

ABSTRACT

The purpose of the study is to analyze and examine the influence of Entrepreneurial Orientation, Intellectual Capital and Business Strategy on business performance through competitive advantage as *an intervening variable*.

The population and sample in this study are Convection MSMEs in Kudus Regency. The sample size used was 172 companies with a sampling method, namely *non-probability sampling*. Data were obtained through the dissemination of questionnaires. Data analysis in this study used the Structural Equation Modeling (SEM) method with AMOS software.

The results showed that entrepreneurial orientation, intellectual capital and business strategy have a significant influence on competitive advantage. Entrepreneurial orientation and business strategy have a positive and significant influence on business performance. Intellectual capital has no effect on business performance. Competitive advantage also has a positive and significant influence on business performance.

Keywords: Entrepreneurial orientation, Intellectual Capital, Business Strategy, Competitive Advantages, Business Performance