

## **ABSTRACT**

**ERICA GANI**

**1501020379**

### **THE EFFECTS OF ENTREPRENEURIAL ORIENTATION ON BUSINESS PERFORMANCE IN PT. MULTI DWI TUNGGAL GRAHA**

(xv+84 pages; 10 figures; 41 tables; 9 appendices)

PT. Multi Dwi Tunggal Graha is an emerging business as a family business company in Medan, which is a contractor company. The company provides various services, started from planning, designing, supervising, constructing, until decorating. It is very interesting to know whether there is any effect of entrepreneurial orientation on business performance at PT. Multi Dwi Tunggal Graha. Company's leader usually uses entrepreneurial orientation to increase the employees' performance. And if employees' performance increased, it will affect the company's business performance. So, this research will be discussing about the effects of entrepreneurial orientation on company's business performance.

The writer is using quantitative methods for this research. The tools for data collection were used through interview and questionnaire. The population of this study was the employees at PT. Multi Dwi Tunggal Graha that take sample of 90 out of 116 employees. For the data analysis, the accuracy of the data has already tested by using validity and reliability test. The data distributed is normal and has been tested by the normality test. This research also uses linearity test. Based on the correlation coefficients results above, it obtains R square of 0.355, this means 35.5% of the dependent variable (business performance) can be explained by the independent variable (entrepreneurial orientation). The result of this research, it is concluded that entrepreneurial orientation implication and its effects toward business performance at PT. Multi Dwi Tunggal Graha.

**Keywords: PT. Multi Dwi Tunggal Graha, Entrepreneurial Orientation, Business Performance**

References: 45