

ABSTRACT

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The Impact Of Technological Advancement, Entrepreneurial Orientation, And Changes In Consumer Attitudes After Covid-19 On MSME Performance In Tangerang

(xii + 72 pages; 5 figures; 21 tables; 3 appendices)

The research explores the multifaceted and significant implications of technological advancement, entrepreneurial orientation, and changes in consumer attitude on businesses in the vibrant city of Tangerang, following the unprecedented disruption caused by the COVID-19 pandemic. As digital transformation continues to reshape industries and consumer behaviors undergo profound shifts, businesses face the urgent need to comprehend and navigate these transformations in order to thrive in the post-pandemic landscape. Through meticulous analysis of comprehensive data collected from a diverse range of businesses operating in Tangerang. This study aims to unravel the intricate dynamics between technological advancement, entrepreneurial orientation, and the evolving mindset of consumers. By examining the interplay between these variables, the research illuminates the precise extent to which technological advancements and entrepreneurial orientations influence changes in consumer attitude. The purpose of this study was to investigate how technological advancement, entrepreneurial orientation, and changes in consumer attitudes affect the performance of micro, small, and medium enterprises (MSMEs) owned by individuals in Tangerang who implement technology in their businesses. The study involved 241 participants who were MSME owners based in Tangerang. This study utilized a purposive sampling method. The data was analyzed by Partial Least Square (PLS) using the SmartPLS 3.2.9 application. The results indicate that technological advancement, entrepreneurial orientation, and changes in consumer attitudes all have a significant impact on firm performance.

Keywords: *technological advancement; entrepreneurial orientation; change in consumer attitude; firm performance*

References: 69 (2003a – 2023)