

ABSTRACT

The existence of MSMEs is one of the important roles for Indonesia because it can absorb labour to help the economy for the country, as well as the city of Surabaya. With the empowerment and assistance that has been carried out by the government for each MSME, it provides a new hope and development that can be utilised for all MSMEs in Surabaya City. This study aims to determine the magnitude of the influence of managerial skills, entrepreneurial orientation, and social media on the performance of MSMEs in Surabaya City. The population in this study were 17,897 MSMEs in Surabaya City, and the technique used in sampling was non-probability technique. In this study, researchers used quantitative methods which distributed questionnaires to all intended samples and data processing in this study using SMARTPLS. The results of this study state that each variable has a positive and significant influence.

Keywords: Surabaya City MSMEs, Entrepreneurial Orientation, Managerial Ties, Social Media.