

ABSTRAK

UMKM memiliki peran penting dalam perekonomian Indonesia. Namun, pandemi COVID-19 berdampak besar pada UMKM, khususnya di sektor makanan dan minuman yang mengalami penurunan penjualan dan pendapatan. Pasca pandemi dengan dukungan pemerintah dan strategi adaptasi UMKM mulai pulih, meskipun tantangan dalam pemasaran tetap ada. Salah satunya yaitu UMKM yang ada di Desa Telang Kabupaten Bangkalan Madura, meskipun jumlah UMKM terus bertambah, banyak juga diantaranya yang gagal mencapai pertumbuhan yang diharapkan. Salah satu faktor terjadinya hal tersebut dikarenakan masih banyaknya UMKM yang bergantung pada pemasaran tradisional. Penelitian ini bertujuan untuk menganalisis pengaruh penerapan *entrepreneurial marketing* terhadap kinerja pemasaran UMKM makanan dan minuman di Desa Telang Kabupaten Bangkalan. Penelitian ini menggunakan metode kuantitatif, dengan teknik pengambilan sampel menggunakan *purposive sampling*. Teknik pengumpulan data dalam penelitian menggunakan penyebaran kuesioner kepada pemilik UMKM Telang. Pengujian data menggunakan uji kualitas data, uji asumsi klasik, analisis regresi linear berganda dan uji hipotesis yang meliputi uji t, uji f dan koefisien determinasi (R^2). Hasil penelitian ini menunjukkan bahwa dimensi *customer intensity*, *innovativeness*, *proactiveness* berpengaruh signifikan terhadap kinerja pemasaran UMKM, sedangkan dimensi *resource leveraging*, *value creation*, *calculated risk taking* dan *opportunity focus* tidak berpengaruh signifikan terhadap kinerja pemasaran. Dalam penelitian ini kita dapat menyimpulkan bahwa *entrepreneurial marketing* secara keseluruhan memiliki pengaruh dan dampak signifikan terhadap kinerja pemasaran UMKM makanan dan minuman di Desa Telang Bangkalan sebesar 45,4%.

Kata Kunci: *entrepreneurial marketing*, kinerja pemasaran, UMKM

ABSTRACT

MSMEs play an important role in the Indonesian economy. However, the COVID-19 pandemic has had a major impact on MSMEs, especially in the food and beverage sector, which has experienced a decline in sales and revenue. After the pandemic, with government support and adaptation strategies, MSMEs have begun to recover, although marketing challenges remain. One of them is the MSMEs in Telang Village, Bangkalan Regency, Madura. Although the number of MSMEs continues to grow, many of them have failed to achieve the expected growth. One of the factors that causes this is because many MSMEs still rely on traditional marketing. This study aims to analyze the effect of the application of entrepreneurial marketing on the marketing performance of food and beverage MSMEs in Telang Village, Bangkalan Regency. This study uses a quantitative method, with a sampling technique using purposive sampling. The data collection technique in the study used questionnaires to MSME owners in Telang. Data testing uses data quality tests, classical assumption tests, multiple linear regression analysis and hypothesis tests including t-tests, f-tests and coefficients of determination (R^2). The results of this study indicate that the dimensions of customer intensity, innovativeness, proactiveness have a significant effect on the marketing performance of MSMEs, while the dimensions of resource leveraging, value creation, calculated risk taking and opportunity focus do not have a significant effect on marketing performance. In this study, we can conclude that entrepreneurial marketing as a whole has a significant influence and impact on the marketing performance of food and beverage MSMEs in Telang Village, Bangkalan, by 45.4%.

Keywords: *entrepreneurial marketing, marketing performance, MSMEs*