

## **ABSTRACT**

This research is based on the uncertainty of the relationship between market sensing capabilities in improving the marketing performance of a company. To overcome this research gap, we offer relational selling strategy as a solution or mediation. Companies with good relational selling strategies can improve marketing performance. This study examines more deeply about relational selling strategy relating to Antecedent brand management capabilities and market sensing capabilities, as well as Consequence marketing performance variables. The method of data collection was done by distributing questionnaires to 166 Muslim MSME entrepreneurs in Central Java.

Based on the results of the analysis of respondent data it was found that brand management capabilities had a significant effect on relational selling strategy, market sensing capabilities had a significant effect on relational selling strategy, brand management capabilities had a significant effect on marketing performance, market sensing capabilities had a significant effect on marketing performance, relational selling strategy had a significant effect on marketing performance, and proven relational selling strategies can be an intervening variable so that it can mediate brand management capabilities and market sensing capabilities for marketing performance.

Keywords : Brand Management Capabilities, Market Sensing Capabilities, Relational Selling Strategy, and Marketing Performance.

## ABSTRAK

Penelitian ini didasari adanya ketidakpastian hubungan antara *market sensing capabilities* dalam meningkatkan *marketing performance* suatu perusahaan. Untuk mengatasi *research gap* tersebut, kami menawarkan *relational selling strategy* sebagai solusi atau mediasi. Perusahaan-perusahaan dengan *relational selling strategy* yang baik, dapat meningkatkan *marketing performance*. Penelitian ini mengkaji lebih mendalam tentang *relational selling strategy* berkaitan dengan *Antecedent brand management capabilities* dan *market sensing capabilities*, serta variabel *Consequence marketing performance*. Metode pengumpulan data dilakukan dengan cara penyebaran kuesioner terhadap 166 pengusaha UMKM Busana Muslim di Jawa Tengah.

Berdasarkan hasil analisis data responden ditemukan bahwa *brand management capabilities* berpengaruh signifikan terhadap *relational selling strategy*, *market sensing capabilities* berpengaruh signifikan terhadap *relational selling strategy*, *brand management capabilities* berpengaruh signifikan terhadap *marketing performance*, *market sensing capabilities* berpengaruh signifikan terhadap *marketing performance*, *relational selling strategy* berpengaruh signifikan terhadap *marketing performance*, dan *relational selling strategy* terbukti dapat menjadi variabel intervening sehingga dapat memediasi *brand management capabilities* dan *market sensing capabilities* terhadap *marketing performance*.

Kata Kunci : *Brand Management Capabilities, Market Sensing Capabilities, Relational Selling Strategy*, dan *Marketing Performance*.