

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

Based on the research that has been done, conclusions can be drawn from the research findings as follows:

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.

B. Implication

1. Managerial Implication

The results of this study get many benefits. These managerial implications can help craft MSME players in Banjarnegara to be able to optimize their marketing strategies and achieve better marketing performance in a dynamic business environment.

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.

2. Theoretic Implication

The results of this research can provide benefits and become a source of reference to academics and interested parties. This research can also be a literature, insight, and knowledge about how Entrepreneurial Marketing affects Marketing Performance, especially in the context of craft SMEs in Banjarnegara. The implications can enrich the literature on Entrepreneurial Marketing by exploring the specific dynamics that arise within the sector.

However, based on the results of this study, there are research results whose hypothesis is rejected. Based on the results of this study, there is no direct influence between competitive advantage on marketing performance. So it is expected that researchers who will take relevant topics can conduct more in-depth research on the presence and absence of the influence of competitive advantage on marketing performance.

C. Research Limitation

This research still has limitations and gaps that occur, so there are things that need to be improved for further research, as follows:

- a. The difficulty of accessing craft MSME owners to participate in research can be an obstacle. Some craft MSME owners may not have the time or interest to participate in interviews or surveys, which may affect the

representatives of the sample. For further research, you can spread the *Google form link* through craft MSME associations in the Banjarnegara area for time and energy efficiency.

- b. The distribution of questionnaires through *google forms* is slightly hampered, because not all craft MSME owners have adequate internet access, nor do they understand how to fill out questionnaires. For future research, it is expected to distribute *Google form* questionnaires using language that is easier to understand and researchers provide media for filling out the questionnaire.

