STRENGTHENING PRODUCT INNOVATION, QUALITY STRATEGY
AND EXCELLENCE COMPETING IN IMPROVING MARKETING PERFORMANCE
(CASE STUDY IN SMEs RATTAN HANDICRAFTS IN MEDAN CITY)

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ABSTRACT
Small and medium enterprises are now the government’s attention because it is an important part in
the national and regional economy, small and medium enterprises must be able to optimize its
potential by increasing competitiveness. However, small and medium enterprises, especially in
Medan, still have many problems, especially human resources, resulting in weak competitive
advantage and marketing performance. The research was conducted on several small and medium
rattan handicraft businesses located in Medan city using research innovation variables, quality
strategy, competitive advantage, and marketing performance. The research method used in the form
of quantitative method. The population in this study are the managers and owners as well as
managers of small and medium enterprises of rattan handicraft as primary data source and
Disperindagkop and UKM Medan city as secondary data source. Total sample were 56
respondents. From the results of hypothesis testing proven product innovation significantly
influence marketing performance. The quality of strategy has a significant effect on marketing
performance. Competitive advantage significantly influence marketing performance.

Keywords: product, innovation, quality, marketing performance