

## **ABSTRACT**

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### **THE RELATIONSHIP OF CORPORATE ENTREPRENEURSHIP TOWARDS ORGANIZATIONAL PERFORMANCE AT BRASTAGI SUPERMARKET MANHATTAN**

(xiv+82 pages; 14 figures; 38 tables; 8 appendixes)

Brastagi Supermarket is an emerging business as a family business in Medan, which is a retailer company that sells daily needs. It is very interesting to know whether there is any relationship of corporate entrepreneurship towards organizational performance at Brastagi Supermarket Manhattan. Corporate entrepreneurship often conflicts with traditional management. This research will be discussed about the relationship between Corporate Entrepreneurship (CE) towards Organization Performance. The writer is using quantitative methods for this research. The tools for data collection were used through an interview and questionnaire. The population of this study was the staff at Brastagi Supermarket Manhattan with the total number of sample was 52. For the data analysis is using correlation analysis and simple linear regression analysis, the accuracy of the data is tested by using validity and reliability test. The data distributed is normal and has been tested by normality test. Based on the correlation coefficients results above, it obtains the R square of 0.342, this means 34.2% of the dependent variable (organizational performance) can be explained by the independent variable (corporate entrepreneurship). The result of this research, it is concluded that corporate entrepreneurship implication and its impact towards organizational performance in Brastagi Supermarket Manhattan.

**Keywords: Brastagi Supermarket Manhattan, Corporate Entrepreneurship, Organizational Performance**

References: 25