

ABSTRACT

The purpose of this research is to test the influences of innovation, and marketing creativity program on relationship capability to impact marketing performance mediating by behavior commitment. Using these variables, the usage of these variables are able to solve the arising problem within UMKM Bandeng Presto Semarang city. Statement of this problem is how increase marketing performance?

The samples size of this research is 102 UMKM Bandeng Presto Semarang city. Using the Structural Equation Modelling (SEM). The results show that innovation, and marketing creativity program on relationship capability to impact marketing performance mediating by behavior commitment.

The effect of innovation on relationship capability are significant; the effect of marketing creativity program on relationship capability are significant, the effect of innovation on marketing performance are significant; the effect of marketing creativity program on marketing performance are insignificant, the effect of relationship capability on marketing performance are significant, the effect of relationship capability on behavior commitment are significant, and the effect of behavior commitment on marketing performance are significant.

Keywords: innovation, marketing creativity program, relationship capability, marketing performance, and behavior commitment.