



The Central Java Province Case Study: The Function of Entrepreneurial Marketing During the Covid-19 Pandemic

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ABSTRACT

The entrepreneurial marketing method is a strategic option that business micro small medium enterprises players might use to survive, particularly in the face of the Covid-19 pandemic. The purpose of this research is to determine which entrepreneurial marketing factors are crucial in enhancing business micro small medium enterprises customer satisfaction in the creative economy business during the Covid-19 pandemic. This study specifically investigates whether the elements of entrepreneurial marketing such as proactiveness, opportunity-focused, risk-taking orientation, innovation-oriented, customer intensity, resource leveraging, and value creation have an effect on customer satisfaction. An online survey method was used to obtain primary data from 249 business micro small medium enterprises in the creative economy industry in Central Java who were conducting their enterprises before and during the Covid-19 pandemic. The sample approach includes nonprobability sampling via the purposive sampling methodology.

Keywords: Entrepreneurial Marketing , Satisfaction Customers , Smes, Industry Economy Creative , Pandemic Covid-19.

Introduction

There is the impact of the Covid-19 pandemic on almost whole aspect life including aspect economy . Pandemic Covid-19 delivers enough impact _ big for economy start from individual , House stairs , business micro small medium enterprises (Business micro small medium enterprises), even until economy country Good national nor international . The Covid-19 pandemic made activity business become hampered And very difficult for perpetrator business For operate operation business in a manner normal (Chowdhury et al., 2020). Hence , para perpetrator business specifically Business micro small medium enterprises need designing strategy new For adapt business with change behavior purchase consumer . Matter This caused Because manage business at the moment before happen pandemic different with in period pandemic .

Article History:

Reviewed : 15 January 2023
Revised : 22 February 2023
Accepted : 10 March 2023

DOI Prefix :

<https://doi.org/10.55606/bijmt.v3i1.1287>

Industry economy creative be wrong One industry Which caught impact significant from pandemic Covid-19 Which struck Central Java since year then . Matter This caused Because affected industry culinary and *fashion* which is sector economy creative with proportion biggest . Projection decline in industry economy creative show exists decline level growth as big -3.3% from year Then For product clothing in the industry *fashion*, whereas For industry culinary happen slowdown growth as big 2,4 % from year Then (Elena, 2020).

Approach *entrepreneurial marketing* can used as strategy for perpetrator business small in industry economy creative For endure in middle situation pandemic . *Entrepreneurial marketing* have role important to enhancement performance business And continuity business small in period long especially For business scale medium And small like Business micro small medium enterprises in Central Java (Setiyaningrum & Ramawati , 2020). *Entrepreneurial marketing* becomes choice strategy Which more in accordance For business small Which own limitations source Power For Keep going survive the times future (Stokes, 2000). Study earlier find that dimensions *entrepreneurial marketing* that is *value creation* And *customers intensity* own role very important in push success business Business micro small medium enterprises in industry economy creative , meanwhile dimensions other that is *proactiveness*, *innovation-oriented*, *opportunity-focused*, *resources leveraging*, and *risk-taking orientation* were found No influence (Setiyaningrum & Ramawati , 2020).

Gaps study showed from results studies former still Not yet conclusive Because so far This find results Which different related with dimensions dimensions *entrepreneurial marketing* where who played a role important in enhancement *satisfaction customer* for company small And medium . Fiore et al. (2013). find that *opportunity focus*, *resources leveraging* , And *value creation* proven influential positive to *satisfaction customer* , whereas *proactiveness*, *calculated risk taking*, *innovativeness* , and *customer intensity* do not proven effect . Studies Olannye And Edward (2016) show that *proactiveness*, *leveraging resources*, *values creation* And *customers intensity* proven influence *satisfaction customer* , whereas dimensions *risk-taking orientation*, *innovativeness*, *opportunity-focus* , And *legitimacy* No proven affect . Dzagbenuku And Keelson (2019) prove that *satisfaction customer* for company small And medium very much determined by *proactiveness*, *value creation*, *innovative-oriented*, *resources leveraged*, *risk-taking orientation* , And *customers intensity* , whereas dimensions *opportunity-focused* found No role in increase *satisfaction customer* . Sadiku- Dushi et al. (2019) conclude that *opportunity focused*, *calculated risk taken* , And *value creation* proven capable increase *satisfaction customer* , whereas *proactiveness*, *innovativeness*,



customers intensity , And *resource leveraging* no role in *push satisfaction customer* . In side that , so far This Not yet Lots found study about influence dimensions *entrepreneurial marketing* to *satisfaction customer* on company small And medium Which associated with condition Covid-pandemic 19.

Based from exists phenomenon *gaps* and research *gaps* such , research This aim For complete results studies previously with identify dimensions *entrepreneurial marketing* where Which role important for enhancement *satisfaction* business micro small medium enterprises *customers* during the Covid-19 pandemic . Research results This expected can become input and recommendation for perpetrator business Business micro small medium enterprises in designing strategy For adapt situation environment in period pandemic with more focus on dimensions *entrepreneurial marketing* Which proven capable push on enhancement *satisfaction customer* . With understand the dimensions *entrepreneurial marketing* Which important for enhancement performance business , expected para perpetrator business Business micro small medium enterprises in industry economy creative can adapt strategy to be able to Keep going hang on period the Covid-19 pandemic .

REVIEW REFERENCES

Entrepreneurial Marketing

Draft about *entrepreneurial keep marketing* experience development from time to time . On initially , Gardner (1994) introduced the concept *entrepreneurial marketing* as as interface behavior entrepreneurship And marketing Where innovation brought to market. Morris et al. (2002) emphasize that *entrepreneurial marketing* refers on identification and exploitation opportunity in a manner proactive For objective obtain And maintain profit customer through approach innovative on management risk , utilization source power , And creation value . Furthermore , Kraus et al. (2010) define *entrepreneurial marketing* as function organization And series process For create , communicate , and deliver mark to customer And For manage connection customer with method Which profitable organizations and *stakeholders* _ And be marked with exists innovation , taking risk , proactive , and can done without source current power _ This controlled . Whalen et al. (2016) expand definition draft *entrepreneurial marketing* as combination on activity innovation , proactive , And taking risk Which create And send mark to And by customer ,

entrepreneur , marketers , partners , and society in a manner broad . In development , Alqahtani And Uslay (2020) describe *entrepreneurial marketing* as pattern think agile Which in a manner pragmatic utilise source power , use networking , and take possible risk _ accepted For in a manner proactive utilise opportunity For creation together Which innovative , And delivery mark to *stakeholders* , including customer , employee , And *platforms* Which used .

Moment This Already Lots perpetrator business Which adopt approach *entrepreneurial marketing* For can increase ability in operate business in middle situation uncertainty environment Which tall (Herman et al., 2018). *Entrepreneurial marketing* refers on strategy Which done company For can reach superiority competitive in industry Which characterized by height uncertainty environment with use resource limited Which owned company . Perpetrator business small need understand And apply approach *entrepreneurial marketing* Because company small face challenge more big in matter competition . on the situation uncertainty that environment high , besides compete with company small other , company small Also compete with company big . With resource limited , company small must capable compile strategy For can compete with company big . Therefore approach *entrepreneurial marketing* become very important For applied on company small For increase Power its competitive .

Entrepreneurial Dimensions Marketing

At first moment introduced by Gardner (1994), *entrepreneurial marketing* understood as draft unidimensional that is as innovation Which can marketed . In development furthermore a number researcher make *entrepreneurial marketing* as a concept multidimensional. Kraus et al. (2010) state that *entrepreneurial marketing* covers five dimensions that is *innovation, proactiveness, customers intensity, risk-taking, And value-creation*. Morris et al. (2002) and Fiore et al. (2013) share *entrepreneurial marketing* become seven dimensions that is *proactiveness, opportunity-focused, risk-taking orientation, innovation-oriented, customers intensity, resources leveraging , And value creation*. Whalen et al. (2016) distinguished *entrepreneurial marketing* become six dimensions Which covers *proactiveness, customers intensity, risk-taking, value-creation/ co-creation, opportunity, And networking* . In development , Alqahtani And Uslay (2020) state that *entrepreneurial marketing* has eight dimensions that is *innovation, proactiveness, value co-creation, opportunity focus, resources leveraging, networking, acceptable risks , and inclusive attention* .

Study This adopt seven dimensions *entrepreneurial marketing* used by Morris et al. (2002), Fiore et al. (2013), And Sadiku- Dushi et al. (2019) in his studies that is *proactiveness, opportunity-*



focused, risk-taking orientation, innovation- oriented, customers intensity, resources leveraging , And value creation . proactiveness describe effort perpetrator business For take initiative in start change behavior to practice marketing done _ during this (Fiore et al., 2013). *Opportunity-focused* reflect effort perpetrator business For identify what the market needs during This Not yet fulfilled And identify source superiority competitive Which owned by company (Fiore et al., 2013). *Risk-taking orientation* describe effort perpetrator business For use approach creative with action new Which aim For minimize risk (Fiore et al., 2013). *Innovation-oriented* describes effort perpetrator business For Keep going explore new marketing ideas _ good good idea from side internal nor side external companies (Fiore et al., 2013). *customers intensity* reflect effort perpetrator business For build relation marketing Which prioritize need customer And effort For serve para customer with more personal (Fiore et al., 2013). *Resources leveraging* describe effort perpetrator business in utilise all resource Which the amount limited with method Which effective (Fiore et al., 2013). *Value creation* describe effort perpetrator business For focus business And resource marketing Which owned with objective can find And send source mark Which Not yet utilized to customer (Fiore et al., 2013).

Proactiveness and Satisfaction Customer

Proactiveness interpret that marketers No consider environment external as part from condition Where company can adapt (Sadiku- Dushi et al., 2019). Lumpkins And dess (2001) describe *proactiveness* as response to opportunity and give ability for company For predict change or need market and be the first react to change the . *proactiveness* is dimensions *entrepreneurial marketing* Which related with ability For utilise opportunity And respond change Which happen in market. The more big ability company For utilise opportunity And respond change Which happen in market so the more can push enhancement performance business along with more response _ fast to change environment . however , study earlier related with influence *proactiveness* to *satisfaction* still *customers* find different results . _ One side , study previously done _ Hamali (2015), Olannye And Edward (2016), Dzogbenuku And Keelson (2019), And Rashad (2018) found that dimensions influential *proactiveness* positive to *satisfaction customer* on company scale small And medium . On the side other , another study conducted by Fiore et al. (2013) And Sadiku- Dushi et al. (2019) find results Which on the contrary that is *proactiveness* No influential to *satisfaction customer* . For objective confirm difference results study earlier so researcher test hypothesis as following :

H1: *Proactiveness* affects *satisfaction customer* .

Opportunity-Focused And Satisfaction Customer

Opportunity-focused meaning there is position market Which No noticed by company as source potency profit Which sustainable (Sadiku- Dushi et al., 2019). Moment This introduction exists opportunity own role Which very important in theory and research about *entrepreneurship* (Hills et al., 2010). Commitment to opportunities and expertise For recognize exists opportunity identified as factor Which differentiate *entrepreneurial marketing* with marketing traditional (Hills et al., 2008). Ability company seen in election opportunity Which determine success (Becherer et al., 2008). The more big ability company For can recognize opportunity marketing so the more push enhancement performance business along with many opportunity new Which can utilized by company . The study conducted by Fiore et al. (2013), Rashad (2018), Dzogbenuku and Keelson (2019), And Sadiku- Dushi et al. (2019) find that dimensions *opportunity-focused* influential positive to *satisfaction customer* on context company scale small And medium . However , results study the different with study Olannye And Edward (2016) Which find that *opportunity-focused* No influence *satisfaction customer* . In framework confirm exists controversy findings study previously so that hypothesis tested in research This are :

H2: *Opportunity-focused* influence *satisfaction customer* .

Risk-Taking Orientation And Satisfaction Customer

Risk-taking orientation refers on company's ability to use action Which Already calculated profit And to lose For objective reduce risk on search opportunity (Becherer et al., 2012b). According to Morris et al. (2001), *risk-taking orientation* relate with readiness company For look for opportunity Which own possibility realistic on happening loss or difference performance Which significant . The more big ability company For take into account potency risk on action Which taken so the more push enhancement performance business along with many risk who can minimized company . On context company scale small And medium , study Dzogbenuku And Keelson (2019) as well as Sadiku- Dushi et al. (2019) proves that dimensions *risk- taking orientation* influences *satisfaction customer* . However on the side others , Fiore et al. (2013), Olannye and Edward (2016), and Rashad (2018) find that *risk- taking orientation* No influence *business performance* .

For confirm difference findings study earlier so researcher test hypothesis as following :

H3: *risk-taking orientation* influence *satisfaction customer* .

Innovation-Oriented And Satisfaction Customer



In Lots study , *innovativeness* found become factor determinant important on performance business (Sadiku- Dushi et al., 2019; Wiklund & Shepherd, 2003). Innovation defined as ability company For nurturing new ideas Which flow And interpreted to in product , services , technology , or market new ones (Morris et al., 2001; Otieno et al., 2012). With focus on innovation , company can Keep going recognize And take advantage of opportunities with use resource Good resource new nor resource Which Already owned with use ways new (Morris et al., 2002). The more big company's ability to produce ideas new with use resource Which owned or resource new so the more push enhancement performance business along with many innovation product or service Which generated company . Results *innovation-oriented to satisfaction* still *customers* find that result contrary . Rashad 's study _ (2018) as well as Dzogbenuku And Keelson (2019) find that dimensions *innovation-oriented* influential positive to *satisfaction customer* on company scale small And medium . However , results studies the different with research by Fiore et al. (2013), Olannye and Edward (2016), And Sadiku- Dushi et al. (2019) Which find that *innovativeness* No influence *satisfaction customer* . therefore , For confirm difference results studies earlier so tested hypothesis _ is as following :

H4: *Innovation-oriented* influence *satisfaction customer* .

Customers Intensity And Satisfaction Customer

Customers Intensity considered as mark main companies and elements important Which build Spirit for customer And introduction employee with product And service (Hisrich & Ramadani , 2018). According to Kohli and Jaworski (1990), *customers intensity* become dimensions key from *entrepreneurial marketing* and becoming element core from construct orientation marketing . The more intense company intertwine relation with its customers For serve with way more _ Good than competitor so the more can increase performance business along with height loyalty customer on company . Studies previously done _ Hamali (2015), Olannye And Edward (2016), And Dzogbenuku And Keelson (2019) find that dimensions *customers intensity* influential positive to *satisfaction customer* on company scale small And medium . However on the side others , Fiore et al. (2013), Rashad (2018), and Sadiku- Dushi et al. (2019) find that *customer intensity* no influential to *satisfaction customer* . For objective confirm difference results study earlier so researcher test hypothesis as following :

H5: *customers intensity* influence *satisfaction customer* .

Resources Leverage And Satisfaction Customer

Resources leveraging refers on ability company For access resource with objective produce output Which more Lots with more resources _ slightly (Becherer et al., 2012). Marketers entrepreneurship can For bring up resource through Lots method like use unfinished resources _ utilized by competitors , use resource from party other For finish objective certain Which want to achieved , each other complete resource with competitor For increase value , use resource certain For find resource other , And expand resource become more Lots than Which used competitor in period Then (Morris et al., 2002). The more big ability company For can utilise use resource in a manner maximum so will the more push enhancement performance business along with achievement efficiency use resources . Study Which conducted by Fiore et al. (2013), Hamali (2015), Olannye And Edward (2016) as well as Dzogbenuku And Keelson (2019) find that dimensions *resources leveraging* influential positive to *satisfaction customer* on company scale small And medium . however , study Which done by Rashad (2018) And Sadiku- Dushi et al. (2019) find that *resources leveraging* No influential to *satisfaction customer* . because _ it , deep framework confirm difference findings study earlier so hypothesis Which tested in research This namely :

H6: *Resources leveraging* influence *satisfaction customer* .

Value Creations And Satisfaction Customer

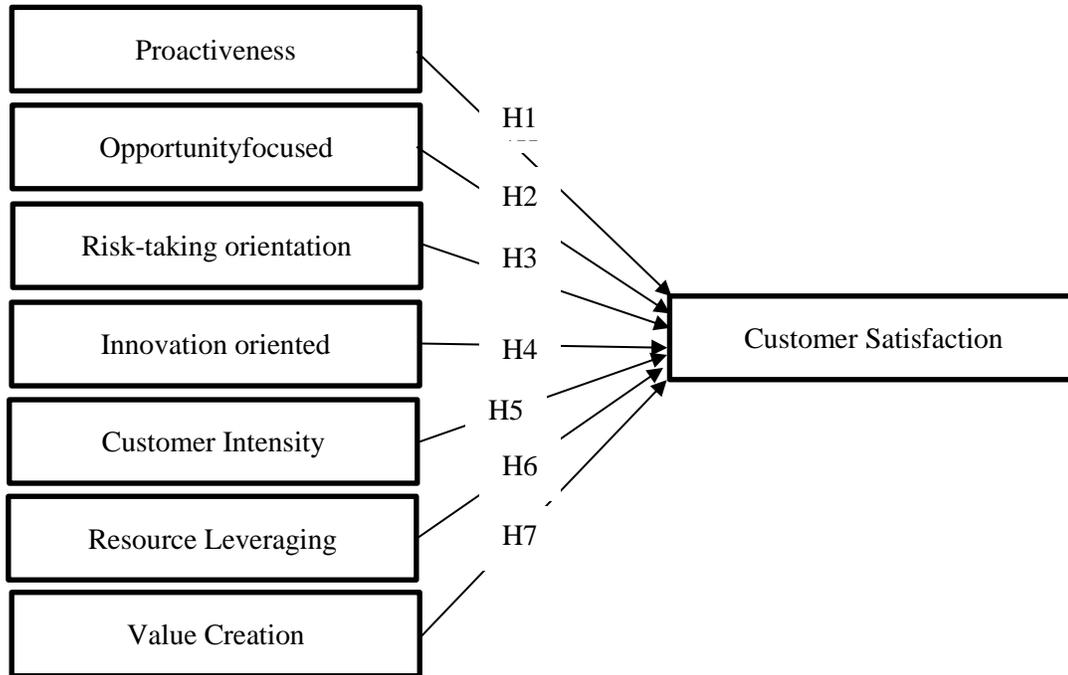
Value creation depicted as task marketers For find resource Which Not yet used from mark customers and create combination exclusive from resource For produce mark (Morris et al., 2002). The more big ability company For utilise resource Which Not yet used And combine resource Which owned For produce product Which more worth so the more capable push achievement performance more business _ tall along with increasing mark customer . Findings studies earlier related with influence *value creation* to *satisfaction still customers* find controversial results . _ on one side , study previously Which done Fiore et al. (2013), Hamali (2015), Olannye And Edward (2016), Dzogbenuku And Keelson (2019), and Sadiku- Dushi et al. (2019) found that dimensions influential *value creation* positive to *satisfaction customer* on company scale small And medium . On the side other, studies Which done Rashad (2018) find that *value creation* No effect on *satisfaction customer* . For objective confirm results study earlier Which Still contrary the so researcher test hypothesis :

H7: *Value creation* influences *satisfaction customer* .

Model Study



Proposal model study Which tested on study This displayed on picture 1.



Picture 1. Proposal Model Study

METHOD RESEARCH

Study This using primary data Which collected in a manner direct by researcher with use method survey on line remember condition pandemic Covid-19 Which No possible researcher come over location study in a manner physique For gather data. Period collection data use survey online is April to _ October 2021. Population study This is perpetrator business Business micro small medium enterprises in industry economy creative in Central Java And the sample is perpetrator business Business micro small medium enterprises in industry economy creative in Central Java which has operate the business on time before and during pandemic Covid-19. Taking sample done use method *nonprobability sampling* with technique *purposive sampling* . Criteria respondent is respondent has operate business at the time before And during pandemic Covid-19. Researcher use reference determination amount sample from Hair et al. (2019) Which recommend that amount sample The minimum is five times the amount indicator And amount sample maximum is ten indicator times . The total number of indicators on study This is 51 indicators so that size sample

minimum Which must fulfilled is as many as 255 respondents . Study This use amount sample as much 249 perpetrator business Business micro small medium enterprises in industry economy creative Which has operate business at the time before and during pandemic Covid-19. Amount sample as much 249 respondents This Already exceed amount minimum sample suggested by Hair et al. (2019).

Study This adopt instrument study from study earlier For reference in drafting indicator And questionnaire . Indicator For measure variable *proactiveness, opportunity-focused, risk-taking orientation, innovation-oriented, customers intensity, resources leveraging* , And *value creation* adapted from study Becherer et al. (2012), meanwhile indicator For measure variable *business performance* adapted from study Wahyuni And Sara (2020). Scale measurement Which used is scale Likert 5 point Which show statement very No agree until very agree .

RESULTS AND DISCUSSION

Results Pretest

Researcher do *pretest* instrument study to 29 respondent For objective ensure that all which instrument used in study Already valid And reliable before questionnaire distributed to sample big a number 249 respondent . Researcher use analysis correlation *bivariate pearson* For test validity instrument research . Results test validity use correlation *bivariate pearson* show that all indicator already valid because produce mark significance not enough from 0.05 And own mark correlation pearson on 0.361. Results testing reliability Also show that mark *Cronbach Alpha (CA)* generated For every variable more from 0.7. Variable *proactiveness* produce mark ca as big 0.727; variable *opportunity-focused* earn CA value of 0.752 ; variable *risk-taking orientation* produces CA value of 0.890; variable *innovation-oriented* produce mark ca as big 0.897; variable *customers intensity* produce CA value of 0.765; variable *resources leveraging* produce CA value of 0.712; variable *value creation* produce CA value of 0.928; And *business performance* variable produce mark ca of 0.953.

Profile Respondents Study

Total number of respondents in the study This namely 249 respondents who were dominated by respondent manifold sex Woman a number of 160 respondents or 62.5% And the rest as much 98 respondent or 37.5% is respondent manifold sex man . Based on status ownership And management effort , majority respondent study This status as owner at a time manager business that is as much 166 respondent or 64.3%, whereas 57 respondent or 22.1% status as owner business only and 35

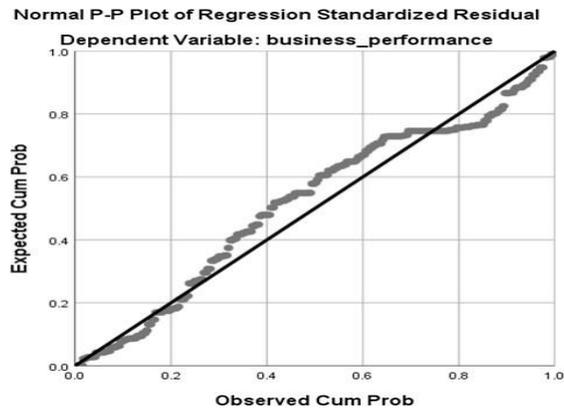


respondents or 13.6% status as manager business just . From side age , majority respondent in study This aged 20-29 year that is as many as 133 respondents or 51.5% and followed by respondents aged 31-40 _ year as many as 60 respondents or 23.2%, respondent Which aged 41-50 year as many as 43 respondents or 16.7%, and respondent Which aged more from 51 year as much 22 respondent or 8.5%. Based on level education final Which taken respondent , there is 127 respondent or 49.2% Which own education finally high school, 89 respondents or 34.5% Which own education final Undergraduate , 20 respondents or 7.8% Which own education final Postgraduate , and 4 respondents or 1.6% which is not finished high school. reviewed from side field business run , the majority respondent study This operate business in field culinary that is as much 120 respondents or 46.5% followed with business in field mode or *fashion* as many as 50 respondents or 19.4%, effort in field craft as much 27 respondent or 10.5%, business in field design product as much 15 respondent or 5.8%, business in the field art as many as 14 respondent or 5.4% as well as business in field design (3.5%), design communication visual (3.1%), art show (1.6%), development application And *games* , publishing , advertising , And film/ animation / videos each 0.8%.

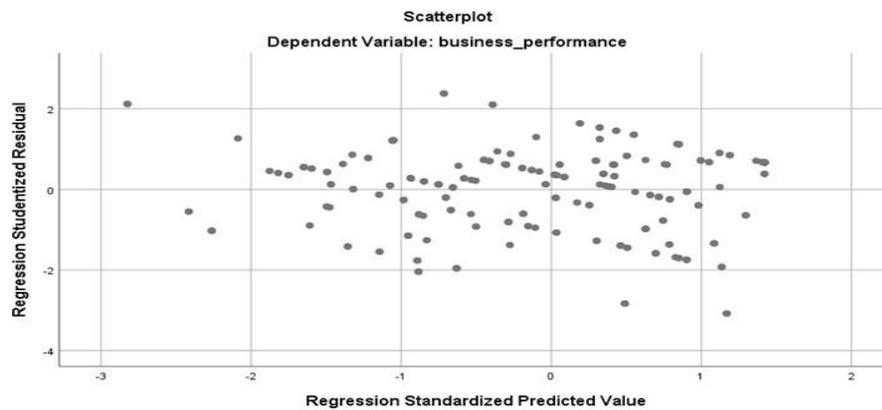
Analysis Results Multiple Linear Regression

Classical assumptions regression test includes normality test ,test multicollinearity , and test heteroscedasticity was done before data analyzed using regression linear double . Study This including in study data *cross- section* so that researcher No do test autocorrelation For test assumption classic regression . Normality test results with using chart analysis shown in Figure 2 show that research data This Already own distribution normal Which showed from spread dot, dot, dot Which is around the diagonal line. Test results heteroscedasticity with use analysis chart *scatterplot* Which displayed on Picture 3 show that the regression model in study This No indicate exists heteroscedasticity Because spread dot, dot, dot spread in a manner random and not form A pattern certain . Test results multicollinearity show that model regression in study This No indicate exists multicollinearity Because own mark more *tolerance* from 0.10 and the VIF value is less from 10 on all variable independently researched . _ Based on assumption test results classic ones has done , got concluded that research data This Already worth and get processed more carry on For testing regression linear double . Results testing multicollinearity And regression linear double displayed on Table 1.

Picture 2. Results Test Normality Data (n= 249)



Source : Data processed (2023)



Picture 3. Results Test Heteroscedasticity (n= 249)

Source : Data processed (2021)

Table 1. Results Test Multicollinearity and Results Test Regression linear Double (n= 249)

Coefficients ^a

Model	Unstandardized Coefficients		standardized Coefficients Betas	t	Sig.	Collinearity Statistics	
	B	std. Error				tolerance	VIF
1 (Constant)	.199	.538		.370	.712		
proactiveness	.220	.174	.116	1,268	.206	.294	3,406
opportunity_focused	.148	.156	.089	.948	.344	.282	3,551
risk_taking	.053	.105	.035	.502	.616	.492	2034
innovation_oriented	.324	.123	.239	2,629	.009	.297	3,364
customer_intensity	.717	.159	.350	4,508	.000	.407	2,456
resource_leveraging	.418	.128	.254	3,252	.001	.403	2,484



value_creation	.357	.142	.214	2,513	013	.339	2,951
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a. Dependent Variable: business_performance

b. Source : Data is processed (2023)

Based on results test regression linear multiple shown in Table 3 , study This show that from seven tested hypothesis _ there is four accepted hypothesis and three _ hypothesis Which rejected . hypothesis Which accepted that is H4, H5, H6, And H7, whereas rejected hypothesis _ namely H1, H2, and H3. Study This find that during period pandemic Covid-19 this , *entrepreneurial* dimensions proven *marketing* _ role important for enhancement *satisfaction* business micro small medium enterprises *customers* in industry economy creative is *innovation-oriented*, *customers intensity*, *resource leveraging*, and *value creation*. If seen from magnitude mark *standardized coefficients beta* Which generated , *customer intensity* is found own the biggest influence to *satisfaction customer* then followed by *resources leveraging*, *innovation- oriented* , And *value creation* . Dimensions - dimensions *entrepreneurial marketing* Which found No influential to *satisfaction* business micro small medium enterprises *customers* in period pandemic is *proactiveness*, *opportunity-focused* , And *risk-taking orientation* .

Model equality regression Which generated in research This namely :

$$Satisfaction\ customer = 0.199 + 0.220\ proactiveness + 0.148\ opportunity- focused + 0.053\ risk-taking\ orientation + 0.324\ innovation-oriented + 0.717\ customers\ intensity + 0.418\ resources\ leveraging + 0.357\ values\ creation + e$$

Model equality regression This interpret that exists enhancement on *customers intensity*, *resources leveraging*, *innovation-oriented* , And *value creation* causes existence enhancement on *satisfaction customer* .

Discussion

Based on results data analysis done with use regression multiple linear , research This find a number findings interesting related with *entrepreneurial* dimensions *marketing* where Which proven role important for enhancement *satisfaction* business micro small medium enterprises *customers* in the industry economy creative in period pandemic Covid-19. first , hypothesis 1 Which state that *proactiveness* influence *satisfaction customer* rejected in study this . Findings This interpret that in during the Covid-19 pandemic like moment this , ability company For can utilise opportunity And

respond change Which happen in market not enough own role important for enhancement *satisfaction* business micro small medium enterprises *customers* in industry economy creative . One side , results study This support results study Fiore et al. (2013) And Sadiku- Dushi et al. (2019) Which Also find that *proactiveness* No influential to *satisfaction customer* on company scale small And medium . On the side other , results study This different with results study Hamali (2015), Olannye And Edward (2016), Dzogbenuku And Keelson (2019), And Rashad (2018) found that dimensions *proactiveness* influential positive to *satisfaction customer* .

Second , study This reject hypothesis 2 Which state that *opportunity-focused* influencing *satisfaction customer* . Matter This indicate that ability company For can recognize opportunities marketing new Which can explored No proven can increase *satisfaction* business micro small medium enterprises *customers* in industry economy creative during period pandemic Covid-19. Findings This on One side confirm studies Olannye And Edward (2016) Which find that *opportunity-focused* No influence *satisfaction customer* on context company scale small and medium , but on the other hand findings This contrary with study of Fiore et al. (2013), Rashad (2018), Dzogbenuku and Keelson (2019), and Sadiku- Dushi et al. (2019) who found that dimensions *opportunity-focused* influential positive to *satisfaction customer* .

Third , hypothesis 3 which states that *risk-taking orientation* influence *satisfaction customer* rejected on study this . Findings This prove that during period pandemic Covid-19, ability company For take into account potency risk on action taken _ No capable push *satisfaction* business micro small medium enterprises *customers* in the industry economy creative . Findings study this on one side strengthen results studies earlier Which done Fiore et al. (2013), Olannye And Edward (2016), and Rashad (2018) which find that *risk-taking orientation* No influential to *satisfaction customer* for context company scale small and medium . However on the side other findings study This No support results studies Dzogbenuku and Keelson (2019) and Sadiku- Dushi et al. (2019) Which prove that *risk- taking orientation* influence *satisfaction customer* .

fourth , hypothesis 4 Which state that *innovation-oriented* influence *satisfaction customer* accepted in study this . Results study This show that in during this Covid-19 pandemic , ability company For produce ideas new with use resource Which owned or resource new proven can push enhancement *satisfaction* business micro small medium enterprises *customers* in the industry economy creative along with many innovation product or services _ generated . On One side , results findings study This confirm study Rashad (2018) as well as Dzogbenuku And Keelson (2019) found that *innovation-oriented* influential positive to *satisfaction customer* on context company scale small



And medium . However , on side other results findings study This No in line with study Fiore et al. (2013), Olannye And Edward (2016), and Sadiku- Dushi et al. (2019) Which find that *innovativeness* No influential to *satisfaction customer* .

Fifth , hypothesis 5 which states that *customer intensity* affects *satisfaction customer* accepted in study this . Findings This signify that *customers intensity* Which become dimensions key from *entrepreneurial proven marketing* own which role most important for enhancement *satisfaction business micro small medium enterprises customers* in the industry economy creative in period pandemic . Intensity Business micro small medium enterprises in build relation Which Good with its customers proven capable increase *satisfaction concurrent customers* with formation loyalty customer on company . Results study This in One side strengthen results study earlier Which done by Hamali (2015), Olannye And Edward (2016), as well as Dzogbenuku And Keelson (2019) Which find that dimensions *customers intensity* influential positive to *satisfaction customer* for context company scale small And medium . However on the side other , results study This No support study Which done by Fiore et al. (2013), Rashid (2018), And Sadiku- Dushi et al. (2019) Which find that *customers intensity* does not affect *satisfaction customer* .

Sixth , study This accept hypothesis 6 Which state that *resources leveraging* influence *satisfaction customer* . Matter This interpret that during a pandemic like this , ability Business micro small medium enterprises in industry economy creative For can utilise use resource in a manner maximum proven can push enhancement *satisfaction customers* together with achievement efficiency in matter use resources . Findings study it's on One side in line with research by Fiore et al., (2013), Hamali (2015), Olannye and Edward (2016) as well as Dzogbenuku And Keelson (2019) found that *resources leveraging* influential positive to *satisfaction customer* on company scale small And medium . However , on side other findings study This No in line with study Rashad (2018) And Sadiku- Dushi et al. (2019) Which find that *resources leveraging* is not influence *satisfaction customer* .

seventh , hypothesis 7 Which state that *value creation* influence *satisfaction customer* accepted on study this . Findings This indicate that ability company For utilise resource Which Not yet used And combine resource Which owned For produce which product more worth proven capable push achievement *satisfaction* that *customer* more tall along with increasing mark customer . on one side , result findings study This confirm study Fiore et al. (2013), Hamali (2015), Olannye

And Edward (2016), Dzogbenuku and Keelson (2019), and Sadiku- Dushi et al. (2019) who also found that dimensions *value creation* influential positive to *satisfaction customer* on company scale small And medium . On the side other , results findings study This different with findings study Rashad (2018) Which find that *value creation* is not influence *satisfaction customer* .

CONCLUSION

Study This find that *entrepreneurial* dimensions proven *marketing* _ influential and role important for enhancement *satisfaction* business micro small medium enterprises *customers* in the industry economy creative during period pandemic Covid-19 is *innovation-oriented*, *customers intensity*, *resources leveraging*, And *value creation*. On study this , *customer intensity* that becomes dimensions key from *entrepreneurial marketing* proven own the biggest influence to *satisfaction customers* and furthermore followed by *resources leveraging*, *innovation-oriented* , And *value creation* . dimensions *entrepreneurial marketing* other that is *proactiveness*, *opportunity-focused* , And *risk-taking orientation* found No influential to *satisfaction* business micro small medium enterprises *customers* in period pandemic .

Suggestion Which recommended based on results findings study This is For can endure And increase *satisfaction customers* in during the Covid-19 pandemic , business micro small medium enterprises actors in industry economy creative should more focus strategy for increase intensity relation with customer For can dig what _ become need And desire customer at the moment pandemic like moment This And offer product Which in accordance with need And desire customer . Related with importance *resources leveraging* , perpetrator Business micro small medium enterprises in industry economy creative can utilise source available power _ in a manner more maximum specifically source Power man because during a pandemic This There is Enactment Restrictions Activity Society (PPKM) in a number of area so that operational business Also must customized with regulation the . Besides that , perpetrator Business micro small medium enterprises Also can apply strategy For Keep going innovate with offer product or service new on customer And produce product or service that more worth on customer so that customer be loyal.

Suggestion for study in the future is study furthermore should consider For use method *probability sampling* in determine sample so that results findings study can more accurate . Besides that , study in the future should developing research models with test dimensions *entrepreneurial* other *marketing* besides seventh dimensions studied in research _ This or test variable moderation



like age company Which potentially can strengthen or weaken influence dimensions *entrepreneurial marketing* to performance business Business micro small medium enterprises.

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