PENGARUH ADAPTABILITAS PEMASARAN TERHADAP KINERJA PEMASARAN MELALUI HUBUNGAN DENGAN PELANGGAN DAN KEUNGGULAN BERSAING

Title	PENGARUH ADAPTABILITAS PEMASARAN TERHADAP KINERJA PEMASARAN MELALUI
Title	HUBUNGAN DENGAN PELANGGAN DAN KEUNGGULAN BERSAING
Author Order	1 of 1
Accreditation	
Abstract	Puposes of this study were to explain the influence of marketing adaptabilitation on customer relationship and competitive advantage olso to analysis influence of customer relationship and competitive advantage on marketing performance. To test the empirical models, Structural Equation Modeling (SEM) was used. Sample size of this research were 200 owners and/or managers of Small and Medium Enterprises (SMEs) running food and beverage sector in the residency Banyumas areas. The results showed that marketing adaptabilitation has a positive effect on customer relationship and competitive advantage, customer relationship and competitive advantage on marketing performance.
Publisher Name	Faculty of Economics and Business Universitas Jenderal Soedirman
Publish Date	2018-04-05
Publish Year	2011
Doi	
Citation	
Source	Performance: Jurnal Personalia, Financial, Operasional, Marketing dan Sistem Informasi
Source Issue	Vol 14 No 2 (2011): Performance
Source Page	87-102
Url	http://jos.unsoed.ac.id/index.php/performance/article/view/812/610
Author	Dr SULIYANTO, S.E., M.M.