

ABSTRACT

This research aims to see how the Amount of Funds Acquisition, Process of Funds Acquisition, and Frequency of Funds Acquisition affect the Performance of MSME Enterprises with Entrepreneurship Orientation as a mediating variable. This study took the sample of MSME Embroidery in the Kawalu District, Tasikmalaya City. This study uses secondary data obtained through a questionnaire. The questionnaire was filled out by respondents who are owners / managers who understand very well the business conditions both of the financial condition of the business and the non-financial condition of the business. The analytical tool used in this study is the Structural Equation Model (SEM), the software used for analysis is AMOS ver.25. This study concluded that the Amount of Fund Acquisition and the Frequency of Fund Acquisition had a significant positive effect on the Performance of MSME Enterprises. The Entrepreneurship Orientation acts as a mediating variable of the Amount of Funds Acquisition, Process of Funds Acquisition, and Frequency of Funds Acquisition on Performance of MSME Enterprises. The Process of Fund Acquisition has not been proven to have a significant effect on Performance of MSME Enterprises

Keywords : *Performance of MSME Enterprises, Amount of Funds Acquisition, Process of Funds Acquisition, Frequency of Funds Acquisition, Entrepreneurship Orientation*