

ABSTRACT

Marketing performance is a measure of the achievements obtained from the activity of the overall marketing process of a company or organization. The company's performance can be assessed by comparing the achievement of the company with a target that has been established or with the performance of several companies in the same industry. Many factors can affect the performance of marketing, such as market orientation, customer relationship management and competitive advantage. The purpose of this study was to analyze the influence of market orientation and customer relationship management on marketing performance with a competitive advantage as intervening

. Population and sample in this research is food vendors in food stalls around the square in the town of Sragen of 60 sellers of food stalls. The sampling technique in this study was done by using census or saturated sample. Is the primary data type. Methods of data collection using the questionnaire. The analysis technique used is path analysis

The research results showed that : Market orientation affect on competitive advantage. Customer relationship management affect on competitive advantage. Market orientation affect on performance marketing. Customer relationship management affect on performance marketing. Competitive advantage affect on marketing performance. Competitive advantage becomes the mediating variable between market orientation on performance marketing. Competitive advantage becomes the mediating variable between customer relationship management on performance of marketing

Keywords : *Market Orientation, Customer Relationship Management, Competitive Advantage, Performance Marketing*