

ABSTRACT

Research gap between customer orientation and salespeople performance underlies the formation of a new concept called innovative solution adaptability. This new concept is the result of synthesis of two main theories in the field of marketing, namely Resource Advantage Theory of Competition and Service Dominant Logic. To improve the research model, three other variables have been added, that called absorption capacity, competitive intelligence advantage, and attachment quality.

Based on empirical models formed, obtained 7 hypotheses tested with structural equation models. The survey of industrial salespeople was conducted in Central Java within 5 months and obtained 311 respondents with 257 valid data. The simulation output showed satisfactory results by accepting 6 hypotheses and rejecting 1 hypothesis.

The mediation capability of the new concept was tested through model differences test and Sobel test. Both types of testing show that the innovative solutions adaptability is a full mediator for the relationship between the orientation of consumers to the performance of salespeople. Based on these results, the research gap in the relationship between the two can be solved by the concept of innovative solutions adaptability. Another finding from this study shows that consumer orientation makes a better positive contribution if it is through the adaptation of innovative solutions that are able to improve the quality of the engagement.

Keywords: Consumer orientation, absorption capacity, competitive intelligence advantage, innovative solutions adaptability, attachment quality, salespeople performance.