

ABSTRAK
***THE INFLUENCE OF ENTREPRENEURIAL AND MARKET
ORIENTATION ON BUSINESS PERFORMANCE THROUGH MEDIATION
OF INNOVATION CAPABILITY: IMPLEMENTATION OF SMES IN
INDONESIA***

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Penelitian ini bertujuan untuk mengetahui pengaruh orientasi kewirausahaan dan orientasi pasar terhadap kinerja bisnis. Serta menguji mediasi kemampuan berinovasi antara orientasi kewirausahaan dan orientasi pasar terhadap kinerja bisnis pada UKM di Indonesia.. Usaha kecil dan menengah (UKM) berperan sangat penting dalam perekonomian suatu negara. Hal ini membuat UKM sangat menarik untuk diteliti. Bentuk penelitian yang digunakan dalam penelitian ini adalah metode penelitian kuantitatif deskriptif dengan pendekatan kausal. Metode pengumpulan data menggunakan kuesioner dengan jumlah sampel 219 responden yang memiliki UKM melalui teknik purposive sampling. Menggunakan *Structural Equation Modeling* (SEM) dengan alat bantu AMOS 24. Hasil penelitian ini menunjukkan bahwa Orientasi Kewirausahaan dan Orientasi Pasar berpengaruh positif dan signifikan terhadap Kinerja Bisnis. Adapun Kemampuan Berinovasi juga berpengaruh positif dan signifikan terhadap Kinerja Bisnis dan memainkan peran mediasi yang signifikan terhadap Orientasi Kewirausahaan dan Orientasi Pasar UKM di Indonesia.

Kata kunci: Kemampuan Berinovasi, Orientasi Kewirausahaan, Orientasi Pasar, Kinerja Bisnis, UKM.

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This study aims to determine the effect of entrepreneurial and market orientation on business performance and test the ability to mediate innovation between entrepreneurial orientation and market orientation on business performance in SMEs in Indonesia. Small and medium enterprises (SMEs) play a significant role in a country's economy. It makes SMEs very interesting to study. The form of research used in this study is a descriptive quantitative research method with a causal approach. The data collection method used a questionnaire with a sample of 219 respondents who owned SMEs through a purposive sampling technique—using Structural Equation Modeling (SEM) with AMOS 24 tools. The results of this study indicate that Entrepreneurial Orientation and Market Orientation have a positive and significant effect on Business Performance. The Ability to Innovate also has a positive and significant effect on Business Performance. It plays a significant mediating role in the Entrepreneurial Orientation and Market Orientation of SMEs in Indonesia.

Keywords: Ability to Innovate, Entrepreneurial Orientation, Market Orientation, Business Performance, SMEs, Innovation Capability, Business.