

ABSTRACT

The tight business competition that happens in the international market level makes companies work harder for making marketing strategy in order to win the global competition. One of the strategies is that companies have to be able to build adaptability and accessibility to increase strength in the export market competition. Companies try to make marketing strategy which can give them profit for long time of period, and one of the marketing strategies is promotion adaptation.

This research paper was based on the research gap, that there are different opinions between some researchers before, so it is necessary to make a new analysis in order to find the most fit result in the recent companies' condition. This research paper is to analyze factors influencing promotion adaptation: international competence, product characteristics, and export market characteristics that influence company export marketing performance through promotion adaptation as an intervening variable. Based on this case, a theoretical model and 5 hypotheses are accomplished to be analyzed using the SEM. This research takes samples of 119 export furniture companies in Jepara.

The result of SEM analysis fulfills the Goodness of Fit Index: Chi-squares = 113.989; GFI = 0.900; AGFI = 0.862; TLI = 0.999; RMSEA = 0.015; and CFI = 0.999. The result means that export marketing performance can be increased by increasing promotion adaptation. Promotion adaptation is influenced by international competence, product characteristics, and export market characteristics.

Theoretical implication from this research is that international competition, product characteristics, and export market characteristics influence international marketing performance through promotion adaptation as an intervening variable. Managerial implication suggests that to build product positioning, quality of services/packaging, and promotion intensity are important aspects to be considered.

The object as samples of this research is only 119 export furniture companies in Jepara. The research in other types of companies for the export product even for the domestic market can be held for the next research.

Key words : promotion adaptation, export marketing performance, international competence, product characteristics, export market characteristics.