

ABSTRAK

Entrepreneurial marketing adalah kunci bagi UMKM dalam mencapai *competitive advantage* untuk bertahan dari pesaing dan tumbuh dalam lingkungan bisnis yang dinamis. Penelitian ini bertujuan untuk menganalisis pengaruh penerapan *entrepreneurial marketing* (*proactiveness*, *opportunity focus*, *customer intensity*, *innovativeness*, *calculated risk-taking*, *resource leveraging*, dan *value creation*) terhadap peningkatan *competitive advantage* UMKM di Kabupaten Sampang. Penelitian ini bersifat kuantitatif, menggunakan teknik *purposive sampling*. Jumlah sampel yang terkumpul dalam penelitian ini sebanyak 155 UMKM yang telah mengisi kuesioner dengan skala *likert*. Hasil dalam penelitian ini mengungkapkan bahwa empat dimensi dari *entrepreneurial marketing* yaitu variabel *customer intensity*, *innovativeness*, *resource leveraging*, dan *value creation* secara parsial berpengaruh signifikan terhadap *competitive advantage*. Sedangkan *proactiveness*, *opportunity focus*, dan *calculated risk-taking* secara parsial tidak berpengaruh signifikan terhadap *competitive advantage*. Namun secara simultan variabel *proactiveness*, *opportunity focus*, *customer intensity*, *innovativeness*, *calculated risk-taking*, *resource leveraging*, dan *value creation* berpengaruh signifikan terhadap *competitive advantage* UMKM di Kabupaten Sampang. Penelitian ini terbatas pada Kabupaten Sampang, sehingga hasilnya mungkin tidak dapat digeneralisasikan dengan daerah lain. Oleh karena itu, penelitian selanjutnya disarankan untuk melibatkan sampel yang lebih besar dan beragam, seperti UMKM se-Madura, serta mempertimbangkan penggunaan dimensi berbeda dari konsep *entrepreneurial marketing* sebagai variabel.

Kata kunci: *Entrepreneurial Marketing*, *Competitive Advantage*, UMKM

ABSTRACT

Entrepreneurial marketing is the key for MSMEs in achieving competitive advantage to survive competitors and grow in a dynamic business environment. This study aims to analyze the effect of the application of entrepreneurial marketing (proactiveness, opportunity focus, customer intensity, innovativeness, calculated risk-taking, resource leveraging, and value creation) on increasing competitive advantage of MSMEs in Sampang Regency. This research is quantitative, using purposive sampling technique. The sample size collected in this study was 155 MSMEs that had filled out a questionnaire with Likert scale. The results in this study revealed that four dimensions of entrepreneurial marketing, customer intensity, innovativeness, resource leveraging, and value creation variables partially have significant effects on competitive advantage. While proactiveness, opportunity focus, and calculated risk-taking partially have no significant effect on competitive advantage. However, simultaneously proactiveness, opportunity focus, customer intensity, innovativeness, calculated risk-taking, resource leveraging, and value creation have significant effect on the competitive advantage of MSMEs in Sampang Regency. This research is limited to Sampang Regency, so the results may not be generalizable to other regions. Therefore, further research is recommended to involve a larger and more diverse sample, such as MSMEs throughout Madura, and consider using different dimensions of the entrepreneurial marketing concept as variable.

Keywords: *Entrepreneurial Marketing, Competitive Advantage, MSME.*