

ABSTRACT

In some studies, although theoretically companies with customer relationship management will result in better marketing performance. This interesting gap is studied in depth, especially in the approach of adaptive selling strategy based marketing is expected to be a solution in overcoming the research gap customer relationship management with marketing performance. Companies with customer relationship management that generate adaptive selling are companies that will have the ability to improve marketing performance. This study attempts to examine in depth the adaptive selling strategy associated with market sensing capability and customer relationship management with marketing performance. The linkage of the four concepts is something that has not received serious attention from academics in Indonesia and in the world. For that matter will be researched as many as 100 small entrepreneur of Moslem fashion and tested its relation between research variables. An in-depth study of this phenomenon is expected to contribute to the development of science, particularly in marketing management.

Key word: Market Sensing Capability, Customer Relationship Management, Adaptive Selling Strategy, Marketing Performance

ABSTRAK

Pada beberapa penelitian, meskipun secara teoritik perusahaan-perusahaan yang memiliki customer relationship management akan menghasilkan kinerja pemasaran yang lebih baik. Kesenjangan ini menarik dikaji secara mendalam terutama pada pendekatan pemasaran berbasis adaptive selling strategy diharapkan menjadi solusi dalam mengatasi *research gap* customer relationship management dengan kinerja pemasaran. Perusahaan-perusahaan dengan customer relationship management yang menghasilkan adaptive selling strategy adalah perusahaan yang akan memiliki kemampuan dalam meningkatkan kinerja pemasaran. Studi ini mencoba mengkaji secara mendalam tentang *adaptive selling strategy* yang dikaitkan dengan market sensing capability dan customer relationship management dengan kinerja pemasaran. Keterkaitan keempat konsep tersebut merupakan sesuatu yang belum mendapatkan perhatian serius dari akademisi di Indonesia maupun di dunia. Untuk hal tersebut akan diteliti sebanyak 100 pengusaha kecil busana muslim dan diuji keterkaitannya antar variabel-variabel penelitian tersebut. Kajian mendalam fenomena ini diharapkan dapat berkontribusi dalam pengembangan ilmu pengetahuan, khususnya dalam manajemen pemasaran.

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