

ABSTRACT

Social capital is a relational asset that plays an essential role in exploring various information and access to the global market that assist small and medium business in improving international marketing performance. This research stems from the research inconsistency that seek to delve into the influence of social capital on international marketing performance. Rooted on the Resource Advantage Theory of Competition (RAToC), this study seeks to explore a new perspective on resources with comparative advantages that can help companies in achieving positional advantages on international market.

This research aims to develop a conceptual model to provide a solution to the research gap regarding the influence of social capital on international marketing performance. RAToC underlies the synthesis process in proposing a new construct, Pro-growth Opportunity Exploitability, as a mediating variabel synergizing with other variabels such as product authenticity, export positional advantage, and internationalization speed to enhance international marketing performance.

A cross-sectional study was conducted with respondents are owners/managers of small and medium business in the wood, furniture, and craft industries in Central Java. A total of 325 samples were processed using Structural Equation Model with the assistance of SPSS AMOS 23. This research proposes eight hypotheses, with five hypotheses supported statistically, while the other two were not. For the mediation hypothesis testing, pro-growth opportunity exploitability has a mediating effect and has a serial mediating effect along with export positional advantage in bridging the relationship between social capital and international marketing performance. This confirms that companies with strong social capital and well-managed pro-growth opportunity exploitability can achieve export positional advantages that enhance international marketing performance.

This research reinforces RAToC in explaining comparative advantages as a process of resource evolution that can create value and growth for companies.

Keywords: social capital, pro-growth opportunity exploitability, international marketing performance, export positional advantage, small and medium business