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The Influence of Market Orientation and Entrepreneurial Orientation Toward MSMEs Performance (Case Study: Bordir and Sulaman in West Sumatera)

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Abstract

This research investigates the influences of market orientation and entrepreneurial orientation toward MSMEs performance. The data obtained through questionnaire. The samples were drawn from 140 owners of bordir and sulaman MSME in some cities in West Sumatera. The data analyzed by using SPSS 17.0 and SmartPLS 2.0. In this research there are three variable, those are independent variable are market orientation and entrepreneurial orientation, the dependent variable which is MSMEs Performance. The findings indicated that the market orientation has the positive relation to MSMEs performance, and the entrepreneurial orientation also has positive relation to MSMEs performance.

Keywords: Market Orientation, Entrepreneurial Orientation, MSMEs Performance, Bordir and Sulaman

This bachelor thesis has already examined and passed on July 7th, 2014. The abstract of research has been approved by supervisor and examiners:

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