

ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh Sustainability Marketing dan Entrepreneurial Orientation terhadap Kinerja UKM kafe di Jember dengan peran mediasi Social Media Marketing. Metode penelitian menggunakan menggunakan explanatory sequential mixed methods approach, pendekatan kuantitatif dengan analisis Partial Least Square-Structural Equation Modeling (PLS-SEM) serta data kualitatif melalui wawancara mendalam untuk memperkuat temuan. Hasil penelitian menunjukkan bahwa Sustainability Marketing berpengaruh positif tetapi tidak signifikan terhadap kinerja, sedangkan Entrepreneurial Orientation dan Social Media Marketing terbukti berpengaruh positif signifikan. Selain itu, Sustainability Marketing berpengaruh signifikan terhadap Social Media Marketing, demikian pula Entrepreneurial Orientation yang berkontribusi kuat terhadap Social Media Marketing. Analisis mediasi menunjukkan bahwa baik Sustainability Marketing maupun Entrepreneurial Orientation memberikan dampak lebih besar terhadap kinerja UKM kafe melalui Social Media Marketing. Temuan ini menegaskan pentingnya integrasi strategi keberlanjutan, orientasi kewirausahaan, dan pemasaran digital untuk meningkatkan daya saing serta keberlanjutan UKM kafe di era persaingan modern.

Kata kunci: Entrepreneurial Orientation, Kinerja UKM, Kafe, Social Media Marketing, Sustainability Marketing

ABSTRACT

This study aims to analyze the effect of Sustainability Marketing and Entrepreneurial Orientation on the performance of café SMEs in Jember, with Social Media Marketing as a mediating variable. The research employed an explanatory sequential mixed methods approach, combining a quantitative analysis using Partial Least Square-Structural Equation Modeling (PLS-SEM) with qualitative data obtained through in-depth interviews to strengthen the findings. The results indicate that Sustainability Marketing has a positive but insignificant effect on performance, while Entrepreneurial Orientation and Social Media Marketing show a significant positive influence. Furthermore, Sustainability Marketing significantly affects Social Media Marketing, and Entrepreneurial Orientation also strongly contributes to Social Media Marketing. Mediation analysis reveals that both Sustainability Marketing and Entrepreneurial Orientation exert a greater impact on café SME performance when mediated by Social Media Marketing. These findings highlight the importance of integrating sustainability strategies, entrepreneurial orientation, and digital marketing to enhance competitiveness and ensure the long-term sustainability of café SMEs in today's competitive environment.

Keywords: Entrepreneurial Orientation, SME Performance, Café, Social Media Marketing, Sustainability Marketing