

ABSTRACT

The issue in this study that the GRDP growth rate in Medan City experiences a decrease condition causes pandemic. In the city of Medan, there are less MSMEs. The emergence of an entrepreneurial marketing concept by Morris that is suitable for small businesses such as MSMEs is the right strategy to increase MSME performance.

This study used to ascertain how the performance of MSMEs in Medan City from diverse business sectors is influenced by Morris about entrepreneurial marketing and its aspects. Proactiveness, measured risk taking, innovativeness, opportunity focus, resource leveraging, customer intensity, and value creation.

Purposive sampling is used in this study's quantitative research methodology, which distributes questionnaire. 323 questionnaires in total were sent to MSME participants in Medan City from all business sectors. The results of the answers were analyzed using several techniques, namely multiple regression analysis techniques and correlation tests. To discover how entrepreneurial marketing influence.

The results show that how MSMEs are doing in Medan City is impacted by entrepreneurial marketing and its dimensions, however other factors, such as proactiveness, measure risk-taking, and customer intensity, do not. The most important dimension that determines MSMEs' performance is resource leveraging. Meanwhile, it is hope that the Customer intensity dimension will be improve and paid attention.

Keywords: Entrepreneurship Marketing, Business Performance, MSMEs