

ABSTRACT

This rapid technological shift causes companies to be forced to deal with changes that cause customer demands to change rapidly, new products and new services often emerge which causes existing products and services to become obsolete. Therefore there is a need for continuous innovation that must be carried out by business actors. This research is motivated by the existence of the center of attention (research gap) and the inconsistency of the relationship between entrepreneurial orientation and marketing performance.

This study aims to explore a new contextual model, which explains how a strategy to improve product performance uses a relevant theoretical approach. Based on the problems identified and described, the theory that is relevant and used as a basis for explaining and solving the problems in this study is the Service Dominant Logic theory. The synthesis of this theory is very relevant and can be used as a basis for explaining the reasons why various business actors can have the attractiveness and strength of the products they produce, so that they can better explain research interest. The novelty in this study is a contextual model construction, namely the accentuation of commercial value as a mediating variable to overcome research gaps in explaining the effect of product innovation on product performance.

This research involved 246 UKM entrepreneurs in Banyumas districts. The data analysis process to test the hypotheses in this study used the SPSS program and the SEM AMOS version 22 Structural Equation Model. Acceptance of the hypotheses proposed in this study shows the importance of product innovation variables, commercial value accentuation, and speed to market in drive marketing performance. The accentuation of commercial value as a proposed new construct proved conclusively as a mediating variable that played an important role in filling the research center, by clarifying the relationship between product innovation and product performance. This research framework was developed and synthesized from relevant marketing concepts, so that this study contributes both theoretically and managerially.

Keywords: product innovation, commercial value accentuation, product launch prowess, marketing speed, product performance