

ABSTRACT

This research was formulated based on the decline in the performance of food and beverage MSMEs in Central Java due to the Covid-19 pandemic. The purpose of this study is to analyze the effect of market orientation, entrepreneurial orientation, innovation on marketing performance moderated by environmental uncertainty. The sample selection method in this study used a non-probability sampling method (voluntary sampling) with the technique used to take a random sample. The data analysis technique used is PLS (Partial Least Square) using the SmartPLS 3.2.9 software tool. The results showed that of the 6 existing research hypotheses, the results of the tests carried out showed that hypothesis 1, hypothesis 2, and hypothesis 3 were acceptable which indicated that the variables of market orientation, entrepreneurial orientation, and innovation had a positive and significant influence on marketing performance, while Hypothesis 4a, hypothesis 4b, and hypothesis 4c are rejected which indicates that the environmental uncertainty variable is not able to moderate the relationship between market orientation, entrepreneurial orientation, and innovation variables with marketing performance.

Keywords: *Moderation; Environmental Uncertainty; Marketing Performance*