

ABSTRAK

Penelitian ini bertujuan untuk mengetahui cara meningkatkan kinerja bisnis melalui *Specialized Marketing Capability* dan keunggulan produk. Populasi yang digunakan dalam penelitian ini adalah pelaku UMKM Makanan di Semarang. Teknik pengambilan sampel menggunakan teknik *non-probability sampling* dengan menggunakan metode *purposive sampling*, dimana sampel dipilih sesuai kriteria-kriteria tertentu. Sampel diambil sebanyak 100 responden dengan instrumen penelitian berupa kuesioner. Analisis data menggunakan SPSS 21.0. Hasil penelitian ini menunjukkan bahwa *Specialized Marketing Capability* berpengaruh positif dan signifikan terhadap keunggulan produk. *Specialized Marketing Capability* dan keunggulan produk berpengaruh positif dan signifikan terhadap kinerja bisnis. Keunggulan produk mampu menjadi variabel intervening antara *Specialized Marketing Capability* terhadap kinerja bisnis.

Kata Kunci: *Specialized Marketing Capability*, Keunggulan Produk Dan Kinerja Bisnis

ABSTRACT

This study aims to find out how to improve business performance through Specialized Marketing Capability and product excellence. The population used in this study is the UMKM of Food in Semarang. The sampling technique uses a non-probability sampling technique using a purposive sampling method, where the sample is selected according to certain criteria. Samples were taken as many as 100 respondents with a research instrument in the form of a questionnaire. Data analysis using SPSS 21.0. The results of this study indicate that Specialized Marketing Capability has a positive and significant effect on product excellence. Specialized Marketing Capability and product excellence have a positive and significant effect on business performance. Product excellence can be an intervening variable between Specialized Marketing Capability on business performance.

Keywords: Specialized Marketing Capability, Product Excellence and Business Performance