

ABSTRACT

Indonesia's social commerce industry has an obstacle in market segmentation and innovation. Bandung as a pioneer of advanced social commerce and a lot of moving in the field of fashion, so the city and sector will be using as a research objects in this study. In order to improve the company's performance, the company must improve its market orientation and innovation capability. This study aims to determine the effect of market orientation on corporate performance through innovation as an intervening variable.

The method used in this research is quantitative. Respondents in this research is every person who works in the social commerce industry in Bandung with the fashion sector as much as 121 respondents. Sampling was done with a minimum sampling for SEM research. Data analysis technique used is PLS-SEM.

Based on the result of the research, it can be concluded the market orientation either simultaneously or partially and innovation effect positively toward company performance in social commerce industry of fashion sub sector in Bandung.

Keywords: social commerce, market orientation, innovation, firm performance