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THE ROLE OF RELATIONSHIP LEARNING AND MARKETING STRATEGY AS MEDIATORS OF SERVICE INNOVATION ON THE IMPACT OF SALES PERFORMANCE OF CAR DEALERS IN THE SURAKARTA CITY

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ABSTRACT

As we know today, competition in the industrial world is becoming increasingly fierce, especially in the automotive industry. Therefore, the company's management strives to always provide the best service by creating new products that meet the needs and desires of its customers. Companies that can innovate their services, have a good relationship with consumers, and do an excellent marketing job can undoubtedly improve the performance of their product sales. This service innovation is needed by companies in the automotive industry, especially car dealers, to carry out the process of developing their service innovation to increase sales value. Therefore, the research study aims to examine the influence of service innovation on sales performance in automotive firms, especially car dealers. However, few empirical studies have examined the outcomes of firms' involvement in service innovation. There needs to be more convincing arguments for firms to innovate their services to improve sales performance by incorporating the role of relationship learning and marketing strategy. To fill the gap in previous research, the current work can explore the mechanisms between service innovation and sales performance. A survey was conducted using non-probability and purposive sampling techniques, with the criteria being car owners and salespeople in Surakarta. With a total final sample of 100 completed surveys and hypothesis testing using Partial Least Square-Structural Equation Modelling (PLS-SEM). The results show that the service innovation variable can influence sales performance. The increase in sales value is also influenced by mediator variables, namely relationship learning and marketing strategy. Against the background of Service-Dominant Logic (SDL), findings contribute to the literature on service innovation for automobile distribution companies, which shows that increasing service innovation requires a complete understanding of the following factors.

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1. INTRODUCTION

One of the industries that is developing rapidly at the moment is the automotive industry, especially the industry in the manufacture and assembly of cars. Where in the production process, the producer also pays attention to its function as a means of transportation, carrying goods and passengers (passenger car). The car industry in Indonesia is currently developing very rapidly, with the increase in the number of car companies that exist today, each company continues to compete to improve product quality and brand image so that consumers can continue to choose it. Having a good brand image will make the company generate high profits on every sale. The American Marketing Association (Kotler and Keller: 2011: 263) defines a brand as "A name, term, sign, symbol or design, or a combination of brands, that is intended to identify the goods or services of one seller or group of sellers and differentiate them from competitors ."

An increase in the number of products and competitors means that a market does not lack goods, but it can also mean that a market lacks consumers. Of course this makes the consumer king, consumers have many alternatives to choose from. One thing that needs to be considered in developing business thinking is recognizing consumers in making decisions to purchase goods or services (Kotler, 2006b).

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Discoveries and rapid technological changes such as today give rise to opportunities and challenges for automotive development companies in Indonesia. High demand from the market who wants an automotive product that is full of technology and energy efficient has resulted in competition among automotive development companies in Indonesia becoming increasingly strong and competitive. The emergence of cars powered by electricity will certainly make the automotive industry in Indonesia more diverse.

This potential is certainly not overlooked by automotive development companies in building and expanding their market share in Indonesia. Existing business competition also means that companies are increasingly required to move faster in terms of attracting consumers. So companies that apply the marketing concept need to pay close attention to consumer behavior and the factors that influence their purchasing decisions in their product marketing efforts. From the following data, you can find out car sales based on the source. This research industry data was obtained from GAIKINDO (Indonesian Automotive Industry Association) which presents sales data for various types of cars sold in Indonesia. This data includes Retail Sales, where this data focuses on the sales process from dealers to end-users, namely consumers.

8. RETAIL SALES

NO.	BRAND	MONTH												RETAIL	SHARE
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	2022	%
1	TOYOTA	22,908	31,187	30,935	25,789	18,000	27,385	26,502	29,996	31,190	30,217	28,031	37,360	329,496	32.5%
2	DAIHATSU	17,506	13,122	16,318	15,401	11,364	17,094	16,266	16,551	17,313	16,433	15,122	16,211	188,698	18.6%
3	HONDA	7,727	8,478	9,554	10,289	7,756	10,104	10,523	10,963	12,977	11,590	12,137	13,291	125,411	12.4%
4	MITSUBISHI MOTORS	10,676	9,974	10,992	10,003	6,707	7,735	6,030	7,669	7,011	6,109	7,361	8,069	97,936	9.7%
5	SUZUKI	7,465	6,000	7,765	6,508	6,316	7,006	6,771	7,816	7,902	7,605	8,218	9,695	89,067	8.8%
6	MITSUBISHI FUSO	2,841	2,711	3,092	3,189	2,408	3,190	3,125	3,426	3,325	3,441	3,671	3,678	38,397	3.8%
7	ISUZU	2,287	2,072	2,767	2,243	2,369	3,117	2,954	2,912	3,227	3,186	2,929	3,652	33,715	3.3%
8	HYUNDAI - HMID	711	1,709	1,627	2,202	1,517	1,663	2,086	4,102	4,823	3,826	2,415	3,512	30,193	3.0%
9	HINO	2,151	1,742	2,469	1,327	2,348	2,548	2,487	2,771	2,885	2,771	3,272	3,309	29,880	2.9%
10	WULING	2,354	1,278	2,500	2,079	804	1,706	1,644	2,433	2,485	2,215	2,437	2,335	24,270	2.4%
11	MAZDA	214	85	78	449	390	345	286	346	342	418	397	391	3,761	0.4%
12	NISSAN	335	369	439	435	329	326	269	306	225	178	166	152	3,529	0.3%
13	MERCEDES-BENZ PC	118	137	275	200	204	255	314	371	381	287	293	369	3,184	0.3%
14	B M W	190	194	243	258	198	295	258	282	317	282	243	303	3,023	0.3%
15	MERCEDES-BENZ CV	126	168	241	290	203	186	245	219	247	240	179	378	2,718	0.3%
16	DFSK	219	209	216	200	178	186	231	204	257	124	178	284	2,484	0.2%
17	UD TRUCKS	184	173	209	143	90	113	110	170	178	234	213	133	1,950	0.2%
18	K I A	137	82	163	163	132	93	111	188	167	180	122	152	1,690	0.2%
19	LEXUS	2	57	100	108	106	92	103	70	81	80	37	84	1,000	0.1%
20	MORRIS GARAGE	223	76	31	23	21	51	101	125	100	39	66	103	969	0.1%
21	MINI	41	45	50	68	61	69	63	67	67	50	75	43	719	0.1%
22	PEUGEOT	50	32	65	46	46	34	40	35	40	31	14	18	451	0.0%
23	VOLKSWAGEN	35	21	62	20	23	29	27	38	43	29	25	28	377	0.0%
24	SCANIA	26	19	17	25	15	9	12	9	20	30	23	28	233	0.0%
25	TATA	18	9	35	46	2	4	26	25	25	12	14	-	216	0.0%
26	FAW	24	40	19	5	8	14	13	13	19	15	9	12	191	0.0%
27	SUBARU	-	-	-	-	-	-	15	31	29	28	31	20	152	0.0%
28	AUDI	1	-	1	7	1	10	6	5	6	3	2	11	53	0.0%
29	HYUNDAI - HM	1	-	4	-	-	-	-	-	-	-	-	-	5	0.0%
30	DATSUN	-	-	-	-	-	-	-	-	-	-	-	-	-	0.0%
31	CHERY	-	-	-	-	-	-	-	-	-	-	-	-	-	0.0%
32	INFINITI	-	-	-	-	-	-	-	-	-	-	-	-	-	0.0%
33	HONGYAN	-	-	-	-	-	-	-	-	-	-	-	-	-	0.0%
34	RENAULT	-	-	-	-	-	-	-	-	-	-	-	-	-	0.0%
	GRAND TOTAL	78,568	69,909	89,947	81,616	61,558	83,579	80,020	91,163	95,426	89,681	87,674	103,891	1,013,582	100%
	CUMULATIVE	78,568	148,557	238,504	320,120	381,678	465,257	545,777	636,940	732,366	822,047	909,691	1,013,582		

Image.1

Source : https://www.gaikindo.or.id/penjualan-mobil-januari-2023-tembus-94-087-unit

From this data, it can be concluded that the increase in car sales from January to December 2022 in Indonesia according to data from Gaikindo, the potential for the automotive industry is quite large, because companies and car dealers must be able to increase their sales in order to remain competitive in this automotive market share. Especially for companies that have not been able to maximize sales of existing products. Of the various brands that exist, of course they have their own marketing strategies to win the hearts of consumers in their own way. Every company must innovate to continue to maintain their products in demand by the public. By carrying out this innovation, the company also hopes that their products will be able to continue to compete in the automotive industry market. Competition between companies is currently very tight, so company management strives to always provide the best service with an orientation towards creating new products to meet the needs and desires of its customers.

Previous research conducted by (Heeseok Woo et.al., 2021) revealed that empirical results support innovative behavior leads to business customer performance, which in turn increases business customer loyalty. More specifically, customer-oriented, technology-oriented, and co-creation-oriented innovative behavior is closely related to business customer performance. Meanwhile, research conducted by (Cesar Pino, et al., 2016) shows that marketing innovation has no positive effect on innovative performance. A

higher level of marketing innovation (MI) is positively related to innovative performance. The higher the level of innovation in marketing, the greater the increase in the innovative performance of exporting companies, but because the variable coefficients cannot fulfill the validation of the hypothesis that has been determined. Due to gaps in several existing studies, the development of the continuation of this research is a reason for researchers to research further on the variables that will be discussed. The aim of this research is to find a solution to whether service innovation can influence car sales performance with relationship learning and marketing strategy as mediating variables.

Literature Review

Service Dominant Logic (SDL)

Service-Dominant Logic (SDL) highlights that Bitner (2017) all forms of exchange are related to services, and in principle, they are all services. In this perspective, it is not only service companies that should adopt SDL, but also manufacturing companies, many of which are shifting from a focus on products to a focus on services (Gebauer, 2009; Yiu, Ngai, & Lei, 2020). According to resource dependency theory (RDT), an organization does not stand completely alone; instead, each organization depends on other organizations to obtain many of the resources it needs. Therefore, interaction with other organizations is necessary to gain access to these resources (Albort-Morant, Leal-Rodríguez, & De Marchi, 2018; Liu & Chen, 2018; Pfeffer & Salancik, 1978). Therefore, it is important for companies to build effective and innovative external relationships. This type of external relationship also needs to be built with their customers (Liu & Chen, 2018). Overall, a comparison of texts between the two periods shows significant changes in thematic structure and conceptual focus. For example, concepts in the value theme change over time, while other themes such as products and consumers disappear and are replaced by new themes such as practices and change. Interestingly, although the role and value of resources and resource integration were very important in the discourse of the formative period, subsequent periods focused more attention on customer and social aspects of value creation. Additionally, language that reflects system dynamics such as change and development, as well as social phenomena such as practice and the social, reflects efforts to understand how value is created across broader social systems, a matter prioritized in recent SDL writing (V&L 2017). The distance between the SDL cluster (Cluster 2) and the strategy cluster (Cluster 4) indicates the need for a more robust theoretical link between strategy theory and SDL. Therefore, both the quotes and the text analysis strongly demonstrate the need for future research on strategic approaches to SDL.

These results provide important insights into current limitations and potential directions of SDL research. The first limitation is that despite significant (and increasing) emphasis on customers, customer value, and customer-related practices, initial efforts to develop a strategic approach to SDL appear to be in decline. The shift towards more customer-oriented research (Baron, Warnaby, and Hunter-ter-Jones 2014) has shifted attention away from theories about resources for creating value, moving towards understanding phenomenological perspectives and customer participation. Although evidence of a firm strategic outlook has emerged through the concepts of design, innovation and markets as part of the new themes of development and management in the second period (see the increasing relevance and connectivity of themes and concepts related to strategy and management), there is still a significant need for more strategic theory. This is very important, considering that topics such as innovation and strategy are vital for a company's survival (Ralf Wilden1, Melissa Archpru Akaka2, Ingo O. Karpen3,4, and Jan Hohberger5, 2017). This research strengthens previous research that this theory has been used before, studies that discuss various variables. So we use Service Dominant Logic (SDL) as a reference theory in research. International e-commerce is a powerful global trend driven by the tail winds of strengthening economic policies, changing customer behavior, and improvements in logistics and technology. This study investigates the reasons for performance variations among international e-commerce SMEs (Tolstoy, 2022).

Innovation Services

Service innovation is an additional element that acts as a driving factor in explaining a business's performance and customer loyalty. Based on Service-Dominant Logic (S-D), we observe service innovation, business customer performance, and business customer loyalty. (Woo, (2021).) Service innovation is often defined as the provision of new services that involve "creating new value propositions by developing new practices and/or making innovative use of existing resources, or by integrating practices and resources with new approaches" (Reinar, (2010)) Innovation is an effort made by

government agencies to improve and increase the quality of public services. Innovation according to Rogers (in Suwarno) says that it is an idea, practice, object that has never existed before (Suwarno, 2017). Apart from that, Suwarno also believes that an innovation can be in the form of a product or service, technology, structure and administration that have not previously existed (M. (in S. Afif, 2019) in (Styareni & Fanida, 2021). Service innovation has become an element It is important for companies to promote their business success, attract new customers, accelerate growth, and increase profitability. Service innovation requires customers to become more deeply involved in service product innovation. However, few empirical studies have examined the business outcomes of customer involvement in service innovation (Xie, (2021).). Open innovation is very important in this era of industrialization. In this study, Open Innovation is used as a strategic tool to improve service innovation and organizational performance of the Malaysian hotel industry. (Harif M. A., 2022). Innovation plays a role key in the economic growth of companies, sectors, and countries, sparking widespread interest in innovation research (Pino, 2016). Providing new services to customers gives companies a competitive advantage in the market. As a result, companies strive to develop innovative services that provide new value propositions to customers and lead to customer satisfaction and the acquisition of new customers (Woo, Understanding the role of service innovation behavior on business customer performance and loyalty. Industrial Marketing Management, 93, 41-51 ., 2021).

Relationship Learning

The relationship between a company and its customers is at the heart of this research. Based on organizational learning theory, relationship learning is defined as "a joint activity between a supplier and a customer in which both parties share information, which is then jointly interpreted and integrated into a shared relationship domain-specific memory that changes the range or potential possibilities of relationship-domain-specific behavior " (Selnes & Sallis, 2003, p. 80).(Xuemei Xie a , Hongwei Wang b,* , Javier Sendra García c) In essence, the learning model is the most important part of the learning process. The learning model is the entire series of presentation of teaching material from the beginning to the end of learning. Choosing a learning model requires consideration so that it can be applied to students. The jigsaw learning model is a cooperative type learning model that focuses students on small, heterogeneous groups. Heterogeneous groups are learning groups composed of a mixture of students, both gender, ethnicity, race, religion and different learning abilities. (Ardiawan et al., 2020).

Marketing Strategy

Marketing strategy has a role as a regulator between innovation in services and business performance. This includes comprehensive planning of the business to reach potential consumers, converting them into customers of products and services. Marketing strategy includes aspects such as the business value proposition, communication of key brand messages, identification of target customer demographics, and other top-level elements (Harif, (2022)). Marketing strategy is an integrated set of actions towards sustainable competitive advantage. The ultimate goal and marketing concept, tips and strategies are complete customer satisfaction ("total customer statistics"). Complete customer satisfaction does not mean giving them what we think they want, but what they really want and when and how they want it (Senjaya, 2021).

Sales Performance

Offering innovative goods and services increases the functionality or practical utility of business partners (Keranen & Jalkala, 2013). Therefore, we assume that customer-oriented, technology-oriented, and co-creation-oriented innovative behavior will improve business customer performance (Heeseok Woo , Sang Jin Kima ,*, Huanzhang Wang). Performance is an important factor in sales in order to obtain maximum results in a business. This is needed in marketing management so that sales are more optimal and consistent. The results of work, both in quality and quantity, achieved by an employee in carrying out his duties, accompanied by responsibilities according to his duties. According to Kasmir (2016), performance is the work results and work behavior that have been achieved in completing the tasks and responsibilities given. in a certain period''. Hamali (2016) performance is "work results that have a strong relationship with the company's strategic goals, customer satisfaction, and contribute to the economy." Based on the understanding of performance with several explanations from previous research, it is closely related to marketing strategy, relationship learning and service innovation.

2. METHOD

This research uses quantitative methods as its research approach. Quantitative methods are a type of research that is characterized by being systematic, planned and clearly structured from initial planning to designing the research design. According to Sugiyono (2020), this research method is based on concrete data, where the data collected is concrete data in the form of numbers. These numbers will be measured using statistical tools to calculate and test correlations related to the research problem, so as to produce strong conclusions. In line with the views of Sinambela (2020), quantitative methods are a form of research that utilizes numbers in the data processing process to produce well-organized information. This research focuses on the acquisition and analysis of data in the form of numbers using statistical methods. The population in this research is expressed as the totality of research objects, namely the entire survey unit that is the research subject. Population is the total number of a group of people, events, or certain objects related to research within a fairly large scope. Based on Handayani's (2020) view, the population is the totality of each element to be investigated, which has similar characteristics, perhaps in the form of individuals in a group, event, or object to be studied. The population in this research are owners and sales marketers in the car sales sector. The main characteristic of this sampling process is that sample members are carefully selected based on the research objectives (Hardani, 2020).

This sample is a portion of the population that has the characteristics that you want to investigate and is considered to represent the entire population. Because the exact population size is unknown, Malhotra's calculations were used to determine the minimum sample size required. According to Malhotra's calculations (2006: 291), the sample size must be at least four to five times larger than the number of questions. In this research, there are 24 question indicators, then the number of indicators is multiplied by 4 to obtain the minimum sample required. Through Maholtra's calculations, the minimum sample size required is 96 respondents. The sample that could become respondents was 100 car owners and sales marketers, both men and women. The data collection method used in this research was by visiting car dealers door to door and asking questions in the form of a questionnaire to the car dealer's owner and sales marketing. The questionnaire was created using an interval scale, namely the Likert scale. According to Sugiono (in Sholeh, 2014) the Likert scale is used to measure the attitudes, perceptions and opinions of individuals or groups of people about existing social phenomena. Likert scales can allow respondents to select and rate items on a five to seven point scale depending on the amount of agreement or agreement they have on their selected items. Likert Scale items consist of two parts, namely the item part and the branch part. Part of an article is a predetermined product, event, or attitude. The evaluation part is a list of responses such as "strongly disagree" to "strongly agree" the Likert Scale method is used here and then uses numbers such as 1, 2, 3, 4, 5. The advantage of using partial least squares is the sample size required for the analysis relatively smaller. Using the SmartPLS method is considered more effective because it is not based on assumptions. SmartPLS is also able to test SEM patterns with different scale forms, such as ratio, Likert, etc. PLS-SEM analysis consists of 2, namely inner model and outer model.

3. RESULT AND DISCUSSION

Table 1 Outer Loadings

Variable	Indicator	Outer Loadings	Note
Service Innocation (X1)	X1.1	0,82	*Valid*
	X1.2	0,79	*Valid*
	X1.3	0,87	*Valid*
	X1.4	0,87	*Valid*
	X1.5	0,73	*Valid*
	X1.6	0,85	*Valid*
Relationship Learning (X2)	Z1.1	0,87	*Valid*
	Z1.2	0,81	*Valid*
	Z1.3	0,84	*Valid*
	Z1.4	0,89	*Valid*
	Z1.5	0,89	*Valid*
	Z1.6	0,86	*Valid*
	Z1.7	0,88	*Valid*

Marketing Strategy (Z)	Z2.10,84	*Valid*
	Z2.20,83	*Valid*
	Z2.30,79	*Valid*
	Z2.40,87	*Valid*
	Z2.50,85	*Valid*
	Z2.60,71	*Valid*
	Z2.70,72	*Valid*
Sales Performance (Y)	Y1 0,85	*Valid*
	Y2 0,87	*Valid*
	Y3 0,89	*Valid*
	Y4 0,86	*Valid*
	Y5	
	Y6	
	Y7	

Source : Primary Data processed, 2023

The results of processing using SmartPLS can be seen in the table. The validity test formula used is Product Moment Coeffcient of Correlation (Supranto, 2000) and processed using Sempls software. By referring to a significance level of 5% above the outer model value or correlation between constructs and variables, there are several indicators whose values are above > 0.5 loading factor values so they can still be said to be valid.

Table 2 Discriminant Validity Method Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)	Note
Service Innovation	0,825	Valid
Sales Performance	0,711	Valid
Relationship Learning	0,815	Valid
Marketing Strategy	0,703	Valid

Source : Primary Data Processed, 2023

Based on the data in table above, it can be seen that the AVE value of the product innovation variable is > 0.5 with a value of 0.82, for the sales performance variable the value is > 0.5 with a value of 0.71, for the Relationship Learning variable > 0, 5 with a value of 0.82, as well as the Marketing Strategy variable > 0.5 with a value of 0.70. This shows that each variable has good discriminant validity.

Table 3 Composite Reliability

	Composite Reliability	Note
Service Innovation	0,927	Reliable
Relationship Learning	0,953	Reliable
Marketing Strategy	0,927	Reliable
Sales Performance	0,954	Reliable

Source: Primary Data Processed, 2023

Based on the data in the table above, it can be seen that the Composite Reliability value of the service innovation variable is > 0.7 with a value of 0.95, for the Relationship Learning variable it has a value > 0.7, namely 0.93, for the Marketing Strategy variable it has a value > 0.7, namely 0.93, and the Sales Performance variable also has a value greater than 0.7, namely 0.95. This shows that each variable has a Composite Reliability > 0.70, indicating that the three variables are reliable.

Table 4 Cronbach's Alpha

	Cronbach's Alpha	Note
Service Innovation	0,905	Reliable
Relationship Learnings	0,942	Reliable
Marketing Strategy	0,907	Reliable
Sales Performance	0,944	Reliable

Source : Primary Data Processed, 2023

Based on the data in table 8 above, it can be seen that the Cronbach's Alpha value of the service innovation variable is > 0.7 with a value of 0.91, for the Relationship Learning variable it has a value of > 0.7, namely 0.94, for the Marketing Strategy variable it has value > 0.7, namely 0.91, and the Sales

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Performance variable also has a value greater than 0.7, namely 0.94. This shows that each variable has a Cronbach's Alpha > 0.70, indicating that the three variables it's reliable.

Table 5 Multicollinearity Test

Inner VIF Values	VIF	Note
Service Innovation → Sales Performance	2,986	*Non multicollinearity*
Service Innovation → Marketing Strategy Relationship Learnings → Sales Performance	6,770	*multicollinearity*
Marketing Strategy → Sales Performance	4.498	*Non multicollinearity*

Based on the table above, the results of Collinearity Statistics (VIF) to see the multicollinearity test with the outer results of the Service Innovation variable on Sales Performance are 2.986. Then the value of Service Innovation Relationship Learning on Sales Performance is 6.770. The value of the Marketing Strategy variable on Sales Performance is 4.498. The value of. From several VIP variables < 5, it does not violate the multicollinearity test.

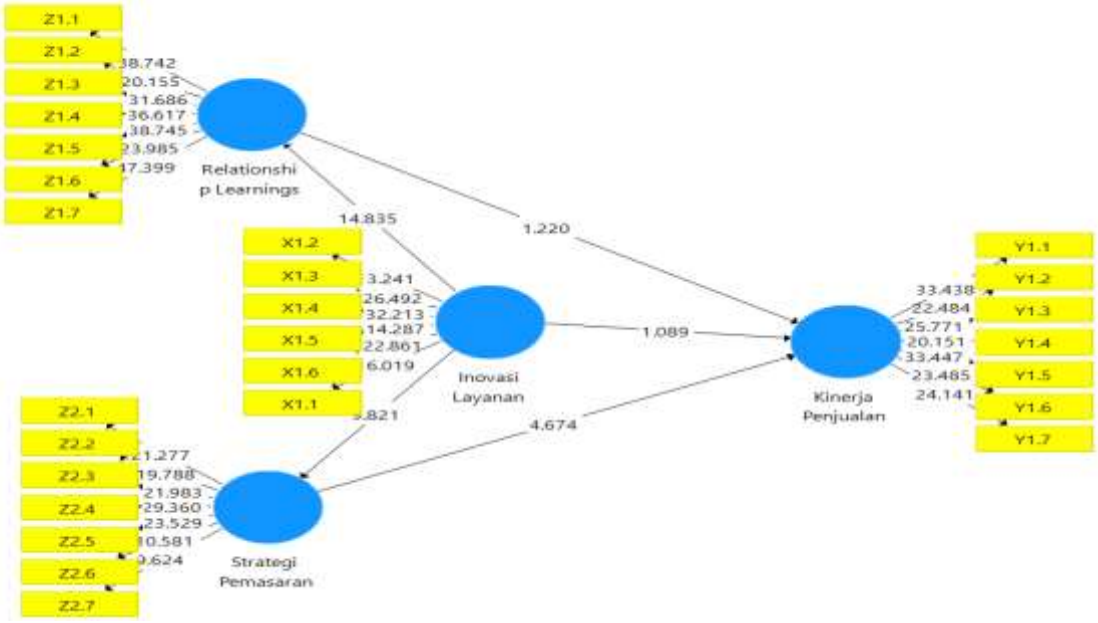

Image 1. Inner Model Evaluation
Source : Primary Data Processed, 2023

Table Coefficient Determination

	R Square (R^2)	R Square Adjusted
Sales Performance	0,805	0,799
Relationship Learnings	0,664	0,661
Marketing Strategy	0,494	0,489

Source : Primary Data Processed, 2023

The R-Square table is used to see the magnitude of the influence of the Sales Performance and Relationship Learning variables on service innovation with a value of 0.805 and is stated to have a medium value. Then R-square is used to see the influence of the Relationship Learning and Marketing Strategy variables on marketing performance with values of 0.664 and 0.494 which are stated to have medium values.

Q Square $= 1 - [(1 - R^2_1) \times (1 - R^2_2)]$
$= 1 - [(1- 0,805) \times (1-0,664) \times (1-0,494))$
$= 1 - (0.195 \times 0.336 \times 0.506)$
$= 0,96$

Based on the calculation results above, a Q-Square value of 0.96 or 96% is obtained. This shows that the large diversity of research data that can be submitted by the research model is 96%, while the

remaining 4% is explained by other factors that are outside this research. Thus, from these results, this research model can be stated to have good goodness of fit.

Tabel. 6 Hypothesis Test Result through Path Coefficient Technic Boostrapping

Table Hypothetical Test Result Through Path Coefficient Technis Boostrapping

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Service Innovation -> Sales Performance	0,103	0,095	0,095	1,089	0,277
Service Innovation Relationship -> Learnings	0,815	0,813	0,055	14,835	0,000
Service Innovation-> Marketing Strategy	0,703	0,702	0,072	9,821	0,000
Relationship Learning-> Sales Performance	0,188	0,200	0,154	1,220	0,223
Marketing Strategy-> Sales Performance	0,648	0,647	0,139	4,467	0,000

4. CONCLUSION

Based on the table above, it can be seen that the t-statistic of the direct influence on service innovation is smaller than the t-table (1.967), namely 1.089 with a P-value > 0.05 of 0.000. So it can be concluded that the direct influence of Service Innovation on Sales Performance is positive and not significant. So according to Innovation it has a positive effect on sales performance. The t-statistical value of the influence of Service Innovation on Relationship Learning is greater than the t-table (1.967), namely 14.835 with an influence size of 10.960 and a P-value <0.05 of 0.013. So it can be concluded that the direct influence of Service Innovation on marketing Relationship Learning is positive and significant. So in accordance with Service Innovation it has a positive effect on Relationship Learning. The t-statistical value of the influence of Service Innovation on Sales Marketing Strategy is greater than the t-table (1.967), namely 9.821. with and P-value < 0.05. So it can be concluded that the direct influence of Relationship Learning on sales performance is positive and significant. So in accordance with Service Innovation it has a positive effect on Marketing Strategy. The t-statistical value of the influence of marketing strategy on sales performance is greater than the t-table (1.967), namely 1.220 with a P-value < 0.05 of 0.002. So it can be concluded that the direct influence of marketing strategy on sales performance is positive and significant. So in accordance with the Relationship Learning Strategy it has a positive effect on Sales Performance. The t-statistic value of the direct influence of product innovation on marketing performance is greater than the t-table (1.967), namely 4.647 with and P-value < 0.05 of 0.004, so it can be concluded that the direct influence of product innovation on purchasing marketing performance is positive and significant. So in accordance with the product marketing strategy it has a positive effect on sales performance. It can be concluded that Relationship Learning mediates Service Innovation and has a positive and significant effect in mediating sales performance. The t-statistical value of the positive influence of marketing strategy creativity on marketing performance mediated by service innovation is greater than the t-table statistical value (1.967), namely 4.647 with an influence size of 0.648 and a p-value <0.05 with a spread of 0.000. So it can be concluded that Marketing Strategy has a positive and significant effect in mediating service innovation on sales performance.

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