

ABSTRACT

The Muslim fashion industry is showing increasingly rapid development, making it a challenge for MSMEs to improve marketing performance. This study aims to examine the effect of brand management capability, marketing innovation and Islamic marketing communication on marketing performance. This variable is expected to improve marketing performance. The data used in the study is based on the results of a questionnaire obtained from respondents of Muslim fashion MSME owners in Central Java with a total of 192 respondents. The data analysis technique used is multiple linear regression analysis, t test, f test. The data analysis tool uses purposive sampling. The results showed that brand management capability, marketing innovation and Islamic marketing communication had a positive and significant influence on marketing performance.

Keywords: Brand Management Capability, Marketing Inovativeness, Islamic Marketing Communication, Marketing Performance

ABSTRAK

Industri busana muslim menunjukkan perkembangan yang semakin pesat, hal tersebut menjadikan tantangan untuk UMKM dalam meningkatkan kinerja marketing . Penelitian ini bertujuan menguji pengaruh *brand management capability*, *marketing inovativeness* dan *Islamic marketing communication* terhadap *marketing performance*. Variabel ini diharapkan dapat meningkatkan kinerja pemasaran. Data yang digunakan dalam penelitian berdasarkan hasil kuesioner yang di dapatkan dari responden pemilik UMKM fashion muslim di Jawa Tengah dengan jumlah sampel 192 responden. Teknik analisis data yang digunakan adalah analisis regresi linier berganda, uji t, uji f. Alat analisis data menggunakan *purposive sampling*. Hasil penelitian menunjukkan bahwa *brand management capability*, *marketing inovativeness* dan *Islamic marketing communication* memiliki pengaruh positif dan signifikan terhadap *marketing performance* .

Kata kunci : *Brand Management Capability, Marketing Inovativeness, Islamic Marketing Communication, Marketing Performance*.