

ABSTRACT

This study aims to build a theoretical model and to overcome the controversy (research gap) by placing smart collaboration positional advantage as a new variable. To achieve strategic collaboration by adopting the theory of Resource Advantage Theory of Competition (Hunt & Morgan, 1995). Testing the impact of smart collaboration positional advantage on sales performance, in addition to confirming the impact of social media usage on salesperson adaptive selling behavior that can improve sales performance. This study was conducted on SME wedding organizers in Indonesia with several respondents 175 owners/managers. Variable measurement using multiple indicators, then released using Structural Equation Modeling with AMOS 24 and SPSS 24.

From the result of this analysis, Structural Equation Model has fulfilled criteria of Goodness Fit Index; χ^2 -Chi-square (207,652), CMIN/DF 1,160 ($\leq 2,00$) Probability 0.070 (≥ 0.05), RMSEA 0.030 (≤ 0.08), GFI 0.900 (≥ 0.90), AGFI 0.871 (≥ 0.90), TLI 0.979 (≥ 0.95), CFI 0.982 (≥ 0.95).

The findings of this study: (1) Have strong ambitions to win competition (2) strategic collaboration to benefit and profit (3) The use of social media that can attract new customers (4) sales performance can be achieved by strengthening on strategic collaboration and adaptation of salespeople. Empirical findings prove that to achieve high sales performance of the company, SME management of wedding organizers need to pay attention to entrepreneurial orientation, ability to build strategic collaboration between other companies, use technology by using social media platforms such as Facebook and Instagram and improve the ability of salespeople in modifying sales presentations.

Keywords: entrepreneurial orientation, smart collaboration positional advantage, adaptive selling, social media usage, and sales performance