

## ABSTRAK

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

Kata Kunci: *Enterpreneurial Orientation*, *Market Orientation*, *Operasional Capability*, *Inovation Capability*, dan *Marketing Performance*.



## **ABSTRACT**

*This study aims to analyze the influence of Enterpreneurial Orientation, Market Orientation, Operasional Capability on Inovation Cpability to improve Marketing Performance. The population used this study were the owners of batik MSMEs in the city of Pati, Demak, Semarang. The sampling technique uses yhe Snowball Sampling technique where the sample is the selected because the sample object we want very rare and is grouped in a set. Samples were taken as many as 100 respondens with a research instrumen in the form of a questonnaire. Data analysis using SPSS 22.0. The result of the study indicate that Enterpreneurial Orientation has a positive and significant effect on inovation capability. Market Orientation has a positive and significant effect on inovation capability. Operasional Capability has a positive and significant effect on inovation capability. Enterpreneurial Orientation has a positive and significant effect on Marketing Performance. Market Orientation has a positive and significant effect on Marketing Performance. Operasional Capability has a positive and significant effect on Marketing Performance.*

*Keywords: Enterpreneurial Orientation, Market Orientation, Operasional Capability, Inovation Capability, and Marketing Performance.*

