

ABSTRACT

This research is motivated by problems related to entrepreneurial orientation which have an influence on business performance in the food and beverage business in Janti village. The purpose of this study is to determine and analyze the influence of the dimensions of entrepreneurial orientation on business performance. In this study, entrepreneurial orientation was measured using the dimensions of innovativeness, proactiveness, risk taking, competitive aggressiveness, and autonomy, while business performance was measured using customer performance and product performance.

This research uses descriptive analysis method with quantitative approach. The sampling technique used a saturation sampling, namely the food and beverage business actors in the village of Janti, totaling 44 respondents. Data was collected by questionnaires. The data obtained were then analyzed using the partial least square (PLS) method using the SmartPLS version 3.3.3 application. The data was measured using average variance extracted (AVE), discriminant validity, Cronbach's alpha, composite reliability, R square, using the coefficient of determination, and the path coefficient.

The results of this study indicate that there is a significant effect between proactive and competitive aggressiveness on business performance and there is no significant effect between innovation, risk taking and autonomy on business performance.

Keywords: *innovative, proactive, risk taking, competitive aggressiveness, autonomy, business performance*