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A SURVEY ON SMALL INDUSTRIES OF WEARING APPAREL IN WEST JAVA, INDONESIA**

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Abstract

The purpose of this study is to examine the effect of entrepreneurial marketing to innovation and its impact on marketing performance and financial performance of wearing apparel small industries in West Java, Indonesia. Total sample was 200 small industries, survey method is used and data analysis technique used in this research was a variance-base partial least squares SEM (Structural Equation Modeling) technique with WarpPLS 5.0. The results suggest that entrepreneurial marketing have an effect on innovation, marketing performance and financial performance. Innovation has an influence to marketing performance and financial

performance. Nevertheless, this research study of wearing apparel small industries in West Java, Indonesia, while the industry category varies, i.e. knitwear; textile and leather. Future research is expected to take a more specific analysis unit by separating different categories, in order to obtain more specific research.

Keywords: Entrepreneurial Marketing, Financial Performance, Innovation, Marketing Performance, Wearing Apparel Small Industries

INTRODUCTION

Marketing is considered important and integral part of business operations, i.e. as a means to inform customers about the company and the products it offers. The marketing characteristics of SMEs are different from the conventional marketing textbook. SMEs has unique characteristics that distinguish them from conventional marketing in large organizations, including limited resources (such as finance, time, knowledge of marketing), lack of specialist expertise (owner-managers tend to be generalists rather than specialists), and a limited impact on the market. SMEs marketing tends to be haphazard, informal, loose, unstructured, spontaneous, reactive, built upon and conforming to industry norms (Gilmore, et al., 2001), more creative, alternative, instinctive (O'Dwyer et al., 2009), focused on customer engagement, networking and word of mouth communication (Resnick, et al., 2011). Owner/managers of SMEs and their personalities drive marketing activities, and define these activities as tactics to attract new business, focusing on competitors, customers, and the business environment.

The wearing apparel industry in West Java is the leading industry in Indonesia as stated by the Regulation of Ministry of Industry No. 139/M-IND/PER/12/2011. Based on preliminary survey (Hamali, 2013) constraints in wearing apparel small industries in West Java consist of capital, marketing and high costs in production. According to Kraus, et al. (2010) Entrepreneurial Marketing (EM) can overcome marketing constraints on small and medium enterprises. In addition, according to the OECD Oslo Manual (2005) innovation can also reduce the cost of production units.

Some authors look EM as same with small business marketing (Chaston, 1997 in Becherer et al., 2012; Jones and Rowley, 2011; Kotler & Armstrong, 2012). EM emerged in 1982 at a conference at the University of Illinois, Chicago with the International Council for Small Business and the American Marketing Association as the sponsor. However, after nearly thirty years of the development of the concept of EM, until now there is no unifying theory. There are several definitions of EM point of view of each researcher (IONITĂ, 2012). Reviews these differences in definitions have important implications for how EM is conceptualized, related to