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# MODEL OF RELATIONSHIP MARKETING AND E-COMMERCE TO IMPROVE MARKETING PERFORMANCE OF BATIK SMALL-MIDDLE ENTERPRISES

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## Abstract

This study aims at developing and testing model of Relationship Marketing, that is, a relationship between companies or batik artisans and dealers to determine the improvement of marketing performance. This model considers the quality of relationship, social capital, entrepreneurship orientation, market capabilities and e-commerce. The model is tested by using 41 batik Small-Middle Enterprises (SMEs) and census as sampling technique. The hypothesis is tested by using sampling. Technique of analysis use the analysis of Parsial Least Square (PLS) with validity and reliability testings. The result of analysis is supported by the confirmation of the quality of relationship, entrepreneurship orientation, market capabilities, e-commerce and social capital to market capabilities which is rejected. This research emphasizes on the role of relationship quality and market capabilities as mediation of e-commerce and marketing performance. Based on the research, it is recommended that the relationship of SMEs with the distributors and good market capabilities will be able to improve marketing performance.

**Keywords:** Relationship Marketing, E-commerce, SMEs Marketing Performance