

ABSTRACT

This study aims to analyze whether there is an effect of product innovation and market orientation in improving marketing performance and competitive advantage as an intervening variable in culinary MSMEs in Sukamara district, Central Kalimantan. The sampling technique uses non-probability sampling techniques using purposive sampling method, where the sample is selected by certain criteria. The sample in this study was taken as many as 70 respondents with a research instrument in the form of a questionnaire that has been tested for validity and reliability. The data analysis technique was used to answer the hypothesis of multiple regression analysis with the SPSS 22 data processing program. The results of this study show that product innovation and market orientation have a positive effect on competitive advantage and marketing performance. The researcher also found that the competitive advantage variable was able to mediate the independent variable on marketing performance.

Keywords: *Product innovation, market orientation, competitive advantage and marketing performance.*



ABSTRAK

Penelitian ini bertujuan untuk menganalisa apakah adanya pengaruh inovasi produk dan orientasi pasar dalam meningkatkan kinerja pemasaran dan keunggulan bersaing sebagai variabel intervening pada UMKM Kuliner di kecamatan sukamara, Kalimantan tengah. Teknik pengambilan sampel menggunakan teknik non-probability sampling dengan menggunakan metode purposive sampling, dimana sampel dipilih dengan kriteria-kriteria tertentu. Sampel pada penelitian ini diambil sebanyak 70 responden dengan instrumen penelitian berupa kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data yang digunakan untuk menjawab hipotesis analisis regresi berganda dengan program olah data SPSS 22. Hasil dari penelitian menunjukkan inovasi produk dan orientasi pasar berpengaruh positif terhadap keunggulan bersaing dan kinerja pemasaran. Peneliti juga menemukan bahwa variabel keunggulan bersaing mampu memediasi variabel bebas terhadap kinerja pemasaran.

Kata Kunci : Inovasi Produk, Orientasi Pasar, Keunggulan Bersaing dan Kinerja Pemasaran.

