



DOI: <https://doi.org/10.38035/sijdb.v2i1>

Received: 07 June 2024, Revised: 16 June 2024, Publish: 26 June 2024

<https://creativecommons.org/licenses/by/4.0/>

The Influence of Sales Strategy, Business Concept and Success Indicators on Entrepreneurship with Marketing Management as a Mediating Variable

Nunung Ayu Sofiati¹, Agus Suhendra², Indra Sani³, Mohamad Zaini⁴

¹Universitas Indonesia Membangun, Bandung, Indonesia, Email: ayusofiati62@gmail.com

²Institut Transportasi dan Logistik Trisakti, Jakarta, Email: agussuhendra1961@gmail.com

³ITB Asia, Malang, Indonesia, Email: indrasani77@edu.com

⁴Institut Transportasi dan Logistik Trisakti, Jakarta, Indonesia, Email: zaini.moh@gmail.com

Corresponding Author: ayusofiati62@gmail.com¹

Abstract: The article on the influence of sales strategy, business concept and success indicators on entrepreneurship with marketing management as a mediating variable is a scientific literature article in the scope of marketing management science. The purpose of this study is to build a hypothesis regarding the influence between variables that can later be used for further research in the scope of marketing management. The research method used is descriptive qualitative. The data collection technique uses literature studies. Data were obtained from previous research that is relevant to this study and sourced from academic online media such as Publish or Perish, Google Scholar, digital reference books and Sinta journals. The results of this article are: 1) Sales Strategy influences Marketing Management; 2) Business Concept influences Marketing Management; 3) Success Indicators influence Marketing Management; 4) Sales Strategy influences Entrepreneurship; 5) Business Concept influences Entrepreneurship; 6) Success Indicators influence Entrepreneurship; and 7) Marketing Management influences Entrepreneurship.

Keyword: Entrepreneurship, Marketing Management, Sales Strategy, Business Concepts, Success Indicator

INTRODUCTION

The problem at hand pertains to the significance of comprehending the intricate correlation between sales strategy, business concept, success indicators, and entrepreneurship, with marketing management serving as a mediating factor. The impact of sales strategy, business concept, and success indicators on entrepreneurship is substantial, although the precise role of marketing management as a mediator in this relationship remains incompletely comprehended. Sales strategy encompasses the methods and techniques employed by firms to attain their sales objectives, involving the identification of target markets, implementation of sales tactics, and effective management of the sales staff. Nevertheless, additional research is

needed to determine the impact of this technique on entrepreneurs' capacity to innovate, take risks, and make strategic decisions (Panggabean et al., 2024).

The business concept, which encompasses the value proposition, revenue model, operational structure, and marketing strategy, plays a crucial role in entrepreneurship. An explicit and pertinent value proposition enables entrepreneurs to distinguish themselves from the competition, while a robust revenue model facilitates calculated risk-taking and ongoing innovation (Susanto et al., 2023). Nevertheless, the impact of the business concept on entrepreneurial potential, with marketing management acting as a mediator, remains an area of research that has not yet been thoroughly investigated. Success indicators, including as financial measures, customer metrics, operational factors, and personnel development, have a significant impact on entrepreneurship. Hamdan et al., (2023) states that having a strong financial position allows you the ability to take calculated risks and foster innovation, while consumer metrics offer vital insights for enhancing products and services. Nevertheless, the extent to which these success indicators act as mediators in the interaction with marketing management remains incompletely comprehended.

Marketing management serves as a mediating factor that connects sales strategy, business concept, success indicators, and entrepreneurship. Marketing management encompasses the activities of market analysis, market segmentation, positioning, and marketing mix in order to accomplish predetermined company goals. Further research is needed to understand the impact of marketing management on entrepreneurship, particularly in relation to sales strategy, business concept, and success indicators (Suryawan et al., 2024). This study seeks to fill the existing knowledge vacuum by examining the impact of sales strategy, business concept, and success indicators on entrepreneurship, with marketing management acting as a mediating variable. By comprehending the factors that underlie this correlation, organizations can formulate more efficient methods to promote entrepreneurship and ensure long-term economic expansion. This study can offer useful insights to practitioners and policymakers in enhancing the utilization of marketing management as a strategy to enhance entrepreneurship and overall business success (Ikhsan et al., 2020).

Based on the background of the problem that has been described above, the following problem formulations are determined: 1) Does Sales Strategy affect Marketing Management?; 2) Does Business Concept affect Marketing Management?; 3) Does Success Indicator affect Marketing Management?; 4) Does Sales Strategy affect Entrepreneurship?; 5) Does Business Concept affect Entrepreneurship?; 6) Does Success Indicator affect Entrepreneurship?; and 7) Does Marketing Management affect Entrepreneurship?.

METHOD

The Literature Review essay is composed utilizing Library Research and Systematic Literature Review (SLR) methodologies. These approaches are assessed based on their quality and can be found on academic web platforms like Mendeley and Google Scholar. The methodology employed in this study involves doing a comprehensive review of existing literature. Qualitative data is derived via a comprehensive review of previously published research that are pertinent to the current topic. A systematic literature review, often known as an SLR, is a methodical procedure of locating, evaluating, and analyzing all available research information in order to address a particular research issue (Susanto, Arini, et al., 2024). Consistency in applying methodological assumptions is crucial while doing a literature review in qualitative analysis. The primary rationale for undertaking qualitative analysis is the exploratory nature of the inquiry, (Ali, H., & Limakrisna, 2013).

RESULTS AND DISCUSSION

Results

Based on the background of the problem and the formulation of the problem above, the results of this study are as follows:

Entrepreneurship

Entrepreneurship refers to the systematic approach of conceptualizing, initiating, and managing a novel enterprise or enhancing an already established one, with the primary objective of generating financial gain and fostering innovation. Entrepreneurship encompasses the act of assuming risks, introducing novel ideas, and capitalizing on market possibilities to fulfill customer demands through the creation of innovative products or services (Aini & Oktafani, 2020).

The indicators or dimensions contained in the Entrepreneurship variable include: 1) Innovation is the capacity to introduce novel products, services, or processes that generate additional value and enhance existing methods of operation; 2) Risk taking entails having the bravery to take uncertain actions with potential benefits and drawbacks, which is crucial for pursuing new prospects; 3) Vision is the aptitude to identify opportunities in the market and develop long-term strategies to exploit them efficiently; and 4) Execution capability refers to the proficiency in implementing business ideas and plans with efficiency and effectiveness to accomplish predetermined objectives (Andrian et al., 2021).

Entrepreneurship has been studied by several researchers and is relevant to research conducted by: (Saputra et al., 2023), (Jumawan et al., 2023), (Sriayudha et al., 2020).

Marketing Management

Marketing Management is a field of study that focuses on analyzing, strategizing, executing, and overseeing initiatives aimed at establishing and nurturing mutually advantageous relationships with certain consumer segments. It encompasses activities such as doing market research, formulating marketing strategies, managing brand identity, and assessing the impact of marketing efforts (Junikon & Ali, 2022).

The indicators or dimensions contained in the Marketing Management variable include: 1) Market analysis entails the gathering and interpretation of data regarding customer needs, preferences, and market trends; 2) Market segmentation involves dividing a market into customer groups that share similar characteristics, such as demographics or behavior; 3) Positioning refers to how customers perceive a product or service in relation to its competitors; and 4) The marketing mix (4Ps) comprises the tools that companies utilize to achieve their marketing objectives and attract and retain customers, namely product, price, place, and promotion (Fahmi & Ali, 2022).

Marketing Management has been studied by several researchers and is relevant to research conducted by: (Marbun et al., 2022), (Nurjaman, 2021), (Nofiani & Mursid, 2021).

Sales Strategy

A sales strategy is a strategic plan designed to accomplish an organization's sales goals. It entails a tactical approach to identifying target markets, developing effective sales strategies, assembling sales teams, and establishing performance objectives. Sales tactics are designed to enhance sales volume, broaden market share, and enhance customer satisfaction (Effendy, 2019).

The indicators or dimensions contained in the Sales Strategy variable include: 1) Targeting involves identifying the specific demographic or psychographic group of customers who are most likely to make a purchase, enabling a company to concentrate its efforts on the most lucrative segments; 2) Sales tactics encompass the various methods and strategies employed to accomplish sales goals, such as face-to-face selling, online marketing, and promotional campaigns; and 3) Sales team management entails overseeing and inspiring the

sales team to achieve peak performance, which includes providing training, offering incentives, and monitoring their progress (Khoiri Abdi & Febriyanti, 2020).

Sales Strategy has been studied by several researchers and is relevant to research conducted by: (Latif et al., 2021), (Purnama & Andarini, 2023), (Husadha et al., 2020).

Business Concept

A business concept is a conceptual framework that outlines the operational strategy of a business with the aim of generating income. The document encompasses the precise explanations of the product or service provided, the specific audience it targets, the strategic approach to marketing, the operational framework, and the financial blueprint. A company concept aids business owners in comprehending the market, identifying their competitive advantage, and devising an efficient strategy for attaining success (Panggabean et al., 2023).

The indicators or dimensions contained in the Business Concept variable include: 1) A value proposition is a statement that explains the distinct advantages that a product or service provides to customers, setting it apart from competitors; 2) A revenue model outlines how a business generates income from its offerings, such as through direct sales, subscriptions, or advertising; 3) An operational structure describes how a business is structured and how work processes are organized to achieve efficiency and effectiveness; and 4) A marketing strategy outlines how a company promotes and sells its products to its intended customers, including specific marketing tactics and distribution channels (Li & Chan, 2019).

The Business Concept has been studied by several researchers and is relevant to research conducted by: (Roliansyah et al., 2022) and (Zein, 2023).

Success Indicator

Success Indicators are measures that quantify a company's performance and success in meeting its goals and objectives. These indicators encompass financial factors such as revenue, profit, and cash flow; customer factors such as satisfaction and retention; and operational factors such as efficiency and quality. Using success indicators enables firms to track progress, identify areas for development, and make data-driven decisions to achieve long-term growth (Sari, 2020).

The indicators or dimensions contained in the Success Indicator variable include: 1) Financial indicators such as revenue, profit, and cash flow assess the financial well-being of the business and its capacity to generate value for shareholders; 2) Customer metrics such as customer happiness and retention gauge the business's capability to retain and grow its client base; 3) Operational aspects, such as efficiency, productivity, and quality, assess the effectiveness and efficiency of a business's operations; and 4) Employee development encompasses metrics like training and development, employee satisfaction, and employee retention rates, which indicate how well a business manages and motivates its workforce (Ardiansyah, 2018).

Success Indicators have been studied by several researchers and are relevant to research conducted by: (Sari, 2020), (Ardiansyah, 2018), (Nasution et al., 2022).

Relevant Previous Research

Reviewing related publications as a basis for formulating research hypotheses by describing previous research findings, highlighting similarities and differences with the research proposal, as illustrated in table 1 below:

Table 1. Relevant Previous Research Results

No	Author (Year)	Research Results	Similarities with this article	Differences with this article	Basic Hypothesis
----	---------------	------------------	--------------------------------	-------------------------------	------------------

1.	(Nurchayanti & Faizah, 2022)	Sales strategies have an impact on increasing product sales at the Imamgift.Art Store, which is included in marketing management.	The Influence of Sales Strategy on Marketing Management	There is a research object, namely the Imamgift.Art Store	H1
2.	(Violin et al., 2022)	The concept of low cost carrier business and service quality influences marketing management, namely customer satisfaction and loyalty at Lion Airlines in Indonesia.	The influence of business concepts on marketing management	There is a research object, namely Lion Airlines in Indonesia.	H2
3.	(Sianturi, 2020)	Success indicators have an impact on increasing the competitiveness of MSMEs, which includes marketing management.	The influence of success indicators on marketing management	There are research objects, namely MSMEs	H3
4.	(Dewanti, 2022)	Entrepreneurial characteristics and sales strategies influence the development of MSMEs in Buleleng Regency, which includes entrepreneurship.	The influence of sales strategy on marketing management	The influence of entrepreneurial characteristics on the development of MSMEs. In addition, this research was conducted in Buleleng Regency	H4
5	(Darmawan et al., 2022)	Business literacy, business concepts and risk tolerance influence employee entrepreneurial skills	The influence of business concepts on entrepreneurship	The influence of business literacy and risk tolerance on employee entrepreneurial skills	H5
6	(Syafei et al., 2021)	Innovation and Creativity, which are indicators of success, have an influence on the success of entrepreneurship in clothing tailors in Baturaja Timur District, OKU Regency.	The Influence of Success Indicators on Entrepreneurship	There are research objects conducted in Baturaja Timur District, Oku Regency.	H6
7	(Hajar & Sukaatmadja, 2016)	Entrepreneurial orientation included in marketing management influences marketing performance towards competitive advantage.	The influence of marketing management on competitive advantage (entrepreneurship)	The influence of entrepreneurial orientation on competitive advantage	H7

Discussion

Based on the formulation of the problem and relevant previous research, the discussion in this article is as follows:

The Influence of Sales Strategy on Marketing Management

The inclusion of targeting, sales techniques, and sales team management in sales strategies has a substantial influence on marketing management, encompassing market analysis, market segmentation, positioning, and marketing mix. Precise targeting enables organizations to concentrate on the most promising market groups, enhancing the efficiency and effectiveness of marketing endeavors. Through precise market targeting, organizations can gather pertinent data for market analysis, comprehend customer requirements and inclinations,

and discern novel trends and prospects. This enhances market analysis, enabling organizations to formulate more focused and influential marketing plans.

Sales methods are crucial in bolstering marketing management. Utilizing sales strategies such as personal selling, sales promotions, and digital marketing can enhance market segmentation by directly and efficiently targeting certain consumer segments. These sales strategies enable organizations to directly engage with customers, gain a deeper understanding of their needs, and tailor product or service offerings to their preferences. Furthermore, employing inventive and focused sales strategies can aid in effectively placing products or services in the market, guaranteeing that the offering is seen as desirable by the organization and aligns with client expectations.

Effective management of the sales staff is a crucial factor that impacts marketing management. An well organized sales team has the ability to collect and offer useful market input, which can then be utilized to enhance marketing efforts. Sales team management encompasses the activities of instructing, inspiring, and overseeing the team's performance to guarantee optimal productivity and effectiveness. By cultivating a highly skilled and driven sales crew, a company can enhance the caliber of client interactions, thereby bolstering customer happiness and loyalty. Effective sales team performance facilitates the collection of precise data on client preferences and behavior, enabling valuable insights for market analysis and the development of targeted segmentation tactics.

The marketing mix, including of product, price, place, and promotion, is significantly impacted by sales strategy. Precise targeting facilitates the identification of which products to provide, to whom they should be offered, and how to set their prices. Through comprehending the target market, a corporation may create items that fulfill precise client requirements and establish prices that align with the value felt by buyers. Employing appropriate sales strategies can enhance the efficacy of promotional efforts, guaranteeing that marketing communications effectively reach the desired target population and stimulate buy behavior. Furthermore, effective sales team management guarantees seamless product distribution, assuring timely availability of products in the appropriate locations. This is a crucial component of the marketing mix.

Furthermore, a proficient sales plan can enhance the oversight of product placement in the market. By comprehending the specific demographic that a company is targeting and employing effective sales strategies, organizations can guarantee that their products or services are seen favorably by clients. Effective placement ensures that the product or service remains in the forefront of customers' minds and is selected when they require a suitable solution. Additionally, it enables organizations to distinguish themselves from rivals, establishing a robust and distinctive brand identity in the perceptions of customers. Therefore, effective sales contribute to the marketing department's endeavors to establish and sustain a robust market position.

In summary, the incorporation of targeting, sales methods, and sales team management into a sales strategy greatly influences marketing management. By employing precise targeting strategies, organizations may identify the most lucrative market niches and optimize their marketing efforts accordingly. Effective sales methods facilitate the achievement of reaching and influencing clients, hence enhancing market segmentation and product placement. Effective sales team management enables optimal team performance and facilitates valuable feedback for market analysis and strategy formulation. Therefore, a robust sales strategy enhances both sales performance and the overall marketing management endeavor, helping the organization to efficiently and successfully accomplish its business objectives.

The Influence of Business Concepts on Marketing Management

The business ideas of value proposition, revenue model, operational structure, and marketing strategy greatly influence marketing management, which encompasses market analysis, market segmentation, positioning, and the marketing mix. A value proposition is a concise declaration that elucidates the distinctive advantages that a company's product or service provides to its clients. A robust value proposition facilitates market analysis by offering clear direction on client preferences and desires, enabling the organization to effectively gather and understand market data. Additionally, it facilitates market segmentation by attracting distinct client groups with similar requirements and preferences through a well-defined value proposition.

A revenue model outlines the specific methods by which a corporation generates income from its product or service offerings. An in-depth comprehension of the revenue model enables a corporation to ascertain the market sectors that yield the highest profitability and are deserving of concentrated attention. For instance, if the revenue model is dependent on recurring sales or subscriptions, the organization must do a market analysis to identify client groupings with a strong likelihood of exhibiting high levels of loyalty. Hence, the revenue model plays a crucial role in determining how corporations divide markets into segments and focus their marketing strategies to optimize revenue.

The operational structure refers to the organization and management of a firm, as well as the methods used to carry out business procedures in order to achieve optimal efficiency and effectiveness. An effective operating framework enables a company to promptly adapt to market fluctuations, which is crucial in doing dynamic market analysis. Furthermore, a well-designed operational framework facilitates the execution of successful marketing tactics. For instance, a corporation with a robust supply chain and streamlined distribution may guarantee the availability of products at the appropriate location and time, thereby bolstering the marketing mix (comprising the 4Ps: product, price, place, and promotion). The operational structure also facilitates the product's positioning in the market, ensuring that it is regarded by customers according to the company's desired perception. A marketing strategy is an all-encompassing blueprint that outlines the methods and tactics a firm will employ to advertise and distribute its products to consumers. An effective marketing plan should be founded upon thorough market study and accurate market segmentation. The marketing strategy encompasses the company's approach to promoting its products or services in the market and devising an efficient marketing mix. The marketing strategy is influenced by the value proposition, revenue model, and operational structure, which ensures that the chosen marketing technique aligns with the company's internal capabilities and the external market's needs.

An explicit and compelling value proposition plays a crucial role in developing a potent marketing strategy by emphasizing the distinct advantages provided to clients, so setting the product apart from competitors. An explicitly defined revenue model has a significant impact on pricing and promotion strategies, guaranteeing that organizations can successfully meet their revenue goals. A streamlined operational framework facilitates the implementation of marketing goals by guaranteeing the cost-efficient and timely production and distribution of products. The business concept, which includes the value proposition, revenue model, operational structure, and marketing strategy, significantly influences marketing management. By comprehending and controlling these factors, businesses may carry out more exact market analysis, formulate more refined market segmentation, strategically place items, and enhance their marketing strategies. By doing this, firms can enhance consumer value, elevate customer satisfaction, and get a competitive edge in the market.

The Influence of Success Indicators on Marketing Management

Financial indicators, customer metrics, operational factors, and personnel development are important success indicators that greatly influence marketing management. Marketing management encompasses market analysis, market segmentation, positioning, and marketing mix. Financial metrics, such as revenue, profit, and cash flow, offer a comprehensive assessment of the company's financial well-being. Companies with strong financial stability are able to allocate sufficient resources towards comprehensive market analysis, which is crucial for comprehending client patterns, requirements, and inclinations. By maintaining a solid financial position, organizations are able to carry out extensive market research, enabling them to more precisely identify both possibilities and threats in the market.

Customer metrics, like as measures of customer happiness and rates of client retention, are crucial factors in the process of market segmentation. High customer satisfaction rates suggest that the product or service provided has fulfilled or beyond consumer expectations. This data can be utilized to ascertain the most lucrative market segments and formulate more targeted marketing tactics. High customer retention signifies loyalty, which may be leveraged to create marketing efforts that specifically target comparable client segments. Through a comprehensive understanding of consumer metrics, organizations can enhance their ability to categorize the market into similar sectors, enabling the implementation of more focused and streamlined marketing campaigns.

The operational characteristics, such as the effectiveness of production and distribution procedures, have a direct impact on the marketing mix. Optimized operations guarantee timely production and cost-effectiveness in delivering products. It is crucial for deciding the pricing of products, ensuring that the prices are both competitive and profitable. Operational efficiency plays a crucial role in facilitating the distribution component of the marketing mix by ensuring that products are accessible in the appropriate location and at the appropriate time. Moreover, streamlined procedures enable organizations to promptly adapt to shifts in market demand, a crucial aspect in conducting market analysis and refining marketing plans.

Employee development is a crucial determinant that impacts every facet of marketing management. Proficient and driven staff are more capable of gathering and evaluating market data, resulting in more profound understanding of client patterns and requirements. Employee development improves the marketing team's capacity to execute successful market segmentation plans, guaranteeing tailored treatment for each category based on its unique requirements. Proficient and driven personnel also have a crucial impact on product positioning in the market. They possess the ability to articulate the value proposition to customers in a clear and effective manner, establish a robust brand image, and distinguish the product from competitors.

Indicators of success, such as financial data, customer metrics, operational elements, and personnel development, greatly influence marketing management. Having a strong financial condition enables the ability to allocate resources towards conducting comprehensive market research and analysis. Customer metrics are used to determine the market segments that provide the highest profits and to create focused marketing strategies. The efficient operational features facilitate the implementation of marketing mix strategies by assuring the effective production and distribution of products. Employee development is essential for equipping the marketing team with the necessary skills and motivation to successfully execute impactful marketing initiatives. Through the administration and optimization of these key performance indicators, firms may enhance the efficiency of their marketing management, get a competitive edge in the market, and provide more value for their consumers.

The Influence of Sales Strategy on Entrepreneurship

The incorporation of sales strategies encompassing targeting, sales techniques, and sales team management exerts a substantial influence on multiple facets of entrepreneurship, such as innovation, risk-taking, vision, and decision-making prowess. Efficient targeting enables an entrepreneur to concentrate on the market segments that offer the highest potential and relevance to their products or services. Entrepreneurs can create focused innovations that effectively solve market challenges or fulfill customer needs by gaining a thorough understanding of their target audience and their requirements. Innovations that are guided by a profound comprehension of the target market are more likely to achieve success and have a significant effect. This is because they are grounded on tangible data and extensive customer insights.

The utilization of sales methods also significantly contributes to bolstering the innovation and risk-taking elements. Entrepreneurs can immediately assess the market's response to new products or services by employing effective sales strategies, such as personal selling, sales promotions, and digital marketing. By employing these sales approaches, businesses are able to acquire prompt and precise feedback from clients, which may be utilized to guide subsequent innovation or modify the product to better align with market demands. Furthermore, entrepreneurs can distinguish themselves from rivals and captivate customers through the use of inventive sales strategies. When it comes to taking risks, employing a variety of sales strategies offers entrepreneurs several methods for assessing market opportunities and potential hazards. This enables them to make more knowledgeable and daring choices when it comes to growing their firms.

Effective sales team management is a crucial factor that significantly impacts an entrepreneur's strategic vision and decision-making prowess. An efficiently organized sales team can offer invaluable data and input, which is crucial for formulating and adapting the corporate vision. Entrepreneurs can gain insights into industry trends, new opportunities, and future difficulties by actively seeking input from the sales team. This enables them to consistently enhance their vision and guarantee that the company's strategy orientation remains pertinent and flexible to market fluctuations. Furthermore, proficient sales team management entails entrepreneurs having access to precise and current information, enabling them to make prompt and suitable judgments. Access to accurate and reliable information empowers entrepreneurs to make informed decisions on product strategy, marketing, and business development.

In summary, an encompassing sales strategy that encompasses targeting, sales methods, and sales team management is crucial in bolstering and cultivating entrepreneurial talents. Accurate targeting enables entrepreneurs to innovate with effectiveness and relevance to meet market demands. Utilizing innovative and adaptable sales strategies enables more effective market testing and evaluation, facilitating more strategic risk-taking. Effective sales team management offers feedback and data that bolster the formation of a distinct vision and robust decision-making abilities. Through the incorporation of efficient sales tactics, entrepreneurs can enhance their ability to oversee and expand their firms, foster the creation of groundbreaking products and services, undertake well-informed risks, cultivate a flexible vision, and make decisions grounded on robust facts and profound insights. This not only enhances the likelihood of business success but also enables entrepreneurs to persistently expand and adjust in a dynamic and competitive business environment.

The Influence of Business Concepts on Entrepreneurship

The business concept, encompassing the value proposition, revenue model, operational structure, and marketing strategy, exerts a significant influence on multiple facets of entrepreneurship, such as innovation, risk appetite, vision, and decision-making acumen. A value proposition is a concise declaration of the distinct advantages that a product or service provides to clients. A robust value proposition stimulates innovation by offering a distinct guidance for the creation of products and services that genuinely fulfill client requirements and desires. Entrepreneurs who possess a compelling value proposition are inclined to exhibit greater creativity in developing novel and pertinent solutions, hence enhancing their business's competitive edge in the marketplace.

The revenue model, which delineates the means by which a company generates income, also exerts a substantial influence on entrepreneurship. An explicit and pragmatic revenue model enables entrepreneurs to make well-informed decisions on the allocation of resources and the formulation of business development strategies. Entrepreneurs who possess a profound comprehension of how the business generates money are more inclined to undertake the necessary risks to innovate new items or venture into new markets. Calculated risks made upon a robust revenue model are typically more quantifiable and carry a greater likelihood of achieving success. Furthermore, an inventive revenue model might confer a competitive edge by generating novel sources of income that competitors may not have investigated.

An effective operational framework is another crucial factor that impacts entrepreneurial capability. An effective operational framework guarantees the seamless and efficient functioning of a business, enabling entrepreneurs to concentrate on innovation and business growth without being diverted by daily operational challenges. By conducting effective operations, entrepreneurs can discern and execute process enhancements and innovations that have the potential to amplify productivity and curtail expenses. Moreover, a robust operational framework enables entrepreneurs to promptly adapt to market fluctuations, a crucial aspect in a dynamic economic landscape. Operational efficiency enhances the ability to take risks by providing well-managed organizations with greater flexibility and resources to navigate volatility.

The marketing strategy is a crucial determinant of entrepreneurship. A well-executed marketing plan enables entrepreneurs to efficiently and effectively reach and influence their intended audience. Through the implementation of an effective marketing plan, entrepreneurs can effectively convey their unique selling proposition, establish a robust brand identity, and generate a high level of demand for their offerings. An effective marketing strategy also offers significant insights about client preferences and habits, which can be utilized to inform product innovation and decision-making. Rapid and well-informed decision-making, relying on precise marketing data, is crucial for achieving success in entrepreneurship. Furthermore, an effective marketing plan enables entrepreneurs to discern and capitalize on emerging market prospects, so bolstering their aspirations for firm development and enlargement.

The whole business concept, encompassing the value proposition, revenue model, operational structure, and marketing strategy, exerts a substantial impact on entrepreneurial capabilities. A robust value proposition stimulates innovation by offering a distinct orientation for the advancement of products and services. An explicit revenue model facilitates the ability to take more deliberate and strategic risks. An effective operational framework guarantees the seamless functioning of the business and its ability to adjust to market fluctuations. A successful marketing strategy facilitates the cultivation of a robust vision and the ability to make informed decisions using precise facts. By effectively integrating and overseeing these components, entrepreneurs may establish a business that is inventive, willing to undertake strategic risks, have a distinct vision, and is capable of making informed choices to attain enduring prosperity.

The Influence of Success Indicators on Entrepreneurship

Success indicators, such as financial metrics, customer metrics, operational factors, and personnel growth, have a substantial influence on many aspects of entrepreneurship, including innovation, risk-taking, vision, and decision-making prowess. Financial metrics, such as sales, profitability, and cash flow, offer a concise assessment of the financial well-being of the organization. Entrepreneurs with strong financial well-being may dedicate sufficient resources to research and development endeavors, which in turn fosters innovation. Moreover, possessing financial stability empowers businesses to undertake more daring ventures, such as allocating funds towards novel initiatives or venturing into unexplored sectors, as they possess the necessary financial resources to manage any potential setbacks.

Customer metrics, such as customer happiness, retention, and loyalty, are crucial for facilitating innovation and encouraging risk-taking. A high level of customer satisfaction signifies that the company's products or services are aligned with market demands and expectations, establishing a solid basis for future innovation. Entrepreneurs can utilize client feedback to pinpoint areas of enhancement and uncover prospects for creating novel products or services. Entrepreneurs are emboldened to take chances when they have high customer retention and loyalty, since they can rely on a solid and devoted client base to back new offerings.

The operational characteristics, such as the efficiency of production and distribution processes, directly influence an entrepreneur's capacity to innovate and assume risks. Optimizing operations enables organizations to manufacture products with reduced expenses and quicker turnaround times, granting them the adaptability to explore novel concepts and undertake well-considered gambles. Operational efficiency enables organizations to promptly react to fluctuations in market demand, facilitating entrepreneurs' capacity to adjust their strategies and ideas to ever-changing market conditions.

Employee development is a crucial determinant of innovation, risk tolerance, foresight, and decision-making proficiency. Proficient and driven individuals possess the capacity to make substantial contributions to the process of innovation. They possess the ability to propose innovative concepts, enhance current procedures, and contribute to the advancement of superior products or services. Enhancing employee development also improves a company's capacity to undertake risks, since a proficient and well-informed staff can more efficiently handle and reduce hazards. Furthermore, highly skilled and driven personnel may assist entrepreneurs in clearly expressing and actively pursuing their long-term vision, guaranteeing that all members of the team are in agreement with the company's strategic objectives.

Indicators of success include financial metrics, customer metrics, operational factors, and personnel development exert a significant influence on entrepreneurship. Robust financial metrics establish a solid basis for increased innovation and willingness to take risks. Favorable consumer metrics bolster ongoing innovation efforts and establish a strong basis for strategic risk-taking. Operational efficiency facilitates swift adaptation to market fluctuations and facilitates inventive exploration. Employee development is crucial for equipping teams with the required skills and motivation to effectively support a long-term vision and make informed decisions. Entrepreneurs can achieve long-term business success and development by effectively controlling and maximizing success indicators. This involves creating an atmosphere that fosters innovation, encourages strategic risk-taking, communicates a clear vision, and makes data-driven decisions.

The Influence of Marketing Management on Entrepreneurship

The impact of marketing management, which encompasses market analysis, market segmentation, positioning, and marketing mix, on entrepreneurship, which involves

innovation, risk-taking, vision, and decision-making prowess, is highly crucial. Market analysis enables businesses to comprehend client wants and preferences, discern market trends, and assess the current market potential. By using the insights gained from market analysis, entrepreneurs may strategically focus their innovation endeavors, develop products or services that align with market demand, and offer distinctive solutions. Furthermore, conducting comprehensive market analysis aids in the identification of novel prospects and the anticipation of shifts in consumer behavior, serving as the foundation for making well-informed decisions regarding risk.

Market segmentation enables entrepreneurs to divide the market into smaller, more distinct categories based on demographic, psychographic, and behavioral attributes. Entrepreneurs may enhance the effectiveness of their marketing efforts by comprehending the distinct requirements and preferences of these categories. Market segmentation enables entrepreneurs to find the most promising market segments for new product or service developments and select the most suitable positioning strategy for marketing products or services to these segments. Positioning refers to the strategic approach that businesses employ to establish the perception of their products or services in the minds of consumers, particularly in comparison to their competitors. By implementing an effective placement strategy, entrepreneurs can distinguish their products or services from rivals, emphasize their distinctive benefits, and captivate the interest of prospective customers. Strategic positioning also impacts entrepreneurs' business vision by enabling them to clearly express the value they aim to offer to clients and how they aspire to be recognized in the market.

The marketing mix comprises four primary components: product, pricing, place, and promotion. Entrepreneurs may optimize each piece of the marketing mix to effectively reach their business goals. An original and unique product can distinguish a company from its competitors, while the appropriate pricing can impact customers' impression of value and drive increased demand. An efficient distribution strategy offers convenient access to products or services for clients, while intelligent and targeted marketing effectively capture customers' attention and enhance brand recognition. Effective management of the marketing mix enables entrepreneurs to cultivate a robust brand identity, enhance the desirability of their offerings, and shape customers' assessments of value and excellence.

In general, marketing management has a significant impact on entrepreneurship. Market analysis, market segmentation, positioning, and the marketing mix offer entrepreneurs a strong framework to create groundbreaking products or services, undertake strategic risks, construct a distinct vision, and make informed decisions rooted in a profound comprehension of the market and customers. Entrepreneurs can enhance their prospects for success in a dynamic and competitive business landscape by incorporating these marketing concepts into their business plan.

Conceptual Framework

Based on the formulation of the problem, relevant previous research and the results and discussion of the research above, including:

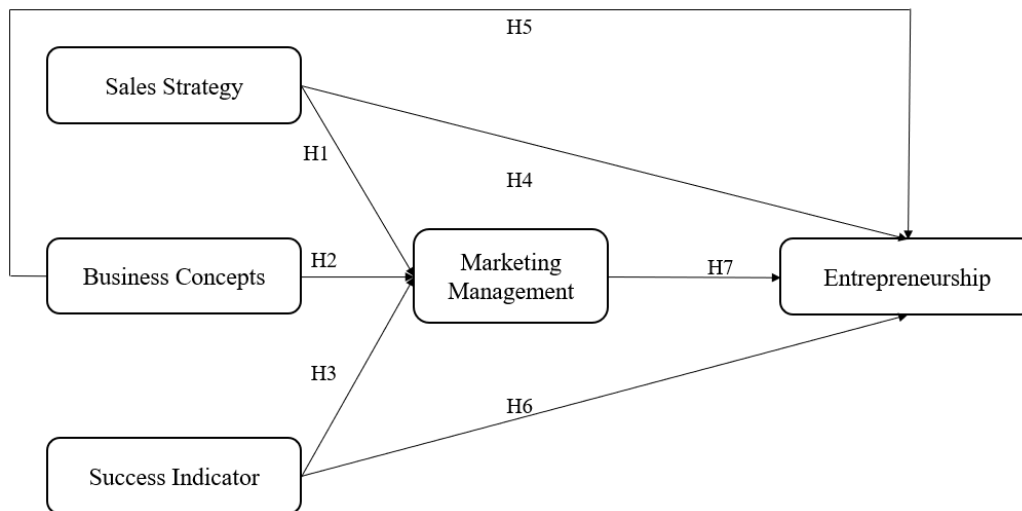


Figure 1. Conceptual Framework

Based on Figure 1 above, sales strategy, business concept and success indicators influence entrepreneurship with marketing management as a mediating variable. In addition to the independent variables (sales strategy, business concept and success indicators) above that influence the dependent variable (marketing management and entrepreneurship), there are other variables that influence marketing management and entrepreneurship, including:

- 1) Organizational Culture: (Susanto, Simarmata, et al., 2024), (Ali et al., 2022), (Putri et al., 2023), (Sitanggang et al., 2022).
- 2) Consumer Behavior: (Widayati et al., 2019), (Fitriani et al., 2022), (Merida & Fitriyana, 2019).
- 3) Technological Development: (Basiroh et al., 2020), (Aziz et al., 2020), (Susanti et al., 2023).

CONCLUSION

Based on the problem background, problem formulation, previous research, results and discussion above, the following research conclusions were obtained:

1. Sales Strategy influences Marketing Management;
2. Business Concept influences Marketing Management;
3. Success Indicator influences Marketing Management;
4. Sales Strategy influences Entrepreneurship;
5. Business Concept influences Entrepreneurship;
6. Success Indicator influences Entrepreneurship; and
7. Marketing Management influences Entrepreneurship.

REFERENCE

- Aini, Q., & Oktafani, F. (2020). Pengaruh Pengetahuan Kewirausahaan, Motivasi Berwirausaha dan Lingkungan Keluarga Terhadap Minat Berwirausaha Mahasiswa Fakultas Komunikasi dan Bisnis Telkom University. *Jurnal Ilmiah Ekonomi Dan Bisnis*, 17(2), 151–159.
- Ali, H., & Limakrisna, N. (2013). Metodologi Penelitian (Petunjuk Praktis Untuk Pemecahan Masalah Bisnis, Penyusunan Skripsi (Doctoral dissertation, Tesis, dan Disertasi. In *In Deppublish: Yogyakarta*.
- Ali, H., Sastrodiharjo, I., & Saputra, F. (2022). Measurement of Organizational Citizenship Behavior: Workload, Work Culture and Motivation (Literature Review Study). *Journal of Multidisciplinary Science*, 1(1), 83–93.

- Andrian, A., Supardi, Jumawan, Hadita, Ch. Indra Putra, W. Widjanarko, D. Kurniawan, & Hafizah. (2021). Peningkatan Kemampuan Guru Melalui Pelatihan Kewirausahaan Dan Motivasi Model Pembelajaran Daring. *Jurnal Abdimas Ekonomi Dan Bisnis (JAmEB)*, 1(2), 33–38. <https://doi.org/10.31599/jameb.v1i2.889>
- Ardiansyah, T. (2018). Perspektif Tingkat Kemampuan dan Transformasi Wirausahawan Merubah Risiko Menjadi Sukses Berwirausaha. *Sosio E-Kons*, 10(2), 165–178.
- Aziz, M., Marcellino, Y., Rizki, I. A., Ikhwanuddin, S. A., & Simatupang, J. W. (2020). Studi Analisis Perkembangan Teknologi Dan Dukungan Pemerintah Indonesia Terkait Mobil Listrik. *TESLA: Jurnal Teknik Elektro*, 22(1), 45–55. <https://doi.org/10.24912/tesla.v22i1.7898>
- Basiroh, B., Asmarajati, D., & Fatmafury, W. (2020). Pengaruh User Interface Toko Online Terhadap Kenyamanan Pengguna Studi Kasus Pada E – Commerce Wonosobo Mall. *Jurnal Device*, 10(1), 33–37. <https://doi.org/10.32699/device.v10i1.1484>
- Darmawan, D., Nurani, R., Putra, A. R., Mardikaningsih, R., & Halizah, S. N. (2022). Pengaruh Literasi Bisnis dan Toleransi Risiko Terhadap Keterampilan Kewirausahaan Karyawan. *TIN: Terapan Informatika Nusantara*, 3(4), 143–149.
- Dewanti, M. A. (2022). Pengaruh karakteristik wirausaha dan strategi pemasaran terhadap perkembangan UMKM di Kabupaten Buleleng. *Bisma: Jurnal Manajemen*, 8(1), 236–242.
- Effendy, A. A. (2019). Analisis Bauran Pemasaran Dalam Meningkatkan Volume. *Jurnal Ilmiah*, 1(1), 79–95.
- Fahmi, I., & Ali, H. (2022). DETERMINATION OF CAREER PLANNING AND DECISION MAKING: ANALYSIS OF COMMUNICATION SKILLS, MOTIVATION AND EXPERIENCE (LITERATURE REVIEW HUMAN RESOURCE MANAGEMENT). *Dinasti International Journal of Management Science*, 3(5), 823–835.
- Fitriani, I., Hadita, H., & Faeni, D. P. (2022). The impact of Viral Marketing on Purchase Intention mediated by Consumer Behavior (Study on Tiktok User of Management Students at Bhayangkara Jakarta Raya University). *Journal of Sustainable Community Development (JSCD)*, 4(2), 84–91. <https://doi.org/10.32924/jscd.v4i2.72>
- Hajar, S., & Sukaatmadja, I. P. G. (2016). Peran Keunggulan Bersaing Memediasi Pengaruh Orientasi Kewirausahaan Terhadap Kinerja Pemasaran. *E-Jurnal Manajemen Unud*, 5(10), 6580–6609.
- Hamdan, H., Ali, H., Mahaputra, M. R., Marlapa, E., Maharani, A., Mahaputra, M. R., Saputra, E. B., Satriawan, N., Nofrialdi, R., Setiawan, H. A., Yandi, A., Gupron, G., & Saputra, F. (2023). INDONESIAN ONLINE SHOPPING PERSPECTIVE: RELATIONSHIP E-SATISFACTION, E-COMMITMENT, E-WOM AND E-REPURCHASE INTENTION. *International Journal of Professional Business Review*, 8(7), 1–26.
- Husadha, C., Winarso, W., Hidayat, W. W., Widjanarko, W., Suryati, A., & Fikri, A. W. N. (2020). Pelatihan Strategi Peningkatan Pemasaran, Penjualan dan Pelaporan Akuntansi melalui Pembuatan Website di Yayasan Duta Bangsa Indonesia di Cikarang. *Jurnal Pengabdian Kepada Masyarakat UBJ*, 3(1), 11–20. <https://doi.org/10.31599/jabdinas.v3i1.51>
- Ikhsan, R. F., Devi, A., & Kosim, A. M. (2020). Analisis Strategi Pemasaran Dalam Meningkatkan Penjualan Rumah Makan Pecak Hj. Sadiyah Cilodong Depok. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 2(1), 22–47. <https://doi.org/10.47467/elmal.v2i1.329>
- Jumawan, J., Saputra, F., & Prabowo, P. B. (2023). Determinasi Pelatihan Florist dan Kualitas Pelayanan Kewirausahaan Pada Kejutbypugo Kota Bekasi. *OPTIMAL: Jurnal Ekonomi Dan Manajemen*, 3(4), 216–227.
- Junikon, E., & Ali, H. (2022). The Influence of Product Quality and Sales Promotion on

- Repurchase Intention & Impulsive Buying (Marketing Management Literature Review). *Dinasti International Journal of Management Science*, 4(2), 297–305.
- Khoiri Abdi, M., & Febriyanti, N. (2020). Penyusunan Strategi Pemasaran Islam dalam Berwirausaha di Sektor Ekonomi Kreatif Pada Masa Pandemi Covid-19. *El-Qist : Journal of Islamic Economics and Business (JIEB)*, 10(2), 160–178. <https://doi.org/10.15642/elqist.2020.10.2.160-178>
- Latif, N., Mandey, S. L., Tampenaw, J. L. A., Swot, S., Meningkatkan, D., Pada, P., & Rumah, U. (2021). Strategi Swot Dalam Meningkatkan Penjualan Pada Umkm Rumah Makan Padang Raya Santiago Sario Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 9(2), 1146–1154.
- Li, T. (Carol), & Chan, Y. E. (2019). Dynamic information technology capability: Concept definition and framework development. *Journal of Strategic Information Systems*, 28(4), 101575. <https://doi.org/10.1016/j.jsis.2019.101575>
- Marbun, M. B., Ali, H., & Dwikoco, F. (2022). Pengaruh Promosi, Kualitas Pelayanan Dan Keputusan Pembelian Terhadap Pembelian Ulang (Literature Review Manajemen Pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(2), 716–727.
- Merida, S. C., & Fitriyana, R. (2019). Analysis on College Student Who Use Gadget, Basic for Behavior Intervention Plan. *Advances in Social Science, Education and Humanities Research (ASSEHR)*, 219(Icpc), 100–104. <https://doi.org/10.2991/icpc-18.2019.9>
- Nasution, U. H., Zahri, C., Junaidi, L. D., Iskandar, E., Siregar, L. H., & Iwanda, M. S. (2022). PKM KARAKTER WIRAUSAHA SUKSES. *RESWARA: Jurnal Pengabdian Kepada Masyarakat*, 3(2), 573–581.
- Nofiani, P. W., & Mursid, M. C. (2021). Pentingnya Perilaku Organisasi Dan Strategi Pemasaran Dalam Menghadapi Persaingan Bisnis di Era Digital. *Jurnal Logistik Bisnis*, 11(2), 71–77.
- Nurchayanti, F. W., & Faizah, S. M. (2022). Pengaruh Strategi Pemasaran untuk Meningkatkan Penjualan Produk UMKM Studi terhadap Toko Imamgift. *Art. Eqien-Jurnal Ekonomi Dan Bisnis*, 11(02), 302–315.
- Nurjaman, K. (2021). Manajemen Pemasaran Hotel Untuk Dalam Mempertahankan Pelanggan di Masa New Normal. *AKSELERASI: Jurnal Ilmiah Nasional*, 3(3), 72–78. <https://doi.org/10.54783/jin.v3i3.486>
- Panggabean, H. L., Subagio, M., Sofiati, N. A., & Susanto, C. (2024). Business Management : Analysis of Entrepreneurship and Marketing Mix. *Siber International Journal of Digital Business*, 2(1), 33–46.
- Panggabean, H. L., Widiyanto, P., Yulihapsari, I. U., Perwitasari, E. P., Maianto, T., & Suryawan, R. F. (2023). Concepts Marketing Mix: Increase in Sales of Airlines Ticket on Route International. *International Journal of Asian Business and Management*, 2(5), 721–730.
- Purnama, A. F., & Andarini, S. (2023). Marketing Strategy Using Swot Analysis to Increase Sales Volume Of " JK Motor " Car Spare Parts Strategi Pemasaran Menggunakan Analisis Swot Untuk Meningkatkan Volume Penjualan Sparepart Mobil “ JK Motor .” *Management Studies and Entrepreneurship Journal*, 4(4), 4397–4406.
- Putri, G. A. M., Fauzi, A., Saputra, F., Danaya, B. P., & Puspitasari, D. (2023). Pengaruh Pengembangan Karier, Budaya Organisasi dan Beban Kerja terhadap Kepuasan Kerja Karyawan (Literature Review MSDM). *Jurnal Ekonomi Manajemen Sistem Informasi (Jemsi)*, 5(2), 99–110. <https://doi.org/https://doi.org/10.31933/jemsi.v5i2>
- Roliansyah, A., Utami, A. P., Asnaini, A., & Afrianty, N. (2022). Analisis Transaksi Jual Beli Online di Marketplace Shopee Menurut Konsep Bisnis Islam pada Masa Pandemi Covid 19. *Juremi: Jurnal Riset Ekonomi*, 1(5), 443–456.
- Saputra, F., Mahaputra, M. R., & Maharani, A. (2023). Pengaruh Jiwa Kewirausahaan terhadap

- Motivasi dan Minat Berwirausaha (Literature Review). *Jurnal Kewirausahaan Dan Multi Talenta (JKMT)*, 1(1), 42–53.
- Sari, I. M. (2020). Faktor-Faktor Sukses Wirausaha Wanita di Sumatera Barat. *Jurnal Manajemen Strategik Dan Simulasi Bisnis*, 1(2), 91–111.
- Sianturi, R. D. (2020). Manajemen pemasaran menggunakan analisis SWOT pada UMKM guna meningkatkan daya saing UMKM. *Journal of Business and Economics Research (JBE)*, 1(1), 45–50.
- Sitanggang, R., Anggiani, S., Djasfar, F., & Arafah, W. (2022). The Influence of Organizational Culture, Job Satisfaction, and Servant Leadership on Service Quality Mediated by Affective Commitment in Freight Forwarding Companies. *Journal of Economics, Finance and Management Studies*, 05(12), 3990–3999. <https://doi.org/10.47191/jefms/v5-i12-60>
- Sriayudha, Y., Octavia, A., & Indrawijaya, S. (2020). Entrepreneurial Orientation and Market Orientation in Business Performance of SMEs: An Exploration of the Impact on E-Commerce Adoption. *8th International Conference of Entrepreneurship and Business Management Untar (ICEBM 2019)*, 158–163.
- Suryawan, R. F., Susanto, P. C., & Agusinta, L. (2024). Model Service Quality : Case Study Indonesian Domain. *Dinasti International Journal Of Digital Business Management*, 5(2), 293–302.
- Susanti, S. N., Hermawan, N. A., & Pattihahuan, A. (2023). Kemajuan Teknologi dan Pemahaman Terhadap Minat Generasi Z dalam Berinvestasi di Pasar Modal. *Jurnal Pijar Studi Manajemen Dan Bisnis*, 1(2), 76–82.
- Susanto, P. C., Ali, H., Sawitri, N. N., & Widyastuti, T. (2023). Strategic Management : Concept , Implementation , and Indicators of Success (Literature Review). *Siber Journal of Advanced Multidisciplinary*, 1(2), 1–11.
- Susanto, P. C., Arini, D. U., Yuntina, L., & Panatap, J. (2024). Konsep Penelitian Kuantitatif : Populasi , Sampel , dan Analisis Data (Sebuah Tinjauan Pustaka). *Jurnal Ilmu Manajemen*, 3(1), 1–12. <https://doi.org/https://doi.org/10.38035/jim.v3i1>
- Susanto, P. C., Simarmata, J., Febrian, W. D., Wahdiniawati, S. A., & Suryawan, R. F. (2024). Analysis of Coaching , Organizational Culture , and Performance Appraisal of Employee Productivity in High School : Literature Review. *Dinasti International Journal of Education Management and Social Science*, 5(2), 83–91.
- Syafei, D., Jalaludin, J., & Lahat, D. S. T. I. E. (2021). Pengaruh Inovasi Dan Kreativitas Wirausaha Terhadap Keberhasilan Usaha Kecil Menengah Pada Penjahit Pakaian Di Kecamatan Baturaja Timur Kabupaten Oku. *Jurnal Manajemen Bisnis Unbara*, 2(2), 105–127.
- Violin, V., Hasan, S., & Sufri, M. (2022). Pengaruh Konsep Low-Cost Carrier dan Kualitas Layanan terhadap Kepuasan dan Loyalitas Pelanggan pada Maskapai Lion Airlines di Indonesia. *Journal of Management Science (JMS)*, 3(1), 150–160.
- Widayati, C. C., Ali, H., Permana, D., Riyadi, M., Mercu, U., & Jakarta, B. (2019). The Effect of Visual Merchandising, Sales Promotion and Positive Emotion of Consumers on Impulse Buying Behavior. *Journal of Marketing and Consumer Research*, 60, 56–65. <https://doi.org/10.7176/jmcr/60-06>
- Zein, A. (2023). KECERDASAN BISNIS KONSEP DAN PARADIGMA. *Jurnal Ilmu Komputer*, 6(3), 1–5.