

ABSTRACT

This study aims to bridge the results of previous research that are inconsistent regarding product innovation to business performance. Based on service-dominant logic, the development of marketing agility variables, sales networking power and market entry speed. The process involved 176 managers and owners of F&B MSMEs in Salatiga City, Central Java. The data was processed using AMOS 24. And, the results show sales networking power and market entry speed as mediation, as well as marketing agility and market entry speed which also function as mediators between product innovation and business performance. The findings of this research confirm that solid product innovation will be able to improve business performance when it is passed through marketing agility, sales networking power and market entry speed as the basis for value exchange.

Keyword: *Product innovation, sales networking power, marketing agility, market entry speed, business performance, service-dominant logic.*