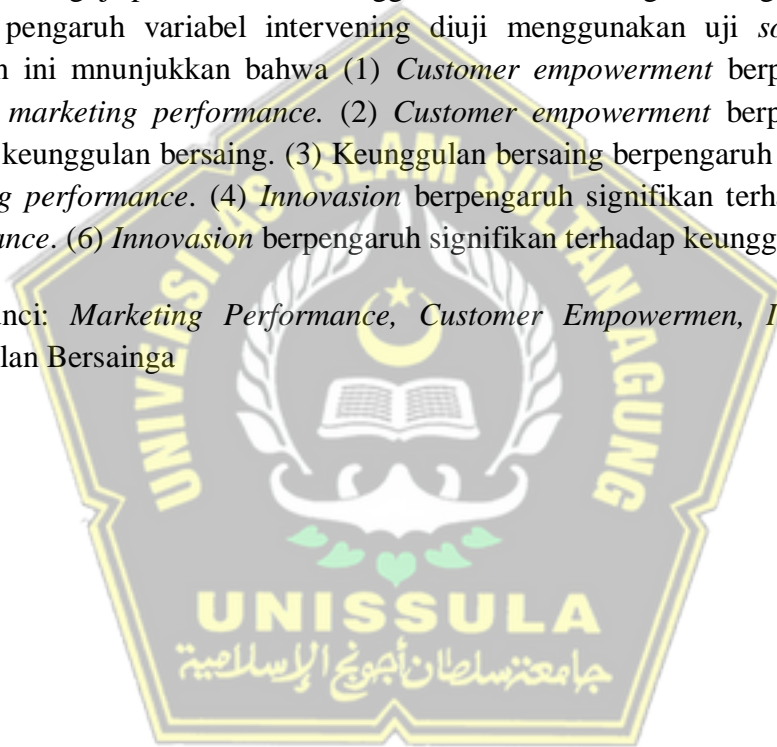


ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh variabel *Marketing Performance* terhadap *Customer Empowermen* dan *Innovasion* serta Keunggulan Bersaing sebagai variabel intervening. Data pada penelitian ini menggunakan data primer dengan menyebarkan kuesioner sebanyak 100 responden UMKM Fashion di Pangkalan Bun. Teknik pengambilan sample penelitian menggunakan *purposive sampling*. Penguji penelitian ini menggunakan analisis regresi berganda dan untuk menguji pengaruh variabel intervening diuji menggunakan uji *sobel test*. Hasil penelitian ini mnunjukkan bahwa (1) *Customer empowerment* berpengaruh positif terhadap *marketing performance*. (2) *Customer empowerment* berpengaruh positif terhadap keunggulan bersaing. (3) Keunggulan bersaing berpengaruh positif terhadap *marketing performance*. (4) *Innovasion* berpengaruh signifikan terhadap *Marketing Performance*. (6) *Innovasion* berpengaruh signifikan terhadap keunggulan bersaing.

Kata Kunci: *Marketing Performance*, *Customer Empowermen*, *Innovasion*, dan Keunggulan Bersaing



ABSTRACT

The purpose of this study was to determine the effect of the Marketing Performance variable on Customer Empowerment and Innovation as well as Competitive Advantage as an intervening variable. The data in this study used primary data by distributing questionnaires to 100 respondents of Fashion MSMEs in Pangkalan Bun. The sampling technique used in this research was purposive sampling. The examiner of this study used multiple regression analysis and to test the effect of the intervening variables, it was tested using the single test. The results of this study indicate that (1) Customer empowerment has a positive effect on marketing performance. (2) Customer empowerment has a positive effect on competitive advantage. (3) Competitive advantage has a positive effect on marketing performance. (4) Innovation has a significant effect on Marketing Performance. (6) Innovation has a significant effect on competitive advantage.

Keywords: Marketing Performance, Customer Empowerment, Innovation, and Competitive Advantage

