

ABSTRACT

The marketing system continues to develop along with the development of digital technology. Moreover, since 2020, the Covid-19 pandemic has occurred which requires consumers to buy goods without meeting directly with the seller using digital-based commercial media. In Banyumas, the purchasing of agricultural products such as ornamental plants also use digital media. This study aims to determine the characteristics of ornamental plant business actors in Banyumas, analyze the achievements of entrepreneurial marketing, internet marketing, and business performance of ornamental plant businesses in Banyumas, analyze the direct and indirect effects of entrepreneurial and internet marketing on business performance of ornamental plant businesses in Banyumas. The data used is primary data using a questionnaire and as many as 150 respondents were determined by quota sampling. The results of the analysis obtained that most of the ornamental plant business actors in Banyumas are men, aged 39-48 years, elementary school education, use rental land, and are spread across Baturraden, Sumbang, Kedungbanteng, Karanglewas Districts. The achievements on the latent variables of entrepreneurial marketing, internet marketing and business success are quite high, namely in the range of 60-80%. Based on SEM analysis with the PLS approach (SEM-PLS), it is known that the latent variables of entrepreneurial marketing and internet marketing have a positive effect directly on business performance. However, there is a need for training to improve internet marketing skills for ornamental plant business actors in Banyumas.

Keywords: *entrepreneurial marketing, internet marketing, business performance, ornamental plant, SEMPLS.*

INTISARI

Sistem pemasaran terus berkembang seiring dengan perkembangan teknologi digital. Hal ini didukung dengan adanya pandemi *Covid-19* pada tahun 2020 yang mengharuskan konsumen untuk membeli barang tanpa bertemu langsung dengan penjual, sehingga menggunakan media komersial berbasis digital. Di Banyumas, pembelian produk pertanian seperti tanaman hias juga menggunakan media digital. Penelitian ini bertujuan untuk mengetahui karakteristik pelaku usaha tanaman hias di Banyumas, menganalisis capaian entrepreneurial marketing, internet marketing, dan Kinerja usaha tanaman hias di Banyumas, menganalisis dampak langsung dan tidak langsung dari entrepreneurial dan internet marketing terhadap kinerja bisnis usaha tanaman hias di Banyumas. Data yang digunakan adalah data primer dengan menggunakan kuesioner dan sebanyak 150 responden yang merupakan pelaku usaha tanaman hias ditentukan dengan *quota sampling*. Hasil analisis deskriptif diperoleh bahwa sebagian besar pelaku usaha tanaman hias di Banyumas merupakan laki-laki, berusia 39-48 tahun, pendidikan SD, menggunakan lahan sewa, dan tersebar di Kecamatan Baturraden, Sumbang, Kedungbanteng, Karanglewas. Capaian pada variabel laten *entrepreneurial marketing*, *internet marketing* dan Kinerja usaha cukup tinggi yaitu pada range 60-80%. Berdasarkan analisis SEM dengan pendekatan PLS, diketahui bahwa variabel laten *entrepreneurial marketing* dan *internet marketing* berpengaruh positif secara langsung terhadap Kinerja usaha. Perlu adanya pelatihan untuk meningkatkan kemampuan *internet marketing* pada pelaku usaha tanaman hias di Banyumas.

Kata kunci: *entrepreneurial marketing*, *internet marketing*, kinerja usaha, tanaman hias, SEMPLS.