

THE INFLUENCE OF MARKET ORIENTATION, ENTREPRENEURIAL ORIENTATION, AND SOCIAL MEDIA MARKETING ON THE MARKETING PERFORMANCE OF SMEs

Effi Indriana¹, Renea Shinta Aminda², Ahmad Juwaini³
Magister Manajemen, Universitas Ibn Khaldun Bogor, Indonesia^{1,2,3}

ARTICLE INFO

Keywords:

Market Orientation,
Entrepreneurial Orientation, Social
Media Marketing, Marketing
Performance.

ABSTRACT

This study aims to analyze the impact of market orientation, entrepreneurial orientation, and social media marketing on the marketing performance of SMEs that are members of ISMEA. The research conducted is quantitative research. The research population consists of 200 ISMEA members, and the sample size is 67 respondents. The research instrument used is a questionnaire. The analysis results use multiple regression techniques. The F-test results show a significance value of $0.000 < 0.05$, and the calculated F-value is $52.374 >$ the tabled F-value of 3.134. This indicates that the alternative hypothesis is accepted. It means that, simultaneously, market orientation, entrepreneurial orientation, and social media marketing have an influence on marketing performance. The t-test results (partial) show a significance value for the influence of market orientation of $0.151 < 0.05$, and the calculated t-value is $1.855 >$ the tabled t-value of 1.67. This indicates that the alternative hypothesis is accepted. It means that market orientation has a significant influence on marketing performance, and the value for entrepreneurial orientation is $0.0391 > 0.05$. Therefore, the alternative hypothesis is accepted. This indicates that entrepreneurial orientation has a significant influence on marketing performance. The t-test results (partial) show that the influence of social media marketing on marketing performance has a calculated t-value of $1.972 >$ the tabled t-value of 1.67. Therefore, the alternative hypothesis for social media marketing is accepted. It means that there is an influence between social media marketing and marketing performance.

E-mail:
effi.indriana@yahoo.com

Copyright © 2023 Economic Journal. All rights reserved.
is Licensed under a Creative Commons Attribution-NonCommercial 4.0
International License (CC BY-NC 4.0)

1. INTRODUCTION

The use of social media in daily activities indicates the numerous opportunities that can be created with the use of social media [1]. This is because social media has become a new platform for the gathering of various segments of society. The gathering of various segments on social media makes it easier to map the target audience to be achieved on social media, and because social media is accessed by various groups, anyone can see what is happening on social media.

Marketing has a positive and significant impact on brand image in SMEs [2], [3]. Good use and utilization of social media can have a significant impact on the company's brand image through content creation, sharing content, connecting (relationship-building), and community building [2]. The existing technological developments must be quickly adapted by SME players. Because if they cannot adapt to the conditions, the business created is unlikely to survive, hence the marketing performance of SMEs through market orientation and entrepreneurial orientation needs to be formed. Having market and entrepreneurial orientation can determine the target marketing performance to be achieved for profit. The formation of market and entrepreneurial orientation must be able to adjust to the conditions.

Marketing performance is one indicator to evaluate the success of a business's marketing through marketing performance analysis. Marketing performance is generally used to measure the impact of company strategies and is one aspect in determining business performance that can improve if the company can choose and implement the right approach [4]. Marketing performance is the output of all marketing efforts and strategies implemented by entrepreneurs [5]. The company's focus is always on

*The Influence Of Market Orientation, Entrepreneurial Orientation, And Social Media Marketing On
The Marketing Performance Of SMEs. Effi Indriana, et.al*

achieving positive marketing performance, such as increasing sales volume and sales growth rates, as well as achieving good financial performance. There are several factors that can improve marketing performance, including market orientation and entrepreneurial orientation.

Market orientation is a condition where a company approaches the market by making decisions based on the actual market conditions [6]. The indicators of market orientation include three factors: Increasing customer orientation strengthens the business's ability to identify and meet client needs through better production and performance. Understanding the strengths and weaknesses of existing and potential competitors in the short term, as well as their abilities and long-term strategies, is the core of competitor orientation. This also involves the business's ability to respond to the activities and strategies of competitors. Cross-functional coordination refers to coordination between different roles or departments in a company, as well as the level of information exchange between departments. This process is known as interdepartmental coordination.

The second factor, besides market orientation, that can help marketing performance is entrepreneurial orientation. According to Lumpkin and Dess, entrepreneurial orientation refers to the processes, practices, and decision-making that drive towards new inputs and have three entrepreneurial aspects: risk-taking, proactivity, and innovation [7]. High entrepreneurial orientation is closely related to the drive to achieve profit, allowing an entrepreneur to take advantage of opportunities and gain profits. This ultimately has a positive impact on business performance. Entrepreneurial orientation (EO) has five dimensions: Innovation, Proactiveness, Risk-Taking, Competitive Aggressiveness, Autonomy, and market orientation [8].

Entrepreneurial orientation is the ability of a company or individual to manage their resources to implement entrepreneurial strategies with innovation, proactivity, and risk-taking to create advantages in competing in the same marketplace. It is crucial to know how an SME entrepreneur can determine the attitude for their business, determine the direction of their business, such as in improving marketing performance, and what needs to be prepared and adjusted in relevance to the existing conditions and opportunities. However, this is not in line with the study conducted by Jefri Handy Kurniawan and Kartika Nuringsih titled "The Influence of Market Orientation, Entrepreneurial Orientation, and Social Media on the Performance of Jambi's Specialty Food SMEs." The study found that Market Orientation and Entrepreneurial Orientation did not have an influence on marketing performance [9].

Based on the data presented regarding the use of the internet and social media, and the research results from Hapsawati on "Social Media Marketing to Improve Brand Image," it is explained that in the research results, Social Media Marketing has a positive and significant influence on brand image in Gorontalo's Adilah Cake & Cookies SMEs [10]. The research results show that good use and utilization of social media can have a significant impact on the company's brand image. Furthermore, the research results indicate that social media is an opportunity that can be utilized to help micro, small, and medium-sized enterprises. Considering how society today is closely connected with social media, it has become a new segmentation for business players to develop their businesses, forming market orientation that is in line with the relevance of conditions, how market orientation is built by three main constructs: customer understanding orientation, customer satisfaction orientation, and competitive orientation can be adjusted to the social media market, and likewise, how entrepreneurial attitudes are shown in their entrepreneurial orientation to increase marketing performance and generate profits. In entrepreneurial orientation to improve marketing performance, values, abilities, and behaviors of an individual in facing business challenges and obtaining opportunities with various risks that may be faced are needed.

Literature Review

Marketing Management

Marketing management is the effort made by business actors to make a product known to the public through planning, market execution, and evaluation of all operations after completion to maximize the expected profits by business actors [11]–[13]. Marketing management is a business philosophy where customer satisfaction and needs are economic and social prerequisites for a business to survive in the current situation and position. The goal is to provide consumers with what they expect from the product. A growing business or company must understand good marketing management, especially in this era of globalization where many competitors are competing to market their products, even internationally.

Market Orientation

Market orientation is an organizational behavior that includes the collection, dissemination, and response to market intelligence reflected in customer orientation, competitor orientation, and coordination mechanisms in creating customer value [14]. There are two indicators of market orientation considered suitable for assessing the orientation of Micro, Small, and Medium Enterprises (SMEs), namely Customer Focus and Competitor Orientation [15]. Customer focus refers to the level at which a business seeks to understand customer needs and use environmental situations, as well as monitor customer satisfaction. Customer focus is the foundation for every business owner to create products that can meet customer demands and needs. A customer-oriented company positions itself better in identifying existing opportunities and using appropriate strategies.

Competitor Orientation, or orientation toward competition, specifically to what extent a business tracks strategic moves of competitors and compares performance with competitors [15]. Competitor orientation encourages companies to quickly respond to the actions and reactions of changes shown by competitors and market share, as well as to create new strategies that can counterbalance or compete with competitors. Therefore, companies must always seek the latest information that emerges or is still in the form of competitor planning in the next stages to be taken.

Entrepreneurial Orientation

Entrepreneurial orientation in methods and decision-making includes innovation, proactivity, and courage in taking risks [16]. Three criteria in measuring entrepreneurial orientation, as proposed by Ranto, include:

- a. Innovativeness
Innovativeness is the continuous action of researching and creating change that leads to the creation of new methods, strategies, and products that differ from other competitors [16]. Proactivity itself is a strategy that provides projections to continue making changes by following developments in customer needs, desires, and demands.
- b. Risk Taking
Risk-taking is taking decisive action in an uncertain environment by exploring the unknown, borrowing large amounts, and allocating significant resources to the business [16]. Being an entrepreneur who dares to take risks for future uncertainties is one of the key factors for continuous advancement.
- c. Proactiveness
Proactiveness is a forward-looking perspective that seeks opportunities and looks for opportunities in the future. This is marked by introducing new products or services ahead of the competition and acting to anticipate future demand [16]. With active behavior in seeking new breakthroughs, it can be a strategic move for entrepreneurs to create products that competitors have not thought of, offering products or services that are different from the norm but still meet consumer demands.

Social Media Marketing

Social media marketing is any form of direct or indirect marketing used to build awareness, recognition, and action for a brand, business, product, person, or other entity and is done using social web tools. Meanwhile, Social Media Marketing indicators, according to Gunelius have four indicators [17]: Content Creation, Content Sharing, Connecting, and Community Building. Social media marketing is a form of marketing that uses promotion through websites via online social platforms to build awareness, recognition, recall, and action for a brand, product, business, person, or other entity [18]. The use of social media can help companies see various opinions and analyze shifts in customer attitudes. This can provide insights to companies to survive during market changes and maintain the company's brand image.

Marketing Performance

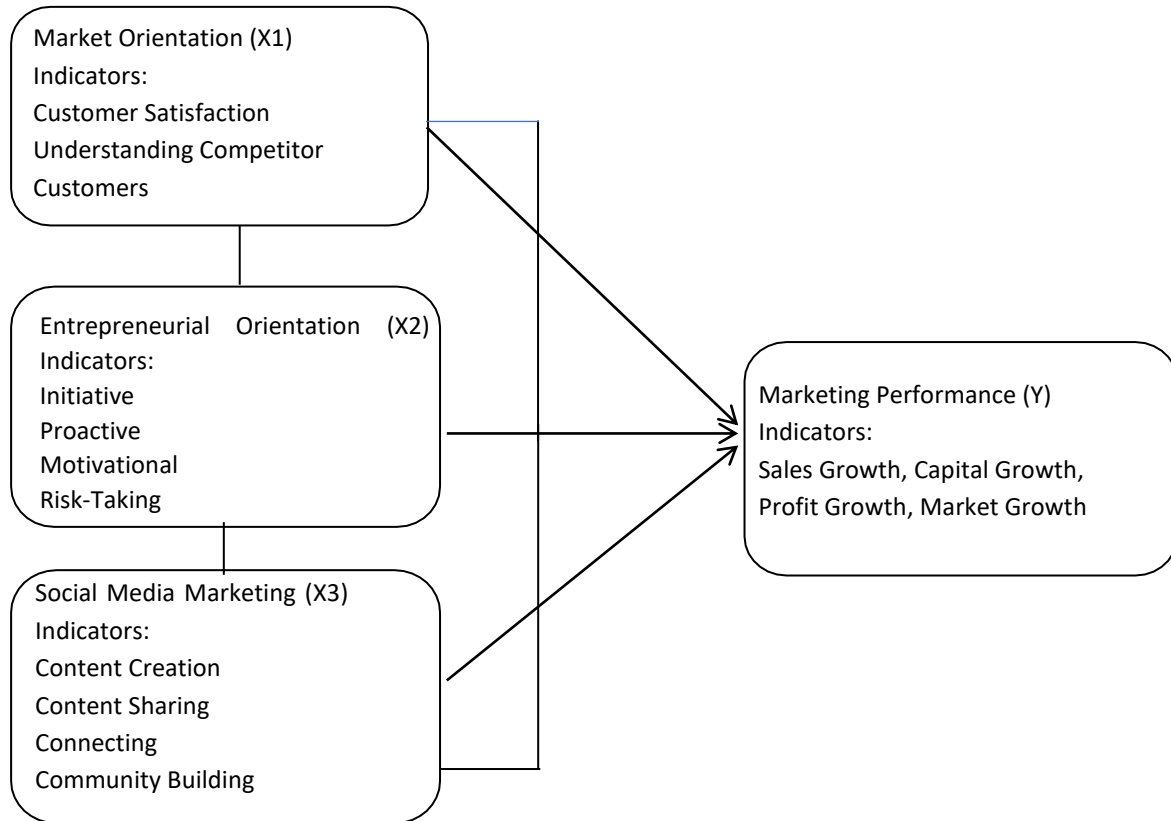
Marketing performance can also be seen as a concept used to measure the extent of market achievements achieved by a product produced by the company [19]. Marketing performance can be measured by several indicators, namely sales growth, capital growth, and profit growth [20]. Sales Growth is the level of success of a company in increasing sales of goods and services offered. The higher the sales, the better the marketing performance of a company. Capital Growth is the level of success of a company in efforts to increase owned capital, making it increasingly abundant. The success rate of a company when the capital it owns increases day by day, which will improve marketing performance.

The Influence Of Market Orientation, Entrepreneurial Orientation, And Social Media Marketing On The Marketing Performance Of SMEs. Effi Indriana, et.al

Profit Growth is the success of the most recent marketing performance that can be seen from the growth of company profits. Profit growth is determined by the growth of sales and market expansion carried out by a company with better marketing performance. Market Growth is the company's effort to sustainably expand the market to improve marketing performance.

Conceptual framework

Based on the explanation above, the conceptual framework can be illustrated as follows.



Picture 1: Conceptual Framework

Research Hypotheses

Hypotheses are temporary answers or conclusions that will be proven or tested using research procedures. Hypotheses are temporary answers to the research problem formulation, where the research problem formulation has been stated in the form of questions according to the variables to be studied [21]. Based on the description and illustration of the conceptual framework above, the formulated hypotheses for this research are as follows:

1. Market orientation has an influence on marketing performance.
2. Entrepreneurial orientation has an influence on marketing performance.
3. Social media marketing has an influence on marketing performance.
4. There is an influence of market orientation, entrepreneurial orientation, and social media marketing on marketing performance.

2. METHOD

Types of research

This research employs a quantitative research approach. The quantitative research is conducted in a natural setting, with the researcher serving as the data collection instrument, using inductive analysis, and focusing on meaning from the participants' perspective. Additionally, it is a study that utilizes multiple data collection techniques and sources, selecting data in the form of words and images, employing expressive and persuasive narrative reporting patterns, and being based on specific

methodological traditions. The collection of qualitative research data demands the researcher's role as the instrument.

Location and Time of Research

This study was conducted from January 2023 to May 2023, involving a population of 200 individuals who are members of Micro, Small, and Medium Enterprises (MSMEs) within ISMEA, scattered in several locations including Jakarta, Bekasi, Bogor, and Bandung.

Sampling Technique

The sampling technique used in this research is simple random sampling, which involves randomly selecting sample members from the population without considering strata, as the population is considered homogeneous [21]. The sample taken by the researcher is determined by setting a precision of 10% from the total of 200 individuals who are members of Micro, Small, and Medium Enterprises (MSMEs) within ISMEA, resulting in the calculation of the sample size as follows.

$$n = \frac{200}{1 + 200 (0,1)^2} = \frac{200}{1 + 2} = \frac{200}{3} = 66,66$$

$$n = 67$$

Type of Research Data

The data used in this research is quantitative data, which is information or explanations expressed in the form of numbers. This data is obtained from micro, small, and medium-sized business operators and includes information such as the number of MSME operators and other data relevant to the research. The data sources used in this study are classified into primary data and secondary data. Primary data are obtained from the questionnaire responses provided by the respondents as samples in this study. Secondary data are obtained by reviewing various sources such as journal articles, books, data from the central statistical agency, data from the communication and informatics ministry, etc. As a result of the study on secondary data, the table below presents the definition of variables, and their indicators as follows.

Table 1 Definition and Indicator of Research Variables

| Variable | Definisi of Variable | Indicator | No. Item | Measurement Scale |
|----------------------------------|---|---------------------------------------|----------|-------------------|
| Market Orientation (X1) | Market orientation is an organizational behavior that involves the collection, dissemination, and response to market intelligence reflected in customer orientation, competitor orientation, and coordination mechanisms in creating customer value [14]. | a. Customer Understanding Orientation | 1, 2,3 | Linkert |
| | | b. Customer Satisfaction Orientation | 4,5,6 | |
| | | c. Competitive Orientation | 7,8 | |
| Entrepreneurial Orientation (X2) | Entrepreneurial orientation in methods and decision-making includes innovation, proactivity, and courage in risk-taking [16]. | a. Initiative | 1,2 | Linkert |
| | | b. Proactive | 3,4 | |
| | | c. Motivational | 5,6 | |
| | | d. Risk-Taking | 7,8 | |
| Social Media Marketing (X3) | Social media marketing is any form of direct or indirect marketing used to build awareness, recognition, and action for a brand, business, product, person, or other entity, carried out using social web tools. Meanwhile, according to Gunelius, Social Media Marketing indicators include four indicators: Content | a. Content Creation | 1,2 | Linkert |
| | | b. Content Sharing | 3,4 | |
| | | c. Connecting | 5,6 | |
| | | d. Community Building | 7,8 | |

| Variable | Definisi of Variable | Indicator | No. Item | Measurement Scale |
|---------------------------|--|--|--------------------------|-------------------|
| Marketing Performance (Y) | Creation, Content Sharing, Connecting, and Community Building [17]. Marketing performance can also be viewed as a concept used to measure the extent of market achievements by a product produced by a company [19]. Marketing performance can be measured by several indicators such as Sales Growth, Capital Growth, and Profit Growth [20]. | a. Sales Growth b. Capital Growth c. Profit Growth d. Market Growth | 1,2 3,4 5,6 7,8 | Linkert |

Measurement Scale

The questionnaire used employs a Likert scale measurement, where each response is assigned a score as follows:

- Strongly Agree (Sangat Setuju "SS") with a score of 5
- Agree (Setuju "S") with a score of 4
- Neutral (Netral "N") with a score of 3
- Disagree (Kurang Setuju "KS") with a score of 2
- Strongly Disagree (Tidak Setuju "TS") with a score of 1

Data Analysis Technique

The data analysis was conducted using multiple regression analysis with the SPSS software.

Hypothesis Test

Hypothesis testing using multiple regression analysis includes the t-test and F-test. The t-test is used to examine the partial influence of independent variables on the dependent variable. The t-test is performed to determine the influence of each variable (Market Orientation, Entrepreneurial Orientation, Social Media Marketing) on Marketing Performance. The testing criteria for the t-test are if the t-value \geq the t-table (the calculated t-value is greater than or equal to the t-table), then H_a is accepted, and H_0 is rejected [22].

Meanwhile, the F-test in multiple linear regression analysis aims to determine the simultaneous influence of independent variables, as indicated in the Analysis of Variance (ANOVA) table, using a significance level of $\alpha = 0.05$ [23]. The testing criteria for the F-test are if the calculated F-value \geq the F-table, then H_0 is rejected, meaning it is significant. Whereas, if the calculated F-value \leq the F-table, then H_0 is accepted, meaning it is not significant [22].

3. RESULTS AND DISCUSSION

From the results of the t-test calculations, the hypotheses are then tested and accepted or rejected with the following conditions: If the t-value $>$ the t-table or sig < 0.05 .

Table 2 Results of data analysis from the t-test

| Variable | B | St. Error | t value | t table | Sig. | Ket. |
|----------------------------------|-------|-----------|---------|---------|-------|--------------|
| Market Orientation (X1) | 0,395 | 0,271 | 1,855 | 1,67 | 0,151 | H1: accepted |
| Entrepreneurial Orientation (X2) | 0,133 | 0,288 | 0,349 | 1,67 | 0,039 | H2: accepted |
| Social Media Marketing (X3) | 0,244 | 0,133 | 1,972 | 1,67 | 0,05 | H3: accepted |

Source: data processed by SPSS, 2023

- The results of the t-test (partial) show that the significance value of the influence of Market Orientation (X1) on Marketing Performance (Y) is $0.151 > 0.05$, and the t-value is $1.855 >$ t-table 1.67, indicating that Market Orientation (X1) significantly influences Marketing Performance (Y). The results of this hypothesis test are consistent with previous research by S. Faradilla [24] with the research title "The Effect of Market Orientation, Entrepreneurship Orientation, and Intensity of Competition on Marketing Performance: Market orientation has a positive and significant effect on

the marketing performance of SMEs in the export furniture industry in Jepara Regency. This result means that if the market orientation is better, then marketing performance will increase.

2. The results of the t-test (partial) show that the significance value of the influence of Entrepreneurship Orientation (X2) on Marketing Performance (Y) is $0.0391 > 0.05$, indicating that Entrepreneurship Orientation (X2) significantly influences Marketing Performance (Y). This result is in line with research conducted by Andri Prasetyo and Andi Wijaya [25] stating that Entrepreneurship Orientation has a significant and positive relationship with the performance of Micro, Small, and Medium Enterprises in the culinary industry in Pasar Lama, Tangerang.
3. The results of the t-test (partial) show that the significance value of the influence of Social Media Marketing (X3) on Marketing Performance (Y) is $t\text{-value } 1.972 > t\text{-table } 1.67$, indicating that Social Media Marketing (X3) significantly influences Marketing Performance (Y). The hypothesis test results are consistent with research conducted by Acai Sudirman, Fitria Halim, Anju Bhermadetha Nainggolan, Novita Butarbutar, Sherly [26] indicating that the testing of social media variables shows that the use of social media has a positive and significant effect on business performance.

The F-test in multiple linear regression analysis aims to determine the simultaneous influence of independent variables, as shown in the ANOVA table (Analysis of Variance) with a significance level $\alpha = 0.05$ [23]. Based on the results of simultaneous F-test data processing as follows:

Table 3 Results of data analysis from the F-test

| df Regresi | df Residual | F value | F table | Sig. |
|------------|-------------|---------|---------|-------|
| 3 | 66 | 52,374 | 3,143 | 0,000 |

Sumber: Data yang diolah SPSS, 2023

Based on the table of F-test results above, it shows a significant value of $0.000 < 0.05$, and the calculated F-value is $52.37 > F\text{-table } 3.134$, meaning H_0 is rejected, and H_a is accepted. This implies that there is a simultaneous influence of market orientation, entrepreneurship orientation, and social media marketing on marketing performance. The results of the simultaneous hypothesis test show findings consistent with research conducted by Vivi Herlina, Syahmardi Yacob, Yohanes, Ade Octavia [27] in "The Role of Social Media Marketing in Improving Marketing Performance for SMEs During the COVID-19 Pandemic: A Literature Review." Social media marketing plays a role in improving SME marketing performance. This study has formulated a research model by implementing two exogenous variables: entrepreneurship orientation and market orientation, and the intervening variables are social media marketing and customer engagement.

4. CONCLUSION

This research aims to analyze the impact of market orientation, entrepreneurship orientation, and social media marketing on the marketing performance of SMEs that are members of ISMEA. The study involved 200 ISMEA members as respondents, with a sample size of 67 respondents. The research instrument used was a questionnaire. Based on the research results, it was found that 1) Market orientation has a positive effect on the marketing performance of SMEs, 2) Entrepreneurship orientation has a significant positive effect on SME performance, 3) Social Media Marketing has a significant positive effect on marketing performance, 4) Simultaneously, Market Orientation, Entrepreneurship Orientation, and Social Media Marketing have a significant positive effect on marketing performance. Based on the conclusions above, the following suggestions are proposed: Business owners are encouraged to determine entrepreneurship orientation. This includes building leadership character, generating innovative and creative ideas, and being willing to make decisions and take risks in their business activities. Additionally, business owners are expected to keep up with the latest market trends and be actively aware of changes in social media market trends. Creating a new market by leveraging the potential of social media, with its large user base, opens vast opportunities, especially considering the advertising features available on social media. The findings of this research can serve as a reference for similar studies. Future researchers are encouraged to add or investigate other variables that may influence marketing performance. Moreover, subsequent research is expected to increase the sample size and segment SMEs by business segment, given the significant variation among SMEs.

REFERENCES

- [1] F. Nidaul Khasanah, S. Samsiana, R. Trias Handayanto, A. Setyowati Srie Gunarti, and I. Raharja, "Pemanfaatan Media Sosial dan Ecommerce sebagai Media Pemasaran dalam Mendukung Peluang Usaha Mandiri pada Masa Pandemi Covid 19," 2020. [Online]. Available: <http://ejournal.ubharajaya.ac.id/index.php/JSTPM>
- [2] M. Suryahadi, H. D. Mulyana, Y. Abdullah, and I. M. C. Mandira, "PENGARUH CELEBRITY ENDORSEMENT, PRICE, DIGITAL MARKETING, BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN (STUDI PADA UMKM EKONOMI KREATIF SUBSEKTOR FASHION DI TASIKMALAYA)," *Jurnal Ilmiah Manajemen dan Bisnis*, vol. 7, no. 2, pp. 125–141, Dec. 2022, doi: 10.38043/jimb.v7i2.3825.
- [3] T. Muchammad Suryahadi, H. Deden Mulyana, Y. Abdullah, and I. Made Chandra Mandira, "Jurnal Ilmiah Manajemen dan Bi snis PENGARUH CELEBRITY ENDORSEMENT, PRICE, DIGITAL MARKETING, BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN (STUDI PADA UMKM EKONOMI KREATIF SUBSEKTOR FASHION DI," vol. 7, no. 2, 2022, [Online]. Available: <https://journal.undiknas.ac.id/index.php/manajemen>
- [4] H. Tanoko, "Jurnal Dinamika Manajemen," *JDM*, vol. 1, no. 2, pp. 115–124, 2010, [Online]. Available: <http://journal.unnes.ac.id/nju/index.php/jdm>
- [5] I. H. Hatta, "Orientasi Pasar, Orientasi Kewirausahaan, Kapabilitas Pemasaran dan Kinerja Pemasaran," *Jurnal Aplikasi Manajemen (JAM)*, vol. 13, pp. 653–661, 2015.
- [6] Ahmatang and N. Sari, "Pengaruh Orientasi Kewirausahaan dan Orientasi Pasar terhadap Kinerja Usaha Dimediasi Keunggulan bersaing pada UMKM di Pulau Sebatik," *Keuangan dan Manajemen*, vol. 18, no. 3, p. 492, 2022, doi: 10.29264/jinv.v18i3.11581.
- [7] P. Wardoyo, E. Rusdianti, and S. Purwantini, "PENGARUH ORIENTASI KEWIRAUSAHAAN TERHADAP STRATEGI USAHA DAN KINERJA BISNIS UMKM DI DESA UJUNG-UJUNG, Kec. PABELAN, Kab SEMARANG," in *Sustainable Competitive Advantage (SCA)*, 2015.
- [8] A. Prasetyo and A. Wijaya, "Pengaruh Orientasi Kewirausahaan Dan Orientasi Pasar Terhadap Kinerja Umkm Pada Bidang Kuliner Di Pasar Lama Tangerang," *Jurnal Manajerial Dan Kewirausahaan*, vol. 1, no. 3, p. 383, Sep. 2019, doi: 10.24912/jmk.v1i3.5329.
- [9] J. H. Kurniawan and K. Nuringsih, "PENGARUH ORIENTASI PASAR, ORIENTASI KEWIRAUSAHAAN, DAN MEDIA SOSIAL TERHADAP KINERJA UMKM MAKANAN KHAS JAMBI," *Jurnal Muara Ilmu Ekonomi dan Bisnis*, vol. 6, no. 1, p. 176, Apr. 2022, doi: 10.24912/jmie.v6i1.13357.
- [10] H. Taan, D. L. Radji, H. Rasjid, and I. M. Mosi, "Social Media Marketing Untuk Meningkatkan Brand Image," *SEIKO : Journal of Management & Business*, vol. 4, no. 1, 2021.
- [11] S. Basu, *Menejemen Pemasaran Modern*. Penerbit Liberty, 2008.
- [12] S. Assauri, *Manajemen Pemasaran*. Rajawali Pers, 2013.
- [13] R. Suparyanto and S. Rosad, *Manajemen Pemasaran*. Bogor: In Media, 2015.
- [14] A. L. Lim, "Pertimbangan Keputusan Membeli pada Usaha Mikro, Kecil dan Menengah (UMKM) Makanan dan Minuman di Kota Pontianak," *MABIS*, vol. 12, no. 2, 2021.
- [15] C. Hidayat, "Pengukuran Orientasi Pasar pada Jenis Usaha Mikro, Kecil, dan Menengah," *Binus Business Review*, vol. 6, no. 2, p. 250, Aug. 2015, doi: 10.21512/bbr.v6i2.974.
- [16] D. W. P. Ranto, "Pengaruh orientasi Kewirausahaan terhadap kinerja UMKM bidang kuliner di Yogyakarta," *Jurnal Bisnis, Manajemen, dan Akuntansi*, vol. 3, no. 2, 2016.
- [17] S. Damayanti, A. Chan, and C. Safa'atul Barkah, "Jurusan Manajemen Fakultas Ekonomika dan Bisnis Universitas Negeri Surabaya," 2021.
- [18] B. N. K. Putra and T. Vipraprastha, "PERSONAL BRANDING, SOCIAL MEDIA MARKETING, DAN WORD OF MOUTH DALAM MENINGKATKAN BUYING DECISION PADA KONSUMEN E-COMMERCE SHOPEE," *Modus*, vol. 34, no. 1, pp. 75–84, Jan. 2022, doi: 10.24002/modus.v34i1.5061.
- [19] M. Sulaeman, "Pengaruh Orientasi Kewirausahaan, Orientasi Pasar, Dan Inovasi Produk Terhadap Kinerja Pemasaran (Studi Pada Industri Tahu Di Sentra Industri Tahu Kota Banjar)," *Jurnal Ilmiah Administrasi Bisnis dan Inovasi*, vol. 2, no. 1, pp. 154–166, Sep. 2018, doi: 10.25139/jai.v2i1.909.
- [20] R. Rita Purwaningsih Nadia Asandimitra Haryono, "SUMBER DAYA MANUSIA, OPERASIONAL, PEMASARAN, DAN KEBIJAKAN PEMERINTAH TERHADAP KINERJA UMKM DI KOTA SURABAYA," 2019. [Online]. Available: <https://www.bps.go.id>
- [21] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta, 2019.

The Influence Of Market Orientation, Entrepreneurial Orientation, And Social Media Marketing On The Marketing Performance Of SMEs. Effi Indriana, et al

- [22] I. Machali, *STATISTIK ITU MUDAH : MENGGUNAKAN SPSS SEBAGAI ALAT BANTU STATISTIK*, 1st ed., vol. 1. Yogyakarta: MPI FITK UIN Sunan Kalijaga Yogyakarta, 2015.
- [23] S. Basuki, *Metode Penelitian*. Wedatama Widya Sastra, 2015.
- [24] S. FARADILLA, "ENGARUH ORIENTASI PASAR, ORIENTASI KEWIRAUSAHAAN, DAN INTENSITAS PERSAINGAN TERHADAP KINERJA PEMASARAN," UNISNU, Jepara, 2021.
- [25] A. Prasetyo and A. Wijaya, "Pengaruh Orientasi Kewirausahaan Dan Orientasi Pasar Terhadap Kinerja Umkm Pada Bidang Kuliner Di Pasar Lama Tangerang," *Jurnal Manajerial Dan Kewirausahaan*, vol. 1, no. 3, p. 383, Sep. 2019, doi: 10.24912/jmk.v1i3.5329.
- [26] A. Sudirman, F. Halim, A. B. Nainggolan, N. Butarbutar, and S. Sherly, "Meninjau Hubungan Antara Penggunaan Media Sosial dan Orientasi Pasar Terhadap Kinerja Bisnis Sektor UMKM," in *PROSIDING SEMINAR NASIONAL EKONOMI DAN BISNIS*, UM Jember Press, Jun. 2021, pp. 165–179. doi: 10.32528/psneb.v0i0.5165.
- [27] V. Herlina, S. Yacob, J. Johannes, and A. Octavia, "Role of social media marketing in improving marketing performance for smes during the covid-19 pandemic: a literature review," *Put It Right Journal*, vol. 1, no. 1, pp. 47–56, Feb. 2022, doi: 10.22437/pirj.v1i1.17183.