

## **Abstract**

*The purpose of this study is to develop a program creativity model that can fill the limitations of previous studies, namely new variables that support program creativity in marketing such as individual effects and work team effects so as to improve marketing performance.*

*The respondents of this study were all 110 marketing division employees, given the limited number of population, the population collection method uses the census method meaning that the number of samples is equal to the population. Distributed questionnaires collected 100 but complete and can be analyzed by 90 respondents. The analysis technique uses multiple regression with SPSS software.*

*The findings of this study are the first steps in efforts to improve marketing performance through the creativity of programs built by team performance.*

*Keyword: Team Performance, Individual Performance, Program Creativity, Marketing Performance*