

ABSTRAK

Rommy Alvian (00000023457)

“PENGARUH ENTREPRENEURIAL ORIENTATION TERHADAP FIRM PERFORMANCE BAGI PELAKU BISNIS MIKRO, KECIL, MENENGAH (UMKM) DI KOTA TANGERANG SELATAN”

(XI + 86 Halaman; 3 Gambar; 15 Tabel; 45 Daftar pustaka)

Perkembangan usaha dari sektor UMKM semakin pesat pada jaman ini. Selain perkembangan yang pesat, UMKM juga menaruh peran yang krusial dalam perekonomian negara. Berdasarkan dari berkaca pada penelitian terdahulu bahwa *entrepreneurial orientation* merupakan sebuah konsep dimana konsep tersebut berpengaruh terhadap *firm performance*. Terdapat lima variabel dari konsep *entrepreneurial orientation* yaitu *innovativeness*, *risk taking*, *pro-activeness*, *autonomy* dan *competitive aggressiveness*. Peneliti kali ini menetapkan variabel dari judul peneliti “PENGARUH *ENTREPRENEURIAL ORIENTATION* TERHADAP *FIRM PERFORMANCE* BAGI PELAKU BISNIS MIKRO, KECIL, MENENGAH (UMKM) DI KOTA TANGERANG SELATAN” yaitu variabel independen adalah *innovativeness*, *risk taking*, *pro-activeness*, *autonomy* dan *competitive aggressiveness* dan variabel dependen adalah *firm performance*. Pada penelitian kali ini, peneliti akan meneliti dari semua variabel independen yaitu *innovativeness*, *risk taking*, *pro-activeness*, *autonomy* dan *competitive aggressiveness* terhadap variabel dependen yaitu *firm performance* pada UMKM di Kota Tangerang Selatan.

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(XI + 86 Pages; 3 Figures; 15 Tables; 45 Appendices)

The business development of the micro, small and medium enterprise (MSMEs) sector is increasingly rapid today. Apart from rapid development, MSMEs also play a crucial role in the country's economy. Based on reflecting on previous research that entrepreneurial orientation is a concept where the concept of effect on firm performance. There are five variables of the concept of entrepreneurial orientation are innovativeness, risk taking, pro-activeness, autonomy and competitive aggressiveness. This time the researcher determined the variable of the researcher title “PENGARUH *ENTREPRENEURIAL ORIENTATION TERHADAP FIRM PERFORMANCE* BAGI PELAKU BISNIS MIKRO, KECIL, MENENGAH (UMKM) DI KOTA TANGERANG SELATAN” namely the independent variables are innovativeness, risk taking, pro-activeness, autonomy dan competitive aggressiveness and the dependent variable is firm performance. In the present study, researchers will examine all independent variables, innovativeness, risk taking, pro-activeness, autonomy and competitive aggressiveness to dependent variable, namely firm performance at MSMEs in South Tangerang City.