

RINGKASAN

Dalam menghadapi persaingan pasar yang semakin intensif, perusahaan perlu mengembangkan strategi pemasaran yang efektif guna menghadapi para kompetitor. Keberhasilan jangka panjang perusahaan sangat bergantung pada kemampuannya untuk secara konsisten memberikan nilai tambah bagi pelanggan. Untuk mempertahankan nilai ini, perusahaan harus terus meningkatkan kinerja pemasarannya. Di tengah fluktuasi kondisi pasar dan perubahan dinamika pemasaran yang mempengaruhi preferensi pelanggan, perusahaan harus berinovasi dengan produk-produk baru guna menjaga keberlanjutan dan profitabilitasnya di wilayah BARLINGMASCAKEB. Penelitian ini berjudul "Pengaruh Inovasi Produk terhadap Kinerja Pemasaran Melalui Speed to Market pada UMKM di BARLINGMASCAKEB: Pendekatan Teori SDL". Tujuan penelitian ini adalah untuk mengetahui dampak inovasi produk terhadap kinerja pemasaran UMKM di BARLINGMASCAKEB yang dimediasi oleh Speed To Market dan dimoderatori oleh kapabilitas jaringan.

Populasi penelitian terdiri dari UMKM di Kabupaten BARLINGMASCAKEB dengan sampel sebanyak 154 responden. Metode penelitian yang digunakan adalah kuantitatif dengan analisis data menggunakan SEM AMOS (*Structural Equation Modeling Analysis of Moment Structures*). Temuan penelitian menunjukkan bahwa: (1) Inovasi produk berpengaruh positif terhadap kinerja pemasaran ($p\text{-value} = 0,009$). (2) Inovasi produk berpengaruh positif terhadap *speed to market* ($p\text{-value} = 0,000$). (3) *Speed To Market* berpengaruh positif terhadap kinerja pemasaran ($p\text{-value} = 0,000$). (4) *Speed To Market* secara signifikan memediasi hubungan antara inovasi produk dan kinerja pemasaran ($p\text{-value} = 0,000$). (5) Kapabilitas jaringan tidak memoderasi hubungan antara inovasi produk dan kinerja pemasaran ($p\text{-value}$ interaksi = 0,863).

Kata Kunci : Inovasi Produk, Speed To Market, Kapabilitas Jejaring, Kinerja Pemasaran

SUMMARY

Intensifying market competition necessitates that companies develop effective marketing strategies to confront competitors. Achieving long-term success hinges on a company's ability to consistently deliver value benefits to customers. To sustain this value, companies must continually enhance their marketing performance. As market conditions fluctuate and marketing dynamics shift customer preferences, businesses must innovate new products to maintain sustainability and profitability in the BARLINGMASCAKEB region. This study, titled "The Influence of Product Innovation on Marketing Performance Through Speed to Market in MSMEs at BARLINGMASCAKEB: An SDL Theory Approach," aims to investigate the impact of product innovation on the marketing performance of MSMEs in BARLINGMASCAKEB, mediated by speed to market and moderated by networking capabilities.

The research population consisted of MSMEs in the BARLINGMASCAKEB Regency with a sample of 154 respondents. The research method used is quantitative with data analysis using SEM AMOS (Structural Equation Modeling Analysis of Moment Structures). The research findings show that: (1) Product innovation has a positive effect on marketing performance (p -value = 0.009). (2) Product innovation has a positive effect on speed to market (p -value = 0.000). (3) Speed To Market has a positive effect on marketing performance (p -value = 0.000). (4) Speed To Market significantly mediates the relationship between product innovation and marketing performance (p -value = 0.000). (5) Network capability does not moderate the relationship between product innovation and marketing performance (interaction p -value = 0.863).

Keywords: *Product Innovation, Speed to Market, Network Capability, Marketing Performance*