

ABSTRACT

This research aims to find out how to utilize Service Dominat Logic (SDL) to manage relational capital in order to improve marketing performance.

This research used a deductive method. Respondents in this research were the owners of the creative economy furniture industry in Central Java. The data were analyzed using a structural equation model or Structural Equation Modeling (SEM) with the Analysis of Moment Structure (AMOS) version 24 program. Researcher then carried out screening and trimming carefully and gradually with the aim of meeting the assumptions of normality and outliers, so a sample of 511 respondents were obtained who fulfilled the test stages.

The research findings showed that nine hypotheses were accepted and one hypothesis was rejected. Acceptance of the hypothesis proposed in this study shows how important the variables of relational capital, synergizing customer bonds, entrepreneurial bricolage, digital technology support and strategic flexibility are in driving marketing performance. SCB as the proposed new construct is also convincingly proven as a mediating variable, which plays an important role in filling the research gap puzzle, by clarifying the relationship between relational capital and marketing performance. This new research framework is developed and synthesized from relevant marketing concepts, so that this study makes contributions both theoretically and managerially.

Keywords: synergizing customer bonds, relational capital, marketing performance

