

**STRATEGI PENINGKATAN KINERJA PEMASARAN UMKM
BERBASIS *ENTREPRENEURIAL ORIENTATION* DAN
*ENTREPRENEURIAL MARKETING***

DISERTASI

Diajukan untuk Memenuhi Sebagian Persyaratan Memperoleh Gelar Doktor
Manajemen pada Program Studi Doktor Manajemen



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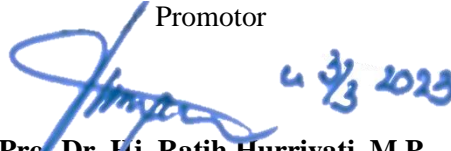
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ABSTRAK

Muhammad Meki Munawar, 1808744. **Strategi Peningkatan Kinerja Pemasaran UMKM Berbasis *Entrepreneurial Orientation* Dan *Entrepreneurial Marketing***, dibawah bimbingan Prof. Dr. Hj, Ratih Hurriyati, M.P; Prof. Dr. H. Disman, M.S; Prof. Dr. Vanessa Gaffar. SE., Ak., MBA

Penelitian ini bertujuan untuk merumuskan sebuah model peningkatan kinerja Peningkatan Kinerja Pemasaran UMKM Berbasis *Entrepreneurial Orientation* Dan *Entrepreneurial Marketing* pada pelaku industri kreatif atau pelaku UMKM sektor rumah makan atau restoran se – Jawa Barat. Pendekatan yang digunakan adalah kuantitatif deskriptif. Ukuran sampel sebanyak 97 orang pelaku industri kreatif atau pelaku UMKM, tersebar 17 kabupaten dan 9 kota, yang ditentukan melalui *proporsionatel random sampling*. Data diolah menggunakan *Structural Equation Model (SEM)* dengan aplikasi SmartPLS 3.1. Hasil penelitian menunjukkan bahwa *Entrepreneurial Orientation* berpengaruh terhadap *co creation value*, *Entrepreneurial Orientation* dan *Entrepreneurial Marketing* berpengaruh positif dan signifikan terhadap *Marketing Performance* atau mampu meningkatkan *Marketing Performance* dan *Co Creation Value*, *Product Innovation* mampu memediasi dan mampu mendorong peningkatan *Marketing Performance*. Berdasarkan hasil penelitian ditemukan model baru untuk peningkatan kinerja pemasaran, yaitu melalui penggabungan konstruk *Entrepreneurial Orientation*, *Entrepreneurial Marketing*, dan mediasi dari *Co Creation Value (CCV)*, *Product Innovation (PI)*, yang kemudian dituangkan menjadi “Strategi Peningkatan Kinerja Pemasaran UMKM Berbasis *Entrepreneurial Orientation* Dan *Entrepreneurial Marketing*.”

Kata Kunci: *Entrepreneurial Orientation*, *Entrepreneurial Marketing*, *Co Creation Value*, *Product Innovation*, *Marketing Performance*

ABSTRACT

Muhammad Meki Munawar, 1808744. *Strategies for Improving Marketing Performance of MSMEs Based on Entrepreneurial Orientation and Entrepreneurial Marketing*, under guidance Prof. Dr. Hj, Ratih Hurriyati, M.P; Prof. Dr. H. Disman, M.S; Prof. Dr. Vanessa Gaffar. SE., Ak., MBA

This study aims to formulate a model for improving the performance of MSME Marketing Performance Improvement Based on Entrepreneurial Orientation and Entrepreneurial Marketing in creative industry players or MSME players in the restaurant sector in West Java. The approach used is descriptive quantitative. The sample size was 97 creative industry players or MSME players, spread across 17 districts and 9 cities, which were determined through proportional random sampling. The data was processed using the Structural Equation Model (SEM) with the SmartPLS 3.1 application. The results showed that Entrepreneurial Orientation affects co-creation value, Entrepreneurial Orientation and Entrepreneurial Marketing have a positive and significant effect on Marketing Performance or are able to improve Marketing Performance and Co Creation Value, Product Innovation is able to mediate and be able to encourage increased Marketing Performance. Based on the results of the study, a new model for improving marketing performance was found, namely through combining the constructs of Entrepreneurial Orientation, Entrepreneurial Marketing, and mediation from Co Creation Value (CCV), Product Innovation (PI), which was then outlined as "Strategy for Improving Marketing Performance of MSMEs Based on Entrepreneurial Orientation and Entrepreneurial Marketing."

Key Words: *Entrepreneurial Orientation, Entrepreneurial Marketing, Co Creation Value, Product Innovation, Marketing Performance*

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