

## **ABSTRACT**

*This study intends to assess the impact of Customer Orientation variable towards Marketing Performance in Baitul Maal wat Tamwil (BMT) in Ex-Residency Semarang (Semarang, Salatiga, Kendal, Demak, and Grobogan) through Service Improvement Capability, Value Co-Creation Quality, and Competitive Advantage variables. This study takes 123 respondents as manager in BMT.*

*Analysis tool used in this study is Structural Equation Modelling (SEM). The result of overall models of data analysis have met the criteria of Goodness of Fit with the value of chi square = 195,365, degrees of freedom = 165, probability = 0,053, CMIN/DF = 1,184, GFI = 0,863, AGFI = 0,826, TLI = 0,941, CFI = 0,948, dan RMSEA = 0,039. Thus, the proposed research models can be accepted.*

*The result of the study shows that there are significant effect between Customer Orientation and Service Improvement Capability, Customer Orientation and Value Co-Creation Quality, Service Improvement Capability and Competitive Advantage, Value Co-Creation Quality and Competitive Advantage, and Competitive Advantage and Marketing performance.*

***Key Words : Customer Orientation, Service Improvement Capability, Value Co-Creation Quality, Competitive Advantage, and Marketing Performance.***