

ABSTRACT

THE INFLUENCE OF CREATIVITY AND INNOVATION ON PERFORMANCE MARKETING OF CHIPS AGROINDUSTRY IN CENTRAL OF CHIPS AGROINDUSTRY AT BANDAR LAMPUNG

By

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The aims of this study are to determine: (1) creativity, innovation, and marketing performance of the chips agroindustry in Central of Chips Agroindustry at Bandar Lampung (2) the influence of creativity on marketing performance either directly or indirectly through innovation, and (3) the influence of innovation on marketing performance of the chips agroindustry. This research was taken in Central of Chips Agroindustry at Bandar Lampung. The research was conducted in December 2013 to December 2014 using sensus method. The respondents of this research are whole population in Central of Chips Agroindustry at Bandar Lampung that are consist of 28 entrepreneurs. The variables of research consists of dimensions and indicators and measured using Likert scale. The data was analyzed by descriptive and verificative analysis. The results showed that (1) the creativity, the innovation and the marketing performance of the chips agroindustry in the Central of Chips Agroindustry at Bandar Lampung in the high category; (2) creativity has indirectly influence on the performance through innovation of the chips agroindustry, and (3) innovation has positive influence on the marketing performance of the chips agroindustry.

Key Words: creativity, innovation, marketing performance.