

ABSTRACT

This study aims to determine the effect of entrepreneurial orientation and imaging capabilities to business networks, to know the effect of business networks on competitive advantage, and the effect of competitive advantage and imaging capabilities to the company performance.

Sampling was conducted by purposive sampling method. These samples included 157 respondents who are leaders of MSMEs and also customers of Bank BRI in the Ngesrep Unit, Sumurboto Village, District of Banyumanik. Data was collected using research instrument in the form of a questionnaire with numerical scale of 1-10 and then analyzed using SPSS and SEM AMOS.

The results showed that the entrepreneurial orientation does not affect the business networks, whereas imaging capabilities have positive effect on business networks, business networks have a positive impact on competitive advantage, competitive advantage has a positive effect on marketing performance and imaging capabilities have a positive influence on marketing performance.

Keywords: entrepreneurial orientation, imaging capabilities, business networks, competitive advantage, company performance.