

The effect of entrepreneurial marketing on firm's innovative performance in Depok's small and medium enterprises = Efek dari entrepreneurial marketing terhadap innovative performance UMKM di Kota Depok

Alfin Hidayat, author

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Abstrak

ABSTRACT

The purpose of this study is to determine the effect of 7 core dimension of entrepreneurial marketing proactiveness, innovativeness level, calculated risk taking, customer intensity, opportunity focus, resource leveraging, and value creation to the small and medium enterprise's innovative performance. Seven hypotheses were developed with relevant literature support. The hypotheses were tested with primary data n=60 collected through structured questionnaire using non probability convenience sampling from CEO's and business managers who do their business in Depok area. Multiple regression statistical technique was used to test the hypotheses. Out of seven hypotheses, only two hypotheses were supported innovativeness level and opportunity focus, the other four proactiveness, calculated risk taking, customer intensity, resource leveraging, and value creation was not supported.

ABSTRAK

Tujuan utama penelitian ialah untuk mengetahui efek dari 7 dimensi inti entrepreneurial proactiveness, innovativeness level, calculated risk taking, customer intensity, opportunity focus, resource leveraging, dan value creation terhadap performa inovatif UMKM. Tujuh hipotesis dibentuk dengan berdasarkan berbagai macam literatur. Hipotesis dites dengan data primer n=60 yang didapat melalui kuesioner terstruktur menggunakan non-probability convenience sampling dari CEO dan manajer bisnis yang melakukan aktivitas bisnisnya di area Depok. Teknik statistik yang digunakan untuk mengukur hipotesis ialah multiple regression statistical technique. Dari tujuh hipotesis yang dibentuk, hanya dua yang terbukti memiliki pengaruh signifikan innovativeness level dan opportunity focus, sedangkan empat hipotesis lainnya proactiveness, calculated risk taking, customer intensity, resource leveraging, dan value creation didapat tidak memiliki pengaruh yang signifikan.