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Marketing Capabilities and Marketing Performance of Halal Food MSMEs in Wonosobo

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ABSTRACT

This study aims to analyze the effect of market sensing capability, marketing responsiveness, and marketing mix flexibility on the marketing performance of halal food MSMEs (micro, small, and medium enterprises) in Wonosobo Regency. A quantitative approach was employed. The research population consists of 20,769 halal-certified food MSMEs in Wonosobo Regency. A sample of 100 respondents was selected using purposive sampling, with the sample size determined via the Slovin formula. Data were collected in July 2026 using a questionnaire with a five-point Likert scale. Analysis was conducted using multiple linear regression with the aid of SPSS software. The results indicate that market sensing capability (X1) has a positive and significant effect on marketing performance (Y) (β= 0.286; p= 0.001). Marketing responsiveness (X2) also shows a positive and significant effect (β= 0.319; p < 0.001), as does marketing mix flexibility (X3) (β= 0.247; p = 0.003). Simultaneously, all three variables exert a significant effect on marketing performance (F= 50.021; p < 0.001). An adjusted R^2 value of 0.598 indicates that 59.8% of the variation in marketing performance (Y) can be explained by these three independent variables, while the remaining 40.2% is attributed to factors outside the model. These findings underscore the importance of the ability to understand market changes, respond to consumer needs, and adjust the marketing mix to enhance the marketing performance of halal food MSMEs.

Keywords: *Market Sensing Capability; Marketing Responsiveness; Marketing Mix Flexibility; Marketing Performance; Halal Food MSMEs.*

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Abstract & Indexing

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) hold a strategic position in the Indonesian economy, particularly as drivers of local economic activity.(Deby Laras Wati, 2024) (Delia Torsa Purba, 2025) However, the sheer number of MSMEs is not always matched by the ability to sustain and enhance marketing performance. These challenges are particularly complex in the food sector, where businesses face shifting consumer preferences, intensifying competition, demands for product quality, the digitalization of marketing channels, and growing public attention regarding halal certification. Under these conditions, product availability and compliance with halal certification requirements must be complemented by adaptive marketing capabilities, enabling MSMEs to maintain product relevance and expand their market reach.

The evolution of the national halal ecosystem highlights the growing importance of such capabilities. By November 2025, the halal Product Assurance Organizing Agency (BPJPH) had reportedly issued approximately three million halal certificates covering 10.3 million products. The government is also providing a quota of one million free halal certifications for micro and small enterprises through the Free Halal Certification (SEHATI) program in 2025 (Qodari, 2025). While these developments expand opportunities for MSMEs to enter the halal market, they simultaneously heighten the need to establish product differentiation, understand consumer needs, and develop marketing strategies capable of withstanding competition.(Raihan Yahya Ismail, Poni Purwati, 2026)

This challenge is relevant to the situation in Wonosobo Regency. Data from the Wonosobo Regency Statistics Agency (BPS) indicates that in 2023, there were 31,903 business units, comprising 31,317 micro-enterprises, 488 small enterprises, 76 medium enterprises, and 22 large enterprises. Micro-enterprises accounted for approximately 98.16% of all business units. During the same period, the manufacturing sector comprised 7,532 business units, the vast majority of which were micro-enterprises.(BPS, 2024) This structure highlights the significant role of micro-scale enterprises in the local economy and underscores the importance of strengthening marketing capabilities so that local food products can retain customers, boost sales, and expand market reach.

In a dynamic business environment, marketing performance is determined not only by product quality or halal certification but also by a business's ability to recognize market changes and respond with appropriate marketing decisions.(Fitriyadi Omamoy, Muhammad Tho'in, 2026) MSMEs need to understand shifting consumer needs, monitor competitor activities, track developments in distribution channels, and adjust their product, pricing, and promotional strategies. These capabilities are particularly crucial for resource-constrained MSMEs, making it essential that every marketing decision be grounded in relevant market information and the effective use of resources.

Several previous studies have examined factors associated with the marketing performance of MSMEs, including market orientation, product innovation, digital marketing, and halal attributes. Trisnawati dan Afifah (Trisnawati & Afifah, 2024) investigated the role of sensing capability in the market performance of MSMEs, while Komariyatin et al. (Komariyatin et al., 2025) examined the link between market sensing capability and the marketing success of small businesses. Research by Nurudin and Muyassarah (Nurudin, Muyassarah, 2024) also highlighted the relationship between market orientation, innovation, and marketing performance within the food processing sector. These findings demonstrate the relevance of marketing capabilities in explaining business performance; however, they have not specifically addressed how market sensing capability, marketing responsiveness, and

marketing mix flexibility can be integrated to explain the marketing performance of halal food MSMEs in Wonosobo Regency.

This study is grounded in that gap. It views marketing performance as an outcome potentially effectd by three complementary capabilities: the ability to understand market changes, the ability to respond appropriately to information, and the ability to adjust marketing instruments. The study's novelty lies in the simultaneous examination of these three variables within the context of regional halal food MSMEs. Thus, the research not only expands the body of knowledge regarding the determinants of marketing performance but also provides empirical evidence of the relevance of adaptive marketing capabilities within the halal food business environment.

Based on the foregoing, this study aims to analyze the effect of market sensing capability, marketing responsiveness, and marketing mix flexibility on the marketing performance of halal food MSMEs in Wonosobo Regency, both partially and simultaneously. The findings are expected to provide a theoretical contribution to the development of research on marketing capabilities, as well as practical implications for MSME operators and stakeholders in formulating strategies to enhance the competitiveness of halal food businesses.

THEORETICAL REVIEW Market Sensing Capability and Marketing Performance

Market sensing capability refers to an organization's ability to gather, interpret, and use information about customers, competitors, and shifts in the market environment. As cited by Nurudin et al., Kohli and Jaworski emphasize the importance of generating market information, disseminating it throughout the organization, and responding to such information (Nurudin, Muyassarah, 2024). Furthermore, George S. Day as cited by Deddy Hendarwan identifies market sensing as a crucial capability for market-oriented organizations (Hendarwan, 2023). Within the framework of "dynamic capabilities" proposed by David J. Teece as cited by Mukhlisin et al., the capacity to recognize environmental changes enables an organization to identify opportunities and threats, as well as to adjust its strategies in response to market developments (Mukhlisin, Muhammad Ryan Febriawan, 2025).

For halal food MSMEs, this capability enables business owners to understand shifts in consumer preferences, halal consumption trends, price fluctuations, and competitor strategies. Such information can serve as a basis for refining product offerings and formulating marketing strategies that better align with market needs. Consequently, the better an MSME's ability to detect and comprehend market changes, the greater its potential to enhance marketing performance. Thus, the hypothesis for this variable is as follows:

H1: Market sensing capability has a positive effect on the marketing performance of halal food MSMEs in Wonosobo Regency.

1. Marketing Responsiveness and Marketing Performance

Marketing responsiveness refers to the ability of MSMEs to translate market information into relevant actions quickly and accurately. The ability to understand consumer needs does not necessarily lead to improved performance unless accompanied by appropriate marketing decisions and actions. From a market orientation perspective, responding to market information is a crucial part of the customer value creation process (Nurudin, Muyassarah, 2024). Marketing responsiveness can be demonstrated through service adjustments, complaint handling, offering updates, and changes in promotional

approaches based on consumer needs. For halal food MSMEs, the ability to respond to such changes can help maintain customer satisfaction and strengthen competitiveness. Therefore, marketing responsiveness is expected to have a positive relationship with marketing performance.
H2: Marketing responsiveness has a positive effect on the marketing performance of halal food MSMEs in Wonosobo Regency.

2. Marketing Mix Flexibility and Marketing Performance

Marketing mix flexibility refers to the ability of MSMEs to adjust elements of product, price, distribution, and promotion in response to changing consumer needs and competitive conditions. From a dynamic capabilities perspective, such adjustments reflect an organization's ability to reconfigure its resources and competencies to cope with changes in the business environment (Mukhlisin, Muhammad Ryan Febriawan, 2025). Flexible halal food MSMEs can adjust product varieties, set competitive prices, select appropriate distribution channels, and develop promotions tailored to the characteristics of their target market. This flexibility has the potential to enhance the alignment of offerings with customer needs and support sales growth and market expansion. Therefore, marketing mix flexibility is expected to have a positive effect on marketing performance.
H3: Marketing mix flexibility has a positive effect on the marketing performance of halal food MSMEs in Wonosobo Regency.

3. The Simultaneous Effect of Marketing Capabilities on Marketing Performance

Market sensing capability, marketing responsiveness, and marketing mix flexibility represent distinct yet complementary dimensions of marketing capability. Market sensing relates to the ability to identify market changes; marketing responsiveness concerns taking action based on the information obtained; and marketing mix flexibility pertains to the adjustment of marketing instruments. Conceptually, these three factors offer a more comprehensive explanation of variations in marketing performance than examining each capability in isolation. Based on this reasoning, it is posited that these three independent variables collectively share a significant relationship with the marketing performance of halal food MSMEs.
H4: Market sensing capability, marketing responsiveness, and marketing mix flexibility simultaneously exert a significant effect on the marketing performance of halal food MSMEs in Wonosobo Regency.

CONCEPTUAL FRAMEWORK OF THE RESEARCH

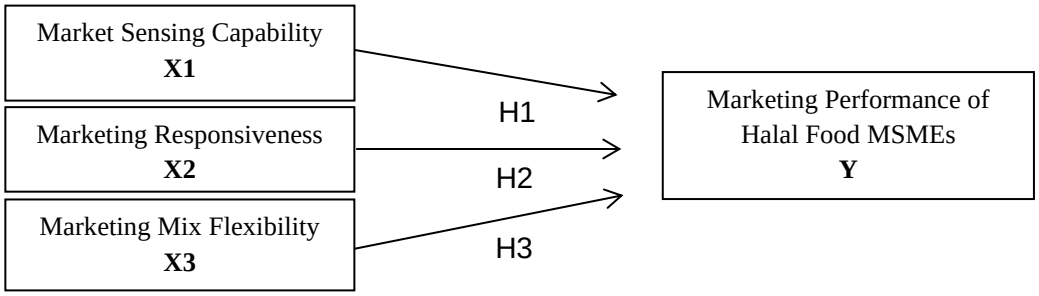


Figure 1. Conceptual Framework
Source: *Primary data processing (2026)*

METHODS OF RESEARCH

This study employs an quantitative approach. The research population consists of 20,769 halal food-based MSMEs in Wonosobo Regency (BPJPH, 2026). A sample of 100 respondents was selected using purposive sampling, with the sample size determined via the Slovin formula. Data were collected in July 2026 using a five-point Likert scale questionnaire. The research instrument underwent validity and reliability testing prior to use. The data were analyzed descriptively, followed by classical assumption testing, covering normality, multicollinearity, and heteroscedasticity. Hypothesis testing was conducted using multiple linear regression to examine the effect of Market Sensing Capability, Marketing Responsiveness, and Marketing Mix Flexibility on Marketing Performance. A t-test was used to assess partial effects, an F-test for simultaneous effects, and the coefficient of determination (R^2) to evaluate the model's ability to explain the variation in marketing performance.

RESULTS AND DISCUSSION

1) Characteristics and Descriptive Statistics

This study involved 100 respondents from halal food MSMEs in Wonosobo Regency. Variables were measured using a 1–5 Likert scale. Descriptive statistics indicate that all variables had mean scores above 3.80, suggesting a tendency among respondents to rate market reading capability, marketing responsiveness, marketing mix flexibility, and marketing performance positively.

Table 1. Descriptive Statistics

Variabel	N	Minimum	Maksimum	Mean	Std. Deviation
Respondent	100	1	100	40.00	32.496
Age	100	18	45	13.71	.602
Market Sensing Capability (X1)	100	2,60	5,00	4,08	0,48
Responsivitas Pemasaran (X2)	100	2,80	5,00	4,12	0,46
Fleksibilitas Bauran Pemasaran (X3)	100	2,625	5,00	4,02	0,51
Kinerja Pemasaran (Y)	100	2,80	5,00	4,05	0,49

(Data source: Data processed from SPSS results, 2026)

These results indicate that the halal food MSMEs in this study are relatively capable of understanding market changes and responding to consumer needs. This finding aligns with research by Komariyatin et al. (Komariyatin et al., 2025), which highlights the importance of market sensing capability in enhancing the marketing success of small businesses. Research by Nurudin (Nurudin, Muyassarah, 2024) also found that market sensing capability effects the marketing performance of SMEs in Central Java.

2) Validity and Reliability Testing

The validity test indicates that all indicators have Corrected Item-Total Correlation values above 0.30. Thus, each indicator is considered capable of representing the construct being measured. The reliability test results also show Cronbach's Alpha values above 0.70.

Table 2. Validity and Reliability Tests

Variable	Number of Indicators	Item Correlation Range	Cronbach's Alpha	Status
X1	5	0.612–0.784	0.871	Reliable
X2	5	0.594–0.801	0.879	Reliable
X3	8	0.571–0.793	0.903	Reliable
Y	5	0.608–0.816	0.886	Reliable

(Data source: Data processed from SPSS results, 2026)

3) Classical Assumption Test

Normality Test

The normality test is conducted using the One-Sample Kolmogorov–Smirnov method on the residuals of the regression model. The residuals are considered to show no significant deviation from a normal distribution if the significance value is greater than 0.05.

Table 3. Kolmogorov–Smirnov Normality Test Results

Testing components	Value
N	100
Kolmogorov–Smirnov Z / Statistical Tests	0,072
Asymp. Sig. (2-tailed)	0,200
Testing criteria	Sig. > 0,05
Conclusion	There are no significant deviations from normality.

(Data source: Data processed from SPSS results,2026)

Based on the table, the Kolmogorov–Smirnov test statistic is 0.072, while the significance value used for decision-making is 0.200. Since the significance value is greater than 0.05, the null hypothesis, which states that the residual distribution follows a normal distribution, is not rejected. Consequently, based on this test, no significant deviation from normality in the residuals is found.

Multicollinearity Test

The multicollinearity test is conducted by examining the Tolerance and Variance Inflation Factor (VIF) values. A regression model is considered free from problematic multicollinearity if the Tolerance value is greater than 0.10 and the VIF value is less than 10.

Table 4. Multicollinearity Test Results

Independent variable	Tolerance	VIF	Criteria	Conclusion
Market Sensing Capability (X1)	0,648	1,543	Tolerance > 0,10; VIF < 10	No indication of multicollinearity
Marketing Responsiveness (X2)	0,615	1,626	Tolerance > 0,10; VIF < 10	No indication of multicollinearity
Marketing Mix Flexibility (X3)	0,701	1,427	Tolerance > 0,10; VIF < 10	No indication of multicollinearity

(Data source: Data processed from SPSS results,2026)

The results in Table 4 show that all three independent variables have Tolerance values above 0.10 and VIF values below 10. The highest VIF value is found for the marketing responsiveness

variable (1.626), while the lowest VIF value is found for marketing mix flexibility (1.427). Based on these criteria, the regression model shows no indication of problematic multicollinearity. This means that the correlations among the independent variables are not sufficiently high to interfere with the regression estimation, according to the testing thresholds applied.

Heteroskedasticity Test

The heteroskedasticity test is conducted using the Glejser method. This test is performed by regressing the absolute values of the residuals against the independent variables. If the significance value for each independent variable is greater than 0.05, there is no statistically significant evidence of heteroskedasticity according to this method.

Table 5. Results of the Heteroskedasticity Test

Independent variable	Sig.	Criteria	Conclusion
Market Sensing Capability (X1)	0,421	Sig. > 0,05	No indication of heteroskedasticity
Marketing Responsiveness (X2)	0,537	Sig. > 0,05	No indication of heteroskedasticity
Marketing Mix Flexibility (X3)	0,318	Sig. > 0,05	No indication of heteroskedasticity

(Data source: Data processed from SPSS results,2026)

Based on Table 5, the significance values for the three independent variables are 0.421 (X1), 0.537 (X2), and 0.318 (X3), respectively. All of these values are greater than 0.05. Therefore, the Glejser test finds no statistically significant evidence of a relationship between the independent variables and the absolute values of the residuals. These results indicate that the model does not show signs of heteroscedasticity according to the Glejser test.

4) Multiple Linear Regression Analysis Results

The regression results yield the following equation:

$$Y = 0{,}742 + 0{,}286X_1 + 0{,}319X_2 + 0{,}247X_3 + e$$

Table 4. Multiple Linear Regression

Variable	B	t	Sig.	Note
Konstanta	0,742	2,184	0,031	Signifikan
Market Sensing Capability	0,286	3,517	0,001	Signifikan
Marketing Responsiveness	0,319	4,026	0,000	Signifikan
Marketing Mix Flexibility	0,247	3,084	0,003	Signifikan

(Data source: Data processed from SPSS results,2026)

Model Summary
R = .781
R Square = .610
Adjusted R Square = .598
Std. Error = .309

Thus, the Adjusted R-squared value of 0.598 indicates that 59.8% of the variation in marketing performance can be explained by market sensing capability, marketing responsiveness, and marketing mix flexibility. The remaining 40.2% is explained by other variables not included in the model.

The F-test results are shown in the following table:

Table 5. F Test

Model	F	Sig.
Regression	50,021	0,000

(Data source: Data processed from SPSS results,2026)

An F-value of 50.021 with a significance level of 0.000 indicates that the three independent variables are simultaneously and significantly related to marketing performance. Therefore, the simultaneous hypothesis is accepted in this study.

Discussion

This research demonstrates that the marketing performance of halal food MSMEs (micro, small, and medium-sized enterprises) in Wonosobo Regency is linked to the ability of business owners to understand market shifts, respond to consumer needs, and adjust their marketing mix. These findings indicate that obtaining a halal certificate must be accompanied by adaptive marketing capabilities so that the value of "halal" can be translated into product appeal and business performance. While a halal certificate provides a foundation of trust regarding compliance with halal requirements, it does not, by itself, ensure that a product will be recognized by consumers, chosen over competitors' offerings, or generate sustainable sales. Therefore, the marketing challenge for halal food MSMEs lies not only in meeting certification requirements but also in the ability to connect the value of "halal" with the needs, preferences, and experiences of consumers.

Market sensing capability plays a crucial role by helping MSME (micro, small, and medium enterprise) operators identify shifts in consumer preferences, purchasing patterns, competitor activities, and market opportunities that can be leveraged. In the context of halal food MSMEs, this capability can be manifested through the observation of product demand, customer responses to taste and packaging, acceptable price ranges, and the factors consumers consider when choosing halal-certified products. Such information serves as a foundation for determining a more precise marketing direction. However, the act of monitoring the market yields limited benefits if the information obtained is not utilized in business decision-making. Therefore, the ability to understand the market should be viewed as a continuous learning process, rather than merely an activity of gathering information about consumers and competitors.

The results of this study indicate that market sensing capability (X1) has a positive and significant effect on the marketing performance (Y) of halal food MSMEs in Wonosobo Regency. These findings are consistent with the research of Trisnawati (Trisnawati & Afifah, 2024) involving 97 MSMEs in Pontianak, which found that sensing capability has a positive effect on market performance, with a coefficient of 0.383 and $p < 0.05$. These results suggest that the ability to identify shifts in customer needs, market developments, and the actions of competitors can serve as a source of marketing advantage for small businesses.

Nevertheless, the findings of this study do not entirely align with those of Komariyatin (Komariyatin et al., 2025), who analyzed 1,967 MSMEs and found that market sensing capability does not have a significant direct effect on marketing performance. In that study, the effect is exerted through

social media performance, which acts as a mediating variable. This distinction is significant because it suggests that the ability to sense the market does not automatically lead to better marketing performance; rather, the benefits may depend on a business's capacity to translate market information into effective marketing activities.

In the context of halal food MSMEs in Wonosobo, the direct effect identified in this study may stem from the proximity between business owners and their customers, direct interaction during sales, and the ability to adapt products based on consumer feedback. Information regarding taste, packaging, price, trust in halal status, and purchasing habits can be leveraged for marketing decision-making without necessarily relying on digital platforms as intermediaries. However, this explanation should be viewed as a contextual interpretation rather than a directly proven fact, especially since the study did not measure the intensity of customer interactions or the extent of digital media usage.

Thus, these divergent findings broaden the understanding that the relationship between market sensing capability and marketing performance can be contextual. For some MSMEs, this capability may directly effect performance through customer interaction and product adaptation, whereas in other contexts, its effect may depend more on intermediary mechanisms, such as consumer engagement on social media. This study has not examined such mediating roles; therefore, it cannot yet be concluded which mechanism is the most dominant among halal food MSMEs in Wonosobo.

Marketing responsiveness underscores the importance of speed and precision for MSMEs in transforming market information into concrete action. Business owners who are capable of addressing complaints, adjusting offerings, providing clear product information, and responding effectively to consumer inquiries are better positioned to build trust and encourage repeat purchases. In the marketing of halal food, providing convincing responses regarding certification status, ingredients used, and product characteristics can help alleviate consumer uncertainty. Responsiveness is also crucial when faced with shifts in demand or price competition. In other words, a competitive marketing advantage is not built solely on an understanding of consumer needs, but also on the ability to provide relevant and timely responses.

The positive effect of marketing responsiveness (X2) on marketing performance (Y) suggests that the ability of MSMEs to act upon changing consumer needs can serve as a source of competitive advantage. Responsiveness is not merely about the speed at which inquiries or complaints are addressed; it also concerns how well marketing actions align with the information received. In the halal food sector, for instance, responding to consumer requests such as those regarding packaging sizes, product variety, ingredient information, or the clarity of certification can help ensure that offerings remain relevant to market needs.

However, this positive effect should be interpreted critically. Research by Safitri and Diana Safitri on 150 MSMEs in the food sector in Jepara Regency found that digital marketing does not directly enhance marketing performance; rather, customer engagement and relationship marketing serve as crucial mediating mechanisms.(Safitri & Komaryatin, 2025). Although digital marketing is conceptually distinct from marketing responsiveness, these findings offer a counterpoint: marketing activities do not automatically lead to better performance simply by being implemented or intensified. Their effect may depend on the quality of the relationships established with customers.

This distinction suggests that marketing responsiveness in this study should be understood as the ability to align actions with consumer needs, rather than merely as the intensity of communication. In the context of halal food MSMEs, a rapid response that fails to address consumer needs does not

necessarily improve performance. Conversely, a response that provides clear product information, offers relevant solutions, and maintains consistent quality has the potential to deliver greater value to customers. Nevertheless, since this research model does not test the mediating roles of customer engagement or relationship marketing, this explanation remains a theoretical possibility that requires further empirical investigation.

Flexibility in the marketing mix implies that MSMEs (micro, small, and medium enterprises) must have the scope to adapt their products, pricing, distribution channels, and promotions to suit market conditions. Product flexibility can be achieved by adjusting variants, sizes, or packaging; pricing flexibility through offers that account for both consumer purchasing power and production costs; and distribution and promotional flexibility by utilizing sales channels that align with consumer habits. For MSMEs in the halal food sector, such adjustments must still maintain consistent quality, food safety, and compliance with halal requirements. Thus, flexibility does not mean changing strategy in an aimless manner; rather, it involves adapting marketing elements without compromising the product's identity or credibility.

The research findings, which indicate a positive effect of marketing mix flexibility (X3), suggest that the ability to adjust product, price, distribution, and promotion is relevant to the marketing performance (Y) of halal food MSMEs (micro, small, and medium-sized enterprises). Such flexibility enables business owners to respond to shifts in purchasing power, consumer preferences, product competition, and purchasing channels. In the context of halal food, these adjustments must also maintain consistent product quality and compliance with halal requirements, ensuring that strategic shifts do not undermine consumer trust.

However, flexibility does not always equate to improved performance. Frequent price adjustments can compress profit margins, expanding product variety may increase production complexity, and utilizing numerous distribution channels can drive up operational costs. Therefore, the positive relationship identified in this study is best interpreted as an indication that adaptability can support marketing efforts, provided that adjustments are made in a targeted manner rather than implying that any change to the marketing mix will necessarily yield better results.

Comparisons from the literature indicate that the effect of business capabilities on performance is not always uniform. Trisnawati (Trisnawati & Afifah, 2024), for instance, found that "coordinating capability" does not have a significant effect on "market performance," whereas "sensing capability" and "learning capability" do. Since these variables differ from marketing mix flexibility, they cannot be considered direct evidence of a contradiction. Nevertheless, these findings demonstrate that not all organizational capabilities automatically lead to higher performance. The relevance of any given capability depends on the specific type of capability being examined, the business context, and how that capability is applied.

In this study, the positive effect of marketing mix flexibility is linked to the ability of MSMEs to adapt specific marketing elements to what customers truly need. Adjusting product packaging, for instance, can better align a product with market demands, while selecting the right distribution channels can expand customer access. Nevertheless, this study cannot determine which specific marketing mix element contributes the most, as the individual components were not analyzed separately.

Collectively, these three variables provide a framework for understanding marketing performance as the outcome of an integration between market insight, responsive action, and the adjustment of marketing strategies. MSME operators who acquire market information but are slow to act risk missing

opportunities, while those who respond rapidly without understanding consumer needs may allocate their resources inefficiently. Similarly, adjustments to products, pricing, distribution, and promotion become more focused when they are grounded in market information and evaluated through consumer responses. In practical terms, the development of halal food MSMEs in Wonosobo should not be limited to facilitating halal certification; it must also encompass strengthening market literacy, managing customer relationships, leveraging digital channels, and developing the capacity to evaluate the effectiveness of the marketing mix.

Overall, this study contributes by integrating market sensing capability, marketing responsiveness, and marketing mix flexibility into a single model to explain the marketing performance of halal food MSMEs (micro, small, and medium-sized enterprises). The reviewed literature indicates that certain capabilities may have a direct effect on performance, whereas in other studies, this relationship is either insignificant or contingent upon mediating mechanisms such as social media performance, customer engagement, and relationship marketing.

The contribution of this research is not to claim that its findings are more accurate than those of previous studies, but rather to demonstrate that the relationship between marketing capabilities and performance must be understood within the specific business context and the mechanisms being examined. Halal food MSMEs (micro, small, and medium-sized enterprises) are characterized by the need to maintain product credibility, align offerings with consumer preferences, and manage relatively limited marketing resources. These characteristics help explain why market understanding, responsiveness, and flexibility are relevant within this research model. However, as this study employs a survey-based approach with purposive sampling of 100 halal-certified MSMEs, the findings are insufficient to conclude that halal certification status causes the relationships between variables to be stronger or different compared to those in non-certified MSMEs.

CONCLUSION

This study demonstrates that market sensing capability, marketing responsiveness, and marketing mix flexibility have a positive and significant effect on the marketing performance of halal food MSMEs (micro, small, and medium-sized enterprises) in Wonosobo Regency, both partially and simultaneously. Based on the multiple linear regression results, the derived model equation is $Y = 0.742 + 0.286X1 + 0.319X2 + 0.247X3 + e$. Individually, market sensing capability (X1) has a regression coefficient of 0.286 ($p = 0.001$), marketing responsiveness (X2) has a coefficient of 0.319 ($p < 0.001$), and marketing mix flexibility (X3) has a coefficient of 0.247 ($p = 0.003$). Simultaneously, the regression model is significant, with an F-value of 50.021 ($p < 0.001$). An Adjusted R^2 value of 0.598 indicates that the three independent variables collectively explain 59.8% of the variation in marketing performance within the model, while the remaining 40.2% is attributed to factors outside the model or variations not captured by the model.

Among the three independent variables, marketing responsiveness (X2) has the largest regression coefficient, at 0.319. This finding indicates that the ability to respond to consumer needs and shifting preferences is a highly relevant aspect of marketing for halal food MSMEs (micro, small, and medium-sized enterprises). This capability can be exercised by providing clear product information, addressing customer inquiries and complaints, and adjusting offerings based on market feedback. Meanwhile, the positive effect of "market sensing capability" (X1) highlights the importance of identifying changes in consumer needs and competitive conditions as a foundation for marketing decision-making. Marketing

mix flexibility (X3) also plays a role, enabling business owners to adapt their products, pricing, distribution, and promotions to market conditions, all while maintaining product quality and ensuring compliance with halal requirements.

In practical terms, the research findings indicate that obtaining a halal certificate should be accompanied by the strengthening of marketing capabilities, enabling MSMEs to effectively communicate the value of their products and respond to consumer needs. Development programs for halal food MSMEs in Wonosobo Regency could focus on enhancing skills in market analysis, customer relationship management, evaluation of promotional effectiveness, and the adjustment of the marketing mix based on measurable data. However, as this study employed purposive sampling focusing on 100 halal-certified food MSMEs, the findings are specific to the respondents who met the study's criteria and cannot be statistically generalized to all MSMEs in Wonosobo Regency. Future research should consider incorporating a broader sample, utilizing actual business performance data, and examining other factors that may account for variations in marketing performance.

AUTHOR CONTRIBUTIONS

In this study, the first author played a primary role in formulating the research concept and framework, designing the methodology, collecting and analyzing data, and preparing the initial manuscript. The second author contributed to data processing, the review and interpretation of findings, and provided substantive input to strengthen the article's content and arguments. The third author was responsible for critically reviewing the manuscript, editing, and refining the content and presentation to achieve a final version that is systematic and adheres to standards of scientific writing. All authors were actively involved in discussing the research findings, providing feedback on the manuscript's substance, and conducting a final review before the article was finalized. All authors have approved the final version of the manuscript and jointly accept responsibility for the accuracy of the data, the reliability of the analysis, academic integrity, and the overall content of the research presented in this article.

CONFLICT OF INTEREST

The authors declare that there are no conflicts of interest whether financial or non-financial that could directly or indirectly effect the conduct of this research. All stages of the research from problem formulation, data collection and processing, and analysis of results to the interpretation of findings, manuscript preparation, and article publication were carried out independently and objectively. Furthermore, the authors have no personal, institutional, commercial, or professional affiliations with any parties that could compromise the objectivity, integrity, or independence of the research findings. Consequently, the entire content of the article including the data, analysis, interpretation, and conclusions is the product of a research process conducted in an academic and responsible manner.

ARTIFICIAL INTELLIGENCE (AI) USE STATEMENT

During the drafting and refinement of this article, the author utilized artificial intelligence (AI) technology to a limited extent as a supporting tool for linguistic and editorial purposes specifically to enhance grammatical precision, terminological consistency, readability, and the coherence of the

manuscript's presentation. This use of technology did not extend to the acquisition, generation, manipulation, or analysis of research data, nor did it replace the author's scientific judgment in formulating the methodology, interpreting findings, and drawing conclusions. The entire scientific substance of the article remains under the author's control and responsibility, including data validity, analytical precision, interpretation of results, informational accuracy, and the overall academic integrity of the manuscript.

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