

## ABSTRACT

This research is test the influence of orientation entrepreneurship, learning viability, the environment adaptability and also the influence of excellence competes against the company performance. The study is to smes batik pekalongan and surrounding, respondents used by 120 respondents. Data is cultivated by using the analysis of SEM-PLS with program assistance smartpls 2.0m version.

Based on the results, the analysis inferred influence orientation entrepreneurship to excellence compete show O of 0,282 and significance of |O/ STERR of 3,921, testing orientation entrepreneurship against the company performance O of 0,278 and significance of |O/ STERR of 2,434, testing learning viability of excellence compete show O of 0,167 and significance of |O/ STERR of 2,188, testing the ability to adapt environment excellence compete show O of 0,434 and significance of |O/ STERR of 5,572, testing the ability adapt environment of the performance of showing firm O of 0,169 and significance of |O/STERR of 1,401, testing excellence competes against the company performance show O of 0,366 and significance of |O/ STERR of 3,544, and value R-square to excellence compete of 0,592 and the company performance of 0,515.

**Keyword : Orientation Entrepreneurship, Organizational Learning, The environmental Adaptability, Competitive Advantage, The Company Performance.**