

## INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh *e-marketing mix* (*product, price, place, promotion, people, process*) terhadap tingkat keunggulan posisional bersaing dan kinerja pemasaran yang dicapai oleh Usaha Mikro, Kecil dan Menengah (UMKM) sektor pangan di *e-marketplace*. *E-marketplace* yang dipilih sebagai sampel area adalah *e-marketplace* di Indonesia, yaitu Tokopedia, Shopee, dan Bukalapak. Responden yang dijadikan sampel adalah UMKM pangan yang menjual produk makanan ringan di *e-marketplace*, dengan jumlah 176 responden. Teknik analisis yang digunakan dalam penelitian ini adalah analisis *Structural Equation Modeling* (SEM). Hasil penelitian menunjukkan bahwa kombinasi enam variabel *e-marketing mix* (*product, price, place, promotion, people, process*) seluruhnya berpengaruh signifikan terhadap tingkat keunggulan posisional bersaing. Hasil penelitian berikutnya menunjukkan bahwa dari kombinasi enam variabel *e-marketing mix*, hanya *place* dan *promotion* yang berpengaruh positif dan signifikan terhadap peningkatan kinerja pemasaran. *Product* memiliki pengaruh langsung terbesar terhadap peningkatan keunggulan posisional bersaing, dan pengaruh tidak langsung terbesar terhadap peningkatan kinerja pemasaran melalui keunggulan posisional bersaing. *Promotion* memiliki pengaruh langsung dan pengaruh total paling besar terhadap peningkatan kinerja pemasaran. Terakhir, hasil penelitian menunjukkan bahwa keunggulan posisional bersaing secara positif dan signifikan terbukti dapat meningkatkan kinerja pemasaran UMKM pangan di *e-marketplace*.

Kata kunci : *e-marketing mix, e-marketplace, keunggulan posisional bersaing, kinerja pemasaran, UMKM pangan*

## ABSTRACT

This study aims to determine the effect of the e-marketing mix (i.e., product, price, place, promotion, people, process) on the level of competitive positional advantage and marketing performance achieved by Micro, Small and Medium Enterprises (MSMEs) in the food sector in the e-marketplaces. The e-marketplaces chosen as the sample areas were e-marketplaces in Indonesia, i.e., Tokopedia, Shopee, and Bukalapak. Respondents involved as samples were food MSMEs that sold snack products in the e-marketplaces, with a total of 176 respondents. The analytical technique employed for this study was Structural Equation Modeling (SEM) analysis. The results showed that the combination of six e-marketing mix variables (i.e., product, price, place, promotion, people, process) all had a significant effect on the level of competitive positional advantage. More results of this study show that from the combination of six e-marketing mix variables, only place and promotion have a positive and significant effect on marketing performance. Product has the greatest direct effect on increasing competitive positional advantage, and the largest indirect effect on increasing marketing performance through competitive positional advantage. Promotion has a direct influence and the greatest total effect on increasing marketing performance. Finally, the results of this study have proven that competitive positional advantage can positively and significantly improve the marketing performance of food MSMEs in e-marketplaces.

Keywords : e-marketing mix, e-marketplace, competitive positional advantage, marketing performance, food MSME