

***ANALYSIS OF MARKETING PERFORMANCE IN CREATIVE  
FASHION SME's IN JAKARTA***

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***ABSTRACT***

*This study analyzes the marketing performance of the fashion SME industry in Jakarta. The objective of this research is to examine the influence of marketing skills and customer relationship management on marketing performance through competitive intensity. This research is quantitative, involving the distribution of questionnaires to 240 SME practitioners. It uses the Structural Equation Modeling (SEM) method with the alternative Partial Least Squares (PLS) approach, employing the Smart-PLS 4.0 program. The data analysis results indicate that: (1) Marketing skills have a significant effect on marketing performance through competitive intensity in the fashion industry in Jakarta. (2) Meanwhile, customer relationship management has a direct effect on marketing performance without considering competitive intensity in the fashion industry in Jakarta.*

*Keywords: Marketing Performance, Marketing Skill, Customer Relationship Management, Competitive Intensity*

# **ANALISIS KINERJA PEMASARAN UMKM FASHION KREATIF DI JAKARTA**

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## **ABSTRAK**

Penelitian ini menganalisis Kinerja Pemasaran Industri UMKM Fashion di Jakarta. Tujuan penelitian ini untuk menguji pengaruh keterampilan pemasaran dan manajemen hubungan pelanggan terhadap kinerja pemasaran melalui intensitas persaingan. Penelitian ini bersifat kuantitatif dengan menyebarkan kuesioner kepada 240 pelaku UMKM. Menggunakan metode *Structural Equation Modeling (SEM)* dengan alternatif *Partial Least Square (PLS)* dengan program *Smart-PLS 4.0*. hasil analisis data menunjukkan bahwa: (1) Keterampilan Pemasaran berpengaruh signifikan terhadap Kinerja Pemasaran melalui Intensitas Persaingan pada Industri Fashion di Jakarta. (2) sedangkan Manajemen hubungan pelanggan berpengaruh langsung terhadap Kinerja Pemasaran tanpa mempertimbangkan Intensitas persaingan pada Industri Fashion di Jakarta.

**Kata Kunci:** Kinerja Pemasaran, Keterampilan Pemasaran, Manajemen Hubungan Pelanggan (CRM), Intensitas Persaingan