

# Pengaruh Orientasi Pasar, Inovasi Pasar dan Adaptabilitas Lingkungan melalui Keunggulan Bersaing terhadap Kinerja Perusahaan Distribusi Pemanas Air Tenaga Surya di Indonesia = The Effect of Market Orientation, Market Innovation and Environmental Adaptability through Competitive Advantage on the Performance of Solar Water Heater Distribution Companies in Indonesia

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## Abstrak

Penggunaan Pemanas Air Tenaga Surya (Solar Water Hater - SWH) akan terus tumbuh dan berkembang karena merupakan produk terbaru yang ramah lingkungan. Perusahaan distribusi pemanas air dituntut mampu mengembangkan strategi mencapai keunggulan bersaing, menjaga pertumbuhan dan meningkatkan kinerja perusahaan. Penelitian ini bertujuan untuk mengetahui Pengaruh Orientasi Pasar, Inovasi Pasar dan Adaptabilitas terhadap Lingkungan dengan mediasi Keunggulan Bersaing terhadap Kinerja Perusahaan Distribusi Pemanas Air Tenaga Surya di Indonesia. Metode penelitian menggunakan diskriptif kuantitatif. Teknik mengumpulkan data dengan penyebaran kuesioner kepada perusahaan distribusi (distributor/dealer). Teknik analisa data memakai software statistik Structural Equation Model (SEM) dan dioperasikan melalui program Analysis Moment of Structure (AMOS). Hasil penelitian menunjukkan: Orientasi Pasar berpengaruh positif dan signifikan terhadap Keunggulan Bersaing, Inovasi Pasar berpengaruh positif namun tidak signifikan terhadap Keunggulan Bersaing, kemampuan Adaptabilitas Lingkungan berpengaruh positif dan signifikan terhadap Keunggulan Bersaing, dan Keunggulan Bersaing berpengaruh positif dan signifikan terhadap Kinerja Perusahaan.

.....The use of Solar Water Hater (SWH) will continue to grow and develop because it is an environmentally friendly renewable product. Water heater distribution companies are required to be able to develop strategies to achieve competitive advantage, maintain growth and improve company performance. This study aims to determine the effect of market orientation, market innovation and adaptability to the environment by mediating competitive advantage on the performance of solar water heater distribution companies in Indonesia. The research method uses descriptive quantitative. The technique of collecting data is by distributing questionnaires to distribution companies (distributors / dealers). The data analysis technique uses statistical software Structural Equation Model (SEM) and is operated through the Moment of Structure Analysis (AMOS) program. The results showed: Market Orientation has a positive and significant effect on Competitive Advantage, Market Innovation has a positive but not significant effect on Competitive Advantage, the ability of Environmental Adaptability has a positive and significant effect on Competitive Advantage, and Competitive Advantage has a positive and significant effect on Company Performance.