

Pengaruh Orientasi Pasar, Inovasi, dan Keunggulan Bersaing terhadap Kinerja Perusahaan Farmasi

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Abstract

In a competitive business world, companies are often faced with a dilemma in choosing between finding customers nearby or far away. Previous research has shown that a strong market orientation can be the key to success in focusing on customer needs. Market orientation creates an organizational culture that ensures that companies are always focused on customers' needs and strive to maintain that focus in their business. Factors such as innovation, product excellence, information technology, and customer-serving skills become important considerations for companies in determining their product and brand excellence. Innovation, both incremental and radical, in products, processes, markets, and organizations are also key elements in winning competition in constantly changing markets. Market orientation is considered important in a company's innovation process because it helps the company to remain relevant to customer needs and wishes. Market-oriented companies tend to be more successful in marketing new products and in gaining customer loyalty. By understanding and responding to market changes quickly, companies can create added value for customers and win competition in increasingly competitive markets. Thus, it is important for companies to pay attention to market orientation, innovation, product excellence, and company performance as part of their marketing strategy. By understanding and implementing these concepts effectively, companies can improve their competitiveness and long-term success in a dynamic market.

Keywords: Market orientation; Innovation; Product excellence; Brand excellence; Company performance