

# **The Influence of Knowledge Sharing and Marketing Information Systems to Improve Marketing Networks and Marketing Performance in Msmes in the Culinary Field East Kutai District**

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## **ABSTRACT**

*Marketing performance is related to customer growth, which is to maximize marketing performance by expanding the marketing network. In addition, marketing performance can be influenced by knowledge sharing and marketing information systems. Increased marketing performance can be seen in Micro, Small and Medium Enterprises (MSMEs). The results of data collection on MSME marketing performance in East Kutai Regency do not always depend on the season. The aim of the research is to prove the influence of knowledge sharing and marketing information systems on improving marketing networks, to prove the influence of knowledge sharing and marketing information systems on marketing performance, to prove the influence of marketing networks on marketing performance, to prove the indirect influence of knowledge sharing and marketing information systems on marketing performance. mediated by marketing networks. This research uses quantitative methods. The sample used by researchers in this study was 160 MSME actors in the culinary sector in Sangatta City, East Kutai Regency. The sampling technique uses purposive sampling. Data analysis based on goodness of fit values using Amos. The results of research on knowledge sharing and marketing information systems have an influence on increasing marketing networks in MSMEs in the culinary sector of East Kutai Regency. Knowledge sharing and marketing information systems influence marketing performance in MSMEs in the culinary sector of East Kutai Regency. Marketing networks influence marketing performance in MSMEs in the culinary sector of East Kutai Regency. Knowledge sharing and marketing information systems have an indirect effect on marketing performance mediated by marketing networks in MSMEs in the culinary sector of East Kutai Regency.*

**Keywords:** *Knowledge Sharing, Marketing Information Systems, Marketing Networks, Marketing Performance.*

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## **I. INTRODUCTION**

Marketing performance is related to customer growth. As the number of customers increases due to repurchase of manufactured products. Marketing performance aims to measure the extent to which a company's sales increase and grow. To maximize the company's marketing performance in the long term, the company must build and maintain profitable cooperative relationships with its customers (Hanfan, 2017:14). According to (Muntinga et al, 2011) this research found that marketing networks can help companies expand their marketing reach, increase customer engagement. This statement is supported by the research gap (Wahyuningsih & Murwatningsih, 2017) which proves that entrepreneurial networks have a positive effect on the marketing performance of MSMEs. Marketing networks, also known as relational capabilities, are the ability of a business institution to build and manage an organization and its cultural orientation that retains customers. Orientation that all members must have (Ismawati et al, 2018:23). Overall, research on marketing networks and their influence on marketing performance is still developing. However, the results of this research show that

marketing networks can provide many benefits for companies if used appropriately and managed well. Improved marketing performance can be influenced by knowledge sharing. Alternatively, knowledge sharing is an interactive communication process between individuals in a group and other groups that creates interdependence to achieve common goals (Fauzi and Widiyanto, 2015: 44). Research (Khurrohmah, 2022) shows that sharing knowledge has a significant influence on performance. Therefore, it should not only focus on knowledge management, but also have a positive impact on knowledge management and utilization.

Mahyarni & Meflinda (2016) also describe knowledge sharing as a culture of social interaction that involves sharing knowledge, experience and skills of employees throughout the company. Sharing knowledge helps improve the skills of people who create innovations that benefit the company. Sharing knowledge improves performance and improves decision-making capabilities. Supported by research conducted by (Ahmed, 2021), the results show that active knowledge sharing between marketing network members can improve network performance and strengthen relationships between members. Apart from that, sharing knowledge can also help in generating innovation and new ideas that can increase the competitiveness of marketing networks. Furthermore, improving marketing performance is also influenced by individual and organizational efforts to facilitate and accelerate satisfactory exchange relationships in a dynamic environment through marketing information systems, especially advertising distribution and pricing of goods, services and ideas (Jatmiko, 2018: 21). Research (Erpurini, 2019) shows that the use of marketing information systems has a significant positive impact on the marketing performance of SMEs in Malaysia. Marketing information systems also influence marketing networks in several ways, by helping companies identify new business opportunities and develop effective marketing strategies. Marketing Information Systems can also help companies monitor sales and marketing performance, so that companies can take appropriate action if there are problems or weaknesses in the marketing network. Research conducted by (Fitriyani, 2018), the results show that the use of marketing information systems in marketing networks can increase the effectiveness and efficiency of marketing networks.

Improving marketing performance is very important for small and medium enterprises (MSMEs). The growth of MSMEs in Indonesia, especially in the East Kutai region, continues to face challenges that are more internal in nature. These problems impact its functioning and efforts to achieve its goals. Specifically caused by a lack of human resources in managing the company to achieve its goals due to lack of training and knowledge. Limited education and knowledge means that most MSMEs are only able to survive and lack focus on growth and development of business capabilities and capabilities (Mahyarni & Meflinda, 2016: 73). Considering this, not many small businesses focus on creating knowledge through the ability to search for information from outside or within the company and process it into knowledge. In an effort to improve the performance of MSME entrepreneurs/owners, the government through the East Kutai Regency Cooperatives and MSMEs Service. The MSME sector will carry out an activity program in 2022, namely Data Collection on Potential and Development of Micro Enterprises in East Kutai Regency. After going through the pandemic for the last 2 years, finally in 2022 the Department of Cooperatives, Small and Medium Enterprises will be able to carry out MSME data collection in several sub-districts and villages in East Kutai Regency. After going through a potential survey in several sub-districts, there is potential for MSMEs in several sub-districts such as Bengalon, South Sangatta and Rantau Pulung, while the North Sangatta, Telen and Teluk Pandan sub-districts are still in the data collection evaluation process. Recapitulation of East Kutai Regency MSME Data, Cooperatives, Small and Medium Enterprises for FY 2022, it is known that there are Micro Enterprises in the Trade, Services, Industry and Crafts sectors. Where in the Trade sector this includes Culinary Trade, Basic Food Trade, Snacks and Drinks Trade. The Services Sector includes Education Services (tutors/private teachers, Koran reading), Workshop Services. The Industrial Sector includes the Dry Cake/Wet Cake Making Industry, the Various Crackers/Chips Making Industry, the Making Industry and in the Crafts Sector includes Batik Crafts.

MSMEs in the culinary sector are processing food in the form of snacks, wet and dry as well as juice drinks made from mangrove raw materials. The marketing area for MSME products is the surrounding markets, through social media and placed in large shops such as Indomaret, Ovalmart, Eramart or outlets that have collaborated with MSME players such as those in North Sangatta District, namely Olsabara.

This production capacity is not always fixed depending on the season. If it is approaching a big day such as Eid, demand will increase many times. But in normal months the average can be smaller. This research aims to provide an understanding of the forms of behavior and interactions that are realized and will help MSMEs to improve marketing networks and marketing performance. So, this research has the title "The Influence of Knowledge Sharing and Marketing Information Systems to Improve Marketing Networks and Marketing Performance in MSMEs in the Culinary Sector of East Kutai Regency".

### **Research Question**

1. Does sharing knowledge have an effect on increasing marketing networks in MSMEs in the Culinary Sector of East Kutai Regency?
2. Does the marketing information system have an effect on increasing marketing networks in MSMEs in the Culinary Sector of East Kutai Regency?
3. Does knowledge sharing influence marketing performance in MSMEs in the Culinary Sector of East Kutai Regency?
4. Does the marketing information system influence marketing performance in MSMEs in the Culinary Sector of East Kutai Regency?
5. Does marketing networks influence marketing performance in MSMEs in the Culinary Sector of East Kutai Regency?
6. Does knowledge sharing have an indirect effect on marketing performance mediated by marketing networks in MSMEs in the Culinary Sector of East Kutai Regency?
7. Does the marketing information system have an indirect effect on marketing performance mediated by marketing networks in MSMEs in the Culinary Sector of East Kutai Regency?

### **The Objective of The Study**

1. Proving the effect of knowledge sharing on increasing marketing networks in MSMEs in the Culinary Sector of East Kutai Regency.
2. Proving the influence of marketing information systems on increasing marketing networks in MSMEs in the Culinary Sector of East Kutai Regency.
3. Proving the effect of knowledge sharing on marketing performance in MSMEs in the Culinary Sector of East Kutai Regency.
4. Proving the influence of marketing information systems on marketing performance in MSMEs in the Culinary Sector of East Kutai Regency.
5. Proving the influence of marketing networks on marketing performance in MSMEs in the Culinary Sector of East Kutai Regency.
6. Proving the indirect effect of knowledge sharing on marketing performance mediated by marketing networks in MSMEs in the Culinary Sector of East Kutai Regency.
7. Proving the indirect influence of marketing information systems on marketing performance mediated by marketing networks in MSMEs in the Culinary Sector of East Kutai Regency.

### **Benefits of Research**

1. The benefits to MSME players are expected to be input in their efforts to improve the marketing performance of MSMEs, especially in the culinary sector, so that they can continue to be sustainable and generate increased income.
2. Benefits to Academics, it is hoped that it can contribute ideas regarding knowledge sharing and marketing information to improve marketing networks and marketing performance in MSMEs in the Culinary Sector of East Kutai Regency.
3. Benefits to readers. This research is expected to be able to provide information from research results regarding the influence of information sharing and marketing information systems to improve marketing networks and marketing performance in MSMEs in the culinary sector which can then be developed more widely among MSMEs.

## **II. LITERATURE REVIEW**

### **Marketing Performance**

Performance is a continuous system with activities and results (outcomes) obtained. Marketing performance can be interpreted as an effort to measure performance levels including sales capacity, number of consumers, sales profits and sales increases (Arifin, 2021:17). Marketing performance is a measure of success that a company can achieve in marketing its products on the market (Mulyani & Mudiantono, 2015:26). Marketing performance is a factor that is often used to measure the extent of the market achievements of the products that have been produced by the company (Potolau & Safriansyah, 2022:71). So by achieving success, the marketing performance of MSMEs can be measured from the products on the market. Marketing performance is used as a tool to measure the level of success of the overall performance carried out including the success of the strategy implemented, sales growth and company profits.

### **Marketing Network**

Marketing networks, also known as relational capabilities, are the ability of a business institution to build and manage an organization and its cultural orientation that retains customers. Orientation that all

members must have (Ismawati et al, 2017:23). Relational interaction capability is interaction capability defined as an organization's ability to improve social and emotional relationships with customers and other value network partners (Karpen et al, 2017: 74).

### **Sharing Knowledge**

Sharing knowledge or what can be called knowledge sharing is a collaborative activity carried out to increase knowledge and skills in order to achieve individual and organizational goals. Another definition of knowledge sharing is an interactive communication process between one individual and another individual in a group which creates interdependence between one another to achieve a common goal (Yesil et al., 2018: 44). Knowledge sharing can be defined as a culture of social interaction that involves transferring knowledge, experience and skills between organizational members (Ranto, 2015:39).

### **Marketing Information Systems**

Taufani, Riyadi and Dewantara (2016:75) define a marketing information system as an information system that supports various marketing activities in a company by utilizing information technology to provide the necessary information regarding product marketing to parties who need this information to achieve certain goals.

## **III. RESEARCH METHOD**

### **Research Design**

This research uses quantitative methods. According to Sugiyono, (2019:15) Quantitative methods mean methods used to research certain populations or samples, data collection using research instruments, quantitative/statistical data analysis with the aim of describing and testing predetermined hypotheses.

Operational definition

#### 1. Knowledge Sharing (X1)

Knowledge sharing (X1) or knowledge sharing can be defined as a culture of social interaction that involves transferring knowledge, experience and skills to MSME actors in the Culinary Sector of East Kutai Regency.

#### 2. Marketing Information System (X2)

A marketing information system (X2) can be defined as an information system that supports planning, control and transaction processing needed to complete marketing activities such as sales, advertising and promotions for MSMEs in the Culinary Sector of East Kutai Regency.

#### 3. Marketing Network (Y1)

Marketing network (Y1) is the ability of MSME actors in the Culinary Sector of East Kutai Regency to build and manage their organization and cultural orientation in retaining customers.

#### 4. Marketing Performance (Y2)

Marketing performance (Y2) can be defined as a measure of achievement obtained from the overall marketing activity process of MSME actors in the Culinary Sector of East Kutai Regency.

### **Population & Sample**

#### 1. Population

The population in this research is MSME actors in the culinary sector in Sangatta City, East Kutai Regency with an unknown number.

#### 2. Sample

In this research, the sample used was 10 times the number of indicators, so the number of samples used by researchers in this research was 160 people in the Culinary Sector MSMEs in Sangatta City, East Kutai Regency. In determining sampling, the author used a probability sampling technique, namely purposive sampling. The sample criteria in this research are as follows:

- a. MSME players located in Sangatta City.
- b. MSMEs in the Culinary Sector.
- c. Age 20-45 years.
- d. Recorded in the trade section of East Kutai Regency MSMEs.
- e. Willing to be a respondent.

### **Research Instrument**

In this research, the instrument used is a questionnaire using a Likert scale to measure attitudes, opinions and perceptions of a person or group of people about a social phenomenon (Sugiyono, 2019: 152).

### **Data Collection Technique**

#### 1. Interview

Interviews, namely collecting data and information with MSME actors in the Culinary Sector in Sangatta City, East Kutai Regency or respondents about the problems discussed in this research.

#### 2. Questionnaire

A questionnaire is a collection technique that is carried out by giving a set of questions or written statements to respondents to answer (Sugiyono, 2019:219).

### **Data Analysis Technique**

#### 1. Goodness of Fit (GoF) Criteria

Test the model as a whole or overall fit model based on the goodness of fit (GoF) value. GoF is an indication of the comparison between the specified model and the covariance matrix between indicators or observed variables. The explanation of the above criteria is as follows:

- a. Chi-Square ( $\chi^2$ )
- b. CMIN/df
- c. Root Mean Square Error Of Approximation (RMSEA)
- d. Comparative Fit Index (CFI)
- e. Parsimonious Comparative Fit Index (PCFI)
- f. Akaike information criterion (AIC)

#### 2. Normality Test

Test the Normality of the Data by Looking at the Critical Ratio (C.R) Value for Kurtosis and Skewness Between  $-2.58$  to  $\pm 2.58$ , So the Distribution is Normal. However, if you get a number below  $-2.58$  or above  $\pm 2.58$  then the distribution is not normal. Outlier data can be seen through the mahalonobis distance value which has the values  $p_1$  and  $p_2$ .

#### 3. Hypothesis Testing

Furthermore, to test the significance of the relationship between latent variables, it can be seen from testing the measurement model and structural model that was presented previously. To determine the magnitude of the influence of a variable's relationship on other variables, AMOS presents the influence of each variable which is summarized in direct effects, indirect effects and total effects.

## **IV. GENERAL DESCRIPTION OF RESEARCH OBJECTS**

The results of data collection on potential and development of micro businesses in East Kutai Regency by the Department of Cooperatives, Small and Medium Enterprises of East Kutai Regency in 2022 show that there are micro-scale businesses in the Trade, Services, Industry and Crafts sectors. Where in the Trade sector this includes Culinary Trade, Basic Food Trade, Snacks and Drinks Trade. The Services Sector includes Education Services (tutors/private teachers, Koran reading), Workshop Services. The industrial sector includes the dry cake/wet cake manufacturing industry, the various cracker/chip manufacturing industry, the manufacturing industry. And the Crafts Sector includes Batik Crafts. The majority of MSMEs process food into snacks, wet and dry as well as various juice drinks made from mangrove raw materials. The marketing area for MSME products is the surrounding markets, through social media and placed in large shops such as Indomaret, Ovalmart, Eramart or outlets that have collaborated with MSME players such as those in North Sangatta District, namely Olsabara. This production capacity is not always fixed depending on the season. If it is approaching a big day such as Eid, demand will increase many times. But in normal months the average can be smaller.

## V. ANALYSIS AND DISCUSSION

### Validity and Realibility Test

#### 1. Validity Test

Table 1. Validity Test Results

			Estimate
JP	<---	BP	.866
JP	<---	SI	.343
KP	<---	BP	-.103
KP	<---	SI	.083
KP	<---	JP	.918
BP4	<---	BP	.880
BP3	<---	BP	.794
BP2	<---	BP	.860
BP1	<---	BP	.907
SI4	<---	SI	.980
SI3	<---	SI	.890
SI2	<---	SI	.984
SI1	<---	SI	.870
KP1	<---	KP	.896
KP2	<---	KP	.844
KP3	<---	KP	.931
KP4	<---	KP	.876
JP1	<---	JP	.913
JP2	<---	JP	.886
JP3	<---	JP	.666
JP4	<---	JP	.749

Source: Data Processed in 2023.

There are two indicators with a Loading Factor value of <0.3 so that in the subsequent analysis process indicators that have a loading factor value of <0.30 are removed from the model.

#### 2. Reliability Test

Table 2. Reliability Test Results for Knowledge Sharing Questionnaires, Marketing Information Systems, Marketing Networks and Marketing Performance

	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Treshold	Description
Knowledge Sharing	0,918	0,920	0,70	Reliabel Baik
Marketing Information System	0,964	0,963	0,70	Reliabel Baik
Marketing Network	0,915	0,916	0,70	Reliabel Baik
Marketing Performance	0,952	0,953	0,70	Reliabel Baik

Source: Data Processed in 2023.

The overall reliability of the knowledge sharing questionnaire is good, because the value *cronbach's alpha*  $0.918 \geq 0.70$ . The overall reliability of the marketing information system questionnaire is good, because the value *cronbach's alpha*  $0.964 \geq 0.70$ . The overall reliability of the marketing network questionnaire is good, because the value *cronbach's alpha*  $0.915 \geq 0.70$ . The overall reliability of the marketing performance questionnaire is good, because the value *cronbach's alpha*  $0.952 \geq 0.70$ .

Normality Test

Table 3. Assesment Of Normality

Assessment of normality (Group number 1)						
Variable	min	max	skew	c.r.	kurtosis	c.r.
JP4	2.000	5.000	-.964	-4.822	1.189	2.973
JP3	2.000	5.000	-.860	-4.302	-.132	-.330
JP2	2.000	5.000	-.749	-3.743	.445	1.112
JP1	2.000	5.000	-.527	-2.637	.342	.855
KP4	2.000	5.000	-.677	-3.385	.122	.305
KP3	1.000	5.000	-1.102	-5.512	1.906	4.766
KP2	1.000	5.000	-.766	-3.828	.306	.766
KP1	1.000	5.000	-.942	-4.711	1.262	3.154
SI1	2.000	5.000	-.750	-3.749	.299	.748
SI2	2.000	5.000	-.504	-2.519	-.279	-.698
SI3	1.000	5.000	-.973	-4.864	.697	1.742
SI4	2.000	5.000	-.561	-2.805	-.221	-.552
BP1	1.000	5.000	-1.268	-6.340	1.902	4.754
BP2	2.000	5.000	-.564	-2.821	.001	.003
BP3	2.000	5.000	-.802	-4.011	1.408	3.521
BP4	2.000	5.000	-.568	-2.840	-.239	-.599
Multivariate					93.582	23.878

Source: Data Processed in 2023.

The kurtosis value is 93.582 and the critical value is 23.878, which means that this research data is normally distributed in a multivariate manner and can be processed further to the SEM modeling stage because it has a kurtosis value that is greater than the critical value.

Outlier Test

1. Multivariate Outliers

In this study the number of measured indicators was 16, then the CHIINV function was calculated and produced a value of 39.2524. This means that all data that has a value exceeding 39.2524 is a multivariate outlier and must be removed from the initial data input before re-running or retesting on AMOS. The results show that there are 6 data that exceed the value of 39.2524 in the mahalanobis distance value, so it can be concluded that there are outlier data. Thus, data that has a value exceeding 39.2524 must be eliminated or not used in further analysis. So that 160 data are distributed, 154 data can be run and become 100 data after passing the mahalanobis distance.

2. Univariate Outliers

Table 4. Univariate Outlier

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Zscore(KP1)	150	-3.56425	1.40912	.0000000	1.0000000
Zscore(KP2)	150	-3.89035	1.35507	.0000000	1.0000000
Zscore(KP3)	150	-3.78483	1.05975	.0000000	1.0000000
Zscore(KP4)	150	-2.68857	1.22208	.0000000	1.0000000
Zscore(JP1)	150	-3.65889	1.21963	.0000000	1.0000000
Zscore(JP2)	150	-2.94065	1.43387	.0000000	1.0000000
Zscore(JP3)	150	-3.16200	1.26726	.0000000	1.0000000
Zscore(JP4)	150	-3.02219	1.43678	.0000000	1.0000000
Zscore(SI1)	150	-3.44018	1.49394	.0000000	1.0000000
Zscore(SI2)	150	-3.72813	1.42894	.0000000	1.0000000
Zscore(SI3)	150	-3.14989	1.33660	.0000000	1.0000000
Zscore(SI4)	150	-3.45018	1.47394	.0000000	1.0000000
Zscore(BP1)	150	-3.43537	1.30307	.0000000	1.0000000
Zscore(BP2)	150	-3.66824	1.18232	.0000000	1.0000000
Zscore(BP3)	150	-2.66695	1.57191	.0000000	1.0000000
Zscore(BP4)	150	-3.44537	1.32307	.0000000	1.0000000
Valid N (listwise)	150				

Source: Data Processed in 2023

There are 13 indicators that exceed the z-score value of  $\pm 3.0$ , therefore it can be concluded that there are three univariate outliers in the research data analyzed, namely KP4, JP2, BP3.

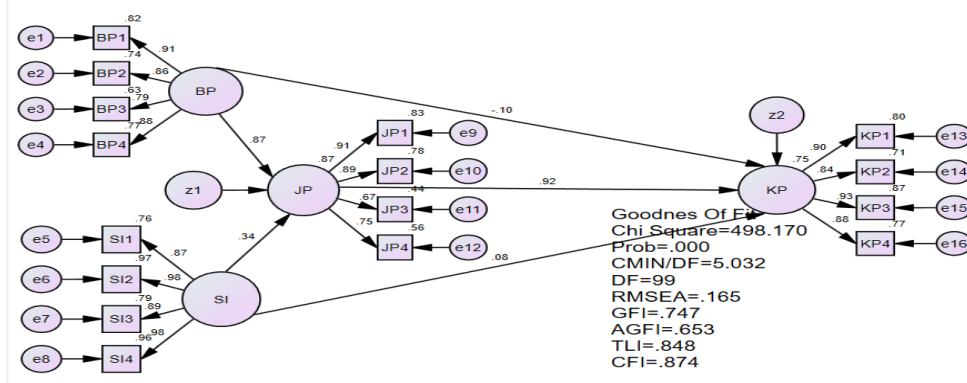
**Table 4. Notes For Model**

Notes for Model (Default model)	
<b>Computation of degrees of freedom (Default model)</b>	
Number of distinct sample moments:	136
Number of distinct parameters to be estimated:	37
Degrees of freedom (136 - 37):	99
<b>Result (Default model)</b>	
Minimum was achieved	
Chi-square = 498.170	
Degrees of freedom = 99	
Probability level = .000	

Source: Data Processed in 2023.

Notes for the model provide information on the calculation results of chi square = 498.170, degrees of freedom (df) = 99 and probability = 0.000. The more variables there are, the more likely it is for the model to be tested because df tends to be larger and more positive. Once the model can be identified in the sense that the model has a positive df, the model can be tested.

**Goodness of Fit (Output Path Diagram)**



**Figure 1. Output Path Diagram**

**Table 5. Goodness Of Fit Full Structural Model**

Analysis	Treshold	Oytput	Evaluation
Chi-Square	Diharapkan kecil	498,170	Marginal
Probability	$\geq 0.05$	0,000	Not good
CMIN/DF	$\leq 2.00$	5,032	Not good
GFI	Mendekati 1	0,747	Good
AGFI	Mendekati 1	0,653	Good
TLI	Mendekati 1	0,848	Good
CFI	Mendekati 1	0,874	Good
RMSEA	$\leq 0.08$	0,165	Not good

Source: Data Processed in 2023.

From the results of table 5.17 above, it shows that for the model suitability test, the probability, CMIIN/DF and RMSEA are not good.



**Table 6. Hypothesis Testing**

	Estimate	STD ESTM	S.E.	C.R.	P	Destption
Knowledge ---> Marketing Sharing Network	.562	.565	.067	8.388	.000	Not Significant
Information ---> Marketing System Network	.301	.347	.058	5.156	.000	Significant
Knowledge ---> Marketing Sharing Performance	.204	.177	.092	2.222	.028	Significant
Sistem Informasi ---> Marketing Performance	.167	.167	.071	2.341	.021	Significant
Marketing Network ---> Marketing Performance	.670	.579	.093	7.220	.000	Significant

Source: Data Processed in 2023.

**Calculation of Causality Effects Between Variables**

**Table 7. Decomposition of The Influence of Indirect Causality Between Knowledge Sharing and Marketing Information Systems on Marketing Performance Mediated by Marketing Networks in MSMEs in The Culinary Sector of East Kutai Regency**

Influence Between Variable	Direct Effect	Indirect Effect	Total
Knowledge ---> Marketing Sharing Performance	0,028	0,000	0,028
Information ---> Marketing System Performance	0,021	0,000	0,021

Source: Data Processed in 2023.

**Discussion**

**The Influence of Knowledge Sharing on Increasing Marketing Networks in MSMEs in The Culinary Sector of East Kutai Regency**

Based on the research results, it is known that the significance value is  $0.000 < \alpha = 0.05$ , so knowledge sharing has an effect on increasing marketing networks in MSMEs in the Culinary Sector of East Kutai Regency, which means the hypothesis is accepted. The effect of knowledge sharing on marketing networks can be very positive. Sharing knowledge between members of a marketing network can improve collaboration and coordination between members, allowing them to more effectively promote their products or services. Research conducted by (Ahmad, 2021), the results show that active knowledge sharing between marketing network members can improve network performance and strengthen relationships between members. Apart from that, sharing knowledge can also help in generating innovation and new ideas that can increase the competitiveness of marketing networks. However, it is important to remember that the impact of knowledge sharing in marketing networks depends on the quality and relevance of the knowledge shared as well as the willingness and openness of network members to receive and apply that knowledge. Knowledge sharing is a highly recommended behavior for small organizations such as MSMEs. Organizations can grow and have superior performance if they are able to manage their knowledge as a knowledge asset that is rare and cannot be replicated, especially in the digital economy era (Keszey, 2018: 62). In addition, knowledge sharing activities are supported by a knowledge management system, not only completed at the individual level because knowledge is recognized as a valuable organizational resource for creating and maintaining competitive advantage (Terry, 2018: 72).

**The Influence of Marketing Information Systems on Increasing Marketing Networks in MSMEs in The Culinary Sector of East Kutai Regency**

Based on the research results, it is known that the significance value is  $0.000 < \alpha = 0.05$ , so the marketing information system has an effect on increasing the marketing network in MSMEs in the Culinary Sector of East Kutai Regency, which means the hypothesis is accepted. A marketing information system is a system used to collect, process, store and present information about a company's marketing activities. Marketing

information systems help companies make the right decisions by providing accurate and up-to-date information about the market, competitors and customers. Meanwhile, marketing networks are networks of business relationships between companies and their customers, as well as between companies and other business partners. Marketing networks usually consist of several different marketing channels, such as direct sales channels, e-commerce, and sales through retail (Puspitawati, 2021:82). Research conducted by (Akbar, 2019), the results show that the use of marketing information systems in marketing networks can increase the effectiveness and efficiency of marketing networks. Marketing information systems can help marketing network members understand customer needs and desires, monitor competition, and identify new market opportunities. Research (Fahrozi and Diartono, 2020) concludes that marketing information systems have a significant positive impact on the effectiveness of decision making in marketing. This research found that marketing information systems help marketing managers to obtain the necessary information more easily and quickly, and enable them to make more precise and accurate decisions. In addition, this research also found that better use of marketing information systems is correlated with better marketing performance. Therefore, this research concludes that marketing information systems are a very useful tool for marketing managers in improving the effectiveness of their decision making.

### **The Influence of Knowledge Sharing on Marketing Performance in MSMEs in The Culinary Sector of East Kutai Regency**

Based on the research results, it is known that the significance value is  $0.028 < \alpha = 0.05$ , so knowledge sharing has an effect on marketing performance in MSMEs in the Culinary Sector of East Kutai Regency, which means the hypothesis is accepted. Effective use of knowledge will not only create competitive advantage, but also improve organizational performance. According to (Saefullah, 2017:71), knowledge sharing is a culture of social interaction, including the exchange of knowledge between employees, experience and skills throughout the entire department or organization, this creates a common basis for the need for cooperation. The exchange of knowledge will have a positive impact on marketing performance due to cooperation between the organizations or MSME actors.

Based on research results (Maulana et al, 2018) analysis of the influence of market orientation on marketing performance shows a positive and significant influence. This means that the ability to share information about consumers, the successes and failures of integrated marketing in meeting target market needs in order to create customer value will increase the effectiveness of marketing programs better than competitors. Research (Indriastuti et al., 2020) has shown a significant relationship between a product's acculturative advantage and its marketing performance because the marketing information system includes knowledge sharing, so the product produced is not easily imitated and also plays a role in supporting the uniqueness of the product.

### **The Influence of Marketing Information Systems on Marketing Performance in MSMEs in The Culinary Sector of East Kutai Regency**

Based on the research results, it is known that the significance value is  $0.021 < \alpha = 0.05$ , so the marketing information system has an effect on marketing performance in MSMEs in the Culinary Sector of East Kutai Regency, which means the hypothesis is accepted. Marketing information systems (MIS) can have a significant influence on a company's marketing performance. A marketing information system is a system that collects, analyzes and utilizes information related to markets and customers to help companies make better decisions related to marketing. The influence of marketing information systems on marketing performance, improving decision making. With a marketing information system, companies can collect and analyze market and customer information more effectively and efficiently. This can help companies make more appropriate decisions regarding marketing strategies (Erpurini, 2019:73). Research results (Jatmiko, 2018) show that the use of marketing information systems has a significant positive impact on the marketing performance of SMEs in Malaysia. The research results show that marketing information systems can improve operational efficiency and a company's ability to understand customer needs and preferences, which in turn can improve strategic marketing decisions and result in increased marketing performance. Overall, the results of the study can provide strong empirical evidence that marketing information systems can play an important role in improving the marketing performance of SMEs in Malaysia, and can also provide suggestions for SMEs to increase the use of information technology in their operations.

### **The Influence of Marketing Networks on Marketing Performance in MSMEs in The Culinary Sector of East Kutai Regency**

Based on the research results, it is known that the significance value is  $0.000 < \alpha = 0.05$ , so marketing networks influence marketing performance in MSMEs in the Culinary Sector of East Kutai Regency, which means the hypothesis is accepted. According to the explanation (Muhardono et al., 2022) a strong business

network will be created from the good relationships that are built. Networking has a positive influence on business growth and is more significant in business expansion or business rejuvenation than in businesses that are stagnant or experiencing decline. Networks can provide value to members by allowing them access to social resources embedded in the network. Therefore, we must always maintain good relationships with other people and ensure that no party feels disadvantaged or offended. In this way, a solid and mutually beneficial working relationship will be created.

Supported by research results (Fitriyani, 2018) based on the results of data processing that has been carried out, the results show that Relational Capital has a significant influence on marketing performance in the creative industry. Company reputation, strategic alliance relationships, relationships with customers, suppliers and several agents who have relationships with the company are apparently able to improve marketing performance. The results of this research are in line with (Ranto, 2015) which explains that relational capital has a direct effect on company performance, including marketing performance. The relationships carried out by the company with various parties can improve marketing performance.

### **Indirect influence of knowledge sharing on marketing performance mediated by marketing networks in MSMEs in the Culinary Sector of East Kutai Regency**

Based on the research results, it is known that the significance value is  $0.028 < \alpha = 0.05$ , so knowledge sharing has an indirect effect on marketing performance mediated by marketing networks in MSMEs in the Culinary Sector of East Kutai Regency, which means the hypothesis is accepted. Increasing marketing performance can be influenced by knowledge sharing or knowledge sharing is an interactive communication process between one individual and another individual in a group that creates interdependence between one another to achieve common goals (Fauzi and Widiyanto, 2015: 44). Research (Khurrohmah, 2022) states that knowledge sharing has a significant impact on performance. Therefore, this will have a positive impact on managing and utilizing the knowledge you have and focusing on knowledge management.

Mahyarni & Meflinda (2016) also explain knowledge sharing as a culture of social interaction, which involves the exchange of employee knowledge, experience and skills throughout the company. Sharing knowledge will help improve human resource capabilities in creating innovations that will benefit the company. Sharing knowledge will lead to better performance to improve the ability to make decisions. Supported by research conducted by (Ahmed, 2021), the results show that active knowledge sharing between marketing network members can improve network performance and strengthen relationships between members. Apart from that, sharing knowledge can also help in generating innovation and new ideas that can increase the competitiveness of marketing networks.

Indirect influence of marketing information systems on marketing performance mediated by marketing networks in MSMEs in the Culinary Sector of East Kutai Regency.

Based on the research results, it is known that the significance value is  $0.021 < \alpha = 0.05$ , so the marketing information system has an indirect effect on marketing performance mediated by marketing networks in MSMEs in the Culinary Sector of East Kutai Regency, which means the hypothesis is accepted. Increasing marketing performance can be influenced by marketing information systems, namely individual and organizational activities that facilitate and accelerate satisfactory exchange relationships in a dynamic environment through the creation of promotional distribution and pricing of goods, services and ideas (Jatmiko, 2018:21). Research (Erpurini, 2019) shows that the use of marketing information systems has a significant positive impact on the marketing performance of SMEs in Malaysia.

Increasing marketing performance is important to see in Micro, Small and Medium Enterprises (MSMEs). The growth of MSMEs in Indonesia, especially in East Kutai Regency, is still facing problems that are more internal in nature, these problems have an impact on efforts to realize their functions and goals. Specifically based on the lack of human resource capabilities in managing the company to achieve its goals, which is caused by limited education and knowledge. Limited education and knowledge means that most MSMEs are only able to survive and are rarely oriented towards growth, developing company capacity and capabilities (Mahyarni & Meflinda, 2016: 73). Based on this, not many MSMEs are oriented towards creating knowledge through the ability to search for information from outside and within the company and then process it into knowledge.

## **VI. CLOSING**

### **Conclusion**

1. Sharing knowledge influences increasing marketing networks in MSMEs in the Culinary Sector of East Kutai Regency.
2. The marketing information system influences increasing the marketing network in MSMEs in the Culinary Sector of East Kutai Regency.
3. Sharing knowledge influences marketing performance in MSMEs in the Culinary Sector of East Kutai

Regency.

4. Marketing information systems influence marketing performance in MSMEs in the Culinary Sector of East Kutai Regency.

5. Marketing networks influence marketing performance in MSMEs in the Culinary Sector of East Kutai Regency.

6. Sharing knowledge has an indirect effect on marketing performance mediated by marketing networks in MSMEs in the Culinary Sector of East Kutai Regency.

7. The marketing information system has an indirect effect on marketing performance mediated by marketing networks in MSMEs in the Culinary Sector of East Kutai Regency, which means the hypothesis is accepted.

### **Suggestion**

1. MSMEs in the Culinary Sector of East Kutai Regency are expected to promote their products through social media and through e-commerce in order to improve marketing networks and marketing performance in MSMEs in the Culinary Sector of East Kutai Regency.

2. The implication of the results of this research is that marketing networks and marketing performance in MSMEs in the Culinary Sector of East Kutai Regency can be improved by sharing knowledge and marketing information systems. Thus, it is necessary to increase knowledge sharing and marketing information systems for MSMEs in the Culinary Sector of East Kutai Regency.

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