

ABSTRACT

The purpose of this study is to understand and analyze the effect of entrepreneurial orientation and market orientation on business performance in Culinary SMEs in Semarang City, with competitive advantage as a mediating variable. The type of research is quantitative with the research population consisting of all small and medium enterprises in the culinary sector in Semarang City, Central Java. This study used purposive sampling as a sampling technique. Data analysis was conducted using Structural Equation Modeling (SEM) through AMOS 26 software. SEM helps analyze the relationship between variables in the theoretical model and consists of two stages, namely measurement model and structural model. The results of this study state that competitive advantage, entrepreneurial orientation, market orientation have a positive and significant effect on business performance. The conclusion of this study is that competitive advantage, entrepreneurial orientation, and market orientation have a positive influence on the performance of culinary businesses in Semarang City.

Keywords: *Entrepreneurial orientation, market orientation, competitive advantage, business performance.*