

## **ABSTRACT**

*Based on the observation, the growth of Semarang SMEs batik in 2010 to 2018 have yearly rise. With the increasing number of batik business, creativity is needed to maintain the business existence and survive competitive competition.*

*This study aims to analyze the effect of entrepreneurial orientation, product quality, ERP, and market orientation on competitive advantage to improve marketing performance. The population used in this study were the owners of batik MSMEs in Semarang City. The number of samples used in this study were 108 respondents. The method of data collection is done through a questionnaire. This research uses Structural Equation Modeling (SEM) analysis technique using AMOS 24.0 analysis tool.*

*The test results using Structural Equation Modeling (SEM) analysis techniques indicate that the model is in accordance with population data. While the hypothesis testing shows that the six hypotheses can be accepted and proven in this study, namely marketing performance influenced by entrepreneurial orientation, market orientation and competitive advantage, and competitive advantage is influenced by entrepreneurial orientation, product quality, ERP and market orientation.*

*Keywords: Entrepreneurship Orientation, Product Quality, Enterprise Resource Planning, Market Orientation, Competitive Advantage, Marketing Performance.*