

ABSTRACT

The increase in internet penetration and adoption of digital technology in Indonesia has created significant opportunities for MSMEs to expand their markets, including in the fashion sub-sector in Bandung City. However, not all fashion MSMEs in Bandung are able to adapt optimally; some still face limitations in digital literacy and resources, exacerbated by competition from cheap imported products using predatory pricing strategies.

In this context, it is anticipated that the implementation of Entrepreneurial Marketing could be a solution to address marketing challenges and drive success and improvement in the business performance of MSMEs. This study aims to assess the extent of the implementation of entrepreneurial marketing dimensions and their impact on business performance in fashion sub-sector MSMEs in Bandung City. The dimensions of focus in the study include proactiveness, innovation focused, calculated risk taking, opportunity focus, customer intensity, resource leverage, and value creation.

This research falls into the category of quantitative research using a questionnaire distributed through purposive sampling techniques. A total of 322 MSME actors in the fashion sub-sector in Bandung City were sampled for the study. The questionnaire responses were subjected to validity, reliability, classical assumptions, descriptive analysis, multiple linear regression, and hypothesis testing (F test, T test, coefficient of determination test).

The analysis results indicate that the implementation of entrepreneurial marketing dimensions by fashion MSMEs in Bandung City is categorized as very good, with an average score of 85.05%. Furthermore, the dimensions of entrepreneurial marketing impact the business performance of fashion MSMEs in Bandung City with an influence value of 62.8%. Among the dimensions studied, resource leveraging was found to be the most dominant in affecting business performance, while calculated risk taking is a dimension that still needs improvement. These findings are expected to serve as a reference for future research, with a recommendation to consider factor analysis in future studies to explore other variables that may affect business performance.

Keywords: *Entrepreneurial Marketing, Business Performance, MSMEs*