

**MODEL PENGEMBANGAN *INTERNAL MARKETING*
DAN *EXPERT POWER* TERHADAP KINERJA PEMASARAN
DAN DAMPAKNYA PADA KEUNGGULAN BERSAING**

DISERTASI

diajukan untuk memenuhi sebagian syarat untuk memperoleh
gelar Doktor Ilmu Manajemen



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MODEL PENGEMBANGAN *INTERNAL MARKETING*
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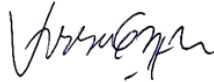
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ABSTRAK

Depy Muhamad Pauzy, NIM 2010308 Model Pengembangan *Internal Marketing* dan *Expert Power* Terhadap Kinerja Pemasaran dan Dampaknya Pada Keunggulan Bersaing; dibawah bimbingan Promotor: Prof. Dr. Hj. Ratih Hurriyati, M.P., Kopromotor: Prof. Dr. Vanessa Gaffar, S.E., Ak., M.B.A., dan Anggota: Dr. Hj. Heny Hendrayati, S.IP., M.M.

Penelitian ini tentang model pengembangan *internal marketing* dan *expert power* terhadap kinerja pemasaran dan dampaknya terhadap keunggulan bersaing pada UMKM industri kreatif sektor kerajinan di Jawa Barat. Tujuan penelitian ini adalah untuk mengetahui dan menganalisis gambaran serta pengaruh *internal marketing* yang terdiri dari *strategic of reward, internal communication, improvment plan, training and development*, yang dipadukan dengan *expert power* terhadap kinerja pemasaran dan dampaknya terhadap keunggulan bersaing pada UMKM industri kreatif sektor kerajinan di Jawa Barat.

Penelitian ini menggunakan metode deskriptif dan verifikatif, serta jenis penelitian ini adalah "*Explanatory research*". Subjek penelitian atau unit analisis yang dipilih dalam penelitian ini adalah pemilik/pengelola Usaha Mikro, Kecil dan Menengah (UMKM) industri kreatif sektor kerajinan di Jawa Barat. Jumlah populasi dalam penelitian ini adalah 520.235 UMKM dan sampel yang menjadi responden dalam penelitian ini disesuaikan menjadi 100 UMKM dari seluruh total para pemilik atau pengelola UMKM. Berdasarkan teknik *purposive sampling*. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis deskriptif dan model persamaan struktural dengan metode *partial least square* (PLS).

Berdasarkan temuan dari hasil penelitian yang telah dilakukan dan di evaluasi, terlihat bahwa *internal marketing* dan *expert power* yang merupakan variabel yang mempengaruhi kinerja pemasaran dan keunggulan bersaing mempunyai pengaruh yang positif dan signifikan, sehingga membuktikan bahwa variabel-variabel tersebut mempunyai pengaruh yang nyata terhadap peningkatan kinerja pemasaran dan keunggulan bersaing khususnya di UMKM industri kreatif sektor kerajinan Jawa Barat.

Kata Kunci : *Internal Marketing, Expert Power*, Kinerja Pemasaran, Keunggulan Bersaing, UMKM Sektor Kerajinan Jawa Barat.

ABSTRACT

Depy Muhamad Pauzy, NIM 2010308 Internal Marketing Development Model and Expert Power on Marketing Performance and Its Impact on Competitive Advantage; under the guidance of Promotor: Prof. Dr. Hj. Ratih Hurriyati, M.P., Co-promotor: Prof. Dr. Vanessa Gaffar, S.E., Ak., M.B.A., and member of Promotor: Dr. Hj. Heny Hendrayati, S.IP., M.M.

This research is about the development model internal marketing and expert power on marketing performance and its impact on competitive advantage in creative industry MSME's in the craft sector in West Java. The purpose of this research is to find out and analyze the description and influence internal marketing consisting of strategic of reward, internal communication, improvment plan, training and development, combined with expert power on marketing performance and its impact on competitive advantage in creative industry MSMEs in the craft sector in West Java.

This research uses descriptive and verification methods, and this type of research is "Explanatory research". The research subjects or units of analysis selected in this study were the owners/managers of Micro, Small and Medium Enterprises (MSME's) in the creative industries of the craft sector in West Java. The total population in this study was 520,235 MSMEs and the sample of respondents in this study was adjusted to 100 MSMEs from the total number of owners or managers of MSMEs. Based on technique purposive sampling. The data analysis technique used in this study is descriptive analysis and structural equation models with the method partial least square (PLS).

Based on the findings from the results of research that has been carried out and evaluated, it appears that internal marketing and expert power which are variables that affect marketing performance and competitive advantage have a positive and significant influence, thus proving that these variables have a real influence on improving marketing performance and competitive advantage, especially in the creative industry MSME's of West Java's craft sector.

Keyword : Internal Marketing, Expert Power, Marketing Performance , Competitive Advantage, MSMEs Craft Sector West Java

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