

## **ABSTRACT**

*Culinary SMEs are a potential business industry in Indonesia due to economic growth that is so supportive of the Indonesian economy. Competition in this industry is also increased rapidly due to growing number of culinary SMEs entrepreneurs. This study aims to determine and analyze particularly the effect of product prices, Customer Relationship, and Information Systems on marketing performance by intervening customer satisfaction existing in culinary SMEs in Solo.*

*The data source used in this research is primary data. The sampling technique is non-random sampling with census type. The level measurement used is the interval level. This study was processed using Structural Equation Modeling (SEM) with the help of AMOS 22 software.*

*The results showed that perceived price has no effect on customer satisfaction; customer relationship has positive effect on customer satisfaction; information system has no effect on customer satisfaction; customer satisfaction has a positive effect on marketing performance.*

***Keywords: Product Prices; Customer Relationship; Information System;***

***Marketing Performance; Culinary SMEs.***