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THE INFLUENCE OF ENTREPRENEURIAL ORIENTATION AND PRODUCT INNOVATION ON BUSINESS PERFORMANCE IN BATIK MSMEs JAMBI CITY DANAU TELUK DISTRICT

M. Rapi Saputra *[1]
Accounting, Jambi University, Indonesia
saputramrapi@gmail.com

Ratih Kusumastuti
Accounting, Jambi University, Indonesia
ratihkusumastuti@unja.ac.id

Derist Touriano
Information Technology, Adiwangsa Jambi Unversity,Indonesia
dtouriano@unaja.ac.id

Abstract

This study aims to investigate the impact of entrepreneurial initiation and product development on the business performance of batik SMEs in the Danau Teluk Region of Jambi City. It adopts a quantitative research approach with a population comprising 44 batik MSMEs registered at the UKM Cooperative Office, Industry and Trade Office in Jambi Province. The study includes a sample of 44 attempts, utilizing a saturated sampling method. Data is collected through a survey, and the research employs a descriptive analysis method, including classical assumption testing and sequential multiple linear regression using SPSS version 22. The results reveal that entrepreneurial initiation significantly and positively influences business performance, while product development also has a positive and significant impact. The variable with the most dominant effect is entrepreneurial initiation. Joint testing indicates that both entrepreneurial initiation and product development collectively exert a positive and significant impact on business performance.

Keywords: Orientation Entrepreneurship, Innovation Products, and Business Performance

INTRODUCTION

Regional governments possess extensive authority to develop regional potential as stipulated in Law No. 32 of 2004. One notable strength of each region lies in its vibrant small and medium-sized enterprises (SMEs) (Jannah et al., 2019). Among these, batik companies thrive in the Jambi city market, particularly in the Danau Teluk district, recognized as one of the largest batik centers in Jambi Province. According to the Jambi Department of Industry and Trade's 2019 data, Danau Teluk province alone housed 315 fabric production units for Jambi batik.

[1] Correspondence author

To comprehend business operations, understanding its performance is crucial. Performance, as defined by Moeheriono (2009), is an evaluation of the level of accomplishment of an organization's program or work policy in achieving its goals, objectives, vision, and program based on strategy or operational plans. Various factors can influence a firm's performance, including entrepreneurship, product innovation, business strategy, human resource management, entrepreneurial characteristics, and firm-specific traits (Mustari et al., 2021). However, this study combines entrepreneurship and innovation variables to assess their collective impact on business performance.

Entrepreneurial orientation, according to Lumkin and Dess (1996), encompasses decision-making processes, practices, norms, and attitudes fostering new ventures. Small and medium-sized companies with a robust entrepreneurial spirit often engage in innovative solutions, risk-taking, and proactive measures. Complementing entrepreneurship, product innovation is equally vital. Entrepreneurs must creatively design products to meet market needs, encouraging customer purchases and enhancing business performance (Chow & Utama, 2023). Jambi batik, a distinct type of Jambi batik clothing, requires specialized skills. To address diverse consumer needs, Jambi batik has witnessed innovations in raw materials, production processes, patterns, and themes.

Wiklund (2005) asserts that effective entrepreneurial orientation is closely related to the company's main profit driver, namely the entrepreneur. Therefore, the entrepreneur wants to take advantage of the available opportunities, make a profit and ultimately positively influence the business outcome. In addition, to innovate means to create or improve something so that it differs in form, function or other aspects from something that already exists or does not exist. In addition, Verhess and Meulenberg (2004) cited by Heri (2012) emphasize that innovation strongly contributes to the performance of SMEs.

This research aims to explain the influence of entrepreneurial orientation and product innovation simultaneously and partially on business performance in batik MSMEs in Jambi, Danau Teluk District. And to analyze which variables from entrepreneurial orientation and product innovation have the most dominant influence on business performance in batik MSMEs in Jambi, Danau Teluk District.

Entrepreneurial introduction can be isolated into four markers, concurring to Wear Y. Lee (2014):

a. Require for Achievement

Need for accomplishment could be a drive to realize a level of individual victory and fabulousness in a specific field. People with a tall require for accomplishment tend to set challenging objectives and make unsafe choices. It can be concluded that the require for accomplishment includes endeavors to confront

troublesome challenges with clear objectives, making hazardous choices, and requires abilities and competencies that can be achieved.

b. Inner Locus of Control

Internal locus of control is the conviction that people can control their possess behavior. People with an inner locus of control feel able to control their activities. This see is bolstered by Safarino (2008), who states that people with an inner locus of control accept that victory and disappointment in life depend on themselves.

c. Self-Reliance

Self-reliance or autonomy is seen when someone faces a issue and is able to unravel it themselves without the assistance of others. Freedom moreover incorporates the mettle to begin a trade or beneficial movement. It can be concluded that freedom is an demeanor that permits somebody to act unreservedly, do something on their possess support, and be able to illuminate their possess problems.

d. Extroversion

Extroversion may be a person's consolation level in connection with other people. People with outgoing individual traits like to live in bunches, are self-assured, self-confident, and simple to socialize with. Extroverted people have a propensity to connected with numerous individuals and appear positive impacts such as tall excitement, delight, positive vitality, and the capacity to work together. It can be concluded that outgoing individuals are the type of individual who is more curious about social interaction and has more prominent control over communication in bunches.

Innovation represents economic and social progress achieved through the adoption of new approaches or combinations of existing methods in transforming inputs into outputs (Hamel & Wijaya, 2020). This leads to significant changes in the relationship between use value and the price offered to consumers, communities and the environment (Wongsun & Kusnady, 2023) Innovation can be classified into three indicators:

a. Expanding the product line means introducing new variants of known products to the market, with the aim of expanding the target market and increasing popularity among the wider community. Meireika, for example, is consciously expanding its product range to achieve these goals.
b. fake/imitation products where "Beira" derived from English, refers to imitation or copying. Counterfeit products may be new but well-known in the market. Imitation plays a crucial role in the interaction process and involves learning and imitating the attention-grabbing actions of others. Imitation is a social activity in which people imitate the attitudes, actions or behaviors of others.

c. New products are considered new both in business life and in the market. These are original products born from product balance, modification and new trends that the company has carefully balanced through its own research and efforts.

Business performance includes the qualitative and quantitative results of employees in performing the tasks assigned to them. Businesses as organizational units pursue certain goals and success in achieving those goals reflects effective management(Amor & Andriana, 2023). Company and performance evaluation is a key decision-making measure for internal and external stakeholders. It represents a company's achievement derived from multiple factors over time periods, directing decision-making and improvement efforts when performance falls below optimal levels.

RESEARCH METHOD

Types of research

This research uses quantitative research methods, this research method is a research method that is carried out by collecting data in the form of numbers or in the form of changed words or sentences becomes information in the form of numbers. Information in the form of numbers these are processed and analyzed to obtain scientific information as opposed to these figures (Martomo, 2014).

Research Location and Research Time

The location of this project is MSMEs in Jambi Danau Teiluk District which are active in the batik business sector which are registered with the Department of Cooperatives and SMEs of Jambii Province

Population

The population in this research is Meineingah Small Micro Enterprises (UMKM) in the batik business sector which is registered with the Department of Cooperatives and UKM Jambii Province in Jambi, Danau Teluk sub-district, with the population taken in this research, namely 44 batik businesses.

Data analysis method

The measurement scale is an agreement used as a reference to determine the short length of the interval in the measuring instrument, so that when the measuring instrument is used in measurement it will produce quantitative data (Sugiyono, 2016). The data analysis carried out is limited to data processing techniques, such as data checking and tabulation, in this case simply reading the available tables, graphs or numbers, then providing a description of the interpretation. Descriptive analysis is

used to explain the research variables, namely entrepreneurial orientation, product innovation and business performance

To increase the ranking of each score, we use a classification method based on the position of the value on the range scale. To determine the range scale, the following formula is used:

$$RS = \frac{n\,(-1)}{m}$$

Condition:
RS = Reni scale scale
n = Number of Samples
m = Number of Alternative Answers Iiteim

$$RS = \frac{44}{5}\,(-1) = 35{,}2$$

1. Validity And Reliability
   a. Validity Test

      Validity test is the determination or accuracy of an instrument in measurement. The purpose of the validity test is to measure the quality of a questionnaire used as a research instrument so that it can be said that the instrument is valid. A questionnaire is said to be valid if The Sig correlation value < a (5%) is noted in the questionnaire statement (Ghozali, 2006)

   b. Reliability test

      This test was carried out to measure the questionnaire which is an indicator of a construct variable. A questionnaire is considered reliable or reliable if a person's answers to the questions are consistent or stable over time (Ghozali, 2006). The reliability test used is oneshot or just one measurement.
2. Classic assumption test
   a. Normality Test: This is a prerequisite in data analysis, verifying if independent and dependent variables follow a normal distribution. Ghozali (2006) emphasizes the importance of normality for a good regression model.
   b. Heteroscedasticity Test: Conducted to determine if confounding variables exhibit the same variance.
   c. Multicollinearity Test: Aimed at assessing relationships between independent variables. An ideal correlation model features no correlation among independent variables, ensuring they are orthogonal.
3. Multiple Linear Regression Analysis

   The data used is usually on an interval or ratio scale. The multiple regression equation is as follows:

$$Y' = a + 61X1 + 62X2 + e$$

Y' = = Dependent variable (predicted value)

XI and X2 = Independent variables

a = Constant (Y' value if X1,X2 = 0)

b = Regression coefficient (value of increase or decrease

e = Standard Error

4. Coefficient of Determination (R^2)

   Measures how well the model explains variations in the dependent variable. The value ranges between 0 and 1, with a higher value indicating better explanatory power.

5. F Test (Simultaneous)

   Determines if independent variables collectively have a significant effect on the dependent variable. Significance implies applicability to the population.

6. T Test (Partial)

   Assesses individual variable effects. A significance level < 0.05 indicates partial influence, while > 0.05 suggests no significant impact (Sugiyono, 2011).

RESULT AND DISCUSSION

Instrument Testing Results

1. Validity Testing Result

   The validity test was performed on each variable in this study using the SPSS 22 program, involving 44 respondents. Three outputs were obtained for the entrepreneurial orientation variable (X1), the product innovation variable (X2), and the business performance variable (Y). Correlation values between each statement item and their corresponding scores were analyzed. The comparison between the correlation value and the tabled r value with a significance of 0.5 determined the validity of each variable. A positive r count > r table indicates validity, while r count < r table suggests invalidity. The tabled r value can be found in the table of r product moment values (Ghozali 2011). For the sample size (n) of 44, the calculated df is 42, and with alpha 0.05, the tabled r is 0.297.

   The validity test results are presented in the following table based on the analysis conducted:

Table 1. Validity Test Result

Variable	Item	rValue	r Table	Description
Entrepreneurship Orientation (X_1)	OK1	0,550	0,297	Valid
	OK2	0,482	0,297	Valid
	OK3	0,761	0,297	Valid
	OK4	0,588	0,297	Valid
	OK5	0,510	0,297	Valid

	OK6	0,530	0,297	Valid
	OK7	0,404	0,297	Valid
Product Innovation (X_2)	IP1	0,787	0,297	Valid
	IP2	0,747	0,297	Valid
	IP3	0,607	0,297	Valid
	IP4	0,644	0,297	Valid
	IP5	0,567	0,297	Valid
	IP6	0,418	0,297	Valid
Business Performance (Y)	KU1	0,556	0,297	Valid
	KU2	0,567	0,297	Valid
	KU3	0,591	0,297	Valid
	KU4	0,508	0,297	Valid
	KU5	0,391	0,297	Valid
	KU6	0,612	0,297	Valid
	KU7	0,638	0,297	Valid

Source: IIBM SPSS 20 Output Data, 2023

From the results of the data processing at table 1, of the statistical tests of validity points above, it can be seen that not a single item of statement is invalid, all of the above 20 items of statement are valid because r calculated > r table.

2. Reliability Test Results

Table 2. Realibility Test Results

Variable	Amount	Nilai Cronbach's Alpha	Description
Entrepreneurial Orientation (X1)	7	0,611	Reliable
Product Innovation (X2)	6	0,701	Reliable
Business Performance (Y)	7	0,621	Reliable

Source: IBM SPSS Output Data, 20223

The reliability test at table 2 in this research uses a limit value of 0.60 using the Cronbach's Alpha formula to determine all instruments in this research. From the profitability table above, it can be seen that all instruments expressed in the variables of entrepreneurial orientation 51 (X1), product innovation (X2), and business performance (Y) have Cronbach's Alpha values above 0.60. So this shows that all statements can be stated as reliable, and can be used to collect data in measuring variations in entrepreneurial orientation, product innovation and business performance.

3. Normality Test Results

The results of the SPSS output for testing normality using Kolmogrov Smiirnov analysis as follows.

Table 3. Normality Test Results

		Unstandardized Residual
N		44
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	1,00471182
Most Extreme Differences	Absolute	,104
	Positive	,061
	Negative	-,104
Kolmogorov-Smirnov Z		,689
Asymp. Sig. (2-tailed)		,730

Source: IBM SPSS Output Data , 20223

Based on the results of the table 3 it is known that the significance value is 0.730, which is greater than 0.05. So it can be concluded that the data that has been tested produces data that has a normal distribution.

4. Multicollinearity Test Results

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Information
Entrepreneurial Orientation (X1)	0,875	1,143	Multicollinearity does not occur
Product Innovation (X2)	0,875	1,143	Multicollinearity does not occur

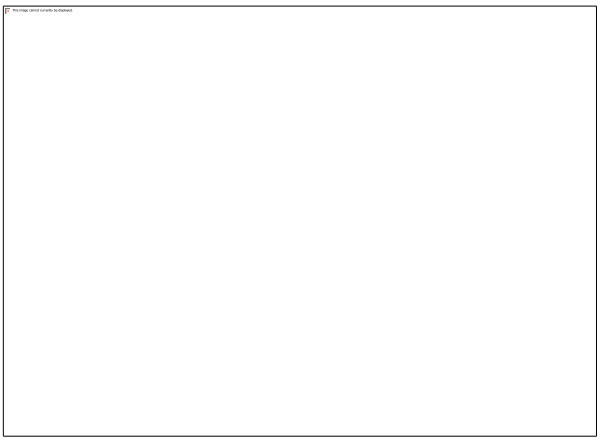
Source: IBM SPSS Output Data 2023

Table 4 above shows the results of the multicoloniarity test, showing the VIiF value for the entrepreneurial orientation variable (X1) of 1.143 with a tolerance of 0.875. And the VIiF value for product innovation variations is 1.143 and the tolerance value is 0.875. Because the tolerance value of the two variables is greater than 0.1 and the VIiF value is smaller than 10.00, it can be assumed that there is no multicoloniarity in the two individual variables. Based on the conditions of classical economics assumptions, a good economics model is one that does not show multicolony. With this definition, the above model is free from multicolony

5. Heteroscedasticity Test Results

This heiteiroskeidastiisiitas test aims to see whether in the reigreisii model there is an inequality in variation from the reisiidual of one observation to another observer. If the variation in the results of one observer to another is constant then it is called homoscedasticity and if it varies it is called heteroscedasticity.

Figure 1. Heteroscedasticity Test Results



The results of the heiteiroskeidastiisiidas test can be known that the droplets shows a pattern above and below the number 0 on the Y axis, so it is concluded that there is no heteroscedasticity problem in the regression model.

6. Results of Multiple Linear Regression Analysis

Table 5. Results of Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	2,031	2,721	
	entrepreneurial orientation	,641	,092	,615
	product innovation	,391	,084	,409

Source: IBM SPSS Output Data 2023

The individual variable calculations result in the following model based on the provided table:

Y = 2.031 + 0.641X1 + 0.391X2

The interpretation of the analysis is as follows:

a. The constant value, 2.031, indicates that when both X1 (Entrepreneurial Orientation) and X2 (Product Innovation) are constant or 0, the business performance is 2.031.
b. For X1 (Entrepreneurial Orientation), the coefficient is 0.641. This suggests that a 1% increase in entrepreneurial orientation leads to a corresponding increase in business performance by 0.641, and vice versa. Similarly, a 1% decrease in X1 results in a business performance decrease of 0.641.
c. Regarding X2 (Product Innovation), the coefficient is 0.391. This implies that a 1% increase in product innovation contributes to a 0.391 increase in business performance, and conversely, a 1% decrease in X2 leads to a business performance decrease of 0.391.

7. Coefficient of Determination

Table 6. Coefficient of Determination Results (R2)

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,851[a]	,723	,710	1,029

Source: IBM SPSS Output Data 2023

Derived from table 6, the adjusted R Square falls within the range of 0 to 1, with a value of 1 indicating a more substantial impact of individual variables on variable variation. The obtained Adjusted R Square at this level is 0.710, signifying that 71% of the variations in business performance can be elucidated by the two variables, namely entrepreneurial orientation and product innovation. The remaining portion, equivalent to 29% (100% - 71%), is attributed to unaccounted factors outside the model.

8. t Test Result (Parsial)

Table 7. t Test Result (Parsial)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,031	2,721		,746	,460
	entrepreneurial orientation	,641	,092	,615	7,002	,000
	product innovation	,391	,084	,409	4,659	,000

Source: IBM SPSS Output Data 2023

From the tests performed at table 7 it is clear that the calculated t-value of variable X1 (entrepreneurial orientation) exceeds the t-value of the table (7.002 > 2.019) at a significance level below 0.05, especially 0.000. Similarly, for the calculated variable X2 (Product Innovation), it also exceeds the t-table value (4.659 > 2.019) with a significance level of less than 0.05, i.e. 0.000. A decision based on a partial (t-test) regression analysis leads to the following conclusions:

a. Fluctuations in entrepreneurial orientation (X1) partially affect the business outcome (Y).
b. Fluctuations in product innovations (X2) partially affect the business outcome (Y).
c. Business orientation variable (X1) becomes the most dominant factor influencing business results (Y).

9. F test Results

Table 8. F test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	113,571	2	56,786	53,638	,000[b]
	Residual	43,406	41	1,059		
	Total	156,977	43			

Source: IBM SPSS Output Data 2023

The F test yields as shown at Table 7 a calculated F value of 53.638, significantly surpassing the F table value of 3.23 (F calculated 53.638 > F table 3.23), with a significance value of 0.000. Given that the significance value is much smaller than 0.05, it can be concluded that individual variables exert a positive and collectively significant influence on dependent variations. In other words, the results of the F test indicate that the hypotheses regarding entrepreneurial orientation (X1) and product innovation (X2) simultaneously impact business performance in batik MSMEs in Jambi's Danau Teluk District.

Analysis

The Influence of Entrepreneurial Orientation and Product Innovation on Business Performance

The combined analysis of Entrepreneurial Orientation and Product Innovation variables indicates a significant impact on business performance. Entrepreneurial Orientation is characterized by indicators such as Need for Achievement, Internal Locus Of Control, Self-Reliance, and Extroversion, while Product Innovation includes expanding product lines, imitation products, and new products. The statistical findings reveal a substantial influence on business performance, as evidenced by Fcount > Ftable (53.638 > 3.23) with a significance level below 0.05 (0.000). This outcome

underscores the pivotal role of entrepreneurial orientation and product innovation in determining the elevated levels of business performance. A higher level of entrepreneurial orientation corresponds to increased business performance (Batik MSMEs in Jambi, Seberang City, Danau Teluk District), while lower entrepreneurial orientation leads to a decline. Similarly, heightened product innovation correlates with enhanced business performance, and conversely, reduced product innovation results in decreased business performance. This analysis supports Hypothesis 1 (H1), affirming that both entrepreneurial orientation (X1) and product innovation (X2) jointly exert influence on Business Performance (Y).

The Influence of Entrepreneurial Orientation on Business Performance

Based on the research results, it is evident that entrepreneurial orientation (X1) has a positive and significant partial effect on business results (Y). From a statistical point of view, the effect of entrepreneurial orientation on business results is demonstrated by the calculated t-value of entrepreneurial orientation (X1), which exceeds the t-value of the table (7.002 > 2.019) at a significance level below 0.05. (0.000).). . These findings highlight the central role of entrepreneurial orientation as a crucial influence in determining the level of entrepreneurial performance improvement. The analysis confirms that higher entrepreneurial orientation corresponds to better business performance (Batik MSMEs in Jambi City, Danau Teluk District). On the other hand, the reduced entrepreneurial orientation leads to a deterioration in the business performance of Batik MSMEs located in Jambi, Danau Teluk District. This analysis confirms hypothesis 2 (H2), because it shows that entrepreneurial orientation (X1) significantly and partially affects the performance of the company (Y).

The Influence of Product Innovation on Business Performance

Based on the analysis findings, variations in product innovation (X2) exert a partially significant influence on Business Performance (Y). Product innovation encompasses indicators such as product line expansion, imitation products, and new products. From a statistical standpoint, product innovation significantly impacts business performance, as evidenced by the calculated t-value for product innovation (X2) exceeding the tabular t-value (4.659 > 2.019) at a significance level below 0.05 (0.000). This underscores the pivotal role of product innovation as a fundamental factor in determining the extent of improvement in business performance. Elevated levels of product innovation are associated with heightened business performance in Batik MSMEs in Jambi City, Danau Teluk District. Conversely, a lack of innovation corresponds to a decline in business performance in Batik MSMEs in Jambi City, Danau Teluk District. Consequently, these analysis results align with Hypothesis 3 (H3),

affirming that product innovation (X2) significantly and partially influences business performance (Y).

CONCLUSION

The following conclusions can be drawn based on the results of research conducted by researchers:

1. Simultaneous tests: The interaction between entrepreneurial orientation and product innovation positively and significantly affects the business performance of batik-producing SMEs in Jambi City, Danau Teluk District. Partial tests: both entrepreneurial orientation (X1) and product innovation (X2) individually have a positive and significant effect on business performance (Y). Therefore, the favorable business orientation and product innovations of batik entrepreneurs promote business activity.
2. Dominant variable: The variable with the greatest impact on business performance is entrepreneurial orientation. This means that of all the variables investigated in this study, entrepreneurial orientation is the most important and has the most significant impact on the business performance of batik entrepreneurs in Jambi city, especially in the Danau Teluk area.

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