

ABSTRACT

The increasingly competitive landscape of the local fashion industry, especially in the digital marketplace era, requires brands to implement effective strategic approaches to enhance sales performance. Roughneck 1991, a prominent Indonesian fashion brand, operates in a dynamic environment shaped by consumer behavior, platform competition, and organizational strategic alignment. This study aims to analyze the influence of Entrepreneurial Strategy-Making and Simplistic Strategy-Making on Sales Performance, mediated by Work Discretion, Management Support, Creative Selling, and Sales Innovativeness.

This study employs a quantitative approach using 255 responses collected through an online questionnaire distributed to consumers who have purchased Roughneck 1991 products on Shopee. Data were analyzed using the Structural Equation Modeling (SEM) method supported by AMOS software to evaluate direct, indirect, and total effects among variables. The results show that all ten hypotheses (H1–H10) are positively significant. Entrepreneurial and Simplistic Strategy-Making both positively influence Work Discretion and Management Support. Moreover, Work Discretion and Management Support significantly affect Creative Selling and Sales Innovativeness. Finally, both Creative Selling and Sales Innovativeness positively and significantly affect Sales Performance, with Sales Innovativeness being the strongest determinant.

The findings imply that organizational strategies—both entrepreneurial-oriented and simplistic—play a pivotal role in fostering creativity, innovation, and ultimately enhancing sales performance. Strengthening management support and providing autonomy for sales personnel serve as essential mechanisms that enable innovative and creative selling behaviors to flourish.

Keywords: *Entrepreneurial Strategy-Making, Simplistic Strategy-Making, Work Discretion, Management Support, Creative Selling, Sales Innovativeness, Sales Performance*