

## **ABSTRACT**

### **The Influence of Market Orientation, Creativity and Product Innovation on Marketing Performance in Micro, Small and Medium Enterprises (MSMEs)**

**In Tembelang District**

**Tri Novita**

Faculty of Economics, Darul 'Ulum University

[trinovita129@gmail.com](mailto:trinovita129@gmail.com)

Supervisor:

1. Rubait Dasururi, SE., M.Si
2. Hasannudin Nursalim P., SE., MM

This study aims to determine the influence of market orientation, creativity, and product innovation on marketing performance in Micro, Small and Medium Enterprises (MSMEs) in Tembelang District. This type of research is quantitative. The source of data in this study is primary data where the data collection method uses a questionnaire method distributed to MSME actors in Tembelang District who are engaged in the food sector. With primary data processing using the Statistical Product and Service Solution (SPSS) version 20 analysis technique. This study used a sample of 75 respondents. Sampling uses a simple random sampling technique. The results of this study show that market orientation has a negative and significant effect. Product creativity has a positive and significant effect on marketing performance. Product innovation has a positive and significant effect on marketing performance. Market orientation, creativity and product innovation simultaneously affect marketing performance. Product creativity has the most dominant effect on marketing performance. This research provides important insights for MSME actors to develop more effective marketing strategies in the face of increasingly fierce competition in the local market.

**Keywords: Market Orientation, Product Creativity, Product Innovation, Marketing Performance**