

## ABSTRAK

Dinamika persaingan bisnis yang sangat ketat menuntut para pelaku usaha harus memiliki *marketing performance* yang baik agar mampu bersaing dengan kompetitor. Salah satu strategi yang dapat digunakan oleh para pelaku bisnis dengan meningkatkan *marketing performance*. *Marketing performance* yang baik akan mempermudah kesuksesan berbisnis, dalam hal ini *marketing performance* dipandang sebagai ujung tombak keberhasilan dalam mencapai tujuan perusahaan kedepannya

Tujuan penelitian ini dilakukan guna untuk meneliti variabel *product innovativeness*, terhadap *islamic differentiation advantage and cost advantage* yang mempengaruhi *marketing performance* UMKM makanan kota semarang. Penelitian data ini menggunakan kuisioner dengan jumlah sampel 103 responden di wilayah kota semarang. Teknik pengambilan sampel ini menggunakan *probability sampling*, dengan salah satu metode yang digunakan adalah *purposive sampling*. Data yang diperoleh kemudian dianalisis dengan *Structural Equation Modeling* (SEM) dengan aplikasi AMOS 23. Hasil penelitian ini adalah : (1) *product innovativeness* berpengaruh positif dan signifikan terhadap *islamic differentiation advantage and cost advantage*. (2) *islamic differentiation advantage and cost advantage* berpengaruh positif dan signifikan terhadap *marketing performance*

**Kata Kunci : *Product Innovativeness, Islamic Differentiation Advantage, Cost Advantage dan Marketing Performance***

## **ABSTRACT**

*The very tight dynamics of business competition requires businesses to have good marketing performance to be able to compete with competitors. One strategy that can be used by business people by increasing marketing performance. A good marketing performance will facilitate business success, in this case marketing performance is seen as the spearhead of success in achieving the company's goals going forward.*

*The purpose of this study was carried out in order to examine the product innovation variables, on Islamic differentiation advantages and cost advantages that affect the marketing performance of Semarang city food MSMEs. This data research uses a questionnaire with a sample of 103 respondents in the of Semarang city. This sampling technique uses probability sampling, with one method used is purposive sampling. The data obtained were then analyzed with Structural Equation Modeling (SEM) with the application of AMOS 23. The results of this study are: (1) Product innovativeness has a positive and significant effect on Islamic differentiation advantage and cost advantage. (2) Islamic differentiation advantage and cost advantage have a positive and significant effect on marketing performance*

***Keywords : Product Innovativeness, Islamic Differentiation Advantage, Cost Advantage and Marketing Performance***