


## The Influence Of Entrepreneurial Marketing And Marketing Performance On Competitiveness In Sendang Batik Center MSMEs, Lamongan District

<sup>1</sup>Muhammad Imron Hamzah, <sup>2</sup>Henny Mahmudah

<sup>1,2</sup>Lamongan Islamic University

Article Info	ABSTRACT
<b>Keywords:</b> entrepreneurial marketing, marketing performance, competitiveness.	The sendang batik center as an area for batik craftsmen certainly requires marketing techniques as an effort to exist in the face of developments, especially the fashion sector. Entrepreneurial marketing as an alternative approach to SMEs marketing is needed to support business competitiveness both directly and through improving marketing performance. This study aims to analyze the influence of entrepreneurial marketing on the competitiveness of SMEs in the sendang batik center directly or through marketing performance. The analytical technique used is path analysis through structural equation mode (SEM) based on partial least square (PLS). The results showed that there was a positive influence of entrepreneurial marketing on the competitiveness and marketing performance of the sendang batik center. Significant marketing performance mediates the relationship between entrepreneurial marketing and the competitiveness of SMEs in the sendang batik center at a significance level of 10 percent.
This is an open access article under the <a href="#">CC BY-NC</a> license 	<b>Corresponding Author:</b> Muhammad Imron Hamzah Lamongan Islamic University <a href="mailto:imronhamzah@unisla.ac.id">imronhamzah@unisla.ac.id</a>

### INTRODUCTION

Batik craft is a business sector that has a big opportunity to compete in the market. Batik, as one of Indonesia's characteristics, certainly has special value when entering the market industry. The potential for the batik industry is found in various regions in Indonesia. The large number of batik industries must of course be balanced with good business management so that it is able to follow market trends. In this way, it is hoped that it can reduce poverty levels and support increased community welfare (Riani, et al. 2015).

Lamongan Regency is one of the batik producing regions in Indonesia. This is supported by the existence of the Batik Industry Center Area in the Sendang area. The batik industry center in the Sendang region is divided into two village areas, namely Sendangagung Village and Sendangduwur Village. In terms of area, the Sendang Batik Center Area has good potential for development. The Sendang Batik Center area which is close to Lamongan Marine Tourism, Maharani Zoo and the Sunan Drajat Religious Area can be said to really support business marketing. It is hoped that these conditions will stimulate business opportunities so that the Sendang Batik Center is able to survive and compete with various batik crafts originating from regions such as Solo, Pekalongan, Yogyakarta and others. This is important

for the Sendang Batik Center for managing its business. Bearing in mind that one of the important opportunities for Micro, Small and Medium Enterprises (MSMEs) in developing their business is to open market access as widely as possible (Dewi, et al. 2020).

Marketing strategies and techniques are important factors in supporting the development of MSMEs. Having an effective marketing strategy can make it easier for people to get to know them so they will buy the products offered (Sholihah & Oktavia, 2021). However, marketing strategies are not always effective if they are not adapted to suit current developments. Improvising marketing techniques is not an easy thing to do. Sendang Batik Center experiences various marketing obstacles , such as limited access to information, resources, capital and other factors which actually influence marketing performance. The marketing process for the Sendang Batik Center has so far only been carried out by relying on distribution to collectors and sales through their respective outlets. This condition makes the market reach of the Sendang Batik Center less extensive so that it may have an impact on its marketing performance.

Entrepreneurial Marketing as a new approach in marketing MSME products is considered important for the Sendang Batik Center. Stokes (2000 ) explains that entrepreneurial marketing is a more appropriate approach considering the limited resources and problems that exist in MSMEs. The suitability of entrepreneurial marketing in the MSME marketing process is one of the ways in which it can improve performance and productivity. In addition, the application of entrepreneurial marketing reflects innovative and flexible resource management in accordance with market needs.

that the existence of marketing techniques using an entrepreneurial marketing approach will be able to boost the ability of the Sendang Batik Center to improve its marketing performance. Superior marketing performance indicates that the central area of marketing has been mastered. If the central business area has been mastered, of course it will be easier for the Sendang Batik Center both in setting business targets and implementing the strategies that have been created. Apart from that, this increase will allow the business target market to become wider. That the market orientation possessed by MSMEs influences the business's competitive ability in the future (Dewi, et al. 2020).

The ability of MSMEs to face business competition with competitors shows that they are ready to face all possible market situations. In order to be able to continue to exist in response to market conditions, the Sendang Batik Center must always be guided by the strategies that have been formulated, especially related to marketing. Implementing an appropriate business strategy allows the Sendang Batik Center to have sufficient competitiveness. Having sufficient competitiveness can help provide a flexible, fast and sustainable response to market changes (Hamali, 2015).

Entrepreneurial marketing, marketing performance and competitiveness are what the Sendang Batik Center needs to manage its business. These three are important to analyze as scientific steps in developing the batik business that has been built. The formulation of business strategies and tactics cannot be separated from the marketing managerial patterns that will be used. Entrepreneurial marketing can be an alternative in making this formulation

so that it is hoped that it will be able to improve the marketing performance of the Sendang Batik Center. Having good market performance allows the Sendang Batik Center to compete in the business world on both a local and national scale.

This research aims to ; 1) describe entrepreneurial marketing , marketing performance and competitiveness, 2) analyze the influence of entrepreneurial marketing on marketing performance 3) analyze the influence of entrepreneurial marketing on competitiveness, 3) analyze the influence of marketing performance on competitiveness, 4) analyze the influence of entrepreneurial marketing towards competitiveness through marketing performance.

## METHOD

This research focuses on the batik business sector in the Sendang Batik central area, Lamongan Regency. The objects of this research were 16 MSMEs in the Sendangagung Village area and 18 MSMEs in the Sendangduwur Village area. Data collection was carried out by distributing questionnaires. In this research, researchers used a saturated sampling technique because the population of MSMEs was only 34. The data analysis technique used was by using Path analysis through a structural equation model (SEM) based on Partial Least Square (PLS). This technique is carried out by looking at the results of the inner model , namely through testing the coefficient of determination and hypothesis testing.

## RESULTS AND DISCUSSION

Based on data collection carried out in the Sendang Batik Center Area, as well as analysis used using the Structural Equation Model (SEM) technique based on Partial Least Square (PLS), the results showed that there was an influence between entrepreneurial marketing and marketing performance on the Competitiveness of the Sendang Batik Center. More detailed results of this analysis can be seen in the following table.

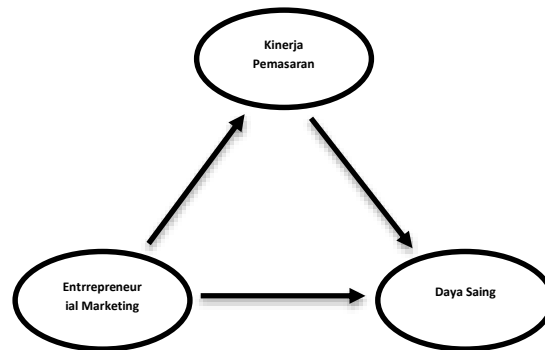
Path	Original sample value	T-statistic value	P values
Entrepreneurial Marketing -> Competitiveness	0.277	2,732	0.007
Entrepreneurial Marketing -> Marketing Performance	0.264	2,411	0.016
Marketing Performance -> Competitiveness	0.242	2,422	0.016
Entrepreneurial Marketing -> Marketing Performance -> Competitiveness	0.064	1,682	0.093
Q value <sup>2</sup>	0.982		

If you look at the results of the inner model testing, the following conclusions can be drawn.

- There is a direct positive influence ( direct effect ) between entrepreneurial marketing on the marketing performance and competitiveness of the Sendang Batik Center.

- b. Marketing performance significantly mediates the relationship between entrepreneurial marketing and marketing performance at a significance level of 10%.

If the influence model is made into a chart it will look like the following path diagram.



**Figure 1.** Diagram of the Sendang batik center route

The image above shows the direct and indirect influence paths of each variable on the competitiveness of the Sendang Batik Center.

### Discussion

Entrepreneurial marketing has benchmarks in the form of opportunity focus , proactiveness, customer intensity, risk taking, resource leveraging, value creation and innovation . The emphasis on entrepreneurial marketing carried out by the Sendang batik center is through product innovation. The batik center is open to developments in fashion trends so that it is able to follow market developments. The innovations carried out have an impact on increasing marketing performance (Rosiawan, 2018). The innovation carried out is an important element so that the Sendang batik center continues to exist by creating new things so that it can differentiate itself from its competitors.

In the marketing performance variable, the main contribution is obtained through two aspects, namely technology and coordination with fellow business actors. Batik centers are taking advantage of the use of technology as an alternative to marketing their products. According to Dedi, et al (in Irfani 2020) the use of technology as a digital marketing tool makes it easier for consumers in the product purchasing process. In the aspect of communication, the craftsmen at the Sendang batik center have communicated and coordinated well. They often hold discussions as a way to maintain good relations and also solve the problems they are experiencing. The existence of communication with functional areas is expected to be able to create effective market conditions (Asomaning and Abdulai, 2015). In addition, increasing marketing performance can encourage increased competitiveness (Ghazali & Nugraha, 2015).

The quality of the batik center's products is the main support for increasing competitiveness. Even though the prices offered for the products are relatively cheap (competitive), the quality of the products provided is quite good. Apart from that, changes in product design and offering various product variations implemented by Sendang batik centers also support competitive capabilities (Kaur, et al 2016). This condition can be seen

from the variety of products offered by Sendang batik centers using new technology. The implementation of an entrepreneurial marketing strategy is very appropriate for MSMEs to strengthen their competitive advantage (Febriyantoro, 2020). Through marketing performance as a mediating variable, Sendang batik centers can increase business competitiveness so that they can provide maximum service to their consumers and are able to develop their business.

## CONCLUSION

Entrepreneurial marketing has a positive influence on the competitiveness of Sendang batik centers both directly and through marketing performance. Meanwhile, marketing performance significantly mediates between the two at a significance level of 10 percent. The main contribution of entrepreneurial marketing is from the aspect of product innovation offered to consumers. This innovation is related to the increased use of technology as an influence on marketing performance. This innovation also influences the emergence of various new products as a form of openness to fashion trends obtained through various information media.

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