

## **ABSTRACT**

*This study aims to analyze the influence of Entrepreneurial Orientation (EO), Partnership, and Brand Equity on Business Performance among Micro, Small, and Medium Enterprises (MSMEs) in Semarang City. The research is grounded on the critical role of MSMEs in the national economy and the need for effective strategies to enhance competitiveness and sustainability. Moreover, previous studies have shown inconsistent results regarding the relationship between EO and Business Performance, which indicates the necessity for further investigation by incorporating mediating variables such as Partnership and Brand Equity.*

*A quantitative approach was employed, with data collected through questionnaires from 100 MSME actors, analyzed using Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) technique. The findings reveal that Entrepreneurial Orientation significantly influences Partnership, which in turn positively affects both Brand Equity and Business Performance. In addition, Brand Equity directly contributes to Business Performance. All proposed hypotheses are supported, and the mediating roles of Partnership and Brand Equity are proven to be statistically significant.*

*These results support the Resource-Based View (RBV) theory, which posits that a combination of internal and external resources can create sustainable competitive advantages. Partnership plays a crucial role in strengthening business networks and operational efficiency, while Brand Equity enhances customer loyalty and trust. Therefore, the integration of EO, Partnership, and Brand Equity is essential for designing sustainable business strategies for MSMEs. This study provides both theoretical insights and practical contributions to the development of MSME performance improvement models in a competitive global environment.*

**Keywords:** *Entrepreneurial Orientation, Partnership, Brand Equity, Business Performance, MSMEs.*