## THESIS – MBKM

## THE EFFECT OF ENTREPRENEURIAL MARKETING ON MARKETING PERFORMANCE: THE MEDIATING ROLE OF COMPETITIVE ADVANTAGE (Study on Craft SMEs in Banjarnegara)

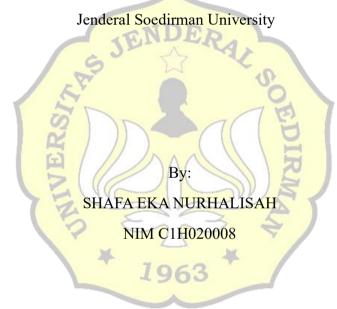


MINISTRY OF EDUCATION, CULTURE, RESEARCH AND TECHNOLOGY JENDERAL SOEDIRMAN UNIVERSITY FACULTY OF ECONOMICS AND BUSINESS INTERNATIONAL MANAGEMENT MAJOR 2023

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Submitted to Fulfill the Requirements for Obtaining a Bachelor Degree in Management at the Faculty of Economics and Business,



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