

## SUMMARY

This research falls under the category of quantitative research. This research takes the title: “*The Effect of Entrepreneurial Marketing on Marketing Performance: The Mediating Role of Competitive Advantage (Study on Craft SMEs in Banjarnegara)*”. The general objective of this study is to find out factors of marketing strategies that can increase sales volume for MSMEs in Banjarnegara Regency. In this case, this study aims to provide input and suggestions for MSMEs in managing effective marketing management, and can have a positive impact on the craft business level of MSMEs, regional development and society as a whole in Banjarnegara Regency.

Using the purposive sampling method, this study obtained a sample of 100 respondents. Based on the results of data analysis using SEM PLS, it shows that: (1) *Entrepreneurial Marketing has a positive effect on Marketing Performance*, (2) *Entrepreneurial Marketing has a positive effect on Competitive Advantage*, (3) *Competitive Advantage has no effect on Marketing Performance*, (4) *Competitive Advantage does not mediate the effect of Entrepreneurial Marketing on Marketing Performance*, (5) *Market Turbulance positively moderates the relationship between Entrepreneurial Marketing and Marketing Performance*.

The implication of the above conclusion is handicraft MSME players in Banjarnegara can use the findings of this research to develop more Entrepreneurial Marketing strategies. This involves improvements in product innovation, creativity of marketing campaigns and responsibility to market changes. In addition, craft MSME players in Banjarnegara can also better engage with customers and understand the local market better. By using market research that is more intensive and interacting directly with consumers to be able to understand their needs and preferences.

**Keywords:** *Entrepreneurial Marketing, Marketing Performance, Competitive Advantage, Market Turbulance.*