

Strategi Diferensiasi Produk, Inovasi Produk dan *Customer Relationship Management* melalui Keunggulan Bersaing (*Competitive Advantage*) Berkelanjutan sebagai variabel mediasi terhadap *Marketing Performance* Produk Lokal UMKM jenis pangan Kota Ternate

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Abstrak

Penelitian ini membahas mengenai bagaimana diferensiasi produk, inovasi produk dan *customer relationship management* berpengaruh terhadap kinerja pemasaran pada produk lokal UMKM jenis pangan Kota Ternate. Tujuan penelitian ini adalah untuk menguji dan menganalisis pengaruh diferensiasi produk, inovasi produk dan *customer relationship management* dengan peran keunggulan bersaing sebagai mediasi mempengaruhi kinerja pemasaran. Teknik pengambilan sampel menggunakan teknik random sampling dengan jumlah 190 responden yang merupakan masyarakat kota ternate, baik pelaku usaha maupun konsumen produk lokal UMKM jenis pangan di Kota Ternate. Alat uji analisis yang digunakan adalah SmartPLS v.3.0 dengan metode analisis SEM (*Structural Equation Modeling*).

Hasil penelitian ini menunjukkan bahwa diferensiasi produk berpengaruh positif dan signifikan terhadap kinerja pemasaran namun tidak signifikan terhadap keunggulan bersaing, Inovasi produk berpengaruh positif namun tidak signifikan terhadap kinerja pemasaran dan signifikan terhadap keunggulan bersaing, customer relationship berpengaruh positif dan signifikan terhadap kinerja pemasaran dan keunggulan bersaing, keunggulan bersaing berpengaruh signifikan terhadap kinerja pemasaran, diferensiasi produk berpengaruh tidak signifikan terhadap kinerja pemasaran melalui mediasi keunggulan bersaing, inovasi produk berpengaruh signifikan terhadap kinerja pemasaran dengan mediasi keunggulan bersaing dan *customer relationship management* berpengaruh signifikan terhadap kinerja pemasaran melalui mediasi keunggulan bersaing.

Kata Kunci: *Diferensiasi Produk, Inovasi Produk, CRM, Keunggulan Bersaing dan Kinerja Pemasaran.*

Product Differentiation Strategy, Product Innovation and Customer Relationship Management through Sustainable Competitive Advantage as a mediating variable on the Marketing Performance of Local MSME Local Products for food types in Ternate City

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Abstract

This study discusses how product differentiation, product innovation and customer relationship management affect the marketing performance of local products of MSMEs, food types in Ternate City. The purpose of this study was to examine and analyze the effect of product differentiation, product innovation and customer relationship management with the role of competitive advantage as a mediation in influencing marketing performance. The sampling technique used a random sampling technique with a total of 190 respondents who were citizens of Ternate city, both business actors and consumers of local food products of MSMEs in the city of Ternate. The analytical test tool used is SmartPLS v.3.0 with SEM (Structural Equation Modeling) analysis method.

The results of this study indicate that product differentiation has a positive and significant effect on marketing performance but not significant on competitive advantage, product innovation has a positive but insignificant effect on marketing performance and significant on competitive advantage, customer relationship has a positive and significant effect on marketing performance and competitive advantage. competitive advantage has a significant effect on marketing performance, product differentiation has no significant effect on marketing performance through the mediation of competitive advantage, product innovation has a significant effect on marketing performance by mediating competitive advantage and customer relationship management has a significant effect on marketing performance through mediation of competitive advantage.

Keywords: *Product Differentiation, Product Innovation, CRM, Competitive Advantage and Marketing Performance.*