| **RESEARCH ARTICLE**

The Influence of Innovation Capability and Entrepreneurship Capability on E-Marketing Performance, Mediated by Competitive Advantage, to Enhance Culinary SMEs in Ponorogo

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| **ABSTRACT**

Ponorogo, a well-known culinary center in East Java, is famous for its Ponorogo satay and a variety of other delicious food offerings. In support of culinary businesses, the government consistently arranges exhibitions for Micro, Small, and Medium Enterprises (MSMEs). However, small and medium-sized culinary enterprises in this region face challenges when it comes to improving their ability to innovate, their entrepreneurial skills, and their competitiveness in the realm of online marketing. This research aims to explore the impact of innovation and entrepreneurial capabilities on the performance of e-marketing among these culinary businesses in Ponorogo. It seeks to understand how these capabilities affect the effectiveness of e-marketing and how competitive advantage plays a role in this relationship. To achieve this, the study employs a mixed-method approach, collecting quantitative data through a survey involving 212 randomly selected participants. The gathered data is then analyzed using Structural Equation Modeling (SEM) with the assistance of the SmartPLS 3.0 software application. The study's findings underscore a significant positive association between innovation capability and e-marketing performance, suggesting that SMEs with stronger innovation capabilities tend to achieve better outcomes in e-marketing. Similarly, entrepreneurial capability exhibits a positive correlation with e-marketing performance, indicating that SMEs with a robust entrepreneurial mindset demonstrate enhanced effectiveness in e-marketing. Furthermore, the research reveals that competitive advantage plays a pivotal role as an intermediary between innovation capability, entrepreneurial capability, and e-marketing performance. The implications of this study offer valuable insights for culinary SMEs in Ponorogo, guiding them in refining their e-marketing strategies. By cultivating a culture of innovation and fostering entrepreneurial activities, these SMEs can bolster their competitive advantage, ultimately leading to improved e-marketing performance. Policymakers and industry stakeholders can leverage these findings to develop targeted support programs and initiatives for culinary SMEs, thereby fostering sustainable growth and prosperity in the regional culinary sector.

| **KEYWORDS**

Innovation Capability, Entrepreneurship Capability, E-Marketing Performance, Competitive Advantage

1. Introduction

In the era of globalization and growing digitalization, the culinary industry is one of the sectors that has undergone a significant transformation. Moreover, the role of the Internet and information technology has created new opportunities for small and medium enterprises (SMEs) in the culinary sector. Ponorogo, as one of the regions rich in culinary heritage, is no exception to this change (Kuswati & Irmawati, 2017). This research endeavors to investigate ways to improve the competitiveness of small and medium-sized culinary businesses in Ponorogo by examining the impact of innovation and entrepreneurial skills on their e-marketing performance. Additionally, we will explore the potential mediating role of competitive advantage in this association. (Nugraheni, 2021).

Innovation and entrepreneurship are two key factors that cannot be ignored in the modern business context (Pratama, 2020). Innovation enables companies to continuously evolve and compete in a changing market, while entrepreneurship opens the door to creativity and the development of new opportunities. How these two capabilities interact in the context of e-marketing and to what extent competitive advantage mediates the relationship between the two are central questions that this study seeks to answer (Setyawati, rosiana, & adawiyah, 2019).

The swift expansion of information and communication technology, especially the internet, has opened up fresh avenues for small and medium-sized enterprises (MSMEs) to access a broader audience at reduced expenses compared to conventional marketing techniques. Nevertheless, the digital landscape is becoming increasingly competitive, necessitating MSMEs to fine-tune their digital marketing approaches for optimal results (Baah-Peprah & Shneor, 2022). Despite their important role in the economy, MSMEs also face various challenges in the face of global competition and rapid technological developments, especially in marketing and sales (Aisyah & elizamiharti, 2022).

By having a strong competitive advantage, culinary MSMEs in Ponorogo can dominate the online market and strengthen their position in the digital business competition. This advantage can be based on taste quality, excellent customer service, competitive pricing, or reliable delivery speed, thus building high customer loyalty (Jones, 2020).

In 2018, the e-marketing sector in Indonesia witnessed a significant surge in growth, and this upward trajectory is expected to persist, given the rising number of Micro, Small, and Medium Enterprises (MSMEs), particularly in Ponorogo. The burgeoning potential of the e-marketing industry in Indonesia is further influenced by online marketing activities, notably by the millennial demographic. There is a mounting interest in optimizing website rankings, as research indicates that 73 percent of individuals using search engines tend not to venture beyond the initial page of search results (Jansen and Spink, 2006). Presently, numerous widely used search engines are available, such as Google, Bing, Yahoo, and others. Notably, Google stands out as the most dominant, commanding a market share of 83 percenTop of Form (Netmarketshare, 2013).

In the realm of digital marketing, search engine optimization (SEO) has gained significant popularity, particularly within the context of Indonesia. Research conducted by (Ghazal, 2012) explored the landscape of online advertising and revealed that Indonesians hold a favorable perception of online advertisements. This positive sentiment has led experts to anticipate a growing adoption of this medium for advertising by both Micro, Small, and Medium Enterprises (MSMEs) and users in the upcoming years. A substantial portion of the population finds online ads engaging, with 31% acknowledging their value in delivering informative content. Furthermore, 29% appreciate the creativity displayed by companies advertising online, while 28% recognize that online ads frequently showcase enticing deals and promotions. Several research findings demonstrate that the correlation between competitive advantage and e-marketing performance significantly influences the latter's enhancement (Singh, Garg, &

In previous research, various studies have explored aspects like innovation capabilities, entrepreneurial capabilities, competitive advantage, and e-marketing performance in the context of small and medium-sized culinary businesses in Ponorogo (Deshmukh, 2009; Rahman & Ramli, 2014; Djodjobo & Tawas, 2014; Setyawati & Abrilia, 2013; Soepandi, 2017). However, there hasn't been a thorough examination of how innovation capabilities and entrepreneurial capabilities are interrelated in this specific setting (Parkman et al., 2012). Additionally, not many studies have looked into how competitive advantage acts as a mediator in the relationship between innovation capabilities, entrepreneurial capabilities, and e-marketing performance within the culinary sector (Aisyah, puspita, & elizamiharti, 2022). It's important to carefully select appropriate measures for variables like innovation capabilities, entrepreneurial capabilities, e-marketing performance, and competitive advantage when studying culinary SMEs in Ponorogo, as this can enhance our understanding of the topic (Sartika, 2021). Given the ever-evolving nature of technology and e-marketing trends, there's a risk of research gaps if previous studies don't keep up with the latest developments in e-marketing. Additionally, it's crucial to acknowledge the impact of the COVID-19 pandemic on business operations in this research context (Noviyana & sitorus, 2023).

This research aims to address the existing knowledge gap, particularly concerning the significance of Competitive Advantage within the realm of Micro, Small, and Medium Enterprises (MSMEs) operating in the digital age. The study anticipates that its findings will offer fresh perspectives and valuable guidance to MSME entrepreneurs and professionals on enhancing their electronic marketing strategies to attain a competitive edge and enhance their overall business performance.

2. Literature Review
The growth of the culinary industry in Ponorogo, Indonesia, has been a major topic of attention in recent years. The industry consists of a number of small and medium-scale businesses (SMEs) that play an important role in supporting the local economy. In the growing digital era, the application of innovation and entrepreneurship capabilities is a key factor that can improve the competitiveness of SMEs' culinary businesses (Anggraeni & sanaji, 2021). In addition, the use of e-marketing and competitive advantage is expected to improve e-marketing performance in an effort to strengthen the business's position in the market. Therefore, this study will discuss relevant literature regarding the effect of innovation ability and entrepreneurial ability on e-

marketing performance, with the mediation of competitive advantage, in an effort to improve the culinary business of SMEs in Ponorogo (Kusuma & rastini, 2017).

Innovation capability is an important aspect of modern business. Innovation is not only about developing new products but also includes developing new processes, marketing, and business models. In the context of the culinary industry, innovation capabilities may include the development of new menus, unique cooking methods, or different restaurant concepts (Nuramdini & gunawan, 2022). These innovation capabilities can help culinary SMEs to attract consumer attention and differentiate themselves from competitors.

On the other hand, entrepreneurial ability includes creativity, resilience, and the ability to identify business opportunities g (Purbasari et al., 2020). states that entrepreneurial ability involves the ability to identify, pursue, and manage business opportunities with limited resources. In the context of culinary SMEs, entrepreneurial capabilities may include the ability to identify emerging culinary market trends, adapt to change, and capitalize on emerging business opportunities (Prajogo, 2020).

E-marketing or digital marketing has become an integral part of modern business marketing strategies. According to e-marketing, it includes the use of various online platforms such as websites, social media, email, and online advertising to reach and interact with customers. In the context of culinary SMEs, e-marketing can be used to promote menus, attract new customers, and increase brand awareness (Kotler and Armstrong, 2016).

Competitive advantage plays a crucial role in the success of businesses, as it represents their capability to establish and sustain a stronger market position. In this research, we define competitive advantage as the edge held by small culinary businesses in Ponorogo, specifically in terms of their innovation and entrepreneurial skills, resulting in improved performance in the realm of online marketing (Noviyana & sitorus, 2023).

In summary, this literature review offers preliminary insights into the pertinent elements relevant to our proposed research. The findings of this investigation are anticipated to offer a more profound comprehension of the impact of innovation and entrepreneurial capabilities on e-marketing performance within the context of small and medium-sized culinary businesses in Ponorogo. Furthermore, this research aims to shed light on the intermediary function of competitive advantage. Ultimately, this study is poised to make a significant contribution to our knowledge of enhancing the competitiveness of SMEs in the culinary sector, particularly within the evolving digital landscape.

3. Methodology
This study adopts a quantitative research methodology guided by established scientific principles, including the qualities of being empirical, objective, measurable, rational, and systematic, as outlined by (Sugiyono, 2013). The quantitative approach is employed to explore the connections between three key variables: Innovation Capability, Entrepreneurship Capability, and E-Marketing Performance, with Competitive Advantage serving as a mediating factor. This research entails examining specific populations or samples, employing research tools for data collection, and applying statistical techniques for data analysis. The primary aim of this investigation is to assess pre-defined hypotheses, validate pertinent theories, and draw general conclusions that can offer predictive insights within the scope of this study.

3.1 Sample and Population
This research focused on examining the culinary businesses classified as Micro, Small, and Medium Enterprises (MSMEs) in Ponorogo in the year 2012. The study selected a sample of 212 MSME participants, employing the Maximum Likelihood Estimation (MLE) method, which aligns with the criteria proposed by (Hair et al., 2016). MLE suggested a sample size ranging from 100 to 250. Hence, the study aimed for a sample size within this range. The sample selection process involved a non-random, purposive sampling technique. Additional details regarding operational definitions, variable measurements, and indicators can be found in Table 1 of the research documentation.

3.2 Definisi Operasional dan Pengukuran Variabel

Table 1. Operational Definition and Measurement of Variables

Variable	Operational Definition	Measurement	Indicator
Independent Variable			
Innovation Capability	*Innovation Capability as a multidimensional concept where companies focus on products, processes and services as an implementation of gradual modification (Harley et al., 1998).*	Internal scale	1. Always generating product ideas 2. Able to introduce new products or services 3. Creative in umkm methods 4. Constantly looking for new ways of doing things and being a pioneer in the market.
Entreneuship Capability	Entrepreneurship can be defined as the process of starting a new business, which is generally carried out in response to an opportunity or opportunity that arises (John & Cloud in Suryana, 2014).	Internal scale	1. Technical competence 2. Marketing competence 3. Financial competence 4. Human relations competency
Mediating variable			
Competitive Advantage	*Competitive advantage The company's benefit strategy by cooperating to realize a continuous competitive advantage so as to dominate old and new markets (Manurung, Sugiarto, & Munas, 2016).*	Internal scale	1. Product uniqueness 2. Competitive price 3. Business image
Dependent Variable			
E-Marketing Performance	E-marketing provides an opportunity for organizations to communicate with their consumers through various methods (Redjeki and A. Affandi, 2021).	Internal scale	1. Responsibility for marketing relationships with consumers 2. Commercial transactions 3. Advertising and promotion 4. Internet access

Source: Developed from various literature, 2020

4. Results and Discussion

This research employed various common measurement methods, including assessments of convergent validity, discriminant validity, composite reliability, and Cronbach's alpha, to evaluate the research items. The outcomes of this investigation are depicted in Figure 1, encompassing a comprehensive analysis of all the research factors. In the context of assessing convergent validity, it is generally expected that the loading factor value should be at least 0.70. Consequently, all indicator variables with loading factor values greater than or equal to 0.70 are deemed to be valid. The analysis outcomes reveal that none of the indicator variables exhibits loading factor values below 0.70. Consequently, it can be inferred that all the indicators are considered valid. These detailed findings are expounded upon in Table 2. Thus, it can be asserted that this study has employed a rigorous and scientifically robust approach to assess the validity and reliability of the items utilized in this investigation.
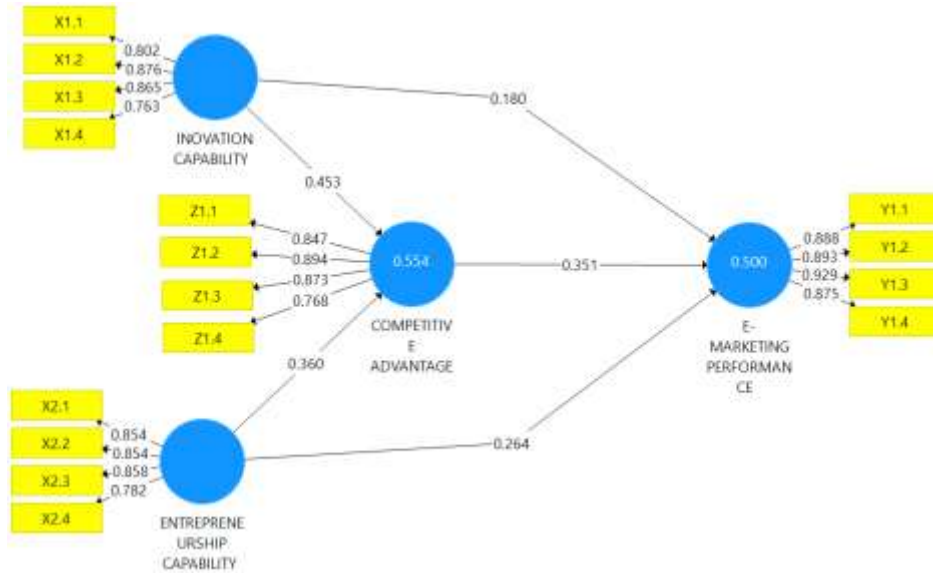
Figure 1. Factor loading values of all research items

Table 2. Factor Loading Value

Variable	indicator	Outer loading	Cut-Off	Description
Innovation Capability	X1.1	0.802	0.7	Valid
	X1.2	0.878	0.7	Valid
	X1.3	0.865	0.7	Valid
	X1.4	0.763	0.7	Valid
Entreneuship Capability	X2.1	0.854	0.7	Valid
	X2.2	0.854	0.7	Valid
	X2.3	0.858	0.7	Valid
	X3.4	0.782	0.7	Valid
competitive advantage	Z1.1	0.847	0.7	Valid
	Z1.2	0.894	0.7	Valid
	Z1.3	0.873	0.7	Valid
	Z1.4	0.768	0.7	Valid
E-Marketing Performance	Y1.1	0.888	0.7	Valid
	Y1.2	0.893	0.7	Valid
	Y1.3	0.829	0.7	Valid
	Y1.4	0.875	0.7	Valid

Source: processed data, 2023

Discriminant validity is assessed by examining the average variance extracted (AVE) values. The acceptability or validity of the results is confirmed when each AVE value exceeds the threshold of 0.50. Consequently, each variable is considered to demonstrate validity. The findings can be found in Table 3.

Table 3. AVE Value

	AVE (Average Variance Extracted)	Test conditions	Keterangan
Innovation Capability	0.685	>0.50	Valid
Entreneuship Capability	0.701	>0.50	Valid
competitive advantage	0.717	>0.50	Valid
E-Marketing Performance	0.803	>0.50	Valid

Source: processed data, 2023

Assessment of composite reliability is utilized to gauge the dependability of a theoretical concept. A concept is regarded as dependable when both its composite reliability and Cronbach's alpha scores are above 0.70. The test results reveal that both the composite reliability and Cronbach's alpha values exceed the 0.70 threshold, as illustrated in Table 4.

Table 4. Composite Reliability and Cronbach Alpha Values

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Innovation capability	0.846	0.852	0.897	0.685
Entreneuship capabilty	0.858	0.860	0.904	0.701
Competitive advantage	0.867	0.920	0.910	O.717
E-marketing performance	0.918	0.869	0.942	0.803

Source: processed data, 2023

Assessing the inner model's structural framework involves employing various analytical techniques, including R-squared analysis, examination of path coefficients, T-statistics with bootstrapping, and evaluating predictive significance. R-squared is employed to measure the influence of independent variables (X) on dependent variables (Y), typically categorized as significant (0.75), moderate (0.50), or limited (0.25) based on the R-squared values.

Table 5. Model R-Square values

	R-Square	R Square Adjusted
Competitive advantage	0.554	0.549
E-Marketing Performance	0.500	0.493

Source: processed data, 2023

The test outcomes indicate that 55.4% of the variance in Competitive Advantage (measured by R-Square) and 50% of the variance in E-Marketing Performance can be attributed to the relationship between Innovation Capability, Entrepreneurship Capability, and Competitive Advantage as a mediator. The remaining 44.6% and 50% of the variances in these variables are influenced by other unidentified factors. Moreover, it is noteworthy that the path coefficients of all exogenous variables are greater than zero, signifying a positive impact on E-Marketing Performance or the endogenous variables. These data processing results can be found in Table 6.

Table 6. Path Coefficient Value

	E-Marketing performance	*Competitive advantage*	Test conditions	Result
Innovation capabilty	0.180	0.453		Positive
Entreneuship capability	0.264	0.360	Negative < 0, Positive > 0	Positive
Competitive advantage	0.351	-		Positive

Source: processed data, 2023

The t-statistical test, which employs bootstrapping, is employed to assess the significance of the relationship between variables. In this research, a significance level of 5% is utilized, corresponding to a significance value of 1.971. Table 7 displays the outcomes of the test.

Table 7. Testing the direct effect (Direct Effect)

	Original Sample	Sample Mean	Standard Dev	T-Stat	p-value	Conclusion
Innovation Capability -> Competitive advantage	0.453	0.453	0.062	7.029	0.000	Significant
Innovation Capability -> E-Marketing Performance	0.180	0.183	0.082	2.201	0.029	Significant
Entreneuship Capability -> Competitive advantage	0.360	0.359	0.068	5.182	0.000	Significant
Entreneuship Capability -> E-Marketing Performance	0.264	0.266	0.091	2.881	0.004	Significant
Competitive advantage -> E-Marketing Performance	0.351	0.348	0.080	4.220	0.000	Significant
Innovation Capability -> Competitive advantage -> E-Marketing Performance	0.159	0.59	0,044	3.435	0.001	Significant
Entreneuship Capability -> Competitive advantage -> E-Marketing Performance	0.126	0.125	0,039	3.319	0.001	Significant

Source: processed data, 2023

Our statistical analysis reveals noteworthy findings regarding the influence of innovation capability, entrepreneurial capability, and their mediated impact on competitive advantage in relation to E-marketing performance. Specifically, when examining the effect of innovation capability, we observed a positive and statistically significant impact on competitive advantage. This is substantiated by a t-score of 7.029, surpassing the critical t-table value of 1.971 and a p-value of 0.000, falling below the significance level of 0.05. The path coefficient for this relationship was 0.453, indicating a favorable influence. Similarly, innovation capability also exhibited a positive and significant effect on E-marketing performance, as evidenced by a t-score of 2.201, exceeding the critical t-table value of 1.971 and a p-value of 0.029, which was lower than the 0.05 significance threshold. The path coefficient for this relationship was 0.180, signifying a positive impact. In our analysis, it was found that entrepreneurial capability has a strong and positive influence on competitive advantage. The statistical significance of this relationship is evident from the high t-score of 5.182, which is well above the critical t-table value of 1.971, and a very low p-value of 0.000, significantly below the 0.05 significance level. The path coefficient for this association is 0.360, indicating a positive effect. Similarly, entrepreneurial capability also positively and significantly affects E-marketing performance, as indicated by a t-score of 2.881, exceeding the critical t-table value of 1.971, and a p-value of 0.004, which is less than 0.05. The results demonstrate a positive impact with a path coefficient of 0.264 for this relationship. Furthermore, competitive advantage significantly and positively influences E-marketing performance, with a t-score of 4.220, surpassing the critical t-table value of 1.971, and a p-value of 0.000, which is below the 0.05 significance level. The connection between innovation capability and E-marketing performance has a positive path coefficient of 0.351, indicating a favorable impact. Furthermore, when we consider the mediating role of competitive advantage, it's evident that innovation capability, when mediated by competitive advantage, continues to have a positive and statistically significant influence on E-marketing performance. The t-score of 3.435 for this mediation effect is well above the critical t-table value of 1.971, with a p-value of 0.001 (below the 0.05 significance level), reinforcing the significance of this relationship. The path coefficient for this mediated effect is 0.159, signifying a positive effect. Similarly, when examining entrepreneurial capability in relation to E-marketing performance, the findings show a positive and significant effect. The t-score of 3.319 for the mediation effect surpasses the critical t-table value of 1.971, and the p-value is 0.001 (below the 0.05 significance level). The path coefficient for this mediation effect is 0.126, indicating a positive impact. In summary, this study's results strongly support the notion that there are positive and statistically significant connections between these variables. These findings provide valuable insights into how innovation and entrepreneurial capabilities when mediated by competitive advantage, impact E-marketing performance.

5. Conclusion

The research titled "The Influence of Innovation Capability and Entrepreneurship Capability on E-Marketing Performance, Mediated by Competitive Advantage, to Enhance Culinary SMEs in Ponorogo" aims to achieve four primary objectives. Firstly, this research aims to identify the extent to which innovation capability affects electronic marketing performance in the context of small and

medium-sized enterprises (SMEs) in the culinary sector in Ponorogo. Secondly, it also aims to evaluate the impact of entrepreneurship capability on electronic marketing performance in the culinary SME industry in Ponorogo.

Furthermore, the third objective of this research is to determine the extent to which competitive advantage mediates the relationship between innovation capability, entrepreneurship capability, and electronic marketing performance among culinary SME business owners in Ponorogo. Lastly, this research aims to identify how enhancing innovation and entrepreneurship capabilities can improve competitiveness and electronic marketing performance in the culinary SME sector in Ponorogo.

By achieving these objectives, this research is expected to provide valuable insights into how innovation, entrepreneurship, and competitive advantage play a role in enhancing electronic marketing performance, thereby promoting the growth of small and medium-sized businesses in the culinary sector in Ponorogo.

This study shows that innovation ability and entrepreneurial ability have a significant positive influence on the e-marketing performance of Small and Medium Enterprises (SMEs) in the culinary field in Ponorogo. The influence is mediated by competitive advantage, which strengthens their positive impact on SMEs' culinary business performance.

5.1 Implications
This study aims to explore the effect of innovation ability and entrepreneurial ability on e-marketing performance in culinary MSMEs mediated by competitive advantage. Competitive advantage in culinary MSMEs is reflected through the superiority of regional motifs, the superiority of cultural nuances that have regional nuances, the superiority of regional identity originating symbols of regional identity, and the distinctiveness of local cultural identity. Thus, managerial strategies to improve e-marketing performance in culinary MSMEs can be done with two important steps:

First, improving e-marketing performance by strengthening competitive advantage through innovation capabilities. Culinary MSMEs need to improve their ability to create unique culinary motifs, develop attractive food coloring and presentation, be able to create attractive product creations and variations and present authentic and distinctive flavors from their home regions. By making these efforts, culinary MSMEs will be able to strengthen their competitive advantage and ultimately improve e-marketing performance.

Second, e-marketing performance can be improved by building strong entrepreneurial capabilities. Culinary MSMEs need to improve their ability to find new ideas for culinary menus, anticipate changes in market tastes, proactively seek market information and the latest culinary trends, and dare to launch new, unique and interesting culinary products. By making these efforts, culinary MSMEs will be able to strengthen their competitive advantage and ultimately improve e-marketing performance.

By combining innovation capabilities and entrepreneurial capabilities, culinary MSMEs can leverage their competitive advantages to improve e-marketing performance. The results of this study are expected to provide valuable guidance and input for culinary MSMEs in developing effective and competitive online marketing strategies.

5.2 Limitations
This study aims to investigate the Effect of Innovation Ability and Entrepreneurial Ability on E-Marketing Performance Mediated by Competitive Advantage to Improve Culinary MSMEs in Ponorogo. The sample of this study includes culinary MSMEs in the Ponorogo region, East Java. Nevertheless, the use of a sample limited to a particular region may affect the generalizability of the results of this study. In addition, this study is limited to three predictor factors, namely Innovation Ability, Entrepreneurial Ability, and Competitive Advantage, in the context of e-marketing performance, while there are still many other predictors that may also affect the marketing performance of culinary MSMEs. In addition, it should be noted that this study only focuses on the perspective of the company and does not involve data from the perspective of business people, which may also limit a thorough understanding of the factors that contribute to the e-marketing performance of culinary MSMEs in Ponorogo.

5.3 Recommendation
To improve the quality of research on the effect of Innovation Capability and Entrepreneurship Capability on E-Marketing Performance in the culinary MSME sector, several steps need to be taken. First, researchers should detail the methodology and data used so that the research can be reproduced by other researchers. Next, consider using a larger sample in future studies to increase statistical confidence and generalization of results. Also, ensure that the measurement of variables such as Innovation Capability, Entrepreneurship Capability, E-Marketing Performance, and Competitive Advantage is more specific and precise by adopting scales that have been tested for reliability before.

In addition, it is important to always pay attention to factors that may affect the relationship between the variables under study. Controlling relevant confounding variables should be done so that the relationship between the main variables can still be clearly understood. Next, conduct a more in-depth analysis of the culinary MSME sector and the context in which this study was

conducted. Consider additional variables that might influence the results, such as market characteristics, competition and regulation in the culinary industry.

To enhance this research, also consider conducting a longitudinal study that tracks the changes and influence of the variables over time. Long-term studies can provide additional insights into the dynamics of the relationship between the variables under study. Focus on the appropriate use of E-Marketing technologies and platforms, such as social media, websites, or mobile apps, to identify the influence of Innovation Capability and Entrepreneurship Capability on E-Marketing Performance.

As a further step, consider comparing the influence of Innovation Capability and Entrepreneurship Capability on E-Marketing Performance in the culinary sector with other MSME sectors. This comparison can provide greater insight into the potential of online marketing strategies across different industries. If relevant on an international scale, cross-country research should also be considered to reveal differences and similarities in the relationships between variables across countries. By implementing these steps, this research can make a more valuable and applicable contribution to understanding the factors that influence online marketing success in the context of the culinary MSME sector.

Conflicts of Interest: The authors declare no conflict of interest.
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