

## **ABSTRACT**

*Efforts to build networking capabilities are a central issue in today's business management. Therefore, building sustainable cooperation in a strong business network is a fundamental requirement in optimizing the performance of a company. This research is motivated by a research gap and inconsistency in the relationship between entrepreneurial marketing and marketing performance. This research is motivated by a research gap and inconsistency in the relationship between entrepreneurial marketing and marketing performance. This study aims to explore a new conceptual model, which explains how strategies improve marketing performance using a relevant theoretical approach. Based on the problems that have been identified and described, the theories that are considered relevant and appropriate to be used as a basis for explaining and solving problems in this study are Network Theory and Social Capital Theory. The synthesis of the two theories is very relevant and can be used as a basis for explaining the reasons why various parties are willing to work together and collaborate effectively and sustainably, so that it will be able to explain research gaps better. The novelty of this study is the construction of a conceptual model, which proposes entrepreneurial network capabilities based on social cohesion as an intervening variable to overcome research gaps in explaining the influence of entrepreneurial marketing on marketing performance. This research involved 169 OVOP MSME entrepreneurs/owners in Central Java. The data analysis process to test the hypotheses in this study used the SPSS program and the SEM AMOS version 22 Structural Equation Model. Acceptance of the hypotheses put forward in this study shows how important the variables of entrepreneurial marketing, the quality of relational capital, the capability of entrepreneurial networks based on social cohesion, the ability to create shared value in business in driving effective marketing performance. Entrepreneurial network capability based on social cohesion as a proposed new construct is also proven conclusively as a mediating variable, which plays an important role in filling research gaps, by clarifying the relationship between entrepreneurial marketing and marketing performance. The novelty framework of this research was developed and synthesized from relevant marketing concepts, so that this study contributes both theoretically and managerially*

*Keywords: entrepreneurial marketing, quality of relational capital, entrepreneurial networking capabilities based on social cohesion, ability to create shared value in business, marketing performance*