

## ABSTRAK

JUDUL :

MODEL PENINGKATAN KINERJA PEMASARAN BERBASIS INOVASI  
PRODUK DAN PROMOSI DIGITAL MELALUI KEUNGGULAN BERSAING  
(STUDI PADA INDUSTRI KREATIF DI INDONESIA)

Tujuan penelitian ini adalah menguji hipotesis penelitian, menjelaskan tentang keterkaitan/pengaruh variabel inovasi produk dan promosi digital terhadap kinerja pemasaran melalui keunggulan bersaing industri kreatif di Indonesia. Industri kreatif saat ini menjadi fokus banyak pihak baik swasta maupun pemerintah, dibuktikan dengan berdirinya Bekraf pada awal tahun 2015, yang diharapkan mampu menjadikan industri kreatif penopang perekonomian negara. Urgensi tersebut menuntut para pelaku industri kreatif untuk melakukan berbagai upaya demi mencapai keunggulan bersaing yang berimbang pada kinerja pemasaran. Penelitian yang telah lalu menunjukkan keunggulan bersaing dapat diraih dengan inovasi produk dan promosi digital yang saat ini didukung pesatnya kemajuan teknologi. Metode pengumpulan data penelitian ini dilakukan melalui studi pustaka dan kuisioner dengan pengukuran *semantic differential* menggunakan 5 poin skala dan 100 *samples*. Analisis yang digunakan adalah uji validitas, uji reliabilitas, uji asumsi klasik, regresi linier berganda, analisis jalur, uji T, uji F, uji koefisien determinasi dan sobel *test*. Analisis regresi linier berganda dan path menunjukkan adanya pengaruh langsung dan tidak langsung antara variabel inovasi produk terhadap kinerja pemasaran melalui keunggulan bersaing dengan pengaruh total sebesar 39,5%, sedangkan pengaruh promosi digital terhadap kinerja pemasaran melalui keunggulan bersaing 41,9%. Uji signifikansi hipotesis, uji T dan uji F menunjukkan seluruh hipotesis dalam penelitian dapat diterima. Uji sobel menunjukkan, variabel keunggulan bersaing signifikan memediasi hubungan pengaruh variabel inovasi produk dan promosi digital terhadap kinerja pemasaran. Nilai koefisien determinasi sebesar 0,483 menunjukkan bahwa inovasi produk, promosi digital dan keunggulan bersaing mempengaruhi kinerja pemasaran industri kreatif di Indonesia sebesar 48,3% dan sisanya dipengaruhi oleh faktor lain yang tidak diteliti.

Kata kunci : industri kreatif, inovasi produk, promosi digital, keunggulan bersaing dan kinerja pemasaran

### ***ABSTRACT***

The purpose of this research is to test and analyze research hypotheses and explaining the influence of product innovation and digital promotion to marketing performance through competitive advantage as intervening variable and Indonesia's creative industries as the object. Indonesia's creative industries recently has become focus of many parties including the government by established Bekraf in early 2015 which is expected to be able to encourage creative industries being useful on national economic strategy. The urgency requires creative industry players to make various effort for achieving competitive advantage that have an impact on marketing performance. The previous studies have shown that competitive advantage can be achieved by product innovation and digital promotion which is currently supported by rapid technology advancement. The methods of data collection used in this research are literature review and questionnaires with 5 point of semantic differential scale and 100 samples. Analysis methods used are validity test, reliability test, classic assumption, multiple linier regression, path analysis, T test, F test, coefficient determination test and sobel test. Multiple linier regression and path analysis shown direct and indirect influence of product innovation variable to marketing performance through competitive advantage with total influence is 39,5%, and digital promotion to marketing performance through competitive advantage with total influence is 41,9%. The result obtained from testing the hypothesis significant test, t test and F test indicating that all of research hypotheses are accepted. The result of sobel test indicating that competitive advantage is significant as mediating variable in influence of product innovation and digital promotion to marketing performance. The coefficient determination was 0,483, indicating that the product innovation, digital promotion and competitive advantage has the effect of 48,3% on Indonesia's creative industries marketing performance and the rest is influenced by other factors which are not examined.

Key word: creative industries, product innovation, digital promotion, competitive advantage and marketing performance