

**PENINGKATAN KINERJA PEMASARAN MELALUI ORIENTASI
PASAR DAN ORIENTASI KEWIRAUSAHAAN DENGAN *SPECIALIZED
MARKETING CAPABILITIES* SEBAGAI VARIABEL MEDIASI
(Studi Empirik pada Industri Kecil Manufaktur di Kabupaten Kendal)**

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh Orientasi Pasar dan Orientasi Kewirausahaan terhadap Kinerja Pemasaran dengan *Specialized Marketing Capabilities* sebagai Variabel Intervening. Responden dalam penelitian ini adalah produsen industri kecil manufaktur di Kabupaten Kendal. Teknik pemilihan sampel menggunakan *purposive sampling*. Dengan jumlah penyebaran kuesioner sesuai jumlah sampel akhir sebanyak 70 responden. Teknik analisis dalam penelitian ini adalah uji validitas, uji reliabilitas, uji asumsi klasik, dan uji hipotesis dengan menggunakan alat bantu software SPSS versi 22. Hasil dari penelitian ini menunjukkan bahwa Orientasi Pasar dan Orientasi Kewirausahaan berpengaruh positif dan signifikan terhadap *Specialized Marketing Capabilities*. Orientasi Pasar, Orientasi Kewirausahaan dan *Specialized Marketing Capabilities* berpengaruh positif dan signifikan terhadap Kinerja Pemasaran, *Specialized Marketing Capabilities* mampu memediasi hubungan Orientasi Pasar, dan Orientasi Kewirausahaan terhadap Kinerja Pemasaran.

Kata kunci : Orientasi Pasar, Orientasi Kewirausahaan, *Specialized Marketing Capabilities*, Kinerja Pemasaran

***IMPROVING MARKETING PERFORMANCE THROUGH MARKET
ORIENTATION AND BUSINESS ORIENTATION WITH SPECIALIZED
MARKETING CAPABILITIES AS VARIABLES OF MEDIATION
(Empirical Study of Manufacturing Small Industries in Kendal District)***

ABSTRACT

This study aims to determine and analyze the influence of Market Orientation and Entrepreneurship Orientation on Marketing Performance with Specialized Marketing Capabilities as Intervening Variables. Respondents in this study were small industrial manufacturers in Kendal Regency. The sample selection technique uses purposive sampling. With the number of questionnaires distributed according to the total sample of 70 respondents. The analysis technique in this study is the validity test, reliability test, classic assumption test, and hypothesis testing using SPSS software version 22. The results of this study indicate that Market Orientation and Entrepreneurial Orientation have positive and significant effect on Specialized Marketing Capabilities. Market Orientation, Entrepreneurial Orientation and Specialized Marketing Capabilities have a positive and significant effect on Marketing Performance, Specialized Marketing Capabilities are able to mediate the relationship of Market Orientation, and Entrepreneurial Orientation on Marketing Performance.

Keywords: *Market Orientation, Entrepreneurial Orientation, Specialized Marketing Capabilities, Marketing Performance*