

ABSTRACT

The study intends to assess the impacts of Entrepreneurial Marketing variable towards Marketing Performance in SME of food and beverages in Semarang, Central Java through the Innovation Speed, Service Value, and Positional Advantage variables. The study takes 150 owners of SME of food and drinks in Semarang, Central Java as respondents.

Analysis tool used in this study is SEM (Structural Equation Modelling) version 21. The results of overall models of data analysis have met the criteria of Goodness Of Fit with the value of chi square = 172,114, degrees of freedom = 165, probability = 0,336, CMIN/DF = 1,043, GFI = 0,887, AGFI = 0,856, TLI = 0,990, CFI = 0,991 and RMSEA = 0,017. Thus, the proposed research models can be accepted.

The result of the study shows that there are significant effect between Entrepreneurial Marketing and Innovation Speed, Entrepreneurial Marketing and Service Value, Innovation Speed and Positional Advantage, Service Value and Positional Advantage, and Positional Advantage and Marketing Performance.

Key Words: Entrepreneurial Marketing, Innovation Speed, Service Value, Positional Advantage, and Marketing Performance