

ABSTRACT

The era of globalization has created a competitive and dynamic business environment. Tight competition puts great pressure on every business actor, including Micro, Small, and Medium Enterprises. In order to be able to compete in tight competition, one way that can be done is to improve marketing performance. Thus, the implementation of business strategies that have an impact on improving marketing performance becomes crucial. Therefore, this study aims to investigate the effect of customer orientation, knowledge sharing, and value advantage on marketing performance with product innovation as a mediating variable that focuses on owners or managers of Micro, Small, and Medium Enterprises in Semarang.

The concept of the research framework model developed between customer orientation, knowledge sharing, product innovation, value advantage, and marketing performance is based on theories and studies that have been conducted previously. Data collection carried out by distributing questionnaires offline managed to collect 210 respondents and met the criteria and in accordance with the requirements. The criteria for research respondents are owners or managers of Micro, Small, and Medium Enterprises in Semarang. The results of the questionnaire data collection that have been obtained are analyzed quantitatively and structurally using the SEM (Structural Equation Modeling) method using the AMOS (Analysis Moment of Structural) version 24 program.

This study proves that customer orientation has a positive and significant effect on product innovation. Knowledge sharing has a positive and significant effect on product innovation and value advantage. Product innovation has a positive and significant effect on value advantage. value advantage has a positive and significant effect on marketing performance. However, there is a rejection of the hypothesis that is not significant between product innovation and marketing performance.

Keywords: Customer Orientation, knowledge sharing, product innovation, value advantage, and marketing performance.