

ABSTRACT

SMEs are the most important pillars in the Indonesian economy, the wider the market share, the higher the contribution to export performance. Not all export market orientation strategy efforts show an effect on increasing export performance. This is the main problem of this study, so the purpose of this study is to provide a solution to the gap in research results in the influence of export market orientation on export performance. Productive relationship capability is a novelty of this study using the perspective of resource advantage theory of competition and social exchange theory which act as mediating variables in the influence of export market orientation on export performance by including network positions in supporting relational governance. The object of this study is furniture exporting SMEs because furniture SMEs contribute to export performance in Central Java and DIY the largest among other non-oil and gas sectors. The respondents of this study were owners and managers of furniture exporting SMEs in Central Java and DIY. The number of samples used was 304 samples. Data analysis used Structural Equation Modeling (SEM) with the AMOS 26 program. All assumptions required by SEM have been met. The results of data processing all hypotheses are accepted, export market orientation, network position, productive relationship capability, international opportunity recognition, new market development have an effect on export performance. Based on the results of the study, it can be concluded that export market orientation equipped with productive relationship capability efforts plays a very important role in improving export performance. This study contributes to the concept of B2B relationships by developing productive relational capabilities that will provide color for resource configurations that can provide comparative advantages over competitors.

Keywords: export market orientation, network position, productive relationship capability, international opportunity recognition, new market development, export performance, resource advantage theory of competition, social exchange theory