

INTISARI

Agroindustri kecil seperti industri rendang menghadapi berbagai kendala struktural seperti rendahnya daya saing, pemasaran konvensional, dan skala produksi terbatas. Keterbatasan ini menghambat pertumbuhan dan keberlanjutan usaha. Dalam konteks tersebut, digital marketing dan orientasi kewirausahaan dipandang sebagai strategi potensial untuk meningkatkan daya saing dan kinerja. Penelitian ini bertujuan untuk menganalisis pengaruh digital marketing dan orientasi kewirausahaan terhadap keunggulan kompetitif dan kinerja agroindustri rendang di Sumatera Barat. Penelitian menggunakan pendekatan kuantitatif dengan desain *causal explanatory*. Data dikumpulkan melalui survei kuesioner Likert terhadap 113 pelaku usaha rendang di Kota Payakumbuh, Kota Padang, dan Kabupaten Lima Puluh Kota. Wawancara singkat dilakukan sebagai pelengkap interpretasi hasil kuantitatif. Analisis dilakukan dalam dua tahap. Pertama, regresi logistik multinomial digunakan untuk mengidentifikasi determinan niat adopsi digital marketing. Hasil menunjukkan bahwa faktor internal seperti keterampilan dan dukungan pemilik, pengalaman ICT, kesesuaian teknologi, dan ukuran usaha berpengaruh positif, sedangkan tipe produk dan kemudahan persepsi berpengaruh negatif. Tahap kedua menggunakan SEM-PLS untuk menguji hubungan antarvariabel. Hasil menunjukkan bahwa implementasi digital marketing dan orientasi kewirausahaan berpengaruh positif terhadap keunggulan kompetitif serta kinerja keuangan dan pemasaran. Keunggulan kompetitif berperan sebagai mediator parsial terhadap kinerja keuangan, namun tidak terhadap kinerja pemasaran. Temuan ini menegaskan pentingnya memperkuat kapabilitas internal dan strategi diferensiasi dalam memanfaatkan digital marketing sebagai sumber keunggulan bersaing.

Kata Kunci: adopsi teknologi digital, kapabilitas internal, kinerja usaha, orientasi wirausaha, strategi bersaing

ABSTRACT

Small-scale agroindustries, such as the rendang industry, face structural challenges including low competitiveness, traditional marketing approaches, and limited production capacity, all of which hinder business growth and sustainability. In response, digital marketing and entrepreneurial orientation are considered strategic approaches to enhance competitiveness and performance. This study aims to examine the influence of digital marketing and entrepreneurial orientation on competitive advantage and business performance in the rendang agro-industry of West Sumatra. A quantitative approach with a causal explanatory design was employed. Primary data were collected through Likert-scale questionnaires from 113 rendang producers in Payakumbuh, Padang, and Lima Puluh Kota, with supplementary data from brief interviews to enrich the interpretation of quantitative findings. The analysis was conducted in two stages. First, multinomial logistic regression was used to identify determinants of digital marketing adoption intention. Internal factors such as owner competence and support, ICT experience, technology compatibility, and business size positively influenced adoption intention, while product type and perceived ease of use had a negative effect. In the second stage, structural equation modeling (SEM-PLS) was used to assess the causal relationships among variables. The results show that both digital marketing and entrepreneurial orientation positively influence competitive advantage and improve financial and marketing performance. Competitive advantage partially mediates the relationship between digital marketing and financial performance, but does not mediate the relationship with marketing performance. These findings underscore the importance of strengthening internal capabilities and adopting differentiation strategies to leverage digital marketing as a source of competitive advantage.

Keywords: digital technology adoption, internal capability, business performance, entrepreneurial orientation, competitive strategy