

**THE INFLUENCE OF ENTREPRENEURIAL MARKETING AND
SOCIAL MEDIA MARKETING ON SMEs PERFORMANCE IN PADANG
WITH COMPETITIVENESS AS MEDIATING VARIABLE**

THESIS

Submitted as Partial Requirements to Achieve Bachelor's Degree in
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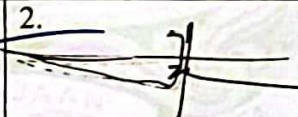
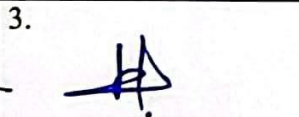
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ABSTRACT

Due to digital era has created some changes especially on marketing aspect in food and beverage SMEs business, the traditional marketing approach is considered no longer relevant for SMEs to develop its business with an effective marketing strategy in order to build and improve their company's performance and be more competitive in the market. Therefore, this study explores the influence of entrepreneurial marketing and social media marketing on food & beverage SMEs in Padang, West Sumatera. This study applied quantitative explanatory with online and offline survey technique. In this study, the questionnaires were distributed to 112 respondents who is the owner or manager of food & beverage SMEs in Padang city. This study found that entrepreneurial marketing and social media marketing has positive and significant effect on competitiveness, competitiveness has positive and significant effect on SMEs performance, then entrepreneurial marketing has positive and insignificant effect on SMEs performance, however social media marketing has positive and significant effect on SMEs performance and the last result is that competitiveness mediates the relationship between entrepreneurial marketing and SMEs performance as full mediation then competitiveness mediates the relationship between social media marketing and SMEs performance as partial mediation.

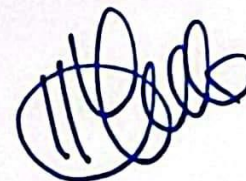
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