

ABSTRACT

This study aims to analyze the influence of social networking factors, multichannel retailing growth, market orientation, and market entry capability on firm performance. Sampling was used using a purposive sampling technique with a total sample of 405 respondents who were SMEs in Central Java. The data analysis technique used in this study was SEM (Structural Equation Model) analysis with the AMOS program, with data collection techniques using a questionnaire. The results showed that social networking has a positive effect on multichannel retailing growth, market orientation has no effect on multichannel retailing growth, market orientation has a positive effect on market entry capability, multichannel retailing growth has no effect on market entry capability, multichannel retailing growth has a positive effect on firm performance, market entry capability has a negative effect on firm performance.

Keywords: *social networking, multichannel retailing growth, market orientation, market entry capability, firm performance.*