

## **ABSTRAK**

Penelitian ini dilakukan bertujuan untuk menganalisis pengaruh kreativitas program pemasaran dan kapabilitas penginderaan pasar terhadap kinerja pemasaran dengan mediasi kapabilitas inovasi. Populasi dan sampel penelitian sebanyak 100 responden. Tehnik pengujian data yang digunakan program SPSS versi 24.00. Berdasarkan hasil dari analisis dan pembahasan menunjukkan bahwa kreativitas program pemasaran dan kapabilitas penginderaan pasar berpengaruh terhadap kapabilitas inovasi. kreativitas program pemasaran, Kapabilitas penginderaan pasar dan kapabilitas inovasi berpengaruh terhadap kinerja pemasaran. Kapabilitas inovasi tidak memediasi pengaruh kreativitas program pemasaran terhadap kinerja pemasaran. Kapabilitas inovasi memediasi pengaruh kapabilitas penginderaan pasar terhadap kinerja pemasaran. Hasil penelitian menunjukkan kreativitas program pemasaran, kapabilitas penginderaan pasar serta kapabilitas inovasi berpengaruh terhadap kinerja pemasaran. Kapabilitas inovasi tidak memediasi pengaruh kreativitas program pemasaran terhadap kinerja pemasaran namun memediasi pengaruh kapabilitas penginderaan pasar terhadap kinerja pemasaran.

**Kata Kunci:** Kreativitas program pemasaran, kapabilitas penginderaan pasar, kinerja pemasaran dan kapabilitas inovasi

## **ABSTRACT**

This research was conducted aiming to analyze the effect of program creativity marketing and market sensing capability on marketing performance by mediating innovation capability. The population and research sample were 100 respondents. The data testing technique used was the SPSS version 24.00 program. Based on the results of the analysis and discussion, it shows that creativity marketing programs and market sensing capabilities affect the capabilities innovation. marketing program creativity, market sensing capability and innovation capability affect marketing performance. Innovation capability does not mediate the effect of marketing program creativity on marketing performance. Innovation capability mediates the effect of market sensing capability on marketing performance. The results showed that creativity program marketing, market sensing capability and innovation capability had an effect on marketing performance. Innovation capability does not mediate the effect of marketing program creativity on marketing performance but mediates the effect of market sensing capability on marketing performance.

**Keywords:** Marketing program creativity, market sensing capability, marketing performance and innovation capability