

ABSTRACT

This study aims to test the improvement model of marketing performance based on marketing innovativeness and market sensing capability through relational marketing strategy. The sampling technique using purposive sampling method. The sample used in this study was 100 Muslim fashion SMEs in Central Java. The data analysis technique uses regression with SPSS 22. The result of the study show that there was a significant positive effect between marketing innovativeness, market sensing capability and relational marketing strategy on marketing performance.

Key word : *marketing innovativeness, market sensing capability, relational marketing strategy, marketing performance*

ABSTRAK

Penelitian ini bertujuan untuk menguji model peningkatan *marketing performance* berdasarkan *marketing innovativeness*, *market sensing capability* melalui *relational marketing strategy*. Teknik pengambilan sampel dengan metode *purposive sampling*. Dengan menggunakan sampel sebanyak 100 pelaku UMKM busana *fashion* Muslim di Jawa Tengah. Teknik analisis data menggunakan regresi dengan *software* SPSS 22. Hasil penelitian ini menunjukkan bahwa ada pengaruh positif signifikan antara *marketing innovativeness*, *market sensing capability* dan *relational marketing strategy* terhadap *marketing performance*.

Kata kunci : *marketing innovativeness*, *market sensing capability*, *relational marketing strategy*, *marketing performance*