

Table 1.2
Total Revenue of PT. Multi Dwi Tunggal Graha

Year	Total Revenue (IDR)	% Change
2014	19,505,024,000	
2015	19,868,534,000	1.86%
2016	20,418,698,000	2.77%
2017	20,929,412,000	2.50%
2018	21,601,512,000	3.21%

Source: PT. Multi Dwi Tunggal Graha (2019)

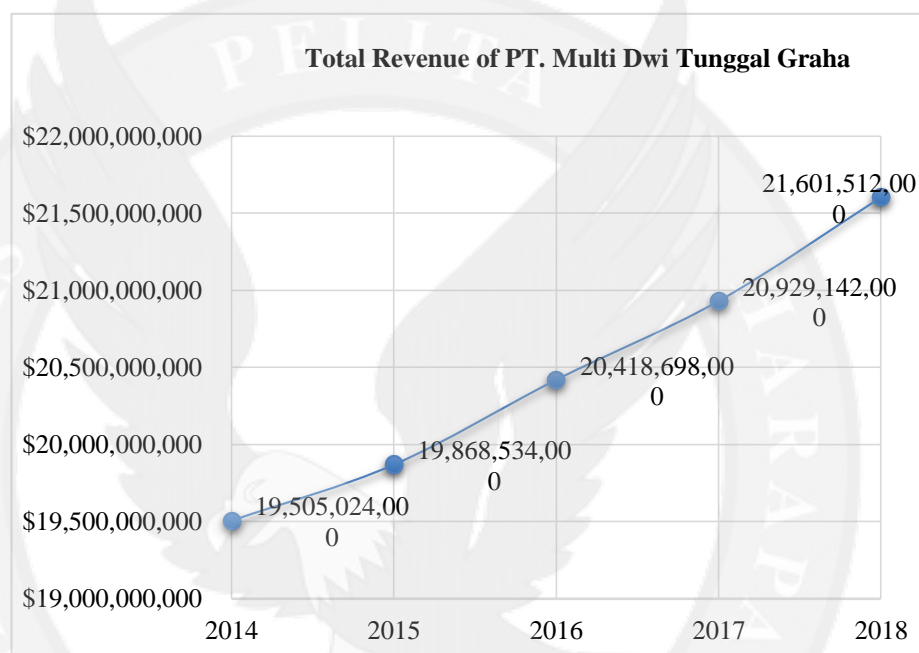


Figure 1.1 Total Revenue Graphic of PT. Multi Dwi Tunggal Graha

Source: PT. Multi Dwi Tunggal Graha (2019)

From table 1.2 and figure 1.1, it shows that the revenue at PT. Multi Dwi Tunggal Graha keeps increasing each year. From 2014 to 2015, the revenue of PT. Multi Dwi Tunggal Graha had increased 1.86% from Rp.19,505,024,000 to Rp.19,868,534,000. From 2015 to 2016, it also had increased 2.77% from Rp. , bigger than its last year. But in the year 2016 to 2017, the revenue decreased with 2.50%, slightly down from last year. In 2018, PT. Multi Dwi Tunggal Graha somehow managed to increase its sales to 3.21%.

The data shows that PT. Multi Dwi Tunggal Graha has varied fluctuation within the last five years. This occasion raises the writer's curiosity about the business performance at PT. Multi Dwi Tunggal

Graha. Even though the business performance in this company shows positive upward curve within the last five years, the writer is eager to know the entrepreneurial orientation's aspects that might affect PT. Multi Dwi Tunggal Graha's business performance.

In this research paper, the writer intends to share the effects entrepreneurial orientation of a family business company to its business performance in PT. Multi Dwi Tunggal Graha. This research will be useful for future readers to learn about the implementation of entrepreneurial orientation and the effects of it on business performance. In conclusion, the title for this skripsi is "**The Effects of Entrepreneurial Orientation on Business Performance in PT. Multi Dwi Tunggal Graha**".

1.2 Problem Limitation

Due to limitation of time and budget, the writer would like to limit the research to entrepreneurial orientation as the independent variable, whose indicators are innovativeness, risk taking propensity, proactiveness, competitive aggressiveness, and autonomy; and its effect on business performance as dependent variable, whose indicators are financial productivity and growth. The limitation is also due to only using one company as empirical study when the findings of previous studies based on larger number of companies.

1.3 Problem Formulation

The following are the research questions in this research:

1. How is the entrepreneurial orientation at PT. Multi Dwi Tunggal Graha?
2. How well has PT. Multi Dwi Tunggal Graha been performing?
3. Does entrepreneurial orientation has effects on business performance at PT. Multi Dwi Tunggal Graha?

1.4 Objective of the Research

The following are the research objectives in this research:

1. To describe entrepreneurial orientation at PT. Multi Dwi Tunggal Graha
2. To evaluate how well PT. Multi Dwi Tunggal Graha has been performing.
3. To investigate whether entrepreneurial orientation has effects on business performance at PT. Multi Dwi Tunggal Graha or not.

1.5 Benefit of the Research

1.5.1. Theoretical Benefit

The results from this research can be used to expand knowledge and contribute to academic areas, especially regarding entrepreneurial orientation and business performance.

1.5.2. Practical Benefit

1. For the writer

The practical benefit that the writer can gain is new knowledge about entrepreneurial orientation and its effect towards business performance in PT. Multi Dwi Tunggal Graha. The writer gains real times and quality of experience this research empirically.

2. For the company

This research benefits the company by providing insightful information about the effects of entrepreneurial orientation applied in PT. Multi Dwi Tunggal Graha toward its business performance.

3. For other researchers

This research also benefits other researchers through the data and information about the effects of entrepreneurial orientation on business performance that will be useful for future research.

1.6 Systems of Writing

The following is the system of writing in this research:

Chapter I Introduction

This chapter explains about the background of study, problem limitation, problem formulation, objective & research, benefit of research, and system of writing

Chapter II Literature Review and Hypothesis Development

This chapter elaborates the theories of entrepreneurship, family business, entrepreneurial orientation, business performance, and the relationship between entrepreneurial orientation and business performance

Chapter III Research Methodology

This chapter discusses about research design, population and sample, data collection method, operational variable definition & measurements, and data analysis method

Chapter IV Data Analysis and Discussion

In this chapter consists of brief history of the company, organization structure, data presentation and data analysis

Chapter V Conclusion

This chapter contains the conclusions as the results of the whole study and the problems faced in this research, as well as implication and recommendations for overcome the problems