

ABSTRACTS

The level of sales recognized batik in Surakarta number decreased from 2010 to 2013 because of the batik industry in other cities in Indonesia began emerging. Industry competition conditions increasingly tight batik making batik every SME should be able to survive, even to be able to continue to expand its business.

This study tried to analyze the influence of entrepreneurial orientation and social capital on the quality of customer relationships, influence the quality of customer relationships and influence the quality of customer relationships and customer retention programs to performance marketing with the sampling technique used in this research is purposive sampling method. Respondents who used as many as 115 respondents are owners, managers, and owners are at the same time as the manager of the batik industry small and medium scale in Surakarta.

The results showed that the entrepreneurial orientation and social capital positive and significant impact on the quality of customer relationships, the quality of customer relationships and significant positive effect on customer retention programs the quality of customer relationships and significant positive effect on the performance marketing, customer retention programs and the positive effect is significant. These results also indicate that entrepreneurial orientation and social capital can raise the quality of good customer relations in order to achieve marketing performance, while customer retention programs are shown to affect the performance of marketing.

Keywords: *Entrepreneurialp Orientation, Social Capital, Customer Relationship Management, Customer Retention Programs, and Marketing Performance*