

Entrepreneurial Marketing Impact Score on MSME Performances Through Its Dimension

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Abstract

The presence of the entrepreneurial marketing concept is considered capable of overcoming marketing problems in MSMEs. This study aims to determine the specific magnitude of the influence score given by each entrepreneurial marketing dimension to MSMEs in Bengkulu City. This study focuses on culinary MSMEs that are the mainstay sector of the region. The effective and relative contribution has been used to measure the influence score of its dimension on performance and 183 questionnaires are distributed to the owners of MSMEs in Bengkulu City. The results show that the dimension of resource leverage most dominantly affects business performance. Meanwhile, calculated risk-taking has a minor effect. Essentially, culinary MSME business actors in Bengkulu City must improve their ability to effectively predict the problem in the future that can be done by joining risk management certification or webinar.

Keywords:

entrepreneurial marketing; business performance; micro small and medium enterprises; culinary sector

How to Cite:

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INTRODUCTION

Unemployment is still an ongoing problem in many countries, including Indonesia. For example, in Bengkulu Province in 2021, the unemployment rate is 3.35%. The total workforce of Bengkulu Province in 2021 is 1,083,744 million people, which means that 4,031 residents of Bengkulu Province hold the unemployed status. Limited employment opportunities are one of the leading causes of many people being unemployed even though they have obtained a bachelor's degree (Hossain et al., 2018). One of the factors that are considered to overcome the problem of unemployment is MSMEs. The data from the Ministry of Cooperatives and MSMEs explains that MSMEs contribute to the Indonesian economy. MSMEs in Indonesia can absorb 97% of the total workforce in Indonesia (Makmur et al., 2018). Therefore, the number of MSMEs will affect the absorption of labour and reduce unemployment (Suhaili & Sugiharsono, 2019).

According to data from the Bengkulu Province Cooperatives and MSMEs Office (2019), the number of MSMEs in Bengkulu City has continued to increase over the last four years because of the strategic location of Bengkulu City and it has many tourist destinations. There are 34 natural tourist destinations, 12 historical tourism destinations, and two modern tourist destinations. Bengkulu City is the second largest city on the west coast of Sumatra Island, Indonesia, with 7 km coastline and a beach width of about 500 meters. Based on data obtained through the Central Bureau of Statistics of Bengkulu City, since 2018, tourists who visited tourist attractions in Bengkulu City were 2,154,928 with a percentage of 68.56. Due to the number of destinations and tourists visiting Bengkulu, it should positively impact the growth of culinary MSMEs because restaurants are one of the essential aspects of supporting tourism in an area. The existence of restaurants is influenced by the progress made in the tourism sector. Based on data from the Independent Assessment of the Indonesian Creative City or Regency (PMK31), the Deputy for Infrastructure of the Indonesian Creative Economy Agency in 2020 said that Bengkulu City has a turnover of sub-sectors in the culinary sector reaching 7.2 billion per year.

However, in fact, the growth rate of the culinary business sector to GDP is unstable and even reaches a minus number (BPS Bengkulu City, 2020). Undeniably, the COVID-19 pandemic throughout 2020 also had a negative impact on the growth of MSMEs in all business sectors, especially culinary. The presence of government policies such as Large-Scale Social Restrictions (PSBB) has resulted in limited business activities that require physical contact. Hence, the growth of MSMEs must balance with an increase in business performance. SMEs are more susceptible to environmental changes than larger enterprises (Cacciolatti & Lee, 2016). Therefore, entrepreneurs must create solutions to remain competitive. The solution is the expansion of marketing efforts (Cacciolatti & Lee, 2016). Small enterprise marketing is different from large enterprise' because multinational enterprises do not experience limited resources. MSME marketing approaches and decision-making tend to be more unusual, intuitive, informal, unstructured, chaotic, and unplanned. As a result, small and medium-sized enterprises must use efficient marketing strategies and evaluations (Rezvani & Fathollahzadeh, 2020).

Marketing issues that cannot be adequately handled can lead to business failure (Fatoki, 2019). Despite the fact that they are 'small', their goal is to grow quickly and become significant players in their area instantously. Entrepreneurship's core aim is growth, and marketing is the key to achieving that goal (Shiratina et al., 2016). According to Sadiku-Dushi et al. (2019) business actors or managers must immediately implement innovative concepts of management that can keep up with the change in the market.

Entrepreneurial marketing bridges marketing and entrepreneurship by combining principles from both sectors. Both sectors are customer-centric and involve the acceptance of risk and uncertainty. As a result of these parallels, the experts believe that entrepreneurial marketing might help entrepreneurs adapt to the changing situations, uncover new possibilities, and improve their innovative skills (Kilenthong et al., 2016). The concept of entrepreneurial marketing has become an alternative to developing marketing activities for small entrepreneurs who still depend on conventional marketing activities and have limited resources (R. C. Becherer et al., 2012). Stephen et al. (2019) found that entrepreneurial marketing has an important role, especially for small enterprises that face more challenges such as the level of competition, limited information and insight about the market, the weakness of product innovation, limited capital, lack of business skills and entrepreneurial spirit. Those limitations will have an impact on small enterprises and will result in failure to compete with large enterprises if they do not adopt the concept of entrepreneurial marketing. With entrepreneurial marketing, the entrepreneurial marketing mix will be more accessible than conventional marketing, which uses traditional marketing techniques. If an entrepreneur can use entrepreneurial marketing in its marketing, it will have a better chance of getting ahead of the competition. And that so, small and medium-sized business owners need to learn about entrepreneurial marketing if they want their businesses to grow and become successful (Makmur et al., 2018). Entrepreneurial marketing consists of several dimensions. Fiore et al. (2013) reveals that entrepreneurial marketing consists of six dimensions, without resource leverage. The study considers that resource leverage is a general concept that not only exists in the application of entrepreneurial marketing but also the concept of entrepreneurship as a whole. In contrast, research conducted by Morris et al. (2002) are seven: opportunity-driven, proactiveness, innovation-focused, customer intensity, risk management, resource leverage, and value creation. The seven dimensions of Morris et al. (2002) is supported by research conducted from some scholars such as Rezvani et al. (2013), Gorica & Buhajoti (2016), Eggers et al. (2020).

The importance of entrepreneurial marketing is that it can positively influence the performance of MSME actors. Numerous academics researching the same subject have emphasized the critical role of entrepreneurial marketing in MSME performance. Performance is the most important factor to evaluate an organization's operations (Al-Tit, 2017). Business performance refers to the results of a company's business activities in a certain period and based on established standards (Kotane & Kuzmina-Merlino, 2017). High performance enterprise contributes to removing obstacles and expands the potential for SMEs to develop and thrive in the global market (Aminu & Shariff, 2015). The majority of academics describe SME performance in terms of the

firm's significant outcomes in terms of sales growth, investment efficiency, customer acquisition, rising market share, and returns, which may be identified as a "complex set of operations that integrate skills and knowledge" (Hoque, 2018). There are many criteria and standards to evaluate an enterprise's overall success. Becherer & Helms (2016) stated that business performance is evaluated based on the company's relative market share and growth rate. According to Venkatraman & Ramanujam (1986), the concept of business performance can be focused on using simple results from treasury or financial metrics that are considered appropriate to explain the achievement of a business goal. Financial performance indicators are reflected, for example in market growth, profitability, and earnings per-share. On the other hand Semrau et al. (2016) explains that financial measurement can be done by comparing changes in the value of financial statements issued by companies. The broadest concept of performance not only includes financial performance, but also operational or non-financial performance (Al-Hakim & Lu, 2017). Mojekeh et al. (2018) and Fatoki (2019) defined firm performance as a set of financial and non-financial variables. Similarly, Mojekeh et al. (2018) identified financial performance measures such as return on assets (ROA), return on investments (ROI), return on equity (ROE), market share sales growth, and profitability. Meanwhile, Non-financial performance is measured in terms of customer satisfaction, employee commitment, innovation capability, and internal business process improvement. Other research conducted by Wu et al. (2020) explained that non-financial performance refers to non-monetary activity. For instance, its measurements can be done through stakeholder satisfaction and organizational growth. Additionally, based on Becherer et al. (2012) non-financial performance of a business can also be assessed through the personal owners' goals and reputation. Following the research, the success of an entrepreneur or owner is frequently measured by how the venture's compensation affects their wealth and standard of living. Regarding reputation, the higher the value of customer satisfaction, the better the company's reputation. A company with a good reputation in the eyes of customers has a good picture of the company's business performance.

Quantitative study by Sadiku-Dushi et al. (2019) found that three dimensions of entrepreneurial marketing, namely: opportunity-focus, resource leverage, and value creation have a significant impact and are positively related to SME performance. In contrast, Rashad (2018) reveals that only calculated risk-taking, value creation, and opportunity focus are positively related to SME performance from any sectors in Jeddah. The previous study conducted by Fatoki (2019) found significant positive connections between opportunity-focused, customer intensity, resource leveraging, value creation, and SMEs' financial success. Similar research on entrepreneurial marketing conducted by Hamali et al. (2016) explain that entrepreneurial marketing has a positive effect both on marketing and financial performance. The findings of Fard & Amiri (2018) show a positive and significant effect of EM on the market and innovative performances of halal food SMEs. According to Shuremo et al. (2021) the relationship between small and medium-sized businesses' performance and focus on innovation and customers is positive and statistically significant. On the other hand, the relationship between small and medium-sized businesses' performance

and their focus on taking risks is negative and statistically significant. The results are consistent with earlier empirical research, which indicates that not all characteristics of entrepreneurial marketing affect a firm's performance.

Based on the previous explanation, this research aimed to explore the influence of entrepreneurial marketing dimensions on the performance of MSMEs so the outcomes can be used as insight for further study in a similar sector and also as a reference for MSME actors in Bengkulu City to continue developing their culinary MSMEs. The research gaps found are: (1) Although many studies have explored the influence of entrepreneurial marketing dimensions on the performance of MSMEs, there is no detailed investigation of specific impact scores from each dimension. Hence, this study aimed to determine entrepreneurial marketing through its dimensions, such as proactiveness, opportunity focus, calculated risk-taking, innovation, customer intensity, resource leverage, and value creation, and affects the business performance of culinary MSMEs in Bengkulu city by calculating the effective and relative contribution. As mention above, there are a variety of definitions of entrepreneurial marketing since the discipline is still in its development (Shiratina et al., 2016). In this study, to determine whether a more than twenty-year-old concept may still represent current entrepreneurial marketing practices, the researcher aimed to validate Morris's (2002) seven-factor dimensions in Bengkulu City by conducting experiments. (2) In addition, the earliest study on entrepreneurial marketing measured performance, focusing only on one of the financial or non-financial aspects. There are still few studies that measure performance by integrating the two. Whereas, based on the past study conducted by Baines & Langfield-Smith (2003) in Albalak et al. (2019) using both financial and non-financial performance to measure business performance allows the parties concerned to analyze the improvement in all business areas. Therefore, to fulfill and complete the existing gap, the dimensions of business performance examined in this research will measure the effect of entrepreneurial marketing dimensions on financial and non-financial performance. For examining financial performance, this paper refers to the research of Mojekeh et al. (2018) i.e., efficiency, growth, and profit. In addition, non-financial performance will be conducted using two indicators, according to Murphy et al. (1996) in Becherer et al. (2012), i.e., personal achievement of business owners and reputation, which have not been researched jointly concerning culinary MSMEs in Bengkulu. As a novelty, this study employed empirical research to determine how much impact value has been received by the MSMEs' performance by applying entrepreneurial marketing and will be the first to correlate entrepreneurial marketing aspects with the performance of MSMEs in Bengkulu.

METHODS

In this study, the population selected was the owner of the culinary sector MSME located in Bengkulu City with a total of 337 business actors based on data obtained from the Bengkulu City Tourism and Creative Economy Office. Based on calculations using the Slovin formula with a sampling error rate of 5% and 337 population of MSME culinary actors, the number of MSME actors in the culinary sector sampled

was 183 people. The sampling technique used in this study was random sampling. 183 participants responded to the survey in this study. The questionnaire was conducted as a data collection method by distributing a list of questions to the respondents. The answers represent on a Likert scale of 1 (strongly disagree) to 4 (strongly agree). Validity and reliability tests determined using Cronbach's alpha and r table values.

This study uses four main data analysis techniques, which are descriptive analysis, correlational, multiple regression analysis, relative contribution, and effective contribution. First, descriptive analysis was intended to describe research variables and respondent characteristics. Next, the Pearson correlation test aimed to identify correlations between variables in the model. At the same time, this study used multiple linear regression to determine the relationship or influence that exists between the dimensions of entrepreneurial marketing and business performance. The equation of multiple regression on this study can be seen as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + e$$

Where, y represents dependent variable which is business performance, a represents the intercept, $b_{1,2,3,.....7}$ represent slope coefficient for each entrepreneurial marketing dimensions, $X_{1,2,3,.....7}$ represent independent variable which in this study explained by the seven dimensions of entrepreneurial marketing such as proactiveness, opportunity focus, calculated risk-taking, innovation, customer intensity, resource leverage, and value creation, e represents error terms. Last, this study will estimate the relative contribution and effective contribution of each entrepreneurial marketing dimensions. Effective contribution (SE) is a regression analysis term that refers to the contribution of an independent variable (X) to the dependent variable (Y). Meanwhile, the relative contribution (SR) is utilized to determine the contribution of each independent variable or predictor. This computation is performed to determine the size of each independent variable's contribution to the total number of variables. The relative contribution measures the intensity of each variable's contribution independent of other factors not addressed in this study. Therefore, the intensity of each independent variable contribution can be predicted. The effective contribution and relative contribution can be estimated using the following formulas:

$$SE(X) = \beta_x \cdot \text{coefficient of correlation} \cdot 100\% \quad (1)$$

Where, β_x represent regression coefficient value of independent variable.

$$SR(X) = \frac{SE(x)\%}{R^2} \quad (2)$$

Where, R^2 represent coefficient of determination.

RESULT AND DISCUSSIONS

Respondent Characteristics

Table 1 shows that the proportion of respondents in this study were 91 male respondents (49.73%) while female respondents were 92 people (50.27%). The highest number of respondents in this study were aged 21-30 years which were 71 people

(38.80%). Furthermore, the number of respondents aged 31-40 years were 48 people (26.23%) and 41-50 years were 47 people (25.68%). Meanwhile, respondents with age > 50 years were 13 people (7.1%). The lowest number of respondents was at the age level of fewer than 21 years, namely 4 people (2.19%). The respondents' ages indicate that they are mature enough to provide reasonable responses to the research questions. Most of the respondents had the latest education level of Bachelor (S1) were 76 people (41.53%) and senior high school education level were 64 people (34.97%). Meanwhile the number of respondents who had a Diploma education level were 23 people (12, 57%). Moreover, the junior high school education level respondents were 8 people (6%). Respondents with the last educational level of Postgraduate (S2) are 12 people (6.56%).

Table 1. Respondent Characteristics

Category		Total	Proportion
Gender	Male	91	49,73%
	Female	92	50,27%
Age	< 21 years old	4	2%
	21 - 30 years old	71	38,80%
	31 - 40 years old	48	26,23%
	41 - 50 years old	47	25,68%
	> 50 years old	13	7,1%
Education	Junior High School	8	6%
	Senior High School	64	34,97%
	Diploma	23	12,57%
	Bachelor	76	41,53%
	Postgraduate	12	6,56%
Type of Enterprise	Micro	120	65,57%
	Small	56	30,6%
	Medium	7	3,8%
Number of Employee	< 10	120	68,31%
	≤ 50	56	28,42%
	51 - 300	7	3,8%

Source: Author's Data Processing Results (2021)

From the finding, the majority of respondents had academic qualifications appropriate for business ownership, meaning that most MSMEs in Bengkulu are owned and handled by professionals. Culinary MSMEs with the type of micro-enterprise were 120 enterprises (65.57%). Furthermore, MSMEs with the category of small enterprise were 56 enterprises (30.6%) and the least number enterprises were medium-sized enterprises which were only 7 enterprises (3.8%). There were 120 (68.31%) of culinary MSMEs in Bengkulu City that had <10 employees. Furthermore, MSMEs with a number of employees of less than 50 people were 56 MSMEs (28.42%) and MSMEs with 51 to 300 employees were 7 MSMEs (3.28%).

Table 2 reveals that the indicators to measure the variables in this study met the criteria. Entrepreneurial marketing and business performance have a greater r count than the r table (0,361) and have more significant alpha than the acceptable alpha of 0,70 (Taber, 2018), further tests can be performed.

Table. 2 Reability and Validity Test

Measurement Items	Number of Item	Cronbach Alpha	r _{count}
Entrepreneurial Marketing	40	0,945	0,701
Business Performance	18	0,843	0,827

Source: Author's Data Processing Results (2021)

Descriptive statistics is a statistical analysis that provides an overview of the characteristics of each research variable that usually seen from the mean, standard deviation, maximum, and minimum values. Based on Table 3. It regarding descriptive statistics, it is found that descriptive statistics with a total of 183 samples can be seen that the highest average score is resource leverage, while the lowest average score is calculated-risk taking. This show that culinary MSMEs in Bengkulu City are wary of calculated risk-taking, but pay attention to resource leverage, customer intensity, opportunity focus, proactiveness, innovation, value creation.

Table 3. Descriptive Statistics of Dimension of Entrepreneurial Marketing

Entrepreneurial Marketing Variable	Minimum	Maximum	Mean	Std. Deviation
Proactiveness	12.00	29.00	23.8798	3.03220
Opportunity-Focus	13.00	28.00	22.3825	3.22526
Calculated-Risk Taking	3.00	13.00	10.2459	2.06479
Innovation	12.00	29.00	20.7650	2.85443
Customer Intensity	13.00	33.00	27.1639	3.35048
Resource Leverage	15.00	37.00	30.2678	3.95849
Value Creation	9.00	24.00	20.4863	2.65789

Source: Author's Data Processing Results (2021)

Table 4 shows that opportunity focus and resource leverage statistically have a positive and significant influence on performance. It has a t-value greater than the t-table and a significance level less than 0.05. However, the four other dimensions in this research including value creation innovation, customer intensity, and calculated risk-taking were positively influenced but they did not significantly impact performance. On the other hand, Table 5 shows proactiveness negatively impacts business performance, although it is not statistically significant. Based on multiple regression analysis conducted by Hamali (2015), the elements of entrepreneurial marketing that include proactive, resource leveraging, value creation, and customer intensity have a significant and positive influence on business performance. Yet, other research by Mojekeh et al. (2018) get

results revealed only innovativeness and proactiveness, that positively and significantly affected the performance of SMEs. Meanwhile, research conducted by Sadiku-Dushi et al. (2019) shows that proactiveness and calculated risk-taking have negative relationships with overall SME performance. In contrast, innovativeness, customer intensity, opportunity focus, resource leveraging and value creation have a positive relationship with overall SME performance.

Table 4. Regression Result

Model	Coefficients		t
	B	Std. Error	
(Constant)	10.672	6.091	1.752
Proactiveness	-.212	.278	-.762
Opportunity- Focus	.828	.262	3.166
Calculated risk- Taking	.060	.345	.173
Innovation	.438	.249	1.758
Customer Intensity	.036	.249	.144
Resource Leverage	.994	.206	4.815
Value creation	.151	.307	.493

Source: Author's Data Processing Results (2021)

However, in the regression analysis, the calculation results of the coefficient show the R-Square value was 40.4%, while the Adjusted R-squared was 0.380 (38%) (see Table 5). If there are two or more independent variables, the Adjusted R-square value should be used in determining the effect of the independent variable simultaneously on the (Y) variable and reducing the bias. This means that the seven dimensions of the entrepreneurial marketing variable (X) affect 38% of business performance. At the same time, the remaining 62% is influenced by other variables.

Table 5. R Square Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.635 ^a	.404	.380	8.03098

Source: Author's Data Processing Results (2021)

The effective contribution method proposed determines the amount of the effective contribution of each predictor or independent variable from the overall prediction (Braun & Oswald, 2011). Meanwhile, the calculation of the relative contribution is proposed to show the information about the contribution of a predictor variable to the number of regression squares (Braun & Oswald, 2011). Table 6 and Table 7 will describe and explain the effective contribution and relative contribution of the entrepreneurial marketing on business performance.

Table 6. The Effective Contribution

Dimensions	Coefficient Regression (β)	Coefficient Correlation (r)	Effective Contribution (%) ($(\beta) \times (r) \times 100\%$)
Proactiveness	-0,063	0,364	-2,3%
Opportunity-focus	0,262	0,519	13,6%
Calculated Risk Taking	0,012	0,299	0,36%
Innovation	0,123	0,365	4,5%
Customer Intensity	0,012	0,381	0,46%
Resource Leverage	0,386	0,576	22,24%
Value Creation	0,039	0,396	1,54%

Source: Author's Data Processing Results (2021)

In this study, the researchers searched for the effective and relative contribution of each dimension of entrepreneurial marketing. Based on the calculation table, the following is a sequence of dimensions that describes the effective contribution from the largest: resource leverage (22,24%), opportunity focus (13,6%), innovation (4,5%), proactiveness (2,3%), value creation (1,54%), customer intensity (0,46%), and calculated risk-taking (0,36%).

Table 7. The Relative Contribution

Dimensions	Effective Contribution ($(\beta) \cdot (r) \cdot 100\%$)	R square	Relative Contribution (%)
Proactiveness	-2,3%	40,4%	-5,7%
Opportunity-focus	13,6%		33,7%
Calculated Risk Taking	0,36%		0,9%
Innovation	4,5%		11,1%
Customer Intensity	0,46%		1,1%
Resource Leverage	22,24%		55%
Value Creation	1,54%		3,8%

Source: Author's Data Processing Results (2021)

According to Table 7, the outcomes show the sequence of dimensions that give a relative contribution is the same as the sequence of dimensions based on the results of the effective contribution where resource leverage (55%) and gives the most significant impact score. Even though there are dimensions with a negative relative contribution, calculated risk-taking (0,9%) still has the most minor impact score because the relative contribution follows the absolute value rule. A negative symbol in the relative contribution calculation only clearly demonstrates that the dimension has a negative relationship to the performance business.

The value of Adjusted R-square of 38% indicates that the independent variable's effect on the dependent variable is relatively minimal. This is proportional to the percentage of effective contribution (SE) of each of these entrepreneurial marketing aspects. When looking at the value of relative contribution (SR), it is possible to see the

difference in the ability to contribute individually between the dimensions of resource leverage on business performance and the other six dimensions to business performance, where the relative contribution resource leverage value is much higher than the other dimensions. In this case, the researchers decided that the value of R squared may be regarded as appropriate since lower values of R squared have been reported in previous investigations, which supports our conclusion (-dushi, 2019; Hacıoglu et al., 2012).

CONCLUSION

The main objective of this study is to further study the impact of the entrepreneurial market on business performance in the culinary sector in Bengkulu City. Entrepreneurial marketing is rarely used by the MSMEs. Based on the calculation of the effective contribution and the relative contribution given by each entrepreneurial marketing dimension, the most dominant dimension that has an influence on business performance is the resource leverage dimension with an effective contribution value of 22.24% and a relative contribution value of 55%. On the other hand, the entrepreneurial marketing dimension with a minor impact score is the calculated risk-taking dimension with an effective contribution value of 0.36% and a relative contribution value of 0.9%. This shows that the culinary MSMEs in Bengkulu City consider calculated risk-taking is not the main factor in determining business performance. Additionally, the result of multiple regression linear revealed that resource leverage and opportunity focus positively and significantly affected performance. At the same time, value creation, innovation, customer intensity, and calculated risk-taking positively but not significantly affected performance. While, proactiveness negatively affected business performance. It can be argued that micro, small and medium-sized enterprises (MSMEs) in Bengkulu recognize the significance of resource leveraging as a method for achieving more significant results with fewer resources. Also, they tend to be highly opportunity-focused. They take advantage of every opportunity to improve their business performance. On the other hand, they may not be considered proactive and may be wary of taking a chance on something.

The findings of this study can be helpful for culinary MSMEs in Bengkulu City. Henceforth, MSMEs in Bengkulu City can contribute to maintaining the ability to explore various opportunities, such as frequently joining various festivals or culinary exhibitions; this is done so that MSME actors can understand the market conditions and can formulate the right strategy to gain profits. MSME entrepreneurs can also take part in training related to risk management, using resources effectively and efficiently, and attending workshops related to culinary businesses. Theoretically, this study only focuses on one sector, namely culinary, in Bengkulu City. Further researchers are expected to be able to add other variables that have the possibility to affect MSME business performance in the culinary sector and can conduct further research on Bengkulu Province. It may also be worthwhile to investigate the reasons behind the weak influence of entrepreneurial marketing on the performance of MSMEs in Bengkulu City. As mentioned earlier, the entrepreneurial marketing dimension used in this study is based on Morris, so that future research can use a different perspective.

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