

ABSTRAK

Tujuan dari penelitian ini adalah untuk mendeskripsikan pengaruh orientasi pasar, kapabilitas inovasi produk, dan keunggulan desain produk terhadap kinerja pemasaran. Sementara itu, untuk mencapai tujuan dari penelitian ini, penulis menyusun model kinerja pemasaran melalui *orientasi pasar*, *kapabilitas inovasi produk*, dan *keunggulan desain produk*. Populasi dalam penelitian ini adalah pada Industri Batik di Kota Pekalongan sebanyak 120 responden dengan menggunakan kuesioner. Metode pengambilan sampling menggunakan metode purposive sampling yaitu metode pengambilan sampel dengan karakteristik tertentu, dimana karakter sampel penelitian ini adalah para pelaku usaha industri batik di Kota Pekalongan. Metode analisis menggunakan regresi linier berganda. Berdasarkan analisis data dapat disimpulkan bahwa terdapat pengaruh positif dan signifikan variabel *orientasi pasar* dan *kapabilitas inovasi produk* terhadap *keunggulan desain produk*, dan terdapat pengaruh positif dan signifikan variabel *orientasi pasar*, *kapabilitas inovasi produk*, dan *keunggulan desain produk* terhadap kinerja pemasaran. Pengaruh variabel *orientasi pasar* dan *kapabilitas inovasi produk* terhadap *keunggulan desain produk* sebesar 42.5%, sedangkan pengaruh variabel *orientasi pasar*, *kapabilitas inovasi produk*, dan *keunggulan desain produk* terhadap kinerja pemasaran sebesar 54.4%.

Kata Kunci : *Orientasi Pasar, Kapabilitas Inovasi Produk, Keunggulan Desain Produk, dan Kinerja Pemasaran*

ABSTRACT

The purpose of this study is to describe the influence of market orientation, product innovation capabilities, and also product design excellence on marketing performance. Besides, to reach the aim, the researcher conducted the research by developing marketing performance models through market orientation, product innovation capabilities, and product design excellence. The population in this study was the Batik Industry in Pekalongan City as many as 120 respondents with questionnaire as the method. The sampling method uses a purposive sampling method that is the method of sampling with certain characteristics, where the character of this research sample is the batik industry businessmen in Pekalongan City. The method of analysis uses multiple linear regression. Based on data analysis, it can be concluded that there is a positive and significant influence on market orientation variables and product innovation capabilities on product design excellence, and there is a positive and significant influence on market orientation variables, product innovation capabilities, and product design excellence on marketing performance. The effect of market orientation variables and product innovation capability on product design excellence are 42.5%, while the influence of market orientation variable, product innovation capability, and product design excellence on marketing performance are 54.4%.

Keywords: Market Orientation, Product Innovation Capability, Product Design Excellence, and Marketing Performance