

ABSTRACT

This research was conducted with the aim of knowing the relationship between the dimensions of entrepreneurial marketing, namely proactiveness, calculated risk taking, opportunity focus, resource leveraging and value creation with the performance of SMEs. This study has seven dimensions with nine hypotheses, with a sample of SMEs in the city of Semarang as the research sample. The researcher collected data using a non-probability sampling technique of convenience sampling, the questionnaire was distributed using a google form. The data that has been collected is 100 data. After the data collected passed the validity and reliability test, the researcher tested the hypothesis with PLS. The results of the study state that there is a positive relationship between proactiveness, calculated risk taking, opportunity focus, resource leveraging and value creation with the performance of SMEs. However, this study did not find a significant relationship between innovativeness and customer intensity with MSME performance.

Keywords: MSME performance, proactiveness, calculated risk taking, opportunity focus, resource leveraging, value creation, innovativeness and customer intensity

