Abstract of Business Strategy and Social Sciences, 2015, Vol.3
DOI: 10.18488/journal.1004/2015.3/1004.3

3rd International Conference on Business Strategy and Social Sciences
3-4 October, 2015
Langkawi Lagoon Resort, Malaysia
Conference Website: www.pakrdw.com

Paper ID: 713/15/3 3rd ICBSSS

Improving Marketing Performance Through Superior Business Capabilities and Entrepreneurial Networks

Murwatiningsih1 --- Arief Yulianto2 --- Nina Oktarina3

1,2,3Management Department, Economic Faculty, Semarang State University C6 Building, 1st floor, Sekaran, Gunungpati, Semarang, Indonesia

Abstract

The study is both testing empirically and analyzing the effect of superior business capabilities and entrepreneurial networks to the marketing performance on micro-small and medium-convection enterprises in Central Java. According to the results of the research gap on the influence of entrepreneurial networks toward performances, it has occurred proposition. Superior business capabilities is the ability of a company to give more value than the competitors, which are the products quality development, producing more varieties products, better services, creating consumers loyalty and determining competitive price for the product with the spirit of cooperative which gives both mutual benefit and advantages. Superior business capabilities have potential ability to improve performance. The grand theories used are social capital theory, superiority competitive theory and dynamic capabilities and organizational approaches. Population in the study is the micro-small and medium convection enterprises in Central Java. The study took 180 sample respondents; they are the owners/managers of convection enterprises. The samples were taken based on the company which has characteristics of Central Java Trade and Industry Departments clusters targets. Furthermore, data analysis applied Equation Model (SEM) with AMOS software version 18. The results of the study show entrepreneurial networks influence the marketing performance of micro-small and medium convection enterprises; while superior business capabilities influence the marketing performances of micro-small and medium convection enterprises. Nevertheless, entrepreneurial networks have no impact to superior business capability.

Keywords: Entrepreneurial networks, Superior business capabilities, Marketing performance.