

## **ABSTRAK**

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Pengaruh *Entrepreneurial Orientation* dan *Market Orientation* terhadap *Business Performance* yang Dimediasi oleh *Marketing Capability* terhadap UMKM Kuliner

Penelitian ini bertujuan untuk menganalisa signifikansi pengaruh *entrepreneurial orientation* dan *market orientation* terhadap *business performance* yang dimediasi oleh *marketing capability* terhadap UMKM kuliner. Data penelitian diolah dan dianalisis dengan menggunakan statistik deskriptif dan dengan *software* statistik *smartPLS 3*. Penelitian bersifat kuantitatif dan teknik sampel yang digunakan yaitu *non probability purposive sampling* kepada 124 responden pengusaha UMKM kuliner. Keterbatasan penelitian yang ada yaitu keterbatasan pengambilan data dan hasil yang diperoleh dari penelitian hanya dapat digunakan dalam konteks pengusaha UMKM kuliner saja. Untuk kedepan peneliti dapat memilih responden yang lebih umum dan meneliti bidang lain selain kuliner.

Kata kunci: ***Entrepreneurial Orientation, Market Orientation, Business Performance, Marketing Capability, UMKM Kuliner***

## **ABSTRACT**

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The Effect of Entrepreneurial Orientation and Market Orientation on Business Performance Mediated by Marketing Capability on Culinary MSMEs

This study aims to analyze the significance of the effect of entrepreneurial orientation and market orientation on business performance mediated by marketing capability for culinary MSMEs. The research data was processed and analyzed using descriptive statistics and statistical software smartPLS 3. The research was quantitative and the sample technique used was non-probability purposive sampling of 124 culinary MSME business respondents. The limitations of the existing research are the limitations of data collection and the results obtained from the research can only be used in the context of culinary MSME entrepreneurs. In the future, researchers can choose more general respondents and research fields other than culinary.

**Keywords: Entrepreneurial Orientation, Market Orientation, Business Performance, Marketing Capability, Culinary SMEs**

