to market orientation, that is, the cross-functional involvement of all departments of the company in operations that identify the needs of market participants, in particular customers, suppliers and competitors. Gaining the ability to adapt to change and provide valuable products and services will give you a competitive advantage (Kohli and Jaworski, 1990). Organizational cultures that produce essential behaviors and provide superior value to consumers, known as "market orientation", are the most successful and efficient. As a result, consistently superior business performance can be achieved (Narver & Slater, 1990).

Digital marketing, which is the process by which businesses engage in business operations conducted electronically or better known as e-commerce, is one way that the internet has a significant global impact on marketing and forms a new paradigm in business. When compared to traditional businesses, e-commerce is different in several ways. In the traditional commerce concept, buyers and sellers will connect directly in a marketplace or store, but in the ecommerce

concept, buyers and sellers will interact virtually through a website to complete the transaction.

The market can meet human needs and desires by using the internet and technology as advertising media. Entrepreneurs who practice entrepreneurial marketing value prospects for creation and size gains. While marketing is essential to a successful business, some may argue that SMEs, whose success or failure depend on losing or acquiring just one customer, rely even more on marketing. Researchers are beginning to realize that traditional marketing strategies are not always available or suitable for entrepreneurial businesses. New businesses are more likely to face ambiguous market conditions and limited marketing resources due to their novelty. Entrepreneurs must use creative strategies to work within these boundaries while prospecting for new prospects with few resources.

In essence, technology has changed the way businesses engage with their clients. Many technological tools have been developed to improve customer service. Technology is used by businesses because it increases productivity. Moreover, it is a relatively affordable approach to handling customer support issues including complaints, queries, and online orders. Businesses have turned to their customers through technology. Social networks, email, and websites are some of the technological resources that businesses can use to improve customer service. Internal market orientation and related entrepreneurial marketing, and improving performance are essential for all businesses, especially small and medium-sized ones, to succeed (SMEs).

LITERATURE REVIEW
Comunication Thecnology
To cope, facilitate, and enhance the senses of hearing and vision to collect, process, and transmit information, communication technology is a set of hardware developed as a result of economic, social, and political restrictions. Natasha (2018) lists the following indicators for communication technology:
1. Tools:
2. Methods:
3. Characters:

Enterpreneurial Marketing
Entrepreneurial marketing is a word often used to describe promotional activities where small organizations with limited resources are forced to rely on simple and inventive marketing strategies that utilize personal social networks (Amelia, 2017). The three main entrepreneurial marketing indicators identified by Morrish and Deacon (2009) in their study are as follows: Proacriveness
1. Innovativeness
2. Risk Taking
3. Opportunities

Internal Marketing Orientation
There is a mismatch between entrepreneurial orientation and entrepreneurial behavior. Soehadi (2011) defines entrepreneurship as a new entry that can be achieved by entering an existing market or a new market with current or new products/services or by establishing a new company. According to

Muhammad Bukhori (2018), internal market orientation indicators are:
1. Consumer Orientation
2. Competitor Orientation
3. Inter-Functional Coordination

RESEARCH METHODS

The approach used is quantitative. The population in this study was Arthomoro Store Surabaya consumers with a total of 150 people and a sample of 110 respondents taken using the Nonprobability Samplling technique, then, the data was taken through questionnaires.

TEST RESULTS
Research Instrument Test Results
Test Validity

Based on Table 1, the r value of each indicator > the r value of the table (0.184). Therefore, the variable is declared valid to be used as a variable measuring instrument. Based on Table 1, the r value of each indicator > the r value of the table (0.184). Therefore, the variable is declared valid to be used as a variable measuring instrument.

Tabel 1.
Uji Validitas

Variabel	Item	r Hitung	r Tabel	Keterangan
Communication Technology (X₁)	X_1	0,366	0,184	Valid
	X_2	0,684	0,184	Valid
	X_3	0,436	0,184	Valid
	X_4	0,432	0,184	Valid
	X_5	0,649	0,184	Valid
	X_6	0,369	0,184	Valid
	X_7	0,670	0,184	Valid
	X_8	0,391	0,184	Valid
	X_9	0,659	0,184	Valid
	X_{10}	0,332	0,184	Valid
	X_{11}	0,438	0,184	Valid
	X_{12}	0,327	0,184	Valid
Internal Market Orientation (Y₁)	$Y_{1.1}$	0,412	0,184	Valid
	$Y_{1.2}$	0,621	0,184	Valid
	$Y_{1.3}$	0,494	0,184	Valid
	$Y_{1.4}$	0,358	0,184	Valid
	$Y_{1.5}$	0,418	0,184	Valid
	$Y_{1.6}$	0,593	0,184	Valid
	$Y_{1.7}$	0,587	0,184	Valid
	$Y_{1.8}$	0,424	0,184	Valid
	$Y_{1.9}$	0,741	0,184	Valid
Entrepreneurial Marketing (Y₂)	$Y_{2.1}$	0,281	0,184	Valid
	$Y_{2.2}$	0,496	0,184	Valid
	$Y_{2.3}$	0,435	0,184	Valid
	$Y_{2.4}$	0,537	0,184	Valid
	$Y_{2.5}$	0,392	0,184	Valid
	$Y_{2.6}$	0,555	0,184	Valid
	$Y_{2.7}$	0,516	0,184	Valid
	$Y_{2.8}$	0,392	0,184	Valid
	$Y_{2.9}$	0,648	0,184	Valid
	$Y_{2.10}$	0,366	0,184	Valid
	$Y_{2.11}$	0,415	0,184	Valid
	$Y_{2.12}$	0,654	0,184	Valid

Reliability Test

Tabel 2.
Uji Validitas

| Variabel	Nilai *alpha cronbach*	Nilai Kritis	Keterangan
Communication Technology	0,790		
Internal Market Orientation	0,887	0,6	Reliabel
Enterpreneurial Marketing	0,795		

Based on Table 2, the three variables are known to have an alpha cronbach value of more than 0.6 so that the questionnaire used is very reliable.

Classic Assumption Test Results
Normality Test
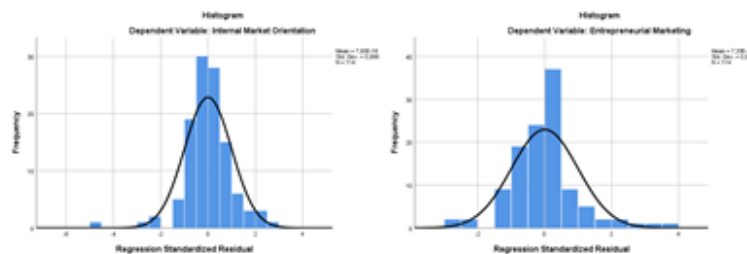
Gambar 1.
Histogram Uji Normalitas Model 1 dan Model 2

Based on the output chart above, it can be seen that the histogram graph gives a normal distribution pattern that deviates to the right, which means that the data is normally distributed. This means satisfying the assumption of normality.
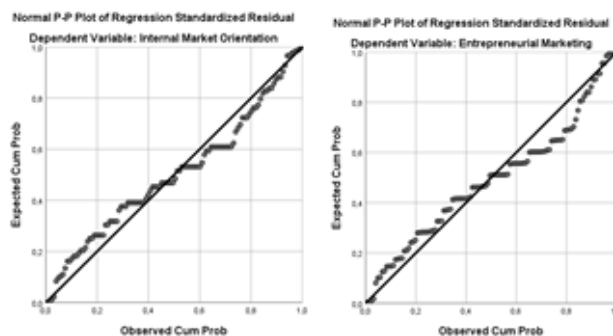
Gambar 2.
Normal P-Plot Model 1 dan Model 2

Not only histograms, normity tests can use PP Plots graphs. Based on the figure, the loting point always follows and approaches its diagonal line. This proves that the assumption of multiple linear regression analysis has been fulfilled.

Multicollinearity Test

Tabel 3.
Uji Multikolinearitas

Model 1	Collenarity Statistics	
	Tolerance	VIF
Communication Technology	1,000	1,000
a. Dependent Variable: *Internal Market Orientation*		

Model 2	Collenarity Statistics	
	Tolerance	VIF
Communication Technology	0,548	1,825
Internal Market Orientation	0,548	1,825
a. Dependent Variable: *Enterpreneurial Marketing*		

From Table 3 it can be seen that there is no multicollinearity of all variables, because all tolerance values are above 0.10.

Heterokedasticity Test
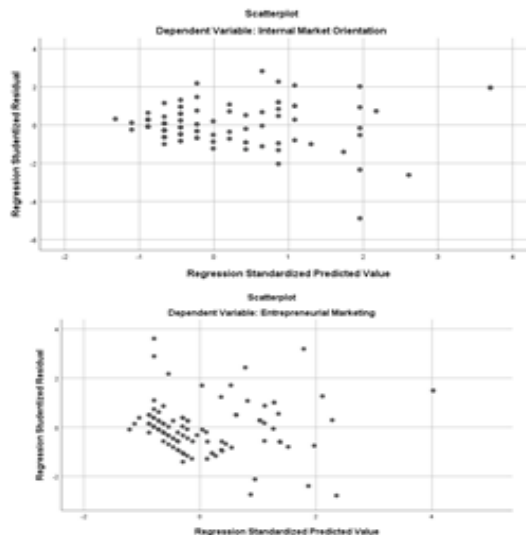
Gambar 3.
Normal P-Plot Model 1 dan Model 2

By looking at the figure above, the distribution of points is random over serts below 0 contained in the Y axis. This indicates that the model does not have symptoms of heterokedasticity.

Autocorrelation Test

Table 4, It is known that the value (dw) of Model 1 is 1.643<1.748<(4-du) 4 – 1.748 = 2.252 and Model 2 is 1.858>1.748<(4-du) 4 – 1.748 = 2.252. So it can be concluded that there are no problems or symptoms of autocorrelation.

Tabel 4.
Uji Autokorelasi

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,672ᵃ	0,452	0,447	2,81025	1,643

a. Predictors: (Constant), *Communication Technology*
b. Dependent Variable: *Internal Market Orientation*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
2	,820ᵃ	0,673	0,667	2,80738	1,858

a. Predictors: (Constant), *Internal Market Orientation, Communication Technology*
b. Dependent Variable: *Entrepreneurial Marketing*

Multiple Linear Regression Analysis

Tabel 5.
Analisis Regresi Linear

Model 1	Unsstandarduzes Coefficients	
	B	Std. Error
(Constant)	6,580	2,499
Communication Technology	0,555	0,058

a. Dependent Variable : *Internal Market Orientation*

Model 2	Unsstandarduzes Coefficients	
	B	Std. Error
(Constant)	1,434	2,573
Communication Technology	0,670	0,078
Internal Market Orientation	0,322	0,094

a. Dependent Variable : *Enterpreneurial Marketing*

Model 1.

$$Y1 = 6,580 + 0,555 + e1$$

1. Constant = 6.580. If the Communication Technology variable is 0, then the Internal Market Orientation value is 0.580.
2. Communication Technology = 0.555. If the value of the Communication Technology variable increases or adds one unit, the Internal Market Orientation will increase by 0.555.

Model 2.

$$Y_1 = 1,434 + 0,670 + 0,322 + e_2$$

1. Constant = 1.434. If the Communication Technology and Internal Market Orientation variables are 0, then the Entrepreneurial Marketing value is 1.434.
2. Communication Technology = 0.670. If the value of the Communication Technology variable increases or adds one unit, then Entrepreneurial Marketing will increase by 0.555.

3. Internal Market Orientation = 0.322. If the value of the Internal Market Orientation variable increases or adds one unit, then Entrepreneurial Marketing will increase by 0.322.

Coefficient of Determination

Tabel 6.
Koefisien Determinasi

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,672ª	0,452	0,447	2,81025

a. Predictors: (Constant), *Communication Technology*
b. Dependent Variable: *Internal Market Orientation*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	,820ª	0,673	0,667	2,80738

c. Predictors: (Constant), *Internal Market Orientation, Communication Technology*
d. Dependent Variable: *Entrepreneurial Marketing*

Judging from Table 6, the value (R Square) of model 1 is 0.447. This can be interpreted that the Internal Market Orientation variable is influenced by the Communication Technology variable of 0.447 or 44.7% and the rest is influenced by other variables Value (R Square) model 2 of 0.667. This can be interpreted that the Entrepreneurial Marketing variable is influenced by Communication Technology and Internal Market Orientation variables by 0.447 or 44.7% and is influenced by other variables.

Hypothesis Testing
Test t

Tabel 7.
Uji t Parsial

Variable	t	Sig.
(Constant)	2,633	0,010
Communication Technology	9,614	0,000

a. Dependent Variable : *Internal Market Orientation*

Variable	t	Sig.
(Constant)	0,557	0,578
Communication Technology	8,604	0,000
Internal Market Orientation	3,414	0,001

a. Dependent Variable : *Enterpreneurial Marketing*

1. First hypothesis testing. Based on the SPSS output table above, it is known that the significance value (Sig.) of the Communication Technology variable is 0.000. Since the value of Sig. 0.000 < probability 0.05, it can be concluded that H1 or the first hypothesis is accepted. This means that there

is an influence of Communication Technology on Internal Market Orientation.

2. Testing the Second Hypothesis. Based on the SPSS output table above, it is known that the significance value (Sig.) of the Communication Technology variable is 0.000. Since the value of Sig. 0.000 < probability 0.05, it can be concluded that H2 or the first hypothesis is accepted. This means that there is an influence of Communication Technology on Entrepreneurial Marketing.

3. Testing the Third Hypothesis. Based on the SPSS output table above, it is known that the significance value (Sig.) of the Internal Market Orientation variable is 0.001. Since the value of Sig. 0.001 < probability 0.05, it can be concluded that H3 or the first hypothesis is accepted. This means that there is an influence of Communication Technology on Entrepreneurial Marketing.

Discussion

Communication Technology is recognized to have a considerable impact on internal market orientation based on SPSS analysis. This study supports the findings of Kristina's (2019) study, which found that market orientation is significantly influenced by communication technology. A hardware component of an organizational structure with social values, communication technology allows everyone to collect, process, and exchange information with others. Of course, we often take advantage of the advantages of communication technology in everyday life. Communication technology has increased the freedom we have with our friends. Letters were the main form of communication in the past, and sending them took a very long time. You can easily contact family, friends, co-workers, and more using a smartphone. There are even more advanced features, such as video calling, that allow us to see what our friends are doing when they call.

Entrepreneurial Marketing is significantly influenced by Internal Market Orientation. The findings of this study are in line with Nuvriasari's (2018) research which found that Internal Market Orientation affects the variables of Entrepreneurial Marketing.

Market orientation is crucial for businesses given the increasing global competition and changing client demands, where businesses understand that they must always be near their market. Market orientation is a corporate culture where the company promises to continuously find innovative ways to provide better value to customers. Entrepreneurial marketing is heavily influenced by communication technology. This research supports the findings of Kurniawati (2021), which shows that communication technology has a significant effect on entrepreneurial marketing.

The superiority of communication technology is undoubtedly very useful in everyday life because it makes it easier to get information. With this smartphone, we can get information whenever we want, without having to worry about buying newspapers or publications. We only play with our smartphones when we are at home. The Internet offers many sources of news, including Law, Compass, and various other similar publications.

Conclusion

1. Communication Technology has a significant effect on Internal Market Orientation at Artomoro Store Surabaya.

2. Communication Technology has a significant effect on Entrepreneurial Marketing at Artomoro Store Surabaya.

3. Internal Market Orientation has a significant effect on Entrepreneurial Marketing at Artomoro Store Surabaya.

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