

PERSEPSI RISIKO COVID-19 DAN KINERJA PEMASARAN UMKM 4.0

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Abstrak

Tujuan penelitian ini adalah untuk menganalisa kinerja pemasaran melalui e-CRM dengan persepsi risiko covid-19 yang dapat memperkuat pengaruh e-CRM. Metode kuantitatif studi kasus digunakan, dengan sampel penelitian sebanyak 120 pelaku UMKM 4.0 provinsi Banten yang terdaftar di *e-commerce*. Teknik analisa data menggunakan *SmartPLS* 3.0 dengan hasil e-CRM berpengaruh positif signifikan terhadap kinerja pemasaran UMKM 4.0. Dimana adanya peningkatan 64,5% tingkat pengetahuan pelanggan, informasi teknologi serta orientasi pelanggan pada e-CRM maka kinerja pemasaran juga meningkat. Namun, persepsi risiko covid-19 tidak memperkuat pengaruh signifikan antara e-CRM terhadap kinerja pemasaran UMKM 4.0. Dimana adanya penurunan 14% persepsi risiko covid-19 jika pengaruh e-CRM terhadap kinerja pemasaran meningkat.

Kata Kunci : Persepsi Risiko Covid-19, Kinerja Pemasaran, e-CRM, UMKM 4.0

**PERCEPTION RISK COVID-19 AND MARKETING PERFORMANCE
DIGITAL MSME**

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Abstract

The purpose of this study is to analyze marketing performance through e-CRM with the perceived risk of covid-19 which can strengthen the effect of e-CRM. The case study quantitative method was used, with a research sample of 120 MSME 4.0 players in Banten province registered in e-commerce. The data analysis technique uses SmartPLS 3.0 with the results of e-CRM having a significant positive effect on the marketing performance of MSME 4.0. Where there is a 64.5% increase in the level of customer knowledge, information technology and customer orientation in e-CRM, marketing performance also increases. However, the perception of the risk of covid-19 does not strengthen the significant influence of e-CRM on the marketing performance of MSME 4.0. Where there is a 14% decrease in the perception of the risk of covid-19 if the influence of e-CRM on marketing performance increases.

Keywords: Covid-19 Risk Perception, Marketing Performance, e-CRM, digital MSME