

ABSTRACT

The Influence of Entrepreneurial Marketing on Performance Mediated by Competitive Advantage and Moderated by Tech Turbulence

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This study aims to analyze the influence of Entrepreneurial Marketing, Business Performance, Competitive Advantage, and Technological Turbulence in a case study of MSME owners in South Tangerang. The research employs a quantitative methodology, focusing on MSME owners who have been in business for at least 3 years in South Tangerang. The study population comprises approximately 147,602 MSMEs in South Tangerang. Using probability sampling and the Slovin formula, a sample size of 400 was obtained. Data was collected through questionnaires and analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with SmartPLS version 4.0 software. The findings indicate that Entrepreneurial Marketing significantly influences Business Performance and Competitive Advantage. Competitive Advantage, in turn, significantly impacts Business Performance and mediates the indirect effect of Entrepreneurial Marketing on Business Performance. However, Technological Turbulence neither has a significant impact nor moderates the relationship between Entrepreneurial Marketing and Business Performance.

Keywords: *Entrepreneurial Marketing, Business Performance, Competitive Advantage, Technological Turbulence, MSMEs, Structural Equation Modeling (SEM), Partial Least Squares (PLS), South Tangerang.*