

Abstrak

Muhammad Imron Hamzah. Pengaruh *Entrepreneurial Marketing* terhadap kinerja pemasaran dan daya saing Pada UMKM Sentra Batik Sendang Kabupaten Lamongan. Fakultas Ekonomi dan Bisnis, Universitas Trunojoyo Madura. Pembimbing: Dr. Mohammad Arief, S.E., M.M. & Dr. H. Muh. Syarif, Drs.EC., M.Si.

Kata Kunci: UMKM, *Entrepreneurial Marketing*, Kinerja Pemasaran, Daya Saing

Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis pengaruh *entrepreneurial marketing* terhadap kinerja pemasaran dan daya saing pada UMKM Sentra Batik Sendang. Pentingnya penelitian ini adalah mengingat bahwa dibutuhkan teknik pemasaran yang sesuai bagi sektor UMKM, utamanya Sentra Batik Sendang dalam mengembangkan pasar melalui *entrepreneurial marketing* sebagai alternatif guna dapat meningkatkan kinerja pemasaran dan daya saing yang sudah dimiliki.

Metode yang digunakan dengan pendekatan kuantitatif deskriptif. Data primer diperoleh dari hasil penyebaran kuesioner dan observasi. Pengambilan sampel dilakukan dengan menggunakan teknik *probability sampling*. Terkait dengan analisis data dilakukan dengan menggunakan tiga teknik, yakni analisis statistik deskriptif, analisis dan terakhir dengan menggunakan model persamaan struktural (SEM) berbasis *Part Least Square* (PLS).

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif antara variabel *entrepreneurial marketing* terhadap daya saing UMKM Sentra Batik Sendang. Terdapat pengaruh positif antara variabel *entrepreneurial marketing* terhadap kinerja pemasaran UMKM Sentra Batik Sendang. Terdapat pengaruh positif antara variabel kinerja pemasaran terhadap daya saing UMKM Sentra Batik Sendang. Variabel kinerja pemasaran memediasi hubungan antara *entrepreneurial marketing* dengan daya saing.

Abstract

Muhammad Imron Hamza. The Influence of Entrepreneurial Marketing and Marketing Performance on Competitiveness in MSMEs at the Sendang Batik Center, Lamongan Regency. Faculty of Economics and Business, University of Trunojoyo Madura. Supervisor: Dr. Mohammad Arief, S.E., M.M. & Dr. H. Moh. Syarif, Drs. EC., M.Sc

Keywords: SMEs, Entrepreneurial Marketing, Marketing Performance, Competitiveness.

The purpose of this study was to determine and analyze the effect of entrepreneurial marketing and marketing performance on competitiveness at the UMKM Sentra Batik Sendang. The importance of this research is to remember that an appropriate marketing strategy is needed for the MSMEs sector, especially the Sendang Batik Center in developing the market through entrepreneurial marketing as an alternative in order to improve marketing performance and competitiveness.

The method used is descriptive quantitative approach. Primary data were obtained from the results of questionnaires and observations. Sampling was done by using probability sampling technique. In relation to the data analysis, three techniques were used, namely descriptive statistical analysis, index transformation analysis and finally using a structural equation model (SEM) based on Partial Least Square (PLS).

The results showed that there was a positive influence between entrepreneurial marketing variables on the competitiveness of SMEs in Sentra Batik Sendang. There is a positive influence between entrepreneurial marketing variables on the marketing performance of MSMEs at Sentra Batik Sendang. There is a positive influence between the variables of marketing performance on the competitiveness of UMKM Sentra Batik Sendang. The marketing performance variable mediates the relationship between entrepreneurial marketing and competitiveness.