

PENGARUH ORIENTASI PASAR TERHADAP KINERJA PERUSAHAAN  
DENGAN KOMITMEN ORGANISASI DAN KEMAMPUAN PEMASARAN  
SEBAGAI VARIABEL MEDIASI  
(STUDI EMPIRIS PADA PERUSAHAAN SEKTOR RITEL DI DKI JAKARTA)

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This research aims to determine the impact of market orientation and company performance with organisational commitment and marketing capabilities as a mediation variables. This research is a conducted in retail business sector in DKI Jakarta. The researcher collect the data using questionnaire technique with 95 respondents which have position at least as a supervisors. In collecting the sample, the researcher uses purposive sampling and SMARTPLS 2.0 M3 as a statistical tool for processing the data.

The results of data processing to explain the significant dies ct between market orientation to organisational commitment, marketing capabilities, and company performance. Organisational commitment and marketing capabilities has significant impact to organisational performance. As well as organisational commitment and marketing capabilities have a mediating role on organisational performance but both of the as partial mediation.

Keywords: Organisational Performance, Market Orientation, Organisational Commitment, Marketing Capabilities