

ABSTRAK

Studi ini ingin menguji pengaruh *relational capability*, *market knowledge competence* dan *value creation* terhadap *business performance* dengan *value creation* yang juga digunakan sebagai variabel intervening. Populasi pada studi ini adalah para pelaku usaha *retail fashion* di wilayah Semarang. Sampel yang terpilih dalam riset ini adalah pelaku usaha *retail fashion* di wilayah Semarang sebanyak 100 responden, alat analisis menggunakan regresi linier berganda dan uji t. Hasil penelitian menunjukkan *relational capability* dan *market knowledge competence* berpengaruh positif signifikan pada *value creation*. *Relational capability*, *market knowledge competence* dan *value creation* berpengaruh positif signifikan pada *business performance*. Selanjutnya *value creation* mampu memediasi pengaruh *relational capability* terhadap *business performance*.

Kata Kunci: *Relational Capability, Market Knowledge Competence, Value Creation, Business Performance*



ABSTRACT

This study aims to examine the effect of relational ability, market knowledge competence and value creation on business performance with value creation which is also used as an intervening variable. The population in this study were fashion retailers in the Semarang area. The sample selected in this study were 100 fashion retailers in the Semarang area. The analysis tool used multiple linear regression and t test. The results showed that relational capabilities and market knowledge competencies had a significant positive effect on value creation. Relational capability, market knowledge competence and value creation have a significant positive effect on business performance. Furthermore, value creation is able to mediate the effect of relational ability on business performance.

Keywords: *Relational Capability, Market Knowledge Competence, Value Creation, Business Performance*

