

ABSTRACT

The entrepreneurial marketing concept, which is thought to overcome marketing problems in MSMEs by utilizing all limited resources, seems to be a bright spot for the several previous study who believes that conventional marketing activities are only a waste of activity for small business actors.

This study aims to determine the magnitude of the influence of entrepreneurial marketing and its dimensions on the business performance of SMEs in Bengkulu City. Especially the culinary SMEs because the culinary sector is the mainstay sector of the area. Entrepreneurial marketing dimensions are proactiveness, innovation, calculated risk-taking, opportunity focus, customer intensity, resource leverage, and value creation.

This research uses a quantitative method by distributing questionnaires using a random sampling technique—questionnaires distributed to a sample of 183 culinary MSMEs in Bengkulu City. Furthermore, the answers to the questionnaire were analyzed using several analytical methods, including correlation analysis and regression analysis. To determine the magnitude of the influence of each dimension of entrepreneurial marketing on business performance, the researchers calculated the effective contribution and relative contribution.

The study results indicate that the entrepreneurial marketing variable through its dimensions has an influence of 38% on the business performance variable. The resource leverage dimension is the most dominant dimension that influences business performance. Meanwhile, calculated risk-taking is a dimension that still needs improvement. The study results and the limitations of this study are expected to be a reference for progress in future research.

Keywords: Entrepreneurial Marketing, Business Performance, MSME.