

ABSTRAK

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PENGARUH ENTREPRENEURIAL ORIENTATION TERHADAP INNOVATION PERFORMANCE PADA INDUSTRI FAST MOVING CONSUMER GOODS MELALUI LEARNING ORIENTATION DAN STRATEGIC ALIGNMENT

Industri *Fast Moving Consumer Goods* (FMCG) merupakan salah satu sektor utama yang mendukung pertumbuhan ekonomi Indonesia. Produk FMCG, seperti makanan, minuman, produk kebersihan, dan kebutuhan rumah tangga, memiliki tingkat permintaan yang tinggi karena merupakan kebutuhan sehari-hari masyarakat. Penelitian ini bertujuan untuk mengidentifikasi pengaruh *Entrepreneurial Orientation* terhadap *Innovation Performance* dalam industri *Fast Moving Consumer Goods* (FMCG) di Indonesia, yang dimediasi oleh *Learning Orientation* serta dimoderasi oleh *Strategic Alignment*. Penelitian ini dilakukan dengan pendekatan kuantitatif dan data primer diperoleh melalui penyebaran kuesioner kepada 385 responden dari kalangan supervisor, manajer dan eksekutif di perusahaan FMCG di Indonesia. Data yang terkumpul kemudian dianalisis menggunakan metode statistik untuk menguji hipotesis yang diajukan. Hasil penelitian menunjukkan bahwa *Entrepreneurial Orientation* memiliki pengaruh positif yang signifikan terhadap *Innovation Performance*, dengan *Learning Orientation* berperan sebagai mediator yang memperkuat hubungan tersebut. Selain itu, *Strategic Alignment* ditemukan secara signifikan memoderasi hubungan antara *Entrepreneurial Orientation* dan *Innovation Performance*, menunjukkan bahwa keselarasan strategi perusahaan dapat meningkatkan efektivitas *entrepreneurial orientation* dalam menghasilkan inovasi. Hasil penelitian ini memberikan implikasi teoritis berupa pemahaman baru tentang interaksi antar variabel strategis dalam konteks industri FMCG, serta rekomendasi praktis bagi perusahaan FMCG dalam meningkatkan daya saing melalui inovasi berkelanjutan.

Kata Kunci: *Entrepreneurial Orientation, Learning Orientation, Strategic Alignment, Innovation Performance, Industri FMCG.*

Referensi : 69 (1984-2025)

ABSTRACT

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THE INFLUENCE OF ENTREPRENEURIAL ORIENTATION ON INNOVATION PERFORMANCE IN THE FAST MOVING CONSUMER GOODS INDUSTRY THROUGH LEARNING ORIENTATION AND STRATEGIC ALIGNMENT

The Fast Moving Consumer Goods (FMCG) industry is one of the main sectors that supports Indonesia's economic growth. FMCG products, such as food, beverages, cleaning products, and household needs, have a high level of demand because they are people's daily needs. This study aims to identify the effect of Entrepreneurial Orientation on Innovation Performance in the Fast Moving Consumer Goods (FMCG) industry in Indonesia, which is mediated by Learning Orientation and moderated by Strategic Alignment. This study was conducted with a quantitative approach and primary data were obtained by distributing questionnaires to 385 respondents from supervisors, managers and executives in FMCG companies in Indonesia. The collected data were then analyzed using statistical methods to test the proposed hypotheses. The results of the study indicate that Entrepreneurial Orientation has a significant positive effect on Innovation Performance, with Learning Orientation acting as a mediator that strengthens the relationship. In addition, Strategic Alignment was found to significantly moderate the relationship between Entrepreneurial Orientation and Innovation Performance, indicating that the alignment of corporate strategy can increase the effectiveness of entrepreneurial orientation in generating innovation. The results of this study provide theoretical implications in the form of a new understanding of the interaction between strategic variables in the context of the FMCG industry, as well as practical recommendations for FMCG companies in increasing competitiveness through continuous innovation.

Keywords: *Entrepreneurial Orientation, Learning Orientation, Strategic Alignment, Innovation Performance, FMCG Industry.*

References: *69 (1984-2025)*