

ABSTRACT

Indonesia has the potential for a strong national economic base because the number of MSMEs, especially micro businesses, is very large and the labor absorption capacity is very large. Micro businesses also have fast transaction turnover, use domestic production and are in touch with the community's primary needs. The role of Micro, Small and Medium Enterprises (MSMEs) cannot be separated from the efforts of related Stakeholders to realize growth while improving the welfare of MSME players. This research aims to provide a more comprehensive understanding of the factors that influence the marketing performance of MSMEs in Semarang City and explore the role of intervening variables in the relationship between adaptive marketing capability, open innovation, competitive advantage, strategic flexibility and marketing performance.

This research uses a non-probability sampling method using purposive sampling. This purposive sampling method was carried out by distributing questionnaires online and directly to MSME business owners in Semarang City. The sample used was 210 respondents. The analytical method used in this research is the Structural Equation Model (SEM) method. This research uses SMARTPLS 3.0 as a tool to measure the relationship between variables using the SEM analysis method.

The test results show that there is a positive and significant influence of adaptive marketing capability on marketing performance, competitive advantage on marketing performance, strategic flexibility on marketing performance, adaptive marketing capability on strategic flexibility, competitive advantage on strategic flexibility, but there is no significant influence between Open Innovation on Marketing Performance.

Keywords: Adaptive Marketing Capability, Open Innovation, Marketing Performance, Competitive Advantage, Strategy Flexibility