

## ABSTRACT

PT Telkom seeks to provide telecom services to all customers , both domestically and abroad . Services provided by PT Telkom should have a competitive advantage compared to other telecom operators in order to survive and provide the best service to the customers. The company has a competitive advantage always had the ability to understand the changing market structure and being able to choose an effective marketing strategy . With the competitive advantage possessed factor expected to boost the company's marketing performance.

This study aimed to analyze the influence of New Service Development, Orientation learning and Competitive Advantage of the Performance Marketing . Marketing performance is measured here is the performance of the phone and internet marketing at PT Telkom Regional Division IV Central Java and Yogyakarta . This study uses data 128 questionnaires STO Coordinators at PT Telkom Regional Division IV Central Java and Yogyakarta . Testing research model to empirical data is done using Structural Equation Modeling ( SEM )

The results of data analysis using Structural Equation Modeling ( SEM ) shows the five hypothesis, the fifth hypothesis proved to be a significant and positive , namely : New Services Development in positive significant effect on Competitive Advantage , Orientation Learning positive significant effect on Competitive Advantage , Competitive Advantage positive significant effect the performance Marketing , New Services Development a significant positive effect on the performance Marketing and Learning Orientation positive significant effect on marketing performance .

Keywords : new services development, learning orientation , competitive advantage , marketing performance