

ABSTRACT

This study seeks to explore how innovative performance development model, which is based on human capital and network quality, can contribute to the improvement of marketing performance. Respondents are the chief executives of Pertamina lubricants distributors, with sample size of 100. For the analysis, the Structural Equation Model (SEM) is applied along with AMOS software. The result of the study shows that there is improvement on marketing performance through the implementation of innovative performance management based on network quality.

Keywords: *marketing performance, innovative performance, human capital, network quality*

ABSTRAK

Studi ini bertujuan menganalisis model pengembangan peningkatan kinerja pemasaran yang berbasis pada kinerja inovatif, human capital kualitas jejaring. Responden adalah pimpinan distributor pelumas pertama dengan jumlah sampel 100. Kemudian Teknik analisis menggunakan Structural Equation Model (SEM) dengan software AMOS. Hasil studi menunjukkan bahwa odel pengembangan peningkatan kinerja pemasaran ditingkatkan melalui kinerja inovatif yang dibangun oleh kualitas jejaring

Kata kunci: kinerja pemasaran, kinerja inovatif, human capital, kualitas jejaring