

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh digital marketing, orientasi pasar, dan inovasi produk terhadap kinerja pemasaran dengan keunggulan bersaing sebagai variabel intervening pada usaha mikro *Food and Beverage* (F&B) di Kabupaten Jember. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 98 pelaku usaha mikro F&B. Data dianalisis menggunakan *Structural Equation Modeling–Partial Least Square* (SEM-PLS). Hasil penelitian menunjukkan bahwa digital marketing dan inovasi produk berpengaruh positif dan signifikan terhadap kinerja pemasaran, sedangkan orientasi pasar tidak berpengaruh signifikan. Inovasi produk berpengaruh signifikan terhadap keunggulan bersaing, sementara digital marketing dan orientasi pasar tidak berpengaruh signifikan. Keunggulan bersaing berpengaruh positif dan signifikan terhadap kinerja pemasaran serta mampu memediasi pengaruh digital marketing dan inovasi produk terhadap kinerja pemasaran, namun tidak memediasi pengaruh orientasi pasar. Penelitian ini memberikan implikasi strategis bagi UMKM dalam meningkatkan kinerja pemasaran melalui optimalisasi digital marketing, inovasi produk, dan penguatan keunggulan bersaing.

Kata Kunci : Digital Marketing; Orientasi Pasar; Inovasi Produk; Keunggulan Bersaing; Kinerja Pemasaran; Usaha Mikro F&B



ABSTRACT

This study aims to analyze the effects of digital marketing, market orientation, and product innovation on marketing performance, with competitive advantage as an intervening variable, in micro food and Beverage (F&B) enterprises in Jember Regency. This research employs a quantitative approach using a survey method involving 98 micro F&B business owners. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results indicate that digital marketing and product innovation have a positive and significant effect on marketing performance, while market orientation does not have a significant effect. Product innovation has a significant effect on competitive advantage, whereas digital marketing and market orientation do not. Competitive advantage has a positive and significant effect on marketing performance and partially mediates the relationship between digital marketing and product innovation with marketing performance, but does not mediate the effect of market orientation. This study provides strategic implications for micro enterprises in improving marketing performance through optimizing digital marketing, enhancing product innovation, and strengthening competitive advantage.

Keywords: Digital Marketing; Market Orientation; Product Innovation; Competitive Advantage; Marketing Performance; Micro F&B Enterprises

