

## **ABSTRACT**

*The SMEs sector in the food and beverage (F&B) industry accounts for more than 50% of the workforce in the creative economy sector. Despite having a dominant workforce, this sector faces significant challenges in marketing products, which can impact revenue decline. This study aims to examine the implementation of adaptive selling strategies from the perspective of individual salespeople at the MSME level in a B2C context. This focus was chosen to address a gap in the literature, which has predominantly studied salespeople at the corporate level in B2B contexts. This is important given that MSME salespeople operate in a retail environment, where they interact directly with end consumers who have diverse preferences.*

*This research employs a non-probability sampling technique, specifically convenience sampling, with data collected through both direct questionnaires and Google Forms using a 1-10 scale. A total of 203 MSME salespeople in the F&B sector in Jakarta participated as respondents, with 197 valid responses analyzed after data cleaning. The data were analyzed using Structural Equation Modeling (SEM) with AMOS software to examine the relationships between the variables of adaptive selling, customer orientation, relationship quality, customer retention, and sales performance.*

*The results indicate that of the 11 hypotheses tested, the majority yielded significant findings. Adaptive selling significantly influences customer orientation and relationship quality. Customer orientation has a significant impact on customer retention. Relationship quality and customer retention significantly influence sales performance. Additionally, adaptive selling significantly influences customer retention through customer orientation. Furthermore, the study found that adaptive selling affects sales performance indirectly through customer orientation and customer retention.*

***Keywords: Adaptive selling, relationship quality, sales performance, customer orientation, customer retention.***