

ABSTRACT

This purpose of this research will discuss improving marketing performance through Adoption mobile marketing and innovation as an intervening variable with the support of entrepreneurial orientation. The sampling technique used in this study is the census method. Respondents were used as many as 106 ornamental fish entrepreneurs and aquascape.

The data analysis technique used is structural equation model (SEM) through the AMOS program. From the result of this analysis SEM has fulfilled criteria of goodness of fit index : chi-square 115,818 ,cmin/df 1,70 , degree of freedom 99, probability 0.119, GFI 0.885, AGFI 0.842, CFI 0.983, TLI 0.979 , RMSEA 0,04.

The results of the study show two processes. The first process states that entrepreneurial orientation has a role in enhancing innovation that has a positive and significant direct effect on marketing performance. The second process states entrepreneurial orientation has a role in increasing mobile marketing adoption which has a positive and significant direct effect on marketing performance.

Keywords: Entrepreneurship Orientation, Adoption Mobile Marketing, Innovation, Marketing Performance