

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh *entrepreneurial marketing* terhadap *marketing performance* pada UMKM (Usaha Mikro, Kecil, dan Menengah) kuliner di daerah Barlingmascakeb, dengan *digital marketing capabilities* sebagai variabel mediasi dan *market turbulence* sebagai variabel moderasi. Temuan ini mengungkapkan bahwa *entrepreneurial marketing* memiliki pengaruh yang signifikan dan positif terhadap *marketing performance* dan secara signifikan meningkatkan *digital marketing capabilities*. Lebih lanjut, *digital marketing capabilities* ditemukan berpengaruh positif terhadap *marketing performance*, mendukung pentingnya kesiapan digital dalam memperkuat kinerja pemasaran. Namun, peran *digital marketing capabilities* sebagai variabel mediasi dalam hubungan antara *entrepreneurial marketing* dan *marketing performance* tidak didukung, menunjukkan bahwa jalur langsung lebih berpengaruh daripada jalur mediasi. Demikian pula, *market turbulence* tidak secara signifikan memoderasi hubungan antara *entrepreneurial marketing* dan *marketing performance*, yang menunjukkan bahwa perubahan lingkungan eksternal tidak memperkuat dampak strategi pemasaran dalam konteks ini. Hasil ini menawarkan wawasan yang berharga bagi UMKM, menyoroti peran *entrepreneurial marketing* dan *digital marketing capabilities* dalam meningkatkan *marketing performance*.

Kata Kunci: *Entrepreneurial Marketing, Digital Marketing Capabilities, Market Turbulence, Marketing Performance, UMKM.*

SUMMARY

This study aims to analyze the effect of entrepreneurial marketing on marketing performance in food and beverage MSMEs (Micro, Small, and Medium Enterprises) in the Barlingmascakeb area, with digital marketing capabilities as a mediating variable and market turbulence as a moderating variable. The findings reveal that entrepreneurial marketing has a significant and positive effect on marketing performance and significantly enhances digital marketing capabilities. Furthermore, digital marketing capabilities were found to positively influence marketing performance, supporting the importance of digital readiness in strengthening marketing performance. However, the role of digital marketing capabilities as a mediating variable in the relationship between entrepreneurial marketing and marketing performance was not supported, indicating that the direct path remains more influential than the mediated one. Similarly, market turbulence did not significantly moderate the relationship between entrepreneurial marketing and marketing performance, suggesting that external environmental changes did not amplify the impact of marketing strategies in this context. These results offer valuable insights for MSMEs, highlighting the central role of entrepreneurial marketing and digital marketing capabilities in enhancing marketing performance.

Keywords: *Entrepreneurial Marketing, Digital Marketing Capabilities, Market Turbulence, Marketing Performance, MSMEs*