

ABSTRACT

The aim of the study was to analyze the effects of the quality of relationships with customers, entrepreneurial social competence and customer sensing to the penetration capability of markets that have (kinship) intimacy characters in order to achieve good marketing performances, quality of customer relationships, intensity of business networking and customer sensing that influence marketing performances.

The study took samples from micro industries (MIs) producing food and beverage taken from agricultural products in Banten. The respondents are all owners or managers of the MIs. The total samples were taken from 209 respondents. Data collecting used questionnaires with direct interviews with respondents. The secondary data were obtained from Disperindagkop and BPS of Banten Province. The technical analysis used descriptive and quantitative statistics.

The results of the analysis proved that the quality of relationships with customers, entrepreneurial social competence and customer sensing significantly influenced the penetration capability of markets that have (kinship) intimacy characters so that they were able to improve marketing performances. Entrepreneurial social competence significantly influenced the intensity of the business networking in order to be able to improve marketing performances. Another research finding showed that the quality of customer relationships and customer sensing didn't prove to have significant affects, but the coefficient parameter was positive that means the improvement of the quality of customer relationships and customer sensing were followed by increasing marketing performance because the quality of customer relationship and customer sensing were not the dominant factors affecting marketing performances.

This study contributes to enrich the literature of the theory of RBV, Social Capital and Entrepreneurship: with a new concept developed in this dissertation which is the penetration capability of markets that have (kinship) intimacy characters. The managerial implication is the development of marketing performance through the penetration capability of markets that have (kinship) intimacy characters and intensity of business networking.

Keywords: the penetration capability of markets that have (kinship) intimacy characters, intensity of business networking, marketing performance