ASSESSMENT OF MARKETING CAPABILITY OF EXHIBITORS IN TRADE EXPO: 3 TYPES OF EXHIBITION IN INDONESIA

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Abstract - Export are trading by issuing goods from inside to outside the Indonesian customs area and fulfill the provisions applicable. For the development of the Indonesian economy, export-import transaction is an important economic activity. The export activity is the B2B transaction because the business transaction do between one business entity with other business entities. Therefore, in export activity uses exhibition as marketing communication. Export barriers have prevented export performance. The one of internal barrier that influence low exports might be the lack ability of exhibitors / exporters in marketing capability. There are many kind of exhibitions for doing export. In every exhibition there are differences on it. This research aims to study more about what and how exactly the marketing capability of exhibitors in selling export product in trade expo and the differentiation of exhibitors capability in three category of exhibition. The respondents are exhibitors in 3 type of exhibitions which are Trade Expo Indonesia, Indonesia Modern Agriculture Expo and Indonesia Food Exhibition. The result showed that the marketing capability in TEI has higher score than IMAE and IFE. There are significant differences in the average marketing capability based on the three types of exhibitions and each of exhibitions don't have similarity of marketing capabilities. The capabilities that should be fixed and improved by exhibitors in TEI are management of stores abroad and pricing. IMAE exhibitors should fix and improve the e-commerce marketing. Moreoever, the capability that exhibitors in IFE should fix and improve is transformation of marketing channels in time. It can be an evaluation for exhibitors itself to improve those capability more better and also for the government who has responsibility in export activity to make the training and consultation for the exhibitors who do export.

Keywords - Marketing Capability, Export, Exhibition, International Trade, International Marketing

I. INTRODUCTION

Export are trading by issuing goods from inside to outside the Indonesian customs area and fulfill the provisions applicable. For the development of the Indonesian economy, export-import transaction is an important economic activity. Exports are useful to expand the market for Indonesia and increase foreign exchange.

According to Adrian D. Lubis states that based on economic theory, trade (export and import) is one key to a country's economic growth, besides consumption, investment, and government expenditure. Historically, economic growth in developed countries strongly supported by export growth so that these countries control share of world exports. In 2006, Western Europe, the United States, and Japan as developed countries have export share of 16.40%, 8.02%, and 5.38%, respectively others such as China with an export share of 8.59% (WTO, 2008). The results of the study by Tambunan (2001), Abdurohman and Zuladin (2002) also show the important role of exports in economic growth and job creation.

Foreign markets everywhere are tempting, in the current uncertain conditions, export-oriented business is a brilliant choice that is very profitable. In terms of opportunities it is obviously very large. Potential also exists and is quite large. This useful aspect isn't solely giving benefit for the corporate itself, however additionally by the government additionally to the profits that enter the corporate, the country's exchange also will increase if the export-oriented business within the country will increase. Katsikeas and Nigel (1993) states that expanded export activity has become necessary for the survival growth and profitableness of the companies.

To survive in growth and profitability, the businesses need to market and communicate the product effectively. Exhibition is the marketing tool and as the marketing communication for business to business (B2B) transaction. According to Seringhaus and Rosson (1998) stated that exhibition/trade show is effective marketing tool that boosts the firm’s capacity to battle and success with quickly changing international business environment

The export activity is the B2B transaction because the business transaction do between one business entity with other business entities. Therefore, in export activity uses exhibition as marketing communication. In Indonesia, export activities obtained full guide from authorities. All records regarding the export's ins and outs can be acquired through Directorate General for National Export Development (BPEN). The BPEN also provide information and event such as Trade Expo Indonesia for example, that sell the multi-product that will be exported. It can be said that the institution and event are also a place for exporters who want to sell their goods to foreign markets. Indonesia has many pontentials commodity product that can be exported abroad. That’s statement is very

familiar and has been stated by many parties but in reality, the performance of export businesses tends to be unstable, experiencing decrease or cannot significantly develop in the current period. The official statistics news that posted by Central Bureau of Statistics states that Indonesia's export value in January 2018 to April 2019 is not stable, up and down and tends to decrease in every month. a drastic decline occurred on June 2018. From the figure below, on October 2018 to February, the value of export decline. During January 2018 until April 2019, the point where the export value becomes the lowest is on June 2018, February 2019 and April 2019.

This low export value can happen because of many factors and barriers. The barriers come from interal and external. Export barriers have prevented export performance. The one of internal barrier that influence low exports might be the lack ability of exhibitors / exporters in marketing capability. The key attention in international marketing is whether the marketing approach need to standardize (Henry F.L 2007) or adapt the foreign market's situation (Aron O'Cass & Craig C. Julian 2003). That's all talk about marketing capability.

Marketing covers all aspect of activities. It can help a business to create customer value. In international markets, the competency in planning and implementing a marketing program that aims to create customer value is one of the keys to success. Barney (1991) states that the keys to achieve the success of business are having the ability to make a plan for marketing program and also ability to enforce the plan. Moreover, the firm's possession of valuable resources are influencing the firm's capability to take advantage of international opportunities. In developing the competitive strategy, the firm can utilize the resources that they have and underneath a firm's control such as knowledge, skill, organizational techniques, competence, information that they have. Marketing capability can make the competitive advantage sustained. There are many kind of exhibitions for doing export. In every exhibition there are differences on it. The difference of exhibition is categorized based on the level of marketing capability based on exhibition coverage acoording to study by Neil et. al (2018). In every category of exhibition has different benefit for both buyers and exhibitors. The appropriate main marketing capability in each exhibition, can help exhibitors to gain the effective export activity and in the long term it can fix the export of Indonesia.

II. LITERATURE REVIEW

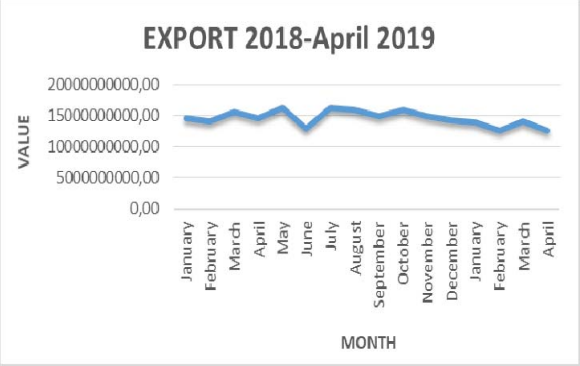
A. Export

Export is trading activity by issuing goods from inside to outside the Indonesian customs area and fulfill the provisions applicable. Export is a part of international marketing. The scholars have studied about export. They are Adam Smith (1776) with theory of "The Absolute Advantage", in 1877 there was David Ricardo, and also Wells and Vernon who proposed the theory of "Product Life Cycle" in 1960's. However, all theory that they proposed possess the limitation. Then, certain side of firm's behavior is focused by the scholars not economic side only. In 2000, Katsikeas et al. declared that export performance is nonetheless poorly understood by scholars and is the most controversial topic in international marketing even though the scholars studied about it very extensive.

B. Export Data in 2018-April 2019

According to Central Bureau of Statistics, the data of export in 2018-April 2019 is below here as details:

Bulan/Month	Nilai/Value (US $)
2018 January	14576277325,78
February	14132382055,93
March	15510616703,18
April	14496238057,47
May	16198340826,26
June	12941739831,72
July	16284719992,31
August	15865124056,42
September	14956348234,23
October	15909072846,28
November	14851720862,22
December	14290093210,17
2019 January	13927877529,43
February	12555897245,24
March	14121915788,43
April	12619513928,74



C. Exhibition/Trade Shows

Stated in 1998 by Seringhaus and Rosson that trade shows (TSs) represent an effective marketing tool that boosts the firm's capacity to battle and success with quickly changing international business environment. International trade-shows can benefit exhibitors through connecting them to the global market

opportunities by providing the much needed market and technological information in a cost effective way.

D. Marketing Capability

According to Day (1994), marketing capability is the method that firm choose to create the value proposition for their target customers and pursue wish goals by spreading the resources in delivering value. The theory of marketing capability is very dinamic and there are two kinds of marketing capability in terms of higher-order. It has relevance with export ventures. Day also declared that the ability of firm's in coordinating all activities and utilizing all assets they have is the definition of marketing capability. Accordingly, the key of success in international marketing is all about the specific of the firm and giving the best sensing of market, linking the relationship with customer and the strength of channel. The ability in marketing is able firms to take the commitment of international market and affect the performance in international trade. It also provides customer's information, product improvement and variation, also the accurate tactic in marketing to gain foreign customers with quality and unique product. In 1994, Day stated that marketing capability is divided into three kinds which are capability of spanning, outside-in, and inside-out. The spanning capability make the firm is able to make inside-out and outside-in capability well integrated. It needs firm to know all about the requirement of market that is targeted and also the competency should be had by the internal of firm to meet that kind of need. This competency is about data sharing and dissemination throughout the organization, coordination mechanisms to integrate market data into internal procedures and activities like new product. Outside-in capability consist of sensing of market, like a market research and capability in bonding the market like managing the good relationship with the customers. This makes the firm know and understand the change in market and make it is possible to be effective in operating in market place. And also, inside-out such an ability of centering the resource and capability in terms of internal side like managing the financial, controlling the cost, developing technology and integrating logistics. Based on the statement of Hooley et al. in 2005, the noteworthy factor for competitive advantage in international market is the resources of marketing and that capability through marketing process. From the previous research, the competitive advantage and the performance of firm can be increased by many kind of marketing capability. And from the perspective of dynamic capability, that capability in marketing are anticipated to affect firm's overall performance definitely due to the fact they're based totally at the company's capability to manipulate statistics and adjust to the surroundings. Marketing functionality is effortlessly transferable among specific countries, as they do not longer depend on the context in which the firm consists of out its firm interest however rather are based totally at the management of information and adaptation to foreign markets (Fernhaber & McDougall, 2005). In 2002, Leonidou et al. stated that marketing mix capability used to expand and execute the firms's product, pricing, distribution, and promotion strategy in export markets that become the key to the higher level of performance of export (Leonidou et al., 2002).

III. METHODOLOGY

This chapter explains every step which is used in this research to find the result. Definition and methodology of each stage are also told in this chapter. Research methodology is also used as the way to answer and understand the problem in this study.

Problem identification, this step defines the problem discussed in this research. The problem arises from the official statistics news that posted by Central Bureau of Statistics that Indonesia's export value in January 2018 to April 2019 is not stable, up and down and tends to decrease in every month.

Research objective, used as direction in doing this research. The objectives are to know the marketing capability of exhibition participants/exhibitors in marketing the export product of Indonesia and find whether the marketing capability in 3 type of exhibitions are same then know the difference of the exhibitors' capability in exhibition type I, II, and III.
Literature Review, this research contains some relevant literature review on the similar field to the research. Literature which give guidance for this research process and tools to analyze the result. The literature review used as the foundation about export, marketing capabilities, and exhibition/trade shows. The literature review sourced from journals.

Data gathering, this research used quantitative data which were gathered from primary data. The primary data were gathered from the information that obtained by questioning respondents through survey. This research also used secondary data. The secondary data will gather from internet sources / website observation related to this research. The data will include the data about the exhibition which also consist the buyers, exhibitors, the variety of products and all information about the exhibition. The Indonesia export value will utilize from website of Central Bureau of Statistics of Indonesia in the same period of Janury 2018 – April 2019 with monthly frequency.

Sampling, In this research selected nonprobability sampling as the sampling technique. Nonprobability sampling relies on the personal judgment of the researcher, rather than chance, in selecting sample elements. The sample size of this research is 60

exhibitors in 3 types of exhibition. Based on the quota sampling technique, the sample size of exhibition type 1 is 20 respondents, the sample size of exhibition type 2 is 20 respondents and the sample size of exhibition type 3 is 20 respondents.

Data coding is the way toward driving codes from the observed data. The data that is obtained from questionnaires that applied with interview method. The researcher extract preliminary codes from the observed data, the preliminary codes are further filtered and refined to obtain more accurate precise and concise codes. Later, in the evaluation of data the researcher assigns numerical quantities through scoring (1-10)

Data analysis, This research is a quantitative research. The researcher will apply the ANOVA analysis as the methodology by test the classical assumption then run ANOVA analysis by SPSS software.

IV. RESULT AND DISCUSSION

This research aims to know the marketing capability of exhibition participants/exhibitors in marketing the export product of Indonesia, then find whether the exhibition as the marketing communication of export product of Indonesia are same regarding to its marketing capability and also know the differentiation of the exhibitors' capability in type I, II, III exhibition. The discussion of each research question is presented as follows :

A. Shapiro-Wilk Normality Test

Before conduct One Way Anova Test, several assumptions must be fulfilled, namely normality test, homogenity test and the sample is from an independent group. This section of analysis is about Shapiro-Wilk Normality Test.

	Exhibition	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Marketing Capability	TEI	,118	38	,200*	,945	38	**,063**
	IMAE	,104	38	,200*	,947	38	**,069**
	IFE	,137	38	,069	,946	38	**,065**

Tests of Normality

According to the figure above, it can be seen that the significance of marketing capability variable in 3 types of exhibition are :

- Marketing Capability in TEI : Sig. 0.63 (≥ 0.05)
- Marketing Capability in IMAE : Sig. 0.69 (≥ 0.05)
- Marketing Capability in IFE : Sig. 0.65 (≥ 0.05)

Based on that significance value, the sig. of marketing capability variable in 3 exhibition is more than 0.05. It means that the data of those 3 type exhibition regarding to the marketing capability is normal distribution. From this section of analysis, the one of classical assumption is fulfilled.

B. Homogeneity Test

Levene Statistic	df1	df2	Sig.
2,459	2	111	,090

Marketing Capability

Test of Homogeneity of Variances

Before continuing the test, one of the assumptions of Anova is the same variance. From the Test of Homegeneity of Variances table, it can be seen that the test results show that the three variants of the groups are the same (P-value = 0.090), so the Anova test is valid for testing this relationship.

C. Marketing Capability of Exhibitors in 3 Types of Exhibition (Descriptive Analysis)

	N	Mean	Std	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
TEI	38	**8,0500**	,64525	,10467	7,8379	8,2621	**6,70**	**9,50**
IMAE	38	**6,6566**	,81557	,13230	6,3885	6,9247	**4,55**	**7,90**
IFE	38	**4,7316**	,57791	,09375	4,5416	4,9215	**3,65**	**6,25**
Total	114	**6,4794**	1,52672	,14299	6,1961	6,7627	**3,65**	**9,50**

Marketing capability is the method that firm choose to create the value proposition for their target customers and pursue wish goals by spreading the resources in delivering value. In this research show the means score of exhibition in terms of marketing capability. The means marketing capability at Trade Expo Indonesia is 8.05, Indonesia International Modern Agriculture Expo (IMAE) is 6.66 and Indonesia Food Exhibition (IFE) is 4.73. It shows that the exhibition that has the highest score regarding to its marketing capability is Trade Expo Indonesia (TEI) with score 8.05. Therefore, it can be concluded descriptively that the highest average of marketing capability is the exhibitors at the TEI exhibition.

The rank of exhibition after Trade Expo Indonesia is Indonesia International Modern Agriculture with means score of its marketing capability is 6.66 for all lists of marketing capability. Then the last rank compare with TEI and IMA exhibition is Indonesia Food Exhibition (IFE) with means score is 4.73 for all 38 lists of marketing capability. In this research also show the maximum means of marketing capability in 3 types of exhibition, The maximum capability score of marketing in exhibition type 1 (International Trade Expo) is 9.5 which is SALES. The maximum capability score of marketing in exhibition type 2 (Indonesia Modern Agriculture Expo) is 7.9 which is NEW PRODUCT INNOVATIONS. Meanwhile, the maximum capability score of marketing in exhibition type 3 (Indonesia Food Exhibition) is 6.25 which is NEW PRODUCT INNOVATIONS. The lowest score of capability in 3 types of exhibition are in TEI are management of stores abroad and pricing, in IMAE is e-commerce marketing and in IFE is transformation of marketing channels in time.

D. The Difference of Means Regarding to Marketing Capability of between Exhibition Type I, II, and III (Post Hoc Test – Multiple Comparison)

Tukey HSD

(I) Exhibition	(J) Exhibition	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
TEI	**IMAE**	1,39342*	,15759	**,000**	**1,0191**	**1,7678**
	IFE	3,31842*	,15759	**,000**	**2,9441**	**3,6928**
IMAE	**TEI**	-1,39342*	,15759	**,000**	**-1,7678**	**-1,0191**
	IFE	1,92500*	,15759	**,000**	**1,5506**	**2,2994**
IFE	**TEI**	-3,31842*	,15759	**,000**	**-3,6928**	**-2,9441**
	IMAE	-1,92500*	,15759	**,000**	**-2,2994**	**-1,5506**

*. The mean difference is significant at the 0.05 level.

In this section, the researcher try to find the difference of means regarding to marketing capability of between exhibition type I, II and III by using the multiple comparison analysis. The figure above shows the Tukey HSD Test to determine whether the three means differ significantly in the number of variance analyzes. The means difference between TEI and IMAE is 1.39. So, the means difference of marketing capability is in range 1.02 (Lower Bound) until 1.77 (Upper Bound) at a 95% confidence level. The means difference between TEI and IFE is 3.32. So, the means difference of marketing capability is in range 2.94 (Lower Bound) until 3.69 (Upper Bound) at a 95% confidence level. The means difference between IMAE and IFE is 1.93. So, the means difference of marketing capability is in range 1.55 (Lower Bound) until 2.29 (Upper Bound) at a 95% confidence level.

E. The Similarity of Means Regarding to Marketing Capability of Exhibition Type I, II, and III (Tukey HSD)

Tukey HSD[a]

Exhibition	N	Subset for alpha = 0.05		
		1	2	3
IFE	38	4,7316		
IMAE	38		6,6566	
TEI	38			8,0500
Sig.		1,000	1,000	1,000

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 38,000.

Marketing Capability

In this section, researcher want to see the similarity of means regarding to marketing capability of exhibition type I, II and III by using output from Tukey HSD. From the figure above show the similarity, in detail as follows:

- In the subset 1 there is only data on marketing capabilities of IFE. This means that there are no exhibitions whose marketing capabilities have similarities with marketing capabilities at IFE.
- In the subset 2 there is only data on marketing capabilities of IMAE. This means that there are no exhibitions whose marketing capabilities have similarities with marketing capabilities at IMAE.
- In the subset 3 there is only data on marketing capabilities of TEI. This means that there are no exhibitions whose marketing capabilities have similarities with marketing capabilities at TEI.

V. CONCLUSION

From this research found that exhibitors in Trade Expo Indonesia have better marketing capability than exhibitors in Indonesia Modern Agriculture Expo and Indonesia Food Expo. The best marketing capability of exhibitors in TEI is sales. The best marketing capability of exhibitors in IMAE and IFE is new product innovations.

The low capability of exhibitors in TEI in terms of marketing are management of stores abroad and pricing, in IMAE is e-commerce marketing and in IFE is transformation of marketing channels in time. According to the analysis has be done showed that marketing capability of exhibitors in Trade Expo Indonesia, Indonesia Modern Agriculture and Indonesia Food Exhibition are different. The different is from the best and the worst capability between them are different.

RECOMMENDATION

Managerial Implications

- The exhibitors should join training to improve their marketing capability that is still bad.
- The government especially PPEI (Indonesian Export Training Education) should organize the training that is relevant with capability of exhibitors that still need to improve.
- The exhibitors join exhibition according to their capability to make the international trade in exhibition run effectively.

Future Research

- Other exhibition outside Indonesia that the exhibitors are Indonesian can be considered to do in order to gain more comprehensive result and perspective.
- Bigger respondents can be good to gain betetr result and can be generalized.
- Future research may occur with the data from PPEI to get more insights.

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