DO ENTREPRENEURIAL MARKETING AND INTERNET MARKETING IMPACT ON BUSINESS PERFORMANCE? (CASE STUDY ORNAMENTAL PLANT AGRIBUSINESS IN BANYUMAS)

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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, purchasing 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 are primary data using a questionnaire, and as many as 150 respondents were determined by quota sampling. The analysis results obtained that most of the ornamental plant business actors in Banyumas are men, aged 39-48 years, have an 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 performance are quite high, namely in the 60-80% range. Based on SEM analysis with the PLS approach (SEM-PLS), it is known that the latent variables of entrepreneurial marketing and internet marketing positively affect business performance. However, training is needed to improve internet marketing skills for ornamental plant business actors in Banyumas.

Keywords: entrepreneurial, internet, business performance, ornamental plant, SEM PLS

Abstrak: Sistem pemasaran terus berkembang seiring dengan perkembangan teknologi digital. Hal ini didukung dengan adanya pandemi Covid-19 pada tahun 2020 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 keberhasilan 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 keberhasilan 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 keberhasilan usaha. Namun, perlu adanya pelatihan untuk meningkatkan kemampuan internet marketing pada pelaku usaha tanaman hias di Banyumas.

Kata kunci: entrepreneurial, internet, keberhasilan usaha, tanaman hias, SEM PLS

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INTRODUCTION

The development of digital technology can evolve the marketing system (Guenzi & Abel, 2020; Singh et al. 2019; Sham & Sharma, 2018). Moreover, since 2020 there has been a Covid-19 pandemic that requires consumers to buy goods online using digital-based commercial media. The online shopping experience has attractiveness for consumers, including easier ordering, communication with sellers much easier, ease of canceling orders, ease of payment, speed of delivery, and other supporting factors of consumer services (Schmitt, 2010).

Other conveniences obtained from digitalization include; First, in this digital age, customers are more facilitated with information in the past because they can now collect information, especially during the early stages of the purchasing process (Ostrom et al. 2015). According to some practical studies, business-to-business (B2B) buyers influence about 60% of their purchasing decisions before contacting sellers (Adamson et al. 2012; CEB, 2012). Secondly, due to the development of the market, companies or sellers are moving away from mass marketing (Verhoef et al. 2015), while some consumers even need to pay more attention to traditional media. Third, digital technology development has changed how customers and sellers communicate (Rust & Huang, 2014).

The use of digital media is a great opportunity for ornamental plant entrepreneurs. However, it is necessary to understand business owners for the use of technology. Business owners also need to understand market needs and consumer desires. The pace of technological change and consumer desire creates uncertainty and makes conventional marketing strategies no longer effective (Reibstein et al. 2009). Conditions full of uncertainty require companies to adapt, especially in marketing. Entrepreneurial marketing emerged as a new alternative because it was born from the theory and practice of companies operating in conditions full of uncertainty. (Sethna et al. 2013; Hills et al. 2008; Morris et al. 2002; Hills 1987). Stokes in Sarma (2013) entrepreneurial marketing is defined as a proactive attitude in identifying and utilizing various opportunities that exist to gain and retain profitable customers through various innovative approaches in creating value, managing risks, and optimizing resources.

Internet users in Indonesia in early 2021 reached 202.6 million people. This number increased by 15.5 percent or 27 million people compared to January 2020. The total population of Indonesia itself is currently 274.9 million people, which means internet penetration in Indonesia in early 2021 reached 73.7 percent (HootSuite, 2021). Some benefits of adopting digital technology are the possibility of an increase in income of up to 80%, one and a half times more likely boost in employment opportunities, and 17 times more likely for SMEs to evolve more innovative and more competitive internationally (Deloitte, 2015). The existence of internet media provides convenience in the communication process and the speed of information traffic without knowing the boundaries of time and space. The rapidly developing development of the internet has brought about a fundamental change in the order of human life. The ease of accessing the internet is also a great opportunity for entrepreneurs in the agricultural sector to obtain their product market. Moreover, the perishable of agricultural products and their large volume require excellent and timely transportation in marketing.

Digital marketing using the internet must be able to anticipate the distribution of agricultural products. The marketing system of agricultural products is closely related to the process of price formation at the farmer level and the consumer level. For producers and consumers, the price taker or resignation to accepting the price is the most likely role to be taken. In contrast, the available market price is lowered by some intermediary traders by playing with the price in it. Problems that cause the inefficient marketing system of agricultural products include weak infrastructure and market information, relatively small agricultural scale, lack of knowledge from marketing actors regarding grading and handling, high transaction costs, and lack of good marketing policies (Nugroho, 2010). A marketing system is considered efficient if all marketing activities, including commodity collection activities at the farmer level, commodity packaging, transportation, processing, and distribution (wholesaling and retailing), run at minimum cost. Marketing in agriculture is not limited to the sales function but also includes all aspects of decision-making activities aimed at satisfying the needs and desires of customers to gain profit. The marketing process identifies customer needs, develops products and services, develops promotion plans and pricing policies, and implements distribution systems to provide goods and services to

consumers (Downey, 1999). One of the commodities with digital marketing opportunities is ornamental plants. An ornamental plant has a certain beauty and attractiveness, and economic value for decoration or aesthetic purposes indoors and outdoors. Since it contains economic value, ornamental plants can be cultivated to earn income from a promising ornamental plant business. The need for ornamental plants is not the main need but can be said to be a secondary need, but ornamental plants have become popular in society. The development of the ornamental plant business has increased during the Covid-19 pandemic, and the trend of unique ornamental plants has become appealing to ornamental plant lovers. The business performance can be achieved with proper internet marketing and entrepreneurial marketing with innovations by ornamental plant business actors. Entrepreneurial marketing for footwear businesses in Bandung has a direct positive influence on business performance, but internet marketing does not have a positive influence on business performance (Butarbutar, 2019). Reporting to dw.com, Promotion through social media on ornamental plants is one of the biggest contributors to transactions; today, more people buy ornamental plants online, and offline it is crowded on weekends only. 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.

METHODS

This research was conducted at an ornamental plant business location in Banyumas with a purposive location determined. The study was conducted in March-April 2022. The type of research method chosen is descriptive analysis. Analytical descriptive research takes problems or focuses attention on problems as they are when the research is carried out. The research results are then processed and analyzed for conclusions (Sugiono, 2009). Data collection techniques used observation and interviews. Observations and interviews are used to obtain information regarding demographic data and business characteristics of business actors. Interviews were also conducted to determine the extent to which internet marketing, entrepreneurial

marketing, and business performance have been achieved. Likert scale data were also obtained from interviews and observations to determine the effect of internet marketing and entrepreneurial marketing on business performance, both directly and indirectly. The determination of samples in this study was carried out by purposive sampling because Banyumas Regency is one of the centers of ornamental plants. The collection of respondents of ornamental plant entrepreneurs in this study used the snowball sampling method because ornamental plant entrepreneurs in Banyumas are scattered, and their population is unknown. A quota of 150 respondents determined the number of samples.

Descriptive analysis is applied to the characteristics of business actors and the characteristics of MSMEs of ornamental plants in Banyumas. The characteristics analyzed include; age, gender, domicile, business ownership, and education.

Sumardjo (1999) in his research stated that through the index transformation process, the value of diversity contained in each research variable that has an ordinal scale will be known. Here is presented the general formula of the index transformation:

Variable index value = (total indicator index of each variable)/(total maximum index of each variable)

The measurement marks can be grouped into three categories, namely good (76%-100%), quite good (56%-75%), and less good (less equal to 55%), assuming that the achievements of business actors will be defined in a normal curve (Arikunto, 2013).

The data obtained through the questionnaire was analyzed using SEM on SmartPLS. SEM-PLS is appropriately used if the main purpose of implementing structural modeling is to predict and explain the target construct (Hair et al. 2014). SEM-PLS analysis provides an overview of the direct and indirect influence of entrepreneurial and internet marketing on business performance.

Outer Model

Formative model measurements (Outer Model) are seen from: 1) Ghozali (2008) stated that the outer model testing was assumed using five criteria about Validity and Reliability: cross-loading, loading factor, Average Variance Extracted (AVE), AVE square root,

and composite reliability. 2) Collinearity indicators (VIF < 5. Collinearity is a term to express a correlation between latent variables in a model, the predictive force of which is unreliable and unstable. The indicator of collinearity is that if the VIF value is >5, the variable must be excluded from the measurement model (Setiaman, 2021). 3) Significance Estimation (T-statistics), The path Coefficient will represent the influence between construct variables, accomplished through a bootstrapping procedure. The significance value is expressed in the statistical t-test value, which is used (two-tailed) t-value 1.65 (significant level 10%), 1.96 (significant level 5%), and 2.58 (significant level 1%).

Inner Model

Structural model measurements (Inner model) can be glimpsed from a) Determinant R^2, The R-squares value results from a linear regression test, which is the magnitude of the endogenous variability that exogenous variables can explain. A value of R2 of 0.67 indicates the strength of the strong model; 0.33 indicates moderate strength, and 0.19 indicates a weak strength of less than 0.19 is considered no structural model strength (Chin, 1998). b) Predictive relevance Q^2, is often called predictive sample reuse to validate endogenous construct models (Goodness of Fit Model). The predictive relevance Q^2 value in the endogenous variable is expressed as good (fit model) when the value is > of the exogenous variable.

Three latent variables are used in this study: entrepreneurial marketing, internet marketing, and business performance. Indicator variables (operational) explain each variable or latent variable to show things that can be observed from the variables in this study. Operational variables or indicators are presented in Table 1. Each latent variable is connected to determine how the exogenous variables affect the endogenous variables. Each latent variable has an indicator variable, and its validity level will be analyzed against the latent variable. The relationship between these latent variables is depicted in Figure 1.
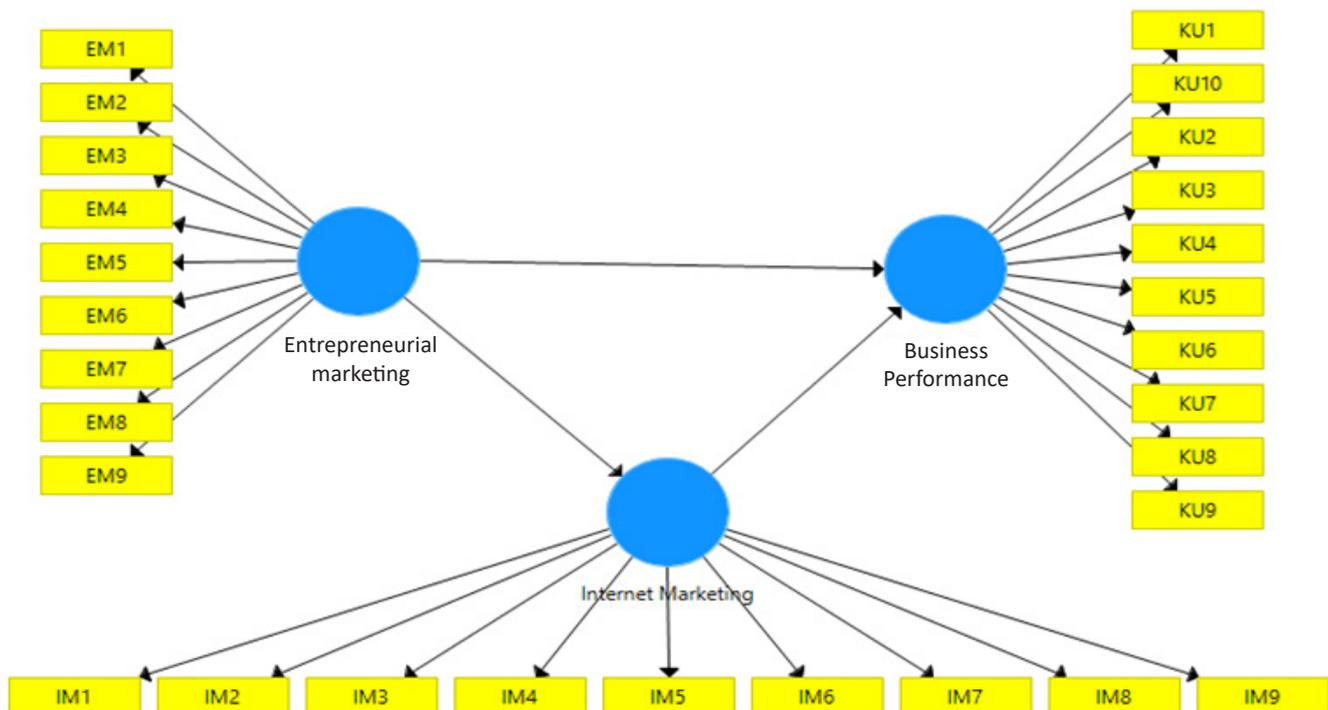

Figure 1. Structural model before validity

Table 1. Indicator variable of research

Latent Variable	Sub Variable	Definition	Indicator	Code
Entrepreneurial marketing	Concept	Entrepreneurial marketing is oriented towards innovation and intuition as a tool for assessing market needs (Stokes, 2000) innovation and proactiveness of reflection of entrepreneurial behavior (Anderson et al. 2015; Rosenbusch et al. 2011)	Level of diversity of product types	EM1
			Level of ability to produce quality products.	EM2
			Level of ability to produce attractive displays of products	EM3
	Strategy	Entrepreneurial marketing not only provides products according to client requests, but also practices the bottom-up process (Stokes, 2000)	Expansion rate into new marketing areas.	EM4, 5
			The level of ability to follow customer tastes.	EM6
	Method	Entrepreneurial marketing using an interactive marketing approach or in direct contact with customers (Stokes, 2000)	Level of ability to establish good relationships with new customers.	EM7
			The level of internet use in establishing contact with customers.	EM8
	Market Intelligence	Entrepreneurial marketing takes an informal approach such as personal observation or using informal networks (Stokes, 2000)	Level of ability to establish good relations with suppliers, existing customers, government agencies.	EM9
			Level of activeness in seeking information from outside the environment.	EM10
Internet Marketing	Knowledge	Business actors have knowledge about various functions of the internet (Lorraine, 2014)	Have knowledge of the function of the internet as a means of product communication.	IM1
			Have knowledge about the use of the internet for new market expansion.	IM2
			Have knowledge of the benefits of the internet to identify target consumers	IM3
	Internet use	The Internet is used by businesses to monitor sales with a certain frequency (Saptadi, 2014)	Online frequency.	IM4,5
			Monitor sales, marketing, and more over the internet	IM6
	Internet media types	Marketing through social media, search engines, web, email, and mobile advertising is a type of internet marketing category (Pawar 2014; Rizaldi & Hidayat, 2020).	Knowing the use of email for business	IM7
			Knowing the use of social media for business.	IM8
			Knowing the use of websites / blogs for business.	IM9
			Knowing the use of market places for business	IM10
Perception of Business Performance	Profit	Operating profit is the difference between costs and income in a certain period of time (Noor, 2013)	Increased profit on the business	KU1
	Efficiency	Efficiency is the best comparison between output and input (Noor, 2013)	Optimal in production costs	KU2
			Optimal in marketing costs	KU3
	Competi-tiveness	Competitiveness is the ability to compete to attract consumer loyalty and attention (Noor, 2013). Improving entrepreneurial behavior to achieve performance excellence over their competitors by exploiting product market (Wiklund and Shepherd, 2011; Alvarez and Barney, 2007).	The level of ability to produce products is better than that of competitors.	KU4
			The degree of ability to produce cheaper products than competitors.	KU5
			The level of ability to deliver products is better than competitors.	KU6
	Competence	Competence is the accumulation of the results of knowledge and experience to produce innovation (Noor, 2013).	Have skills that other business actors do not have.	KU7
			Able to produce innovations in accordance with consumer demand	KU8
	Image	The good image of the company is divided into two, namely, the internal image and the external image.	Build the trust of everyone within the company.	KU9
			Can be trusted by others	KU10

RESULTS

Characteristic of Ornamental Business Owner in Banyumas

Characteristics of Ornamental Business Owners in Banyumas shows in Table 2. Most ornamental plant business owners in Banyumas are 39–49 years 44%. This value shows that most ornamental plant business owners in Banyumas are in the productive age range. The most youthful age in the ornamental plant business in Banyumas is 19 years old, and the oldest is 68 years old. According to *Badan Pusat Statistik (BPS)*, the productive age range in work is in the population group aged 15–64 years. Generally, ornamental plant business actors in Banyumas are in the productive age range. A small percentage are in the age range of 19–28 years with 6%, and 59–68 years old as many as 7.33%, will go to unproductive age at work.

Based on Table 2, The distribution of ornamental plant business locations in Banyumas, in general, it is in the north of Banyumas regency, including Baturraden District with 47.33%, Sumbang District with 20.67%, Kedungbanteng District with 12.67% and Karanglewas District with 8%. The subdistrict, located in the north of Banyumas Regency, is under the foot of Mount Slamet, which has a cooler air temperature than other sub-districts in Banyumas. The largest center of ornamental plants is in the Baturraden tourist route area, especially Karangtengah Village, while for Sumbang District, in Ciberem Village. Karangtengah Village has an average daily temperature of 27 degrees Celsius and an average daily humidity of 90%, so Karangtengah Village is classified as a moderate area, best for plant growth. The average annual rainfall is 2000 mm, with uneven distribution throughout the year. According to Widyastuti (2018), External factors affect the cultivation of ornamental plants, one of which is climate. Climate factors that influence include temperature, sunlight, rainfall, air humidity, and wind.

Most ornamental plant business actors in Banyumas are male, as many as 78.67%, while the remaining 21.33%, are women. Even some who manage their owned business are husband and wife. They cooperate in managing the ornamental plant business. Each has a role when the husband has a garden creation project. The wife takes care of their location or place of business, although sometimes workers also assist some. Most ownership of the business location or place of business is leased land, with as many as 65.33%. Meanwhile, the remaining 34.67%, were on privately owned land. Generally, the rental land owned is on the side of the road, with other ornamental plant centers. They generally rent land owned by the village or what is often known as *Bengkok*.

The characteristics of ornamental plant business actors in Banyumas are seen in formal education, dominated by elementary graduates, with 6 42%. Furthermore, 29.33% graduated from SMA/MA/SMK or 29.33%. Meanwhile, college graduates were 7.33%. Formal education taken by ornamental plant business actors has two sides, some respondents with higher education have better abilities in negotiations and have relationships. However, some respondents with formal education in SD/MI have excellent technical skills based on their experience, cultivation skills, and establishing relationships to see market opportunities.

Index Transformation Analysis

The characteristics of ornamental plant business actors in Banyumas Region are generally social media utilized for the transaction and marketing process in the form of Whatsapp and Facebook. It can be seen on Table 3 Index Transformation Analysis. There are 59 people or 39.33%, use this media. The highest number of Whatsapp users, where as many as 150 or 100% of business actors have used it for communication needs in their business. Demishkevich (2015) states that the level of adoption and effectiveness of internet marketing in small businesses is essential to know.

Entrepreneurial Marketing

Generally, the index of entrepreneurial marketing achievements in ornamental plant business actors in Banyumas Region reached 76.74%. This achievement is influenced by the average of all business actors who are respondents to this study. Some business actors still need to implement business strategies such as using social media qualifiedly, not making deliveries to other regions, and having prices that do not follow the market trend. Some do not sell diverse plants because business actors specialize in selling types of orchids, garden plants, and even collection plants. Entrepreneurial marketing skills can provide opportunities for ornamental plant business actors in Banyumas so that the business they are engaged in can further develop.

Table 2. Characteristics of Business Actor

Characteristics of Business Actors	Frequency (people)	Percentage (%)
Age (years)		
19-28	9	6.00
29-38	35	23.33
39-48	66	44.00
49-58	29	19.33
59-68	11	7.33
Business Location (Subdistrict)		
Sumbang	31	20.67
Karanglewas	12	8.00
Baturraden	71	47.33
Kedungbanteng	19	12.67
Purwokerto Selatan	2	1.33
Kemranjen	2	1.33
Sokaraja	7	4.67
Cilongok	2	1.33
Wangon	1	0.67
Purwokerto Utara	3	2.00

Characteristics of Business Actors	Frequency (people)	Percentage (%)
Business ownership		
Rent	98	65.33
Privately Owned	52	34.67
Gender		
Man	118	78.67
Woman	32	21.33
Education		
Elementary Schools	63	42.00
Junior High Schools	32	21.33
Senior High Schools	44	29.33
College	11	7.33
Media Type		
WA	47	31.33
WA, FB	59	39.33
WA, FB, IG	36	24.00
WA, FB, IG, WEBSITE	3	2.00
WA, IG	2	1.33
WA, IG, FB,TT, SHOPEE	1	0.67
WA, IG, FB, YT	2	1.33

Table 3. Index Transformation Analysis

Variable	Sub-Variable	Percentage(%)	Category
Entrepreneurial Marketing	Concept	77.60	Good
	Strategy	77.78	Good
	Method	74.33	Good Enough
	Market Intelligence	77.27	Good
	Average	76.74	Good
Internet Marketing	Knowledge of internet	73.03	Good Enough
	Internet Use	69.96	Good Enough
	Type of Media	38.77	Not Good Enough
Business Performance	Profit	80.53	Good
	Efficiency	72.33	Good Enough
	Competitiveness	72.53	Good Enough
	Competence	67.00	Good Enough
	Image	80.53	Good
	Average	74.58	Good Enough

The achievement of entrepreneurial marketing in sub-variable strategy shows that the ability of ornamental plant business actors in Banyumas Region has generally carried out good marketing strategies, from determining affordable prices, market segments out of the region, and marketing media in online marketing. Online marketing media is generally using WhatsApp and Facebook. Some of them have Instagram and TikTokshop. Some ornamental plant delivery areas are Pemalang, Tegal, Slawi, Pangandaran, Cilacap, Semarang, Kediri, and Bogor.

Sub-variable concepts consist of indicators of the diversity of types of cultivated ornamental plants, the quality of cultivated ornamental plants, and trends. The quality of ornamental plants cultivated is the

highest indicator in this sub-variable. Ornamental plant business actors in the community perceive that the ornamental plants they cultivate are high quality in terms of planting media, treatment, and care to produce fertile ornamental plants. Ornamental plant business actors in Banyumas Region generally cultivate diverse plants of various types, for example, *aglaonema, philodendron, anthurium, calatheas plant, alocasia, sansevierias, palms, garden plants, protective plants, cacti, and many other types*, some also sell ornamental plants that have a fairly high selling value in the form of ornamental plants such as types of ornamental plants that have genetic feasibility such as variegated, quite rare ornamental plants, and types of bonsai.

Market intelligence is illustrated by establishing good relations with partners, other business actors, customers, and employees because customers are also B2B or Business-to-businesses where the buyer is also a seller. A marketer specializes in helping market ornamental plants by uploading them on social media such as Facebook, auctions on Whatsapp, and live streaming on Facebook. In addition, there are also ornamental plant YouTubers who are good partners with several ornamental plant entrepreneurs in Banyumas to increase market opportunities for their products.

Internet Marketing

According to Juswadi (2020), Opportunities in digital marketing strategies for agricultural products contain e-commerce roadmaps, millennial demographic bonuses, many cellphone users, a sufficient number of internet users, per capita income growth, many culinary businesses, large e-commerce transactions and increasing demand for agro-industrial raw materials. The overall internet marketing index for ornamental plant entrepreneurs is 60.60%. Internet marketing is searching for markets and then promoting products to customers through internet media such as social media, marketplaces, e-mail, and others (Purwana, 2017; Icha, 2016). The type of media used is still limited to social media such as WhatsApp and Facebook, and has yet to use e-commerce, websites, and youtube. The use of Facebook is to join groups related to ornamental plants. For example, "*Jual Beli Aglaonema*" and "*Jual Beli Tanaman Hias Banyumas Raya*".

Furthermore, to facilitate communication, usually, Whatsapp contacts are listed on Instagram and Facebook. Account names on Instagram are indeed related to

ornamental plants. For example, @aglaonema.pwt @ tanamanhiaspurwokerto giving account names like this will improve SEO (Search Engine Optimization) for searches around ornamental plants in Purwokerto. Use the internet for all business matters such as sales and marketing, looking for inspiration and information, and monitoring sales and marketing. Business actors' internet use has yet to be carried out optimally because media use is also closely related to the understanding of business actors in using it. According to Dahnil (2014), with limited resources, a lack of understanding of technology will harm small businesses. Therefore, technology adoption in MSMEs must be based on knowledge and training from the government or others.

Business Performance

The index value on the achievement of business performance was 74.59%. Achieving a relatively high level of business performance must be considered to achieve better business performance. The sub-variable of operating profit influences business performance due to innovation. The achievement of profit reached a relatively high index of 80.53%, which is a high figure. The performance of the ornamental plant business in Banyumas is seen from the profit obtained. Thus, to achieve optimum profits, innovation is essential and always keeps up with the times. Mujiyana and Abdul (2012) argue that mastery of technology is one of the factors that has become the competitiveness of SMEs in the current technological era. For example, using the internet increases the cultivation ability of ornamental plants, such as making gardens, bonsai, vertical gardens, and others.

Profit has a relatively high index of 80.53%. This sub-variable consists of indicators of the ability to cooperate with employees and convince customers. The ability to work with employees shows that a good image of the business actor can positively impact employees so that the work atmosphere can run well. Furthermore, the ability to convince customers is related to the products' quality and these business actors' ability. Usually, this ability will be more valuable when the customer returns and the distribution from the mouth of the mouth will run well because of the quality produced and good service.

Meanwhile, the ability to provide more diverse ornamental plants is usually influenced by purchasing broodstock plants which the business actor will

propagate. Efficiency supports the index of achieving the performance of ornamental plant businesses in Banyumas. Several indicators, including saving marketing and production costs, support efficiency. The index value in the efficiency sub-variable of 72.33% is relatively high. This is the impact of using online marketing, the ease of using social media to communicate and promote products. In addition, there is also a long relationship between customers and business actors. Their experience is more than ten years. Production costs are lower because the long journey of ornamental plant business also affects. Goods or plants will still be available by laying saplings on certain plants at the business location.

The last sub-variable is competence, with a reasonably high index value of 67%. This sub-variable consists of several indicators, such as business skills other business actors need to gain and the ability to provide rare and unique products. According to Barazandeh et al. (2015), Entrepreneurs in this era must be more competent and skilled than those who worked at the beginning of this century. Strong knowledge has grown around the entrepreneur's need for superior personality skills and characteristics, people who allow them to compete and survive effectively. For example, some ornamental plant business actors have the ability and skills to make gardens with a reasonably complicated pond design. It is an added value to these business actors because the nominal in making complex gardens have a high enough budget to increase the turnover in this ornamental plant business. As for the business of unique ornamental plants with genetic disorders, they must have high capital to provide these products, but the profits generated are also quite high.

SEM PLS Analysis of Entrepreneurial Marketing and Internet Marketing on Business Performance of Ornamental Plant Agribusiness in Banyumas

Outer Model

Discriminant Validity can be seen from the results of the cross loading value of each indicator of the question against the variable at Table 4. The reference value used in cross loading analysis is above 0.7. The table shows that all cross loading values of each indicator are above 0.7. There are the results of the analysis obtained that the indicator variables from latent entrepreneurial marketing there are five invalid indicator variables, with EM codes 1, 2, 6,7, and 9. Meanwhile, IM code indicator variables 7, 9, and 10 in latent internet marketing are invalid. Four invalid indicator variables exist in the latent business performance, including KU codes 3, 4, 5, and 9. These invalid variables are later eliminated so the model's accuracy can be obtained properly.

Loading factor is a standard estimated weight that connects factors with indicators. The standard loading factor is between 0 to a value of 1. The value of the loading factor <0.7 indicates the inaccuracy of the indicator variables used in the analysis. Loading factor value can be reached in Table 5.

Table 6 shows that the value of Cronbach's Alpha in all latent or latent variables > 0.6 and even > 0.7, then it can be said that all the latent variables have been reliable. The convergent validity of latent with reflective indicators is evaluated with an Average Variance Extracted (AVE). AVE value higher than 0.50 indicates that the model is valid or adequate (Ringle, 2016; Hock & Ringle, 2006). Based on the AVE value table, it shows > 0.50, so it can be remarked that the latent variable used is valid and achieves variable reliability. Internal Consistency Reliability gauges how capable indicators can gauge latent (Ramayah et al., 2018). The tools used to assess this are composite reliability and Cronbach's Alpha. Composite reliability values of 0.6 – 0.7 are considered good (Sarstedt et al., 2014), and the expected value of Cronbach's Alpha is above 0.7 (Ghozali & Latan, 2015).

The condition that must be met in the outer model analysis is no multicollinearity problem. Multicollinearity is an intercorrelation or strong correlation between indicators. The indicator of collinearity in Table 7 is that the VIF value is >5, the variable must be excluded from the measurement model (Setiaman, 2021). The Cross loading and Loading Factor values in Tables 5 and 6 show that several indicator variables are invalid because their values are less than the criteria. Invalid indicator variables are removed and not included in the analysis to represent latent variables. Thus, the structural model of latent variables can be re-drawn in Figure 2.

Table 4. Cross loading

Indicator validity	Entrepreneurial marketing	Internet marketing	Business performance
EM10	0.785	0.666	0.616
EM3	0.723	0.595	0.616
EM4	0.727	0.584	0.687
EM5	0.903	0.779	0.725
EM8	0.893	0.791	0.707
IM1	0.660	0.816	0.648
IM2	0.662	0.785	0.562
IM3	0.772	0.887	0.735
IM4	0.751	0.893	0.701
IM5	0.722	0.848	0.681
IM6	0.722	0.853	0.629
IM8	0.771	0.882	0.722
KU1	0.761	0.736	0.861
KU10	0.678	0.651	0.745
KU2	0.706	0.728	0.809
KU3	0.653	0.627	0.723
KU6	0.495	0.416	0.739
KU7	0.487	0.462	0.723
KU8	0.609	0.516	0.795

Table 5. Loading factor

Indicator Variable	Loading factor	Indicator Variable	Loading Factor
EM10	0.785	IM5	0.848
EM3	0.723	IM6	0.853
EM4	0.727	IM8	0.882
EM5	0.903	KU1	0.861
EM8	0.893	KU10	0.745
IM1	0.816	KU2	0.809
IM2	0.785	KU6	0.723
IM3	0.887	KU7	0.739
IM4	0.893	KU8	0.723

Table 6. Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE)

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Entrepreneurial marketing	0.866	0.904	0.656
Internet marketing	0.937	0.949	0.727
Business Performance	0.888	0.912	0.596

Table 7. Collinearity Test

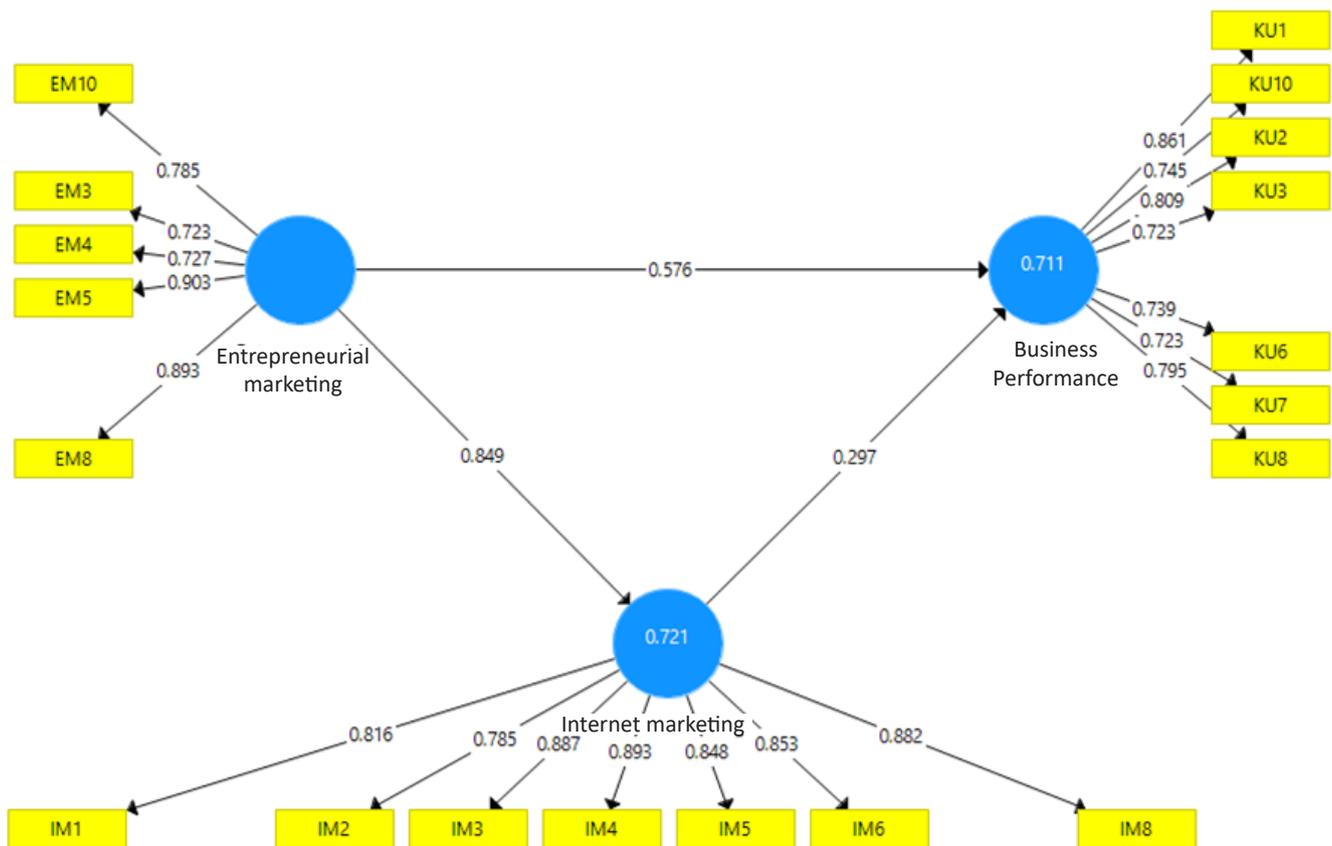| Indicator Variable	VIF	Indicator Variable	VIF	Indicator Variable	VIF
EM10	1.917	IM3	3.833	KU2	2.245
EM3	1.650	IM4	3.900	KU3	1.765
EM4	1.577	IM5	3.296	KU6	2.364
EM5	4.640	IM6	3.163	KU7	2.504
EM8	4.449	IM8	3.677	KU8	2.451
IM1	3.062	KU1	2.651		
IM2	2.521	KU10	1.887		

Figure 2. Structural model after validity

Inner Model

In the SEM PLS analysis, the value used to gauge the accuracy of the GoF (Goodness of Fit) model was measured from the SRMR or Standardize Root Mean Square Residual value and the NFI or Normed Fit Index value. Those can be reached at Table 8. In the estimated value of the model, an SRMR value of 0.081 is obtained, which is less than 0.100, inferring that the model produced is on the Good Fit criteria.

The limitation is the correlation value > 0.9 which is usually characterized by the Variance Inflating Factor (VIF) value in the indicator level > 5. While the NFI value of 0.798 is almost close to 0.800, it can be concluded that the resulting model is Good Fit or appropriate. Chi-square values were obtained by 0.519 and 0.405, so the empirical data used in this study are identical to the theory used because Chi-square has a range of values > 0.05.

The Path Coefficients test in the structural model is carried out by looking at the coefficients of one latent construct path with the other latent construct according to the hypothesis proposed. The following hypothesis testing results can be shown in the table above, clearly shows that the four paths built in this study are supported by the results of structural model analysis. In Table 9, t-statistics and p values can be interpreted. The direct influence of exogenous constructs on endogenous constructs with a t-statistic > t-table (2.018) and a significant level of 5% (0.05), then H0 is rejected, and Ha fails to be rejected if the P-value < 0.05.

The effect of entrepreneurial marketing on the business performance obtained a statistical t-value of 7.699 > t-table (df = 148) of 1.655, so Ha failed to be rejected, which concluded that entrepreneurial marketing has a positive effect on business performance. Harini et al. (2017) confirmed that internet marketing and SME performance are influenced by entrepreneurial marketing. The reach, frequency, and speed of communication on social media offer an ideal resource as a driver of entrepreneurial marketing (Fink, 2018). The entrepreneurial impacts are increasing positive attitudes, optimizing resources, creating value, and increasing customer density (Hamali, 2015).

Table 8. Goodness of Fit dan Chi Square (Q^2)

	Model Saturated	Model Estimasi
Standardized Root Mean Square Residual (SRMR)	0.081	0.081
Normed Fit Index (NFI)	0.798	0.798
Q^2 Entrepreneurial Marketing		
Q^2 Internet Marketing	0.519	
Q^2 Business Performance	0.405	

Table 9. Path Coefficient (direct effect)

Latent	Original Sample (O)	Sample Mean (M)	STDEV	T-Statistics (O/STDEV)	P Values
Entrepreneurial marketing → Internet marketing	0.849	0.851	0.024	35.344	0.000
Entrepreneurial marketing → Business Performance	0.576	0.578	0.075	7.699	0.000
Internet marketing → Business Performance	0.297	0.297	0.078	3.794	0.000

The coefficient of determination test is one of the tests to see the correlation between the latent by looking at the R-square (R^2) value. The coefficient of determination test results at each endogenous latent level can be seen in Table 10. Latent Internet marketing (IM) obtained an adjusted R^2 value of 0.719, of which latent internet marketing was able to be clarified by entrepreneurial marketing by 71.90% and 28.10% was able to be clarified by other latent who were not studied in this study. Meanwhile, in the latent performance of the business, the value of the coefficient of determination or R^2 has been adjusted by 0.707, so it can be said that latent business performance can be explained by entrepreneurial marketing and internet marketing by 70.70% and other variables outside the model can describe 29.30%.

The entrepreneurial spirit can be an opportunity for business actors to develop their businesses. For example, ornamental plant business actors in Banyumas can carry out concepts, strategies, methods, and market intelligence well, such as providing diverse plants, the quality of ornamental plants, following market trends, expanding the market for ornamental plant products to outside areas such as Cilacap, Semarang, Pemalang, Cirebon, Brebes, and others. In addition, also have skills that other ornamental plant business actors still need to gain, such as being able to create attractive garden landscapes, make bonsai, make vertical gardens, and others.

The condition of the innovation ability of ornamental plant business actors is supported by research (Shuremo et al., 2021). Innovation orientation and customer intensity have a positive relationship with the performance of small and medium-sized businesses and are statistically significant. Business owners apply the concept of entrepreneurial marketing to take advantage of their limited resources to overcome competitors and maintain the sustainability of their business. According to Stokes (2000), Entrepreneurs tend to be 'innovation-oriented', driven by new ideas and intuitive market nuances closely related to ornamental plant business actors using the internet and looking for information to find innovations to develop their business.

The direct influence of the latent variable Entrepreneurial marketing on internet marketing is in Table 11. The value is 0.849, which means that if the entrepreneurial marketing variable increases in achieving index transformation, the internet marketing variable can increase by 84.9%. In the marketing concept, to achieve the goal, there must be a determination of the target market's needs that provides satisfaction as desired more effectively and efficiently than its competitors (Kotler, 1993). The latent variable of Entrepreneurial marketing directly influences business performance by 0.828, which means that if the entrepreneurial marketing variable increases in achieving index transformation, the business performance variable can increase by 82.8%. The direct influence of the latent variable of internet marketing on business performance is 0.297, which means that if the internet marketing variable increases in achieving index transformation, the business performance variable can increase by 29.7%. This influence is not as significant as the influence of entrepreneurial marketing on business performance. Data in the field was obtained that the use of the internet for marketing activities for ornamental plant business actors in Banyumas is not

so extensive because the media they use is not much, and the intensity of internet use for marketing is not intense enough for some business actors. The tendency of ornamental plant business actors in Banyumas to be able to achieve performance today is because of the relationships that have been established for a long time.

The indirect impact of entrepreneurial marketing through internet marketing on business performance obtained a statistical t-value of 3.638 (Table 12). This value is higher than the value of the t-table (df = 148) of 1.655, so Ha failed to be rejected, which concluded that entrepreneurial marketing has an indirect positive effect on business success. The indirect impact of entrepreneurial marketing of 0.252 indicates that the entrepreneurial energy related to using the internet for ornamental plant business marketing activities in Banyumas will increase by 25.2% of the business performance. The influence of internet marketing on the business performance obtained a statistical t value of 3.794. Innovations made by ornamental plant business actors, such as using social media for marketing. This value is higher than the value of the t-table (df = 148) of 1.655, and Ha failed to be rejected, which concluded

that internet marketing positively affects business performance. Setiowati et al. (2015) stated that the application of technology by SMEs in Indonesia is still prolonged. Based on the results of this analysis, ornamental plant business actors in Banyumas have the opportunity to develop their business through internet marketing so that business performance can raise. Data in the field was obtained that the use of the internet for marketing activities for ornamental plant business actors in Banyumas is not so extensive because the media they use is not much, and the intensity of internet use for marketing is not intense enough for some business actors. Pawar (2014) stated that consumers use social media to seek information and self-actualization and use marketplaces (Tokopedia, Shopee, Zalora, Lazada) to obtain product information. The tendency of ornamental plant business actors in Banyumas to be able to achieve performance today is because of the relationships that have been established for a long time. Peridawaty et al. (2021) state that entrepreneurial orientation and organizational learning significantly improve marketing capabilities and increase customer satisfaction during a weak economy.

Table 10. Coefficient Determination (R^2)

Laten	R Square	Adjusted R Square
Internet marketing	0.721	0.719
Business Performance	0.711	0.707

Table 11. Coefficient Value of Latent Variable

Latent Variable	Entrepreneurial Marketing	Internet Marketing	Business Performance
Entrepreneurial Marketing		0.849	0.828
Internet Marketing			0.297
Business Performance			

Table 12. Path Coefficient (indirect effect)

	Original Sample (O)	Sample Mean (M)	STDEV	T-Statistics (O/STDEV)	P Values
Entrepreneurial marketing → Internet marketing → Business Performance	0.252	0.253	0.069	3.638	0.000

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The characteristics of ornamental plant business actors in Banyumas, in general, are included in the group with a low level of education. The ornamental plant business actors in Banyumas can cultivate ornamental plants and even have other abilities, such as garden-making. Most ornamental plant business actors in Banyumas are in the age range of 39–49 aged productive range.

Based on the distribution of ornamental plant business locations in Banyumas, it is generally located in the Baturraden district, located under the foot of Mount Slamet, which has a cooler air temperature than other districts in Banyumas. Most ornamental plant business actors in Banyumas are male, and the ownership of the business location or business place is leased land.

Knowledge of internet marketing, the use of the internet, and the media used in the ornamental plant business in Banyumas is a great opportunity for ornamental plant business actors to increase their business performance, both in terms of turnover and also production and marketing efficiency. Ornamental plant business actors in Banyumas generally use digital media such as Instagram, Facebook, and WhatsApp.

Entrepreneurial marketing has a direct positive effect on internet marketing. Entrepreneurial marketing also has a positive effect directly and indirectly on business performance. Internet marketing has a significant influence directly on business performance. Those are impacted by Product quality, the diversity of types of ornamental plants, and online marketing, especially WhatsApp. Facebook and Instagram, establishing relationships and relationships that have been built for a long time, have made the success of the ornamental plant business in Banyumas can be obtained by business actors.

In general, the achievements index of entrepreneurial marketing, internet marketing, and business performance are quite good. The achievements of the most dominant entrepreneurial marketing are the determination of affordable ornamental plant prices, the quality and diversity of the types of ornamental plants cultivated, and the establishment of good relations between ornamental plant business actors and other ornamental plant business actors, suppliers, customers, and agencies. The index on the media type category could be better because most ornamental plant business actors in Banyumas use media such as Facebook, Instagram, and Whatsapp and do not use websites yet, e-commerce, or even Gmail. Indicators of turnover increasing when making innovations dominate. Innovation can be in the state of doing business development, doing digital marketing such as promoting ornamental plants on social media, and innovating in making gardens with attractive designs.

Recommendations

The government can conduct training on using digital media to expand the ornamental plant market in Banyumas or the website media. Only two business actors have it, so the government can create a website about ornamental plants in Banyumas to introduce and develop the ornamental plant market in Banyumas. The government also can facilitate and build an internet corner at the plant store to make easier social media access.

Other ornamental plant business actors need to implement good entrepreneurial marketing and at least realize five indicators, those are the level of ability to produce quality goods, the rate of expansion into new marketing areas, the ability of business actors to have good relations with high buying, the level of internet use in establishing contact with customers and other partners.

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