

**A CLOSER LOOK TOWARDS THE RELATIONSHIP
BETWEEN ENTREPRENEURIAL ORIENTATION
AND FIRM PERFORMANCE WITH DYNAMIC
CAPABILITIES AS A MEDIATOR THROUGH THE
LENS OF RBV: A STUDY OF DIGITAL MARKETING
AGENCIES IN DKI JAKARTA, INDONESIA**



UNDERGRADUATE THESIS

Submitted as one of the requirements to complete the Bachelor Program (S1) of
Management Department at Faculty of Economics and Business Diponegoro
University

Presented by:

STEPHANIE CRISTABEL P. Y. PHUN

NIM. 12010120190151

**FACULTY OF ECONOMICS AND BUSINESS
DIPONEGORO UNIVERSITY
SEMARANG
2024**