

ABSTRACT

Indonesian is painting cloth becomes more popular after getting proclaimed from United Nations Educational, Scientific and Cultural Organization (UNESCO) or Organization of Education, Science and Culture PBB which decided that Indonesian painting cloth becomes an heritage of the world. Proclaimed which was given on 22nd of October, 2009 so become the important struck of painting cloth existence in the world. Madura's painting cloth art nowadays start to be liked very much either domestic and international tourist from overseas. Design and motive from Madura has unique things. The way of management and production from Madura's painting clothes are unique and still applying a traditional method. In generally Madura's painting method was sensed has strong characteristic which put free design, where the colour showed by it. The purpose of this research to know the influence of market orientation and business orientation and innovation of competitive advantage and marketing performance on UMKM painting cloth in Bangkalan regency.

Sampling of this research used census because all of the populations are used as sample amount 42 UMKM of painting cloth in Bangkalan regency, Exogenous variable is market orientation, business orientation and marketing performance. Endogenous variable is competitive advantage and marketing performance. Analysis used line stripe analysis.

The conclusions of this research are : (1) market orientation, business orientation, innovation influence to competitive advantage ; (2) market orientation, business orientation, innovation and competitive advantage influence to marketing performance.

Key words : market orientation, business orientation, innovation, competitive advantage and marketing performance