

ABSTRAK

Hartatik Febriani, “Pengaruh *Marketing Agility* Terhadap Kinerja Pemasaran Pengrajin Gerabah Di Desa Rendeng Kecamatan Malo Kabupaten Bojonegoro” dibawah bimbingan Dr. A. Yahya Surya Winata, SE., M.Si.

Permasalahan yang disinyalir dalam penelitian ini adalah pengrajin gerabah terus-menerus mengubah pendekatan pemasaran atau produknya sehingga membuat pembeli merasa bingung dan dapat mengurai loyalitas pelanggan terhadap kepercayaan merek. Pengrajin gerabah terburu-buru dalam menyikapi umpan balik negatif atau krisis tanpa merencanakan dengan matang dapat memperburuk situasi, merusak reputasi, dan dapat menimbulkan kesan yang tidak profesional. Tingkat *speed* dan *responsiveness* diduga dipengaruhi oleh kinerja pemasaran di Desa Rendeng Kecamatan Malo Kabupaten Bojonegoro kurang diperhatikan.

Penelitian ini dilakukan bertujuan untuk mendeskripsikan *market sensing*, *speed*, *flexibility*, *responsiveness*, dan kinerja pemasaran melalui pendekatan deskriptif dan menjelaskan pengaruh kinerja pemasaran pengrajin gerabah di Desa Rendeng Kecamatan Malo Kabupaten Bojonegoro melalui pendekatan eksploratori. Penelitian ini menggunakan pendekatan kuantitatif dengan populasi yang digunakan dalam pengrajin gerabah di Desa Rendeng Kecamatan Malo Kabupaten Bojonegoro dengan total 40 populasi yang diambil peneliti secara sensus untuk dianalisis. Teknik pengumpulan data menggunakan kuesioner dan analisis menggunakan perangkat SPSS versi 29.

Hasil penelitian secara deskriptif menunjukkan bahwa *market sensing*, *speed*, *flexibility*, *responsiveness* berada pada kategori baik, demikian pada kinerja pemasaran di Desa Rendeng Kecamatan Malo Kabupaten Bojonegoro secara keseluruhan juga berada pada kategori baik. Namun demikian, secara eksplanasi bahwa kinerja pemasaran dipengaruhi oleh *market sensing* (X_1) dan *speed* (X_2) yang disampaikan oleh pengrajin gerabah di Desa Rendeng Kecamatan Malo Kabupaten Bojonegoro. Sedangkan *flexibility* (X_3) dan *responsiveness* (X_4) tidak dipengaruhi signifikan terhadap kinerja pemasaran. Secara bersama-sama *market sensing* (X_1), *speed* (X_2), *flexibility* (X_3), *responsiveness* (X_4) berpengaruh signifikan terhadap kinerja pemasaran pengrajin gerabah di Desa Rendeng Kecamatan Malo Kabupaten Bojonegoro.

Kata Kunci : Penginderaan Pasar, Kecepatan, Fleksibilitas, Daya Tanggap, Kinerja Pemasaran

ABSTRACT

Hartatik Febriani, *“The Influence of Marketing Agility on the Marketing Performance of Pottery Craftsmen in Rendeng Village, Malo District, Bojonegoro Regency”* under the supervision of Dr. A. Yahya Surya Winata, SE., M.Si.

The problem identified in this study is that pottery craftsmen continuously change their marketing approaches or products, causing buyers to feel confused and potentially diminishing customer loyalty to the brand. Pottery craftsmen, in their haste to respond to negative feedback or crises without thorough planning, may worsen the situation, damage their reputation, and create an unprofessional impression. The level of speed and responsiveness is suspected to be influenced by the marketing performance in Rendeng Village, Malo District, Bojonegoro Regency, which has not been given enough attention.

This research aims to describe market sensing, speed, flexibility, responsiveness, and marketing performance through a descriptive approach and to explain the impact of marketing performance on pottery craftsmen in Rendeng Village, Malo District, Bojonegoro Regency through an explanatory approach. This research uses a quantitative approach with a population of pottery craftsmen in Rendeng Village, Malo District, Bojonegoro Regency, totaling 40 individuals, which were taken by the researcher through a census for analysis. Data collection techniques used questionnaires, and the analysis was conducted using SPSS version 29.

The descriptive research results indicate that market sensing, speed, flexibility, and responsiveness are in the good category, and overall, the marketing performance in Rendeng Village, Malo District, Bojonegoro Regency is also in the good category. However, in explanation, marketing performance is influenced by market sensing (X1) and speed (X2) as conveyed by pottery craftsmen in Rendeng Village, Malo District, Bojonegoro Regency. Meanwhile, flexibility (X3) and responsiveness (X4) do not significantly influence marketing performance. Together, market sensing (X1), speed (X2), flexibility (X3), and responsiveness (X4) significantly affect the marketing performance of pottery craftsmen in Rendeng Village, Malo District, Bojonegoro Regency.

Keywords : Market Sensing, Speed, Flexibility, Responsiveness, Marketing Performance