ABSTRACT

EFFECT OF DIFFERENTIATION THROUGH PERFORMANCE PRODUCTS MARKETING TO ACHIEVE COMPETITIVE ADVANTAGE (Studies in Kawasan sentra Industri Keripik Lampung)

This study aims to analyze and provide empirical evidence on the effect of product differentiation through performance marketing to achieve competitive advantage. This research is eksplanative research. This study uses the independent variable is the product differentiation (X), an intervening variable is the performance marketing (Z), and the dependent variable is the competitive advantage (Y). After a literature review and hypothesis formulation, data were collected through questionnaire method which were distributed to 30 respondents drawn from the whole banana chips manufacturer located in Kawasan sentra Industri Keripik Lampung. While the analysis is done by processing the data using version 2.0 m3 smartPLS run with computer media.

SmatrtPLS test results showed that all accepted hypothesis is H_1: Product differentiation has an influence on the performance of the marketing of banana chips, H_2: Performance marketing has the effect of competitive advantage, H_3: Product differentiation has influence obtain any competitive advantage through marketing performance. For further research on the understanding of banana chips industry in Lampung need to take a range of respondents, not only is the location of the study.

Keywords: Product Differentiation, Marketing Performance and Competitive Advantage