

ABSTRACT

The aim of this research is to analyze the influence of entrepreneurial marketing on sales performance. Where there are four principle of entrepreneurial marketing such as concepts, strategies, methods, and market intelligence. The population is all SMEs (Small and Medium Enterprise) who sells Tekwan, Model Gandum, and Model Ikan in Palembang, the sample is owner SMEs who sells Tekwan, Model Gandum, and Model Ikan; the requirement of SMEs is to have assets about 50 Million until 500 Million dan income about 300 Million until 2,5 Billion; and owner SMEs must have aged over than seventeen years old the questionnaires will be direct to 30 respondents as a sample. The data analysis is multiple regression analysis to know the effect of concepts, strategies, methods, and market intelligence of sales performance. To get the result this research use the Statistical Package for Social Science (SPSS). The test results show that concepts affect sales performance then strategies, methods, and market intelligence dose not affect.

Keywords: entrepreneurial marketing, concepts, strategies, methods, market intelligence and sales performance