

ABSTRAK

Penelitian ini dilakukan berdasarkan adanya data peningkatan pada jenis usaha kuliner di Kabupaten Bandung namun terdapat penurunan penjualan pada usaha Warunk Bongkeng. Penurunan penjualan pada Warunk Bongkeng menunjukkan bahwa adanya pengaruh kemitraan dan *entrepreneurial marketing* terhadap kinerja pemasaran melalui keunggulan bersaing secara simultan. Penelitian ini menggunakan alat berupa kuesioner dengan uji validitas dan reliabilitas. Metode penelitian yang digunakan adalah deskriptif dan verifikatif dengan jumlah sampel sebanyak 81 responden. Metode analisis data yang digunakan adalah *path analysis*, korelasi berganda dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa besarnya pengaruh kemitraan dan *entrepreneurial marketing* terhadap kinerja pemasaran melalui keunggulan bersaing secara simultan sebesar 71,74%. Secara parsial besarnya pengaruh kemitraan terhadap kinerja pemasaran sebesar 53,92%, selanjutnya pengaruh *entrepreneurial marketing* terhadap kinerja pemasaran sebesar 33,64%, dan pengaruh *keunggulan bersaing* terhadap kinerja pemasaran sebesar -15,82% sehingga dapat disimpulkan bahwa hanya keunggulan bersaing yang memberikan pengaruh negatif terhadap kinerja pemasaran.

Kata kunci : Kemitraan, *Entrepreneurial Marketing*, Keunggulan Bersaing, dan Kinerja Pemasaran

ABSTRACT

This research was conducted based on the data of an increase in the type of culinary business in Bandung Regency but there was a decrease in sales in the Warunk Bongkeng business. The decline in sales at Warunk Bongkeng shows that there is an influence of partnership and entrepreneurial marketing on marketing performance through simultaneous competitive advantage. This study uses a tool in the form of a questionnaire with validity and reliability tests. The research method used is descriptive and verification with a total sample of 81 respondents. The data analysis method used is path analysis, multiple correlation and coefficient of determination.

The results showed that the magnitude of the influence of partnership and entrepreneurial marketing on marketing performance through competitive advantage simultaneously was 71.74%. Partially, the magnitude of the effect of partnership on marketing performance is 53.92%, then the influence of entrepreneurial marketing on marketing performance is 33.64%, and the effect of competitive advantage on marketing performance is -15.82%, so it can be concluded that only competitive advantage has an influence negative on marketing performance.

Keywords : Partnership, Entrepreneurial Marketing, Competitive Advantage, and Marketing Performance.