ABSTRACT

This research aims to understand the influence of competitor orientation on BMT marketing performance through service value co-creation quality variable, service innovation capability and service value proposition and to know whether or not significant influence between variables proposed in improving BMT marketing performance.

The population in the study is the manager of BMT in Eks Residency of Semarang. The number of samples in this study is 141 respondents. The technique used in sampling in this study is the sampling census. Data collection using questionnaires. Data were analyzed by using Structural Equation Modeling in AMOS program.

The proposed research model can be accepted assuming the value of Standardized Residual Covariance does not exceed ± 2.58. Measurement of exogenous and endogenous constructs in the test using confirmatory analysis and feasibility test of full model was analyzed using SEM where the value of Goodness of Fit Chi square = 113,503; probability = 0.365; CMIN / DF = 1.041; GFI = 0.915 AGFI = 0.881; TLI = 0.993; CFI = 0.994; RMSEA = 0.017 is in the range of expected values. The result of this research findings proves and gives the conclusion that good competitor orientation can improve BMT marketing performance, through service value co-creation quality variable, service innovation capability and service value proposition. The better the competitor's orientation by BMT will further improve the marketing performance of BMT.

Keywords: competitor orientation, service value co-creation quality, service innovation capability, service value proposition, marketing performance.

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