

ABSTRACT

This study was conducted to examine the influence of digital marketing, innovation capability, techno resonance innovation capability, and product innovative on marketing performance in the perspective of Service-Dominant Logic (SDL). The research focused on online hijab stores in Semarang City, with the main objective to analyze the relationship between variables that affect marketing performance in the context of competitive Muslim fashion industry.

This research uses a quantitative approach with the Structural Equation Modeling (SEM) analysis method through the help of AMOS software. The population in this study were online hijab shop owners in Semarang, and the sample used was 150 respondents selected through non-probability sampling techniques with certain criteria, such as business duration of more than three years and a minimum age of 17 years.

The results showed that digital marketing, innovation capability, and techno resonance innovation capability have a positive and significant influence on product innovative and marketing performance. The product innovative factor is the most dominant variable in improving marketing performance. This finding implies that improving product quality, customer experience, and technology integration in marketing strategies are top priorities. The next research agenda is recommended to expand the object of study to other fashion sectors or use a mixed approach to get the best results.

Keywords: *digital marketing, innovation capability, techno resonance innovation capability, product innovative, marketing performance*

