

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Brand Orientation*, *Marketing Capability*, *Operational Capability* terhadap *Innovation Capability* untuk meningkatkan *Marketing Performance*. Populasi yang digunakan dalam penelitian ini adalah pemilik UMKM batik di kota Semarang, Pati, Demak. Teknik pengambilan sampel menggunakan *Snowball Sampling* dimana sampel dipilih karena objek sample yang kita inginkan sangat langka dan bersifat mengelompok pada suatu himpunan. Sampel yang diambil sebanyak 100 responden dengan instrumen penelitian berupa kuesioner. Analisis data menggunakan SPSS 22.0. hasil penelitian menunjukkan bahwa *Brand Orientation* berpengaruh positif dan signifikan terhadap *Innovation Capability*. *Marketing Capability* berpengaruh positif dan signifikan terhadap *Innovation Capability*. *Operational Capability* berpengaruh positif dan signifikan terhadap *Innovation Capability*. *Brand Orientation* berpengaruh positif dan signifikan terhadap *Marketing Performance*. *Marketing Capability* berpengaruh positif dan signifikan terhadap *Marketing Performance*. *Operational Capability* berpengaruh positif dan signifikan terhadap *Marketing Performance*. *Innovation Capability* mampu menjadi variabel intervening antara pengaruh *Brand Orientation*, *Marketing Capability*, *Operational Capability* terhadap *Marketing Performance*.

Kata Kunci: *Brand Orientation*, *Marketing Capability*, *Operational Capability*, *Innovation Capability* dan *Marketing Performance*.

ABSTRACT

This study aims to analyze the effect of Brand Orientation, Marketing Capability, Operational Capability on Innovation Capability to improve Marketing Performance. The population used in this study were the owners of batik UMKM in the city of Semarang, Pati, Demak. The sampling technique uses Snowball Sampling where the sample is selected because the sample object we want is very rare and is grouped in a set. Samples were taken as many as 100 respondents with a research instrument in the form of a questionnaire. Data analysis using SPSS 22.0. The results showed that Brand Orientation has a positive and significant effect on Innovation Capability. Marketing Capability has a positive and significant effect on Innovation Capability. Operational Capability has a positive and significant effect on Innovation Capability. Brand Orientation has a positive and significant effect on Marketing Performance. Marketing Capability has a positive and significant effect on Marketing Performance. Operational Capability has a positive and significant effect on Marketing Performance. Innovation Capability can be an intervening variable between the influence of Brand Orientation, Marketing Capability, Operational Capability on Marketing Performance.

Keywords: Brand Orientation, Marketing Capability, Operational Capability, Innovation Capability and Marketing Performance.