

## **ABSTRACT**

*Business performance is the result of company activities that are important to be evaluated in order to achieve business objectives. This research is based on the gap between the results of research between entrepreneurial orientation and business performance. The research used primary data from samples selected through a non-probability sampling. A total of 251 respondents who are owners of traditional culinary micro businesses in Semarang City were obtained through purposive sampling. The data analysis technique used Structural Equation Modeling (SEM) to test the proposed hypothesis.*

*The results showed that the five hypotheses were accepted, namely, they had a positive and significant effect. The relationship that was found to have a positive and significant effect was entrepreneurial orientation on product innovation, product innovation on business performance, product innovation on brand equity, brand positioning on brand equity and brand equity on business performance.*

**Keyword : entrepreneurial orientation, product innovation, brand positioning, brand equity, business performance**