

Pengaruh Entrepreneurial Attitude Orientation dan Market Orientation terhadap Entrepreneurial Marketing Attitude = The effect of Entrepreneurial Attitude Orientation and Market Orientation towards the Entrepreneurial Marketing Attitude / Rosari Sariasih

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Abstrak

ABSTRAK

Dalam kondisi lingkungan dinamis dan cenderung turbulents, perusahaan harus bertahan dan memimpin pasar dengan sustainable competitive advantage. Dikarenakan turbulensi, perubahan pasar semakin sengit, cepat dan terkadang unpredictable. Dengan demikian, perusahaan memerlukan tingkat market orientation yang tinggi untuk memahami pasar. Secara internal, seluruh anggota perusahaan perlu mengembangkan Entrepreneurial Attitude Orientation yang seringkali dianggap hanya ada di perusahaan start ups. EAO dapat pula muncul di perusahaan besar dalam bentuk yang berbeda. Interface kewirausahaan dengan pemasaran dikenal dengan Entrepreneurial Marketing (EM). Ada dugaan bahwa tingginya kadar MO dan tingginya EAO akan mengakibatkan EM yang tinggi pula. Penelitian ini dimaksudkan menggali hal tersebut.

ABSTRACT

In dynamic and turbulent environment, company needs to survive and lead the market by achieving sustainable competitive advantage. Due to the turbulence, changes in market become severe, faster, and sometimes unpredicted. Thus, company needs a high market orientation to understand the market. Internally, all company members need to improve Entrepreneurial Attitude Orientation which is often misinterpreted to apply only in startup business ventures. EAO might appear in big companies, in different forms. The interface between entrepreneurial and marketing is known as Entrepreneurial Marketing (EM). It is suspected that higher MO and EAO level will impact on higher EM. This research intends to dig this matter.