

# Opportunity dan Growth Orientation sebagai Variabel Dominan Perilaku Entrepreneurial Marketing (Sebuah Tinjauan dari Skala Perusahaan)

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*Abstract: This study aims to bridge the gap in the literature by examining the dimensions of growth orientation, opportunity orientation, total customer focus dimensions, value creation networking, informal market analysis, closeness to the market on large and small company scale related to entrepreneurial marketing (EM) behavior. Thus the objectives to be developed in this study are: analyze how EM behavior in small companies compared to large companies? The dimensions of whether in entrepreneurial marketing are dominant in the context of small and large scale companies. The questionnaire was aimed at a national sample of 406 business owners in Indonesia, spread in 8 provinces. Small companies are defined as companies that employ at least 9 fewer full-time employees other than their owners, while large companies are companies that employ more than 9 full-time employees other than their owners. Snowball sampling is used to determine the selected respondent. The results showed that there are differences in entrepreneurial marketing behavior between large companies and small companies, where small scale companies have lower entrepreneurial marketing behavior compared to large scale companies. For small scale companies, it shows that opportunity orientation is the most dominant dimension, whereas in large scale companies it shows that growth orientation is the most dominant dimension.*

*Keywords: entrepreneurial marketing, growth orientation, opportunity orientation, total customer focus, value creation networking, informal market analysis, closeness to the market*

## PENDAHULUAN

Pembahasan tentang *Entrepreneurial marketing* (EM) telah dilakukan pada perusahaan yang beroperasi dalam lingkungan yang berubah dengan cepat. EM mengintegrasikan pemasaran dan kewirausahaan melalui konsep umum yang dimiliki oleh kedua bidang tersebut (Morris et al., 2002). Lebih jauh Morris dkk (2002:5) menyatakan bahwa EM merupakan identifikasi dan eksploitasi proaktif terhadap peluang untuk memperoleh dan mempertahankan pelanggan yang menguntungkan melalui pendekatan inovatif terhadap manajemen risiko, peningkatan sumber daya dan penciptaan nilai. Definisi ini diperluas oleh Hills dan Hultman (2011, hal 6) sebagai: [...] semangat, orientasi, dan

juga proses mengejar peluang dan peluncuran usaha yang penuh semangat yang menciptakan nilai pelanggan yang dirasakan melalui hubungan dengan menggunakan inovasi, kreativitas, penjualan, market immersion, jaringan dan fleksibilitas. Miles dan Darroch (2006) berpendapat bahwa pendekatan EM dapat secara proaktif memanfaatkan inovasi dan membantu mengelola risiko selama proses pemasaran untuk “menciptakan, berkomunikasi dan memberi nilai kepada pelanggan”. Penelitian sebelumnya mengidentifikasi beberapa karakteristik perilaku EM, seperti pengambilan keputusan (Carson dan Grant, 1998), pengambilan keputusan sumber daya (Thomas et al., 2013), keputusan berdasarkan intuisi dan penga-