

## **ABSTRACT**

*The superiority of product portfolio can improve the marketing performance of SMEs furniture in Jepara regency. There are factors that influence the superiority of product portfolio in SMEs furniture in Jepara is the quality of product planning and accessibility to suppliers. The problem of research by UMKM furniture in this research is how to create product portfolio superiority to improve marketing performance.*

*The sample of this study amounted to 120 units of SMEs furniture in Jepara. Sampling technique used in this research is purposive sampling. Respondents in the study are owner, manager, and owner and manager of furniture SMEs in Jepara District. The analysis tool used is Standard Equational Model (SEM) using AMOS 22 application.*

*In this study there are four hypotheses tested and all proved to have a significant effect. In this research the quality of product planning has an effect on product portfolio's superiority, then the accessibility of the supplier influences the quality of product planning and also influences the product portfolio's superiority, and the product portfolio's advantage influences the marketing performance.*

**Keywords:** *Supplier accessibility, Product Planning Quality, Product Portfolio superiority, Marketing Performance.*