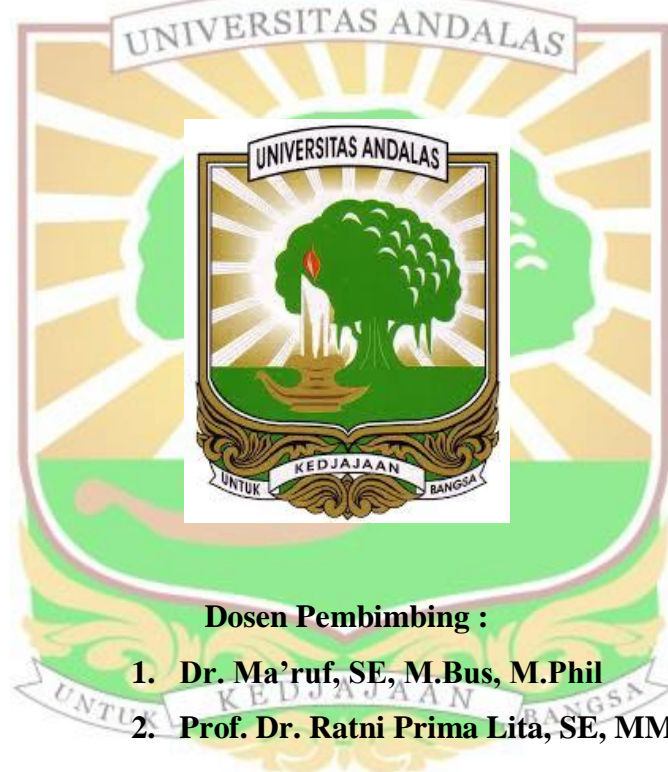


**MENGUKUR *MARKET PERFORMANCE* MELALUI *PROCESS INNOVATION, MARKETING INNOVATION, DAN PRODUCT INNOVATION*
PADA USAHA KECIL MENENGAH (UKM) SEKTOR MAKANAN DAN
MINUMAN DI KOTA PADANG**

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**PROGRAM STUDI MAGISTER MANAJEMEN
FAKULTAS EKONOMI
UNIVERSITAS ANDALAS
PADANG
2021**

Mengukur *Market Performance* Melalui *Process Innovation*, *Marketing Innovation*, dan *Product Innovation* Pada Usaha Kecil Menengah (UKM) Sektor Makanan dan Minuman di Kota Padang

Tesis Oleh : Alvi Syukri Faisal

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ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisa *process innovation* dan *product innovation*, kemudian semenarik apa *marketing innovation* akan menambah daya tarik konsumen untuk meningkatkan *SME's Market performance*, dengan menggunakan teknik *non-probability sampling* total 104 sampel. Kemudian data dianalisis menggunakan bantuan, *Smart PLS Software version 3*. Hasil penelitian menemukan bahwa *marketing innovation* berpengaruh positif dan signifikan terhadap *market performance*, *marketing innovation* berpengaruh positif dan signifikan terhadap *product innovation*, *process innovation* berpengaruh positif dan signifikan terhadap *product innovation*, *product innovation* berpengaruh positif dan signifikan terhadap *market performance*, serta *product innovation* yang memberikan efek mediasi parsial pada hubungan *marketing innovation* dan *market performance*.

Kata Kunci : *Marketing Innovation*, *Process Innovation*, *product Innovation*, *SME's Market Performance*.

Measuring Market Performance Through Process Innovation, Marketing Innovation, and Product Innovation in Small and Medium Enterprises (SMEs) in the Food and Beverage Sector in Padang City

Thesis by : Alvi Syukri Faisal
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This study aims to test and analyze process innovation and product innovation, then how attractive marketing innovation will be to increase consumer attractiveness to improve the performance of the SME market, using a non-probability sampling technique with a total of 104 samples. Then the data was analyzed using the help of Smart PLS Software version 3. The results found that marketing innovation had a positive and significant effect on market performance, marketing innovation had a positive and significant effect on product innovation, process innovation had a positive and significant effect on product innovation, and product innovation had a positive effect, and significant on market performance, as well as product innovation which has a partial mediating effect on the relationship between marketing innovation and market performance.

Keywords : Marketing Innovation, Process Innovation, product Innovation, SME's Market Performance.