

ABSTRACT

Basically the purpose in establishing a company is to find the maximum profit possible. The success of a company in achieving that goal is strongly influenced by the ability of companies in marketing their products. Companies can sell their products at a favorable price at the expected quality level, will be able to overcome the challenges of competitors especially in the field of marketing.

The population in this study is the furniture industry in Jepara. The sample in this research is 100 respondents. This research uses multiple regression analysis method to test the hypothesis.

The result of this research shows that there is Influence of Innovation Capability, Marketing Ability, Learning Ability And Branding Capacity To Company Performance In Industry In Jepara)

Keywords: ability of innovation, marketing ability, learning ability and branding capacity to company performance in industry in jepara)