

## **ABSTRACT**

*The development and growth of the MSME sector is one indicator of the success of the country's economic development, especially MSMEs are one of the largest contributors to the Gross Domestic Product and also contributes as a labour absorber in Indonesia. The problem contained in this research is that there is a decrease in the number of MSMEs registrants in Bandung City in 2021-2022 due to the impact of the Covid-19 pandemic. The presence of the Entrepreneurial Marketing concept is considered to be an effort to overcome marketing problems and encourage the success and improvement of MSME business performance.*

*This research focuses on measuring the influence of Entrepreneurial Marketing dimensions on the business performance of MSMEs in Bandung City from various business sectors. The dimensions of Entrepreneurial Marketing used in this study are proactiveness, innovativeness, customer intensity, calculated risk taking, opportunity focus, resource leveraging, and value creation.*

*This research is classified as quantitative research through distributing questionnaires with purposive sampling technique. The questionnaires are distributed to a sample of 384 people who were MSME owner from various business sectors in Bandung City. After conducting a validity, reliability, classic assumptions test, descriptive analysis, and multiple linear regression test are utilized to analyze the data.*

*At the end of the data analysis step, the hypothesis test is conducted by using the t-test and followed by the coefficient of determination test. it is found that entrepreneurial marketing dimensions has a positive and significant effect on the work performance with a value of 79,5 percent. The proactiveness dimension in this study is the most dominant dimension that influences the performance of MSME businesses, while the costumer intensity dimension is the dimension that still needs to be improved. Further study is expected to conduct a factor anaylisis to find out other variables beside entrepreneurial marketing dimensions that can influence the work performance.*

**Keywords: Entrepreneurial Marketing, Business Performance, MSMEs**