



BUILD MARKETING PERFORMANCE THROUGH INNOVATIVE MARKETING MIX STRATEGIES: INCREASING THE COMPETITIVENESS OF THE SMALL AND MEDIUM INDUSTRIES OF THE HIJAB

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Abstract

A strong marketing mix strategy is the key to the success of a company's competitive advantage. this will be an invaluable asset that will be able to improve marketing performance. Marketing mix strategies developed with modern innovation by companies can help companies to be able to compete in this disruption era. especially in small medium industries that are still considered as companies that have not been able to innovate in their marketing strategies.

This article aims to examine the extent to which small and medium-sized industrial companies are able to adapt in a modern and complex environment. The results of this study indicate that the marketing mix strategy that is packaged innovatively and modernly influences marketing performance significantly, with a very high coefficient of determination. from the four dimensions of the marketing mix, promotion has the biggest contribution to marketing performance.

This result informs that in the era of disruption of marketing mix strategies that are innovative and adapted to the modern digital environment will be able to improve marketing performance. companies that are able to quickly anticipate changes that occur around the company through a strong marketing strategy will be the winner.

Keywords: marketing mix strategy, marketing performance, small medium industries