

## ABSTRACT

*This research aims to test the improvement model of Marketing Performance based on market sensing capability, marketing innovativeness and building new concepts with the role of Fast Fashion Strategy. Companies need to improve their Marketing Performance to confront high competitiveness. Therefore, this research tries to exam how to improve marketing performance through the optimization of fast fashion strategy. Fast fashion strategy is a solution or mediation to inconsistency of the research gap on the role of marketing innovativeness in improving Marketing Performance. The predicted factors are: marketing innovativeness and market sensing capability. Data about those variables was collected by conducting interviews with questionnaire to 192 respondents of Muslim Fashion SMEs in Central Java Indonesia and tested the relationship between these research variables through multiple linear regression analysis techniques.*

*Result of research prove that marketing innovativeness and market sensing capability have positive effect to fast fashion strategy accepted. The hypothesis of marketing innovativeness, market sensing capability and fast fashion strategy has a positive effect on marketing performance was accepted. Coefficient of determination test results stated that the three independent variables have an influence of 38,7% of marketing performance. Fashion Muslim SME's must develop their market sensing capability by knowing consumer preferences and knowing their competitors strategy that can make marketing performance increase.*

**Keywords** : *market sensing capability, marketing performance, fast fashion strategy, marketing performance.*

## ABSTRAK

Penelitian ini bertujuan untuk menguji model peningkatan *marketing performance* berdasarkan *market sensing capability*, *marketing innovativeness* dan membangun konsep-konsep baru dengan peran *Fast Fashion Strategy*. Perusahaan perlu meningkatkan *marketing performance* mereka untuk menghadapi tingginya daya saing . Oleh karena itu, penelitian ini mencoba menguji bagaimana meningkatkan *marketing performance* melalui optimalisasi *Fast Fashion Strategy*. *Fast Fashion Strategy* adalah solusi atau mediasi untuk ketidakkonsistenan kesenjangan penelitian tentang peran *marketing innovativeness* dalam meningkatkan *marketing performance*. Faktor-faktor yang diprediksi adalah: *market sensing capability* dan *marketing innovativeness*. Data tentang variabel-variabel tersebut dikumpulkan dengan melakukan wawancara dengan kuesioner kepada 192 responden UMKM Busana Muslim di Jawa Tengah Indonesia dan menguji hubungan antara variabel-variabel penelitian ini melalui teknik analisis regresi linier berganda.

Hasil penelitian membuktikan bahwa *market sensing capability* dan *marketing innovativeness* berpengaruh positif terhadap *Fast Fashion Strategy*. Hipotesis *market sensing capability*, *marketing innovativeness* dan *fast fashion strategy* berpengaruh positif terhadap *marketing performance*. Koefisien hasil uji determinasi menyatakan bahwa ketiga variabel independen memiliki pengaruh 38,7% terhadap *marketing performance*. UMKM Busana Muslim harus mengembangkan *market sensing capability* mereka dengan mengetahui preferensi konsumen dan mengetahui strategi pesaing mereka agar dapat meningkatkan kinerja pemasaran.

**Keywords** : *market sensing capability*, *marketing performance*, *fast fashion strategy*, *marketing performance*.