

ABSTRACT

The aim of this research is to provide evidence about the relationship between To find out whether marketing strategy has a positive influence on marketing performance at F&B MSMEs, and To find out whether product innovation has a positive influence on marketing performance at F&B MSMEs. The population involved in this research is F&B MSMEs in the city of Bandung. Sampling must be done carefully to ensure that a sample of approximately 400 people is a good representative of the population. The data collection technique was carried out by distributing questionnaires online to respondents. The instrument was tested using validity and reliability tests in this research and for research analysis using the concept of multiple linear regression analysis using the SPSS version 24 application.