

ABSTRACT

The objective of the study is to examine whether the effect of market sensing, entrepreneurial marketing, networking capability, and competitive advantages have something to do with marketing performances in Small and Medium Enterprises (SME's) of food and beverages in Semarang City. The research problem refers to the research gap of the previous research, therefore the research problem of the study is how the process of market sensing and entrepreneurial marketing can increase marketing performances.

This study took a sample of 200 respondents SMEs food and beverages in Semarang City. Technique Sampling used is probability sampling with simple random sampling method. Analysis instrument of the study is structural equation model (SEM) on AMOS program. The results of data analysis for the overall models have met the criteria of Goodness OF Fit which are chi-square = 213,800; probability = 0,059; CMIN/DF = 1,168; GFI = 0,901; AGFI = 0,875; TLI = 0,988; CFI = 0,989; RMSEA = 0,029. Thus, the proposed research model can be accepted.

The study consists of 5 hypotheses that have been tested, resulting in 1 rejected hypothesis and 4 accepted ones. Hypothesis 1 market sensing has positive and significant effects on competitive advantages. Hypothesis 2 entrepreneurial marketing has positive and significant effects on networking capabilities. Hypothesis 3 competitive advantages have positive and significant effects on marketing performances. Hypothesis 4 networking capabilities have positive and significant effects on competitive advantages. Hypothesis 5 networking capabilities have positive and not significant effects on marketing performances.

Key Words: Market Sensing, entrepreneurial marketing, Competitive Advantages, Networking Capability, and Marketing Performance.