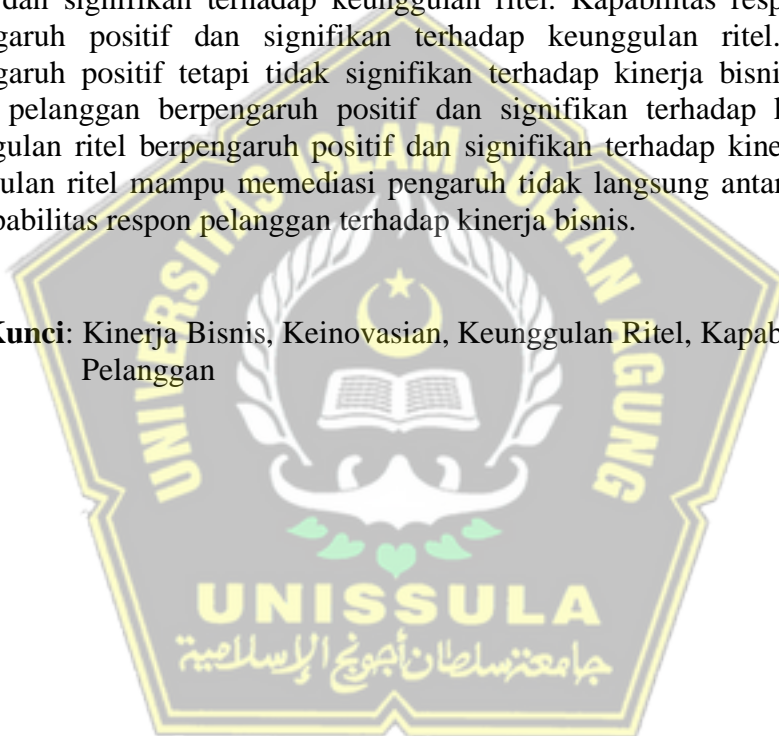


ABSTRAK

Penelitian ini dimaksudkan untuk menganalisis serta mengidentifikasi bagaimana pengaruh keinovasian terhadap kinerja bisnis ritel *fashion*, keinovasian terhadap keunggulan ritel *fashion*, kapabilitas respon pelanggan terhadap keunggulan ritel *fashion*, kapabilitas respon pelanggan terhadap kinerja bisnis ritel *fashion*, keunggulan ritel terhadap kinerja bisnis ritel *fashion*. Populasi pada penelitian ini merupakan *fashion* retail di wilayah Kabupaten Demak. Sampel pada penelitian ini ialah pelaku UMKM ritel *fashion* dengan jumlah sebanyak 84 responden. Hasil analisis penelitian membuktikan bahwa keinovasian berpengaruh positif dan signifikan terhadap keunggulan ritel. Kapabilitas respon pelanggan berpengaruh positif dan signifikan terhadap keunggulan ritel. Keinovasian berpengaruh positif tetapi tidak signifikan terhadap kinerja bisnis. Kapabilitas respon pelanggan berpengaruh positif dan signifikan terhadap kinerja bisnis. Keunggulan ritel berpengaruh positif dan signifikan terhadap kinerja bisnis dan keunggulan ritel mampu memediasi pengaruh tidak langsung antara keinovasian dan kapabilitas respon pelanggan terhadap kinerja bisnis.

Kata Kunci: Kinerja Bisnis, Keinovasian, Keunggulan Ritel, Kapabilitas Respon Pelanggan



ABSTRACT

This research is intended to analyze and identify how innovation affects the performance of the fashion retail business, innovation on the excellence of fashion retail, customer response capabilities to the excellence of fashion retail, customer response capabilities to the performance of the fashion retail business, retail excellence on the performance of the fashion retail business. The population in this study is a fashion retail in Demak Regency. The sample in this study was the fashion retail UMKM actors with a total of 84 respondents. The results of the research analysis prove that innovativeness has a positive and significant effect on retail excellence. Customer response capability has a positive and significant effect on retail excellence. Innovation has a positive but not significant effect on business performance. Customer response capability has a positive and significant effect on business performance. Retail advantage has a positive and significant effect on business performance and retail excellence is able to mediate the indirect effect between innovation and customer response capabilities on business performance.

Keywords: *Business Performance, Innovation, Retail Excellence, Customer Response Capability*

