ESFI RIANDINI. Analysis The Role of Technology Business Incubators to MSMEs Performance Based on Entrepreneurial Marketing. Supervised by BUDI SUHARJO and DODIK RIDHO NURROCHMAT

The growth and development of small and medium micro enterprises (MSMEs) at the start up stage has an important role especially in economic development in each country. However, business failures at the start up stage have a greater risk compared to the scale up stage. Therefore at this stage, MSMEs needs support and facilities that can increase their ability in business, so they can develop their business, this can be done by following a technology business incubator.

Technology Business Incubation (TBI) is a program in the form of a funding scheme for the early stage of technology-based MSMEs. TBI aims to increase the competitiveness of MSMEs to increase their resilience and innovation in the domestic and global markets. The efficiency of TBI is still low, based on data from one of TBI in Technology-based Start up Enterprise Program (TBSEP), Ministry of Research, Technology, and Higher Education (MHE) the efficiency of TBI program is only 30%.

The MSMEs performance that joined IBT program was approached with Entrepreneurial Marketing (EM) concept. This concept is relevant to be applied in MSMEs while it could define the marketing activity with an entrepreneurial mindset by combining marketing orientation and entrepreneurial orientation. Analysis of MSMEs is done using EM concept through seven aspects of EM, which are pro-activeness, calculated risk taking, innovativeness, opportunity focus, resources leveraging, customer intensity and value creation. These seven aspects are used to determine aspects that affect the performance of MSMEs.

The aim of this research are to analyze aspects that affecting the performance of MSMEs in an IBT and determine the relationship between the EM aspects studied. The data used in the research were obtained from 77 technology-based MSMEs that joined TBI in TBSEP, MHE. Respondents in this study were selected using the purposive sampling method. The analysis in this study was done using the binary logistic regression method. The results showed that EM has a significant influence on the MSMEs performance. Variable customer intensity and calculated risk taking are EM variables that have the most influential significance to MSMEs success. This showed that to increase the MSMEs success, IBT needs to develop training method based on EM, especially customer intensity, innovativeness and calculated risk taking aspects.

Keywords: entrepreneurial marketing, Technology Business Incubation (TBI), binary logistic regression, Small and Medium Micro Enterprises (MSMES)