PENGARUH KUALITAS ASET STRATEGI, ADAPTABILITAS LINGKUNGAN DAN ORIENTASI KEWIRAUSAHAAN TERHADAP KINERJA PEMASARAN YANG DIMEDIASI KUALITAS STRATEGI BERSAING PADA UKM MANIK – MANIK PLUMBON GAMBANG

ABSTRAK

Oleh

Ifan Dwi Cahyono

Dosen Pembimbing :

Dr. Abd Rohim, SE., M,Si

Penelitian ini bertujuan untuk mengetahui Pengaruh Kualitas Aset Strategi, Adaptabilitas Lingkungan Dan Orientasi Kewirausahaan Terhadap Kinerja Pemasaran Yang Dimediasi Kualitas Strategi Bersaing. Jumlah sampel yang ditetapkan sebanyak 43 responden dengan menggunakan total sampel. Analisis yang digunakan meliputi uji validitas, uji reliabilitas, analisis deskriptif, analisis SEM, uji hipotesis, uji mediasi, uji determinasi. Dengan menggunakan software Warp PLS 5.0. Hasil analisis variabel kualitas aset strategi,. Adabtabilitas lingkungan, orientasi kewirausahaan berpengaruh positif terhadap kualitas strategi bersaing, dan kualiatas aset strategi berpengaruh positif terhadap kinerja pemasaran, orientasi kewirausahaan tidak berpengaruh terhadap kinerja pemasaran, kualitas stategi bersaing dapat memediasi hubungan antara kualitas aset strategi terhadap kinerja pemasaran. Kualitas strategi bersaing mampu memediasi hubungan antara orientasi kewirausahaan terhadap kinerja pemasaran.

THE EFFECT OF STRATEGIC ASSETS, ENVIRONMENTAL ADAPTABILITY AND ENTREPRENEURSHIP ORIENTATION ON MARKETING PERFORMANCE MADE BY THE QUALITY OF COMPETITIVE STRATEGY IN UKM MANIK - MANIK PLUMBON GAMBANG

ABSTRACT

By

Ifan Dwi Cahyono

Supervisor :

Dr. Abd Rohim, SE., M, Si

This study aims to determine the effect of the quality of strategy assets, environmental adaptability and entrepreneurship orientation on marketing performance that is mediated by the quality of competitive strategies. The number of samples determined was 43 respondents using a total sample. The analysis used includes validity test, reliability test, descriptive analysis, SEM analysis, hypothesis test, mediation test, determination test. By using Warp PLS 5.0 software. The results of variable analysis of asset quality strategy. Environmental adaptability, entrepreneurial orientation has a positive effect on the quality of competitive strategies, and the quality of strategy assets has a positive effect on marketing performance, entrepreneurial orientation does not affect marketing performance, the quality of competitive strategies can mediate the relationship between asset quality strategy and marketing performance. Quality of competing strategies can mediate the relationship between entrepreneurial orientation and marketing performance.