

## ABSTRAK

Penelitian ini bertujuan untuk menganalisa apakah adanya pengaruh human capital, structural capital dan relational capital terhadap kinerja pemasaran dan disruptive innovation sebagai variabel intervening pada UMKM Kuliner di kabupaten 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 60 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 human capital tidak berpengaruh terhadap kinerja pemasaran, structural capital berpengaruh negatif dan tidak signifikan terhadap kinerja pemasaran dan relational capital berpengaruh positif dan signifikan terhadap kinerja pemasaran. Peneliti juga menemukan bahwa variabel disruptive innovation mampu memediasi variabel bebas terhadap kinerja pemasaran.

Kata Kunci : *intellectual capital, disruptive innovation dan kinerja pemasaran.*



## ABSTRACT

*This study aims to analyze whether there is an effect of human capital, structural capital and relational capital on marketing performance and disruptive innovation as an intervening variable in culinary MSMEs in Sukamara district, Central Kalimantan. The sampling technique uses a non-probability sampling technique using purposive sampling method, where the sample is selected by certain criteria. The sample in this study was taken as many as 60 respondents with a research instrument in the form of a questionnaire that has been tested for validity and reliability. The data analysis technique used to answer the hypothesis of multiple regression analysis with the SPSS 22 data processing program shows that human capital has no effect on marketing performance, structural capital has a negative and insignificant effect on marketing performance and relational capital has a positive and significant effect on marketing performance. . Researchers also found that the disruptive innovation variable was able to mediate the independent variable on marketing performance.*

*Keywords: intellectual capital, disruptive innovation and marketing performance.*

