

ABSTRACT

This research aims to determine the effect of market orientation and entrepreneurial orientation on the competitiveness and its impact on marketing performance exhaust industry in Purbalingga .

The population in this research are all producers in Purbalingga . The sample in this study was 60 respondents who produces exhaust taken by accidental sampling . Data collection is done by using a questionnaire . The analysis used is multiple linear regression analysis , where X1 refers to the market orientation variable , X2 refer to the entrepreneurial orientation variables , Y1 refers to the competitiveness variables , and Y2 refers to marketing performance variables .

Based on the results of the study concluded that market orientation and entrepreneurial orientation positive and significant impact on the competitiveness and performance of marketing . Market orientation and entrepreneurial orientation better , will enhance the competitiveness and performance of marketing . Competitiveness is positive and significant effect on the performance of marketing . Higher competitiveness owned producers exhaust will improve marketing performance .

Keywords : market orientation , entrepreneurial orientation , competitiveness , marketing performance