

**THE EFFECT OF CUSTOMER ORIENTATION, COMPETITOR
ORIENTATION, DIGITAL MARKETING CAPABILITY, INNOVATION
CAPABILITY ON MARKETING PERFORMANCE: A SURVEY OF
MSMEs IN SOLO**

**PENGARUH ORIENTASI PELANGGAN, ORIENTASI PESAING,
KEMAMPUAN PEMASARAN DIGITAL, KEMAMPUAN INOVASI
TERHADAP KINERJA PEMASARAN: SURVEI UMKM DI SOLO**

UNDERGRADUATE THESIS



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20200410521

INTERNATIONAL PROGRAM OF MANAGEMENT AND BUSINESS

FACULTY OF ECONOMICS AND BUSINESS

MUHAMMADIYAH UNIVERSITY YOGYAKARTA

2024

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Submitted to Fulfil the Requirements to Get a Bachelor's Degree at The Faculty of
Economics, Management Department, Universitas Muhammadiyah Yogyakarta



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2024

DECLARATION

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Student Number: 20200410521

At this moment, I declare that this thesis entitled: "The Effect of Customer Orientation, Competitor Orientation, Digital Marketing Capability, Innovation Capability on Marketing Performance: A Survey of MSMEs in Solo" does not contain any work submitted for a bachelor's program at a university, and to the greatest of my knowledge, there are no works or opinions written or published by others, except for those that are referred to in the manuscript and written in the bibliography. If any violation of intellectual rights is later found in this manuscript, I agree to accept any relevant academic consequences.

Yogyakarta, 29 Mei 2024

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Nilla Dewi Aryanti

DEDICATION

Praise Allah SWT for all the blessings, grace, and health so that the author can complete the thesis "The Effect of Customer Orientation, Competitor Orientation, Digital Marketing Capability, Innovation Capability on Marketing Performance: A Survey of MSMEs in Solo." In preparing this script, the author has gained much guidance, knowledge, and support from many parties who helped complete it. With a sincere heart, the author expresses his thanks to:

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PREFACE

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