

RINGKASAN

Penelitian ini bertujuan untuk menganalisis peran *organizational agility* sebagai variabel mediasi dalam hubungan antara *adoption digital marketing* terhadap kinerja pemasaran. Pada penelitian ini, sampel yang digunakan sebanyak 120 responden yang merupakan para pelaku UMKM di Kabupaten Banyumas pada industri makanan dan sudah menggunakan *digital marketing* minimal selama satu tahun. Penelitian ini merupakan jenis penelitian survei dengan pendekatan kuantitatif dan metode pengambilan sampel menggunakan *non-probability sampling* dengan teknik *purposive sampling*. Berdasarkan hasil penelitian yang dilakukan dengan menggunakan *Structural Equation Model* (SEM) yang diolah dengan *software* SmartPLS 3.0. Hasil penelitian ini menunjukkan bahwa (1) *adoption digital marketing* tidak berpengaruh terhadap kinerja pemasaran, (2) *adoption digital marketing* berpengaruh positif terhadap *organizational agility*, (3) *organizational agility* berpengaruh positif terhadap inovasi produk, (4) inovasi produk tidak berpengaruh terhadap kinerja pemasaran, (5) *organizational agility* berpengaruh positif terhadap kinerja pemasaran, (6) *organizational agility* tidak memediasi hubungan antara *adoption digital marketing* terhadap kinerja pemasaran.

Kata kunci: *Adoption Digital Marketing*, *Organizational Agility*, Inovasi Produk, Kinerja Pemasaran

SUMMARY

This study aims to analysis the effect of organizational agilty as a mediation relationship between adoption digital marketing to marketing performance. In this study, the sample used was 120 respondents who are MSME actors in Banyumas Regency in the food industry and have used digital marketing for at least one year. This research is a type of survey research with a quantitative approach and using non-probability sampling methods with purposive sampling technique. Based on the results of research conducted using Structural Equation Model (SEM) analysis with software SmartPLS 3.0. The results of this study indicate that (1) adoption digital marketing has no effect to market performance, (2) adoption digital marketing has positive effect to organizational agility, (3) organizational agility has positive effect to innovation product, (4) innovation product has no effect to market performance, (5) organizational agility has positive effect to market performance, (6) organizational agility do not mediates relationship between adoption digital marketing on market performance.

Key Words: Adoption Digital Marketing, Organizational Agility, Inovation Product, Market Performance