

## TABLE OF CONTENTS

ABSTRAK .....	v
ABSTRACT .....	vi
TABLE OF CONTENTS .....	ix
LIST OF TABLES .....	xii
LIST OF FIGURES .....	xiii
CHAPTER I .....	1
INTRODUCTION .....	1
1.1 Background .....	1
1.2 Research Question .....	3
1.3 Research Objective .....	4
1.4 Scope of Study .....	4
1.5 Research Contribution .....	5
1.6 Research Outline .....	5
CHAPTER II .....	7
LITERATURE REVIEW .....	7
2.1 Business Performance .....	7
2.2 Market Orientation .....	9
2.3 Network Capability .....	10
2.4 Entrepreneurial Orientation .....	11
2.5 Hypothesis Development .....	13
2.5.1 The Effect of Entrepreneurial Orientation on Market Orientation .....	13
2.5.2 The Effect of Entrepreneurial Orientation on Network Capability .....	14
2.5.3 The Effect of Market Orientation on Business Performance .....	15
2.5.4 The Effect of Network Capability on Business Performance .....	15
2.5.5 The Effect of Entrepreneurial Orientation on Business Performance .....	16
16	
2.5.6 Research Model .....	17
CHAPTER III .....	19
RESEARCH METHODS .....	19

3.1	Research Methods .....	19
3.2	Research Design .....	19
3.3	Population, Sample, and Sample Size .....	20
3.3.1	Population .....	20
3.3.2	Sample .....	20
3.3.3	Sample Size .....	21
3.4	Sampling Technique .....	22
3.5	Variable Type .....	23
3.6	Conceptual and Operational Definitions .....	24
3.7	Measurement Scale .....	25
3.8	Collecting Data Methods .....	27
3.9	Instrument Measurement and Testing .....	27
3.9.1	Validity Instrument Testing .....	27
3.9.2	Instrument Reliability Testing .....	28
3.10	Data Analysis .....	28
3.10.1	Descriptive Statistics .....	28
3.10.2	Inferential Statistics .....	29
3.10.3	SPSS .....	30
3.11	Preliminary Test (Pre-Test) .....	30
3.11.1	Data Goodness Test .....	30
	Validity Test .....	30
	Reliability Test .....	34
3.11.2	Classic Assumption Test .....	35
CHAPTER IV .....		40
RESEARCH RESULTS AND DISCUSSION .....		40
4.1	Respondent Profile .....	40
4.2	Descriptive Statistic .....	41
4.3	Data Goodness Test .....	44
4.3.1	Validity Test .....	44
4.3.2	Reliability Test .....	48
4.4	Classic Assumption Test .....	49

4.5	Multiple Regression Analysis .....	52
4.5.1	Coefficient of Determination .....	52
4.5.2	R Square .....	55
4.5.3.1	<i>The Effect of Entrepreneurial Orientation on Market Orientation</i> 57	
4.5.3.2	<i>The Effect of Entrepreneurial Orientation on Network Capability</i> 58	
4.5.3.3	<i>The Effect of Market Orientation on Business Performance</i> .....	58
4.5.3.4	<i>The Effect of Network Capability on Business Performance</i> .....	59
4.5.3.5	<i>The Effect of Entrepreneurial Orientation on Business Performance</i> 60	
4.6	Comparison of Research Results.....	63
CHAPTER V.....		66
CONCLUSIONS AND RECCOMENDATIONS .....		66
5.1	Conclusion.....	66
5.2	Research Limitations.....	67
5.3	Theoretical Implications.....	67
5.4	Managerial Implications.....	68
5.5	Suggestions for Further Research .....	68
BIBLIOGRAPHY .....		70

## LIST OF TABLES

Table 3.1 Conceptual and Operational Definitions .....	24
Table 3.2 Likert Scale .....	26
Table 3.3 Validity Test Results Market Orientation .....	31
Table 3.4 Validity Test Results Network Capability .....	32
Table 3.5 Validity Test Results Entrepreneurial Orientation .....	33
Table 3.6 Validity Test Results Business Performance .....	34
Table 3.7 Reliability Test Results .....	35
Table 3.8 Normality test.....	36
Table 3.9 Multicollinearity Test.....	37
Table 3.10 Heteroscedasticity Test .....	38
Table 4.1 Respondent Profile .....	40
Table 4.2 Descriptive Statistics.....	42
Table 4.3 Validity Test of Market Orientation.....	45
Table 4.4 Validity Test of Network Capability.....	46
Table 4.5 Validity Test of Entrepreneurial Orientation .....	47
Table 4.6 Validity Test of Business Performance.....	48
Table 4.7 Reliability Test Results .....	49
Table 4.8 Normality Test .....	50
Table 4.9 Multicollinearity Test.....	51
Table 4.10 Heteroscedasticity Test .....	51
Table 4.11 t -Test .....	56
Table 4.17 Comparison of Research Results .....	64

## LIST OF FIGURES

Figure 2.1 Conceptual Models .....	17
------------------------------------	----

