

ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) have an important role in the Indonesian economy. One of the roles carried out by MSMEs is as a means of equalizing the economic level of small people. In this case, MSMEs can be located in various areas, even in remote areas, so that people do not need to go far to the city to find a decent living. One of the MSMEs developing in Bandung is Food MSMEs in Lengkong. The aim of the research is to determine the influence of product innovation on the performance of MSMEs, determine the influence of marketing innovation on the performance of MSMEs and determine the influence of process innovation on the performance of MSMEs.

The method in this research is quantitative with descriptive and causal types with Likert scale measurements. The population of this research is all MSMEs. The sample consisted of 71 respondents. The analysis technique uses descriptive analysis and multiple linear regression analysis which is processed using SPSS 21 For Windows.

The research results show that there is an influence of product innovation on the performance of MSMEs, there is an influence of marketing innovation on the performance of MSMEs and there is an influence of process innovation on the performance of MSMEs.

Key words: product innovation, marketing innovation, process innovation, MSME performance