

ABSTRACT

Rebecca Pricillia Arfandy – 01013180031

The Effect of Entrepreneurial Marketing on The Equality Issue of Gender Difference Which Affect The Firm Performance in PT. Usaha Subur Sejahtera.

(xiv + 72 pages, 79 references, 3 appendices)

PT. Usaha Subur Sejahtera is one of the contractor companies that work in Makassar. Many projects in Makassar have been done by PT. Usaha Subur Sejahtera. This company has been running since 1988. The company has low entrepreneurial marketing that affect the decreasing of firm performance in PT. Usaha Subur Sejahtera. The purpose of this research is to identify whether entrepreneurial marketing affect firm performance, with gender as a moderating variable. This study was conducted with a quantitative approach and the data is collected through an online questionnaire form with a sample size of 200 respondents. SmartPLS 3.3 was used in this research as an approach to test the collected data. The result shows that entrepreneurial marketing correlate with firm performance in PT. Usaha Subur Sejahtera. Then, entrepreneurial marketing correlate with firm performance with gender as a moderating variable in PT. Usaha Subur Sejahtera. It concludes that gender has no significant effect toward the entrepreneurial marketing and firm performance in this research. This research was conducted in a period of 3 months from September to November 2021.

Keywords: *Entrepreneurial Marketing, Firm Performance, Gender.*

References: 62 (1984 – 2019)