ABSTRACT

Changes in the global economy have created a business environment with high competition and new so that companies must have sustainable excellence, in order to be able to maintain the life of the company. Uncertainty in business has increased due to changes in the economic environment. innovation has been considered to have an important role in improving performance, market benefits, sales growth and profitability. The types of innovation in the company also vary, at least there are four types of innovations introduced, four types are marketing innovation, product or service innovation, process innovation and organizational innovation.

In this study examine the role of innovation for companies. Customers from companies are the population of this study. Samples taken as many as 100-200 people. Primary data collection is done by Likert scale and secondary data through interviews. The analysis technique used in this study is Structural Equation Modeling (SEM) which is operated by the AMOS application program.

The research hypothesis is H1: Marketing innovation has an influence on innovation performance, H2: Product or service innovation has an influence on innovation performance, H3: Process innovation has an influence on innovation performance, H4: Organizational innovation has an influence on innovation performance, and H5: Performance innovation has an influence on marketing performance. The results of this study obtained marketing innovation, product or service innovation, organizational innovation and innovation performance have a positive and significant effect on marketing performance.

Keywords: Type of Innovation, Innovation Performance, Marketing Performance

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