

## ABSTRAK

Puti Alifa Roberd (01011200065)

### **ANALISIS PENGARUH *NETWORK RELIANCE*, *EXTERNAL NETWORKING BEHAVIOUR* DAN ORIENTASI KEWIRAUSAHAAN TERHADAP KINERJA KEWIRAUSAHAAN UMKM DI YOGYAKARTA.**

(xiv + 93 halaman, 3 gambar; 31 tabel; 3 lampiran)

UMKM memainkan peran yang cukup penting untuk pertumbuhan perekonomian di Yogyakarta setelah pandemi 2020. Meningkatnya jumlah UMKM di Yogyakarta tidak sejalan dengan tingkat keberhasilannya. Oleh karena itu penelitian ini menganalisis pengaruh dari *network reliance*, *external networking behaviour* dan orientasi kewirausahaan terhadap kinerja kewirausahaan UMKM di Yogyakarta. Metode yang digunakan yaitu metode kuantitatif dengan teknik pengumpulan data melalui penyebaran link kuesioner dengan metode sampling yaitu non-probabilitas. Sample dalam penelitian ini adalah para pelaku UMKM di Yogyakarta yang sudah beroperasi kurang lebih 5 tahun sebanyak 344 responden. Setelah data dikumpulkan, lalu diolah menggunakan aplikasi SmartPLS4. Dalam penelitian ini ditemukan *network reliance* berpengaruh positif terhadap kinerja kewirausahaan, *network reliance* berpengaruh positif terhadap *external networking behaviour*, *external networking behaviour* berpengaruh positif terhadap kinerja kewirausahaan, orientasi kewirausahaan tidak memperkuat hubungan antara *external networking behaviour* dan kinerja kewirausahaan, *external networking behaviour* positif signifikan memediasi *network reliance* dan kinerja kewirausahaan. Penelitian ini akan berkontribusi secara teoritis dan manajerial terhadap UMKM di Yogyakarta dalam memanfaatkan *networking* yang dimiliki untuk meningkatkan kinerja usaha.

**Kata kunci :** *Network Reliance*, *External Networking Behaviour*, Orientasi Kewirausahaan, Kinerja Kewirausahaan, UMKM Yogyakarta.

Referensi : (2000 – 2023)

## ABSTRACT

Puti Alifa Roberd (01011200065)

***ANALYSIS OF THE INFLUENCE OF NETWORK RELIANCE, EXTERNAL NETWORKING BEHAVIOR AND ENTREPRENEURIAL ORIENTATION ON ENTREPRENEURIAL PERFORMANCE OF UMKM IN YOGYAKARTA.***

*(xiv + 93 pages, 3 figures; 31 tables; 3 appendices)*

*MSMEs play an important role in economic growth in Yogyakarta after the 2020 pandemic. The increase in the number of MSMEs in Yogyakarta is not in line with their level of success. Therefore, this research analyzes the influence of network reliance, external networking behavior and entrepreneurial orientation on the entrepreneurial performance of MSMEs in Yogyakarta. The method used is a quantitative method with data collection techniques through distributing questionnaire links with a non-probability sampling method. The sample in this research was 344 respondents from MSMEs in Yogyakarta who had been operating for approximately 5 years. After the data is collected, it is processed using the SmartPLS4 application. In this research, it was found that network reliance has a positive effect on entrepreneurial performance, network reliance has a positive effect on external networking behavior, external networking behavior has a positive effect on entrepreneurial performance, entrepreneurial orientation does not strengthen the relationship between external networking behavior and entrepreneurial performance, positive external networking behavior significantly mediates network reliance and entrepreneurial performance. This research will contribute theoretically and managerially to MSMEs in Yogyakarta in utilizing their networking to improve business performance.*

*Keywords: Network Reliance, External Networking Behavior, Entrepreneurial Orientation, Entrepreneurial Performance, Yogyakarta MSMEs.*

*References: (2000 – 2023)*