

ABSTRACT

ASEAN Economic Community (AEC) should be a boost for small and medium entrepreneurs (SMEs) in Indonesia to be more proactive in maintaining the existence of their business. In facts, SME is one of the important links in Indonesia's economic growth, so it is necessary to get special attention to develop it. The research problem is how to improve export performance of SMEs in Central Java through the adoption of e-commerce, 3PL (third party logistics) support, export market orientation and export marketing strategy. To answer the problem, in this study writer developed a modeling and four hypotheses have been formulated. The sampling technique used is the sample method where the respondent is the owner or manager of SMEs in Central Java that meets the criteria. The number of samples in this study were 134 respondents. The analysis tool used is SEM (structural equation modeling) in the AMOS program.

SEM analysis results meet the criteria of Goodness of Fit is Chi-square of 193.647; Probability 0.051; TLI 0.981; CFI 0.984; CMIN / DF 1,188; RMSEA 0,039; GFI 0.879 and AGFI 0.844. Based on the results of data analysis seen that all hypotheses accepted, namely: (1) The better Export Marketing Strategy the better the Export Performance; (2) The better the Logistics Company Support will increase the Export Performance; (3) The higher Adoption of E-Commerce will further enhance Export Performance; (4) The Better Export Marketing Orientation will further enhance the Export Marketing Strategy. This research produces three strategies in order to improve export performance through export marketing strategy that is influenced by export marketing orientation, support from logistic company, and e-commerce adoption.

Keywords: Small and Medium Enterprises, Export Performance, Export Marketing Strategy, Export Marketing Orientation, Logistic Company Support, and E-Commerce Adoption