

ABSTRACT

This research was conducted to test the influence of Consumer Orientation variables, the values of Service Excellence, Innovation Capability, the appeal of Services on performance marketing (studies in BMT se – ex resident Semarang, Central Java. This research takes as many as 157 respondents Manager BMT in the former county of Semarang, Central Java.

Analysis tools used are SEM (Structural Equation Modelling) version 21. Data analysis results for the entire model has met criteria for Goodness Of Fit with the value of the chi square = 116.834, degrees of freedom = 98, probability = 0,094, CMIN/DF = 1.192, GFI = 0,915, AGFI = 0.882, TLI = 0.971, CFI = 0.977 and RMSEA = 0.035. Thus it can be said that the proposed research model is acceptable.

From the results of research it is known that there was significant influence between the orientation of Consumer Value with excellence, excellence Service Value Service with the appeal of services, the ability of Innovation with the appeal of service, attraction of the service with Performance marketing, Service Value and excellence with Performance Marketing.

Keywords: Consumer Orientation, The Ability Of Innovation, Service Excellence, The Attractiveness Rating Service, Performance Marketing.