

The Influence of Attitudes towards Marketing and Marketing Practice on the Marketing Performance: Evidence from Minangkabau Food MSMEs in West Sumatra

THESIS

Thesis Proposal is submitted as one of the Requirement for a Bachelor Degree in Management Department – Faculty of Economic



Submitted by:

Fuad Afa Hasari

1510524022

Supervisor:

Dr. Yulia Hendri Yeni, SE, MT


BACHELOR DEGREE INTERNATIONAL MANAGEMENT

ECONOMIC FACULTY

ANDALAS UNIVERSITY

PADANG

2019

	Alumni Number at University	Fuad Aufo Hasari	Alumni Number at Faculty
	a) Place/ Date of Birth: Payakumbuh/December, 28th 1997	f) Graduation Date: 23 February 2019	g) Grade: With Compliment
b) Parent's Name: Hasnah	c) Faculty: Economic	d) Major: International Management	e) ID Number: 1510524022
		h) CGPA: 3.80	i) Length of Study: 3 Years 6 Months
			j) Parent's Address: Perumahan Citra Almara Blok C-5, Korong Gadang, Kuranji, Padang

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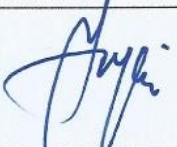
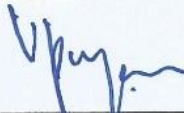

*Bachelor Thesis By: Fuad Aufo Hasari
Supervisor: Dr. Yulia Hendri Yeni, SE, MT.*

ABSTRACT

Marketing performance is an important aspect in the micro, small and medium enterprises (MSMEs), especially in Minangkabau typical food, to face high level of competition among several scales of the industry. To cope with a very high competition, many businesses conduct different approaches in marketing and production aspects. However, the businesses who apply approach in non-marketing aspects tend to have either negative or neutral attitudes towards the marketing. This condition can lead to inappropriate marketing practices applied for their business. This could affect the marketing performance and the overall business performance. This study reveals that the attitude of businesses towards marketing affects marketing practice and marketing performance. Moreover, marketing practices also influences the marketing performance of businesses. This study also found that marketing practice fully mediated the impact of the attitude of businesses towards marketing on marketing performance with VAF-value of 82.37%. This indicates that businesses with negative attitudes on marketing will have a hard time in choosing the right marketing practice for their business which leads to the low level of marketing performance. Whereas, businesses who have positive attitudes towards the marketing are more likely to find the appropriate marketing practice for their business. This implies that an effective marketing practice which can be more attractive for customer to buy their product, that lead to greater marketing performance.

Keywords: attitudes towards marketing, marketing practice, marketing performance, entrepreneurial marketing, SMEs, MSMEs.

This thesis already examined and passed on January 9th, 2019. This abstract already approved by supervisor and examiners:

Signature	1. 	2. 	3. 
Name	Dr. Yulia Hendri Yeni, SE, MT	Dr. Vera Pujani, SE, MM, Tech	Venny Darlis SE, MRM

Acknowledged,
Head of Management Department

Dr. Verinita, SE, Msi
NIP. 197208262003122004



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