

ABSTRAK

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ANALISIS PENGARUH *MARKET ORIENTATION*, *NETWORK CAPABILITY* AND *ENTREPRENEURIAL ORIENTATION* TERHADAP *INTERNATIONAL PERFORMANCE*

Penelitian ini dilakukan kepada masyarakat Indonesia yaitu pengusaha di kota Tangerang. Penelitian ini mencakup variabel-variabel *market orientation*, *network capability*, *entrepreneurial orientation*, *international performance*. Penelitian ini dilakukan untuk mengetahui bagaimana pengusaha dalam hal *market orientation*, *network capability*, *entrepreneurial orientation*, *international performance*. Responden pada penelitian ini adalah pengusaha yang bergerak di industri makanan dan minuman. Sampel dalam penelitian ini berjumlah 300 orang dengan teknik purposive sampling. Teknik analisis data dalam penelitian ini adalah uji validitas, reliabilitas dan uji asumsi klasik (normalitas, heterokedastisitas, multikolinearitas, dan regresi berganda). Hasil penelitian menyatakan bahwa kelima hipotesis diterima. Terdapat pengaruh positif *market orientation* terhadap *business performance*. Terdapat pengaruh positif *network capability* terhadap *business performance*. Terdapat pengaruh positif *entrepreneurial orientation* terhadap *business performance*. Terdapat pengaruh positif *entrepreneurial orientation* terhadap *market orientation*. Terdapat pengaruh positif *entrepreneurial orientation* terhadap *network capability*.

Kata Kunci: *Market orientation*, *Network capability*, *Entrepreneurial Orientation*, *International Performance*

ABSTRACT

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ANALYSIS OF THE EFFECT OF MARKET ORIENTATION, NETWORK CAPABILITY AND ENTREPRENEURIAL ORIENTATION ON INTERNATIONAL PERFORMANCE

This research was conducted on Indonesian people, namely entrepreneurs in the city of Tangerang. This research includes the variables market orientation, network capability, entrepreneurial orientation, international performance. This research was conducted to find out how entrepreneurs are in terms of market orientation, network capability, entrepreneurial orientation, international performance. Respondents in this research were entrepreneurs engaged in the food and beverage industry. The sample in this research amounted to 300 people with a purposive sampling technique. Data analysis techniques in this research were validity, reliability and classical assumption tests (normality, heteroscedasticity, multicollinearity, and multiple regression). The results of the research stated that the five hypotheses were accepted. There is a positive influence of market orientation on business performance. There is a positive effect of network capability on business performance. There is a positive influence of entrepreneurial orientation on business performance. There is a positive influence of entrepreneurial orientation on market orientation. There is a positive influence of entrepreneurial orientation on network capability.

Keywords: *Market Orientation, Network Capability, Entrepreneurial Orientation, International Performance*