

Development of a Transformative Relational Management Model to Improve Batik MSME Marketing Performance

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Abstract	Batik MSMEs are generally still carried out traditionally, both in the production and marketing processes. Besides that, the capital is still relatively small, so that they will depend heavily on the marketing performance of their products. Marketing Performance for MSMEs Batik is the spearhead of income and business operations. The current aspect of relational management for MSMEs is relatively rarely understood because these aspects must combine the element of relationship capability with the distribution partner network of the Batik MSME network. This study will create a transformational relational management model to improve marketing performance at Batik MSMEs in the southern region of Central Java, Indonesia. This study uses an analytical technique, namely SEM. The research sample is 150 Batik SMEs in the southern region of Central Java. The results showed that the mediating effect of transformational relational marketing variables on marketing performance.
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