

# **Pengaruh Strategi Pemasaran Yang Berorientasi Kepada Konsumen Dan Koordinasi Fungsi Antara Pimpinan- Pekerja Terhadap Peningkatan Kinerja Industri : Studi Empirik Industri Kecil Di Jakarta**

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## ***Abstract***

*The current study provided insight into the practice of the conduct of small industries. The conduct of small industries is a strategy for achieving business performance (profit and sales growth). Using the sample of 300 small industries in Jakarta, whereby two hypotheses concerning the predictors and outcomes of the conduct of small industries were tested.*

*The findings were as follows: 1) Profit was positively related to the conduct of small industries, 2) Sales growth was positively related to the conduct of small industries. However; the analysis indicated that a correlation exists between the conduct of small industries and business performance.*

*Future research should concentrate on marketing strategies as with successful small industries. Further; other measures (e. g . cash flow, employees turn over and productivity) should be included in the conduct of small industries model for future research. The study relied upon the perceptions of Indonesian small firms. Future researchers might investigate the effect of the conduct of small industries globally by studying an international small business sample.*

**Keywords:** *conduct-performance of small industries, factor analysis, reliability analysis.*