

ABSTRACT

Presence of concept entrepreneurial marketing which is thought to be able to overcome the marketing problems that occur in MSMEs by utilizing all limited resources seems to be a bright spot for some of the results of previous studies which state that conventional marketing activities are only wasteful activities for small business actors.

This research seeks to ascertain how influence entrepreneurial marketing on the business performance of MSMEs in DKI Jakarta from various business sectors. The seven dimensions of entrepreneurial marketing from Morris used are proactive, calculated risk taking, innovation, opportunity focus, resource utilization, customer intensity, and value creation.

This study uses quantitative research and methodology purposive sampling for the survey distribution. Questionnaire distributed to MSME actors in DKI Jakarta from various business sectors with a sample of 400 people. The results of the answers were analyzed using several techniques, namely methods for multiple regression analysis and correlation testing. to ensure aspects influence entrepreneurial marketing.

The results of this study indicate that the respondents' responses are dimensional entrepreneurial marketing proactive, calculated risk taking, innovation, opportunity focus, resource utilization, intensity customers and value creation have a significant effect on business performance in MSMEs in DKI Jakarta.

Based on the results of the research analysis it can be stated that entrepreneurial marketing has a significant effect on business performance of 67.1%. When applying entrepreneurial marketing is high, the business performance of MSMEs in DKI Jakarta will also be high.

Keywords: *Entrepreneurial Marketing*, Business Performance, MSME,