

ABSTRACT

The development of Garut Sukaregang leather center raised significantly. However in its implementation, this creative industry faces many problems, one of them is marketing, therefore Sukaregang leather center needs the right marketing strategy to develop this creative industry. One of the approaches that is used by micro small and medium enterprises is entrepreneurial marketing.

This study aimed to assess business performance towards entrepreneurial marketing variable with subvariable proactiveness, innovativeness, calculated risk taking, opportunity focus, customer intensity, resource leverage, and value creation. Other than that, author will indicate the impact of subvariable proactiveness, innovativeness, calculated risk taking, opportunity focus, customer intensity, resource leverage, and value creation towards Sukaregang leather center's performance.

This research used quantitative method. The research was conducted by distributing questionnaires to 70 respondents of the Garut Sukaregang leather center's owner. The data of questionnaires was tested using validation and reliability. Data was analyzed using SEM PLS 3.0.

The result of this research showed that the assesment of innovativeness, customer intensity, and value creation have a significant and positive impact on Sukaregang leather center's performance while partial subvariable proactiveness, calculated risk taking, opportunity focus, dan resource leveraging have not significant impact on Sukaregang leather center's performance.

In this research we can conclude that entrepreneurial marketing has a postive and significant impact towards Garut Sukaregang leather center's performance 56.8%. If the entrepreneurial marketing implementation is high then the sukaregang leather center's performance is also high.

Keywords: Entrepreneur, Entrepreneurial Marketing, Business Performance, SEM.