

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh variabel *Human Capital* dan *Marketing Intelligence* terhadap *Competitive Advantage* serta *Customer Relationship Management* (CRM) sebagai variabel interverning. Data dalam penelitian ini menggunakan data primer dengan penyebaran kuesioner sebanyak 98 responden UMKM Kuliner di Kota Semarang. Teknik pengambilan sampel penelitian menggunakan metode purposive sampling. Pengujian penelitian ini menggunakan analisis regresi berganda dan untuk menguji pengaruh variabel interverning diuji menggunakan uji sobel test. Hasil penelitian ini menunjukkan bahwa (1) *Human Capital* berpengaruh positif terhadap CRM. (2) *Marketing Intelligence* berpengaruh positif terhadap CRM. (3) *Human Capital* berpengaruh positif terhadap *Competitive Advantage*. (4) *Human Capital* berpengaruh positif terhadap *Competitive Advantage*. (5) CRM berpengaruh positif terhadap *Competitive Advantage*.

Kata Kunci : *Human Capital*, *Marketing Intelligence*, *Customer Relationship Management* (CRM), dan *Competitive Advantage*.



ABSTRACT

The purpose of this study was to determine the effect of Human Capital and Marketing Intelligence variables on Competitive Advantage and Customer Relationship Management (CRM) as an intervening variable. The data in this study used primary data by distributing questionnaires as many as 98 UMKM Culinary respondents in Semarang. The sampling technique used was purposive sampling method. This research test uses multiple regression analysis and to test the effect of the intervening variables tested using the sobel test. The results of this study show that (1) Human Capital has a positive effect on CRM. (2) Marketing Intelligence has a positive effect on CRM. (3) Human Capital has a positive effect on Competitive Advantage. (4) Marketing Intelligence has a positive impact on Competitive Advantage. (5) CRM has a positive effect on Competitive Advantage.

Keywords : *Human Capital, Marketing Intelligence, Customer Relationship Management (CRM) and Competitive Advantage.*

