

ABSTRAK

Lionardo 01011190097

ANALISIS PENGARUH *MARKET ORIENTATION* DAN *ENTREPRENEURIAL ORIENTATION* TERHADAP *BUSINESS PERFORMANCE* MELALUI *MARKETING CAPABILITY* (STUDI PADA USAHA BIDANG MAKANAN DAN MINUMAN DI KOTA TANGERANG)

(xiii + 107 halaman; 6 gambar; 34 tabel)

Penelitian ini bertujuan untuk menganalisis pengaruh *market orientation* dan *entrepreneurial orientation* terhadap *business performance* melalui *marketing capability*. Penelitian ini menggunakan pendekatan penelitian kuantitatif dimana data dikumpulkan melalui kuesioner online Google Forms. Penelitian ini dilakukan di Indonesia dan mengambil responden dari kota Tangerang. Sampel dalam penelitian ini adalah sebanyak 210 responden. Data dianalisis menggunakan outer Outer model terdiri dari uji validitas dan uji reliabilitas, sedangkan inner model diuji melalui R-square, uji hipotesis (*bootstrapping*), dan uji multikolinearitas. Hasil penelitian ini menunjukkan. *market orientation* berpengaruh positif terhadap *business performance*, *entrepreneurial orientation* berpengaruh positif terhadap *business performance*, *market orientation* berpengaruh positif terhadap *marketing capability*, *entrepreneurial orientation* berpengaruh positif terhadap *marketing capability*, *marketing capability* berpengaruh positif terhadap *business performance*, *marketing capability* berpengaruh positif terhadap *business performance* melalui *market orientation*, *marketing capability* berpengaruh positif terhadap *business performance* melalui *entrepreneurial orientation*.

Kata kunci : *market orientation*, *entrepreneurial orientation*, *business performance*, *marketing capability*

ABSTRACT

Lionardo 01011190097

ANALISIS PENGARUH MARKET ORIENTATION DAN ENTREPRENEURIAL ORIENTATION TERHADAP BUSINESS PERFORMANCE MELALUI MARKETING CAPABILITY (STUDI PADA USAHA BIDANG MAKANAN DAN MINUMAN DI KOTA TANGERANG)

(xiii + 107 pages; 6 figures; 34 tables)

This study aims to analyze the effect of market orientation and entrepreneurial orientation on business performance through marketing capability. This study uses a quantitative research approach where data is collected through an online Google Forms questionnaire. This research was conducted in Indonesia and took respondents from the city of Tangerang. The sample in this study were 210 respondents. Data were analyzed using outer. The outer model consists of validity and reliability tests, while the inner model is tested through R-square, hypothesis testing (bootstrapping), and multicollinearity testing. The results of this study show. market orientation has a positive effect on business performance, entrepreneurial orientation has a positive effect on business performance, market orientation has a positive effect on marketing capability, entrepreneurial orientation has a positive effect on marketing capability, marketing capability has a positive effect on business performance, marketing capability has a positive effect on business performance through market orientation, marketing capability has a positive effect on business performance through entrepreneurial orientation.

Key words : market orientation, entrepreneurial orientation, business performance, marketing capability