

ABSTRAK

Penelitian ini dikaji untuk memperoleh hasil analisis dan identifikasi pengaruh inovasi produk dan orientasi pasar terhadap keunggulan bersaing, pengaruh inovasi produk dan orientasi pasar terhadap kinerja pemasaran, dan pengaruh keunggulan bersaing terhadap kinerja pemasaran. Populasi dalam penelitian ini adalah seluruh pemilik UKM Pangan di Kota Salatiga yang berjumlah 667. Sampel dalam penelitian ini adalah 100 responden yang diambil berdasarkan metode simple random sampling. Hasil analisis penelitian ini menyimpulkan bahwa inovasi produk berpengaruh positif dan signifikan terhadap keunggulan bersaing. Orientasi pasar berpengaruh positif dan signifikan terhadap keunggulan bersaing. Inovasi produk berpengaruh positif dan signifikan terhadap kinerja pemasaran. Orientasi pasar berpengaruh positif dan signifikan terhadap kinerja pemasaran. Keunggulan bersaing berpengaruh positif dan signifikan terhadap kinerja pemasaran, dan keunggulan bersaing dapat menjadi variabel intervening antara inovasi produk terhadap kinerja pemasaran dan orientasi pasar terhadap kinerja pemasaran.

Kata Kunci: *Inovasi Produk, Orientasi Pasar, Keunggulan Bersaing, Pemasaran*

ABSTRAK

This study was studied to obtain the results of the analysis and identification of the effect of product innovation and market orientation on competitive advantage, the effect of product innovation and market orientation on marketing performance, and the effect of competitive advantage on marketing performance. The population in this study were all owners of Food SMEs in Salatiga City, amounting to 667. The sample in this study was 100 respondents who were taken based on simple random sampling method. The results of the analysis of this study conclude that product innovation has a positive and significant effect on competitive advantage. Market orientation has a positive and significant effect on competitive advantage. Product innovation has a positive and significant effect on marketing performance. Market orientation has a positive and significant effect on marketing performance. Competitive advantage has a positive and significant effect on marketing performance, and competitive advantage can be an intervening variable between product innovation on marketing performance and market orientation on marketing performance.

Keywords: *Product Innovation, Market Orientation, Competitive Advantage, Marketing*