

ABSTRACT

This research is based of the number of convection dan shirt printings unit in convection centers and shirt printings in Suci area in Bandung city which closed this business unit as the effect of the inability to compete with other business units and the effect is decrease in business performance. Some research argue about market orientation, entrepreneurship orientation, innovation and competitive advantage can give an improve to business performace.

Therefore, this research aims to analyze the influence between market orientation, entrepreneurship orientation and innovation for business performance through competitive advantage. Data obtain from 150 respondents who are the owners and managers of the business unit of convection and shirt printings in Suci area in Bandung city. Data were analyzed with Structural Equation Model (SEM) by using AMOS software.

The results of this study indicate that market orientation has a significant positive effect on competitive advantage, entrepreneurial orientation has a significant positive effect on innovation, innovation has a significant positive effect on competitive advantage, innovation has a significant positive effect on business performance, entrepreneurial orientation has no significant positive effect on competitive advantage and competitive advantage have an insignificant positive effect on business performance.

Keyword : Market Orientation, Entrepreneurial Orentation, Innovation, Competitive Advantage, Business Performance, AMOS.