

ABSTRACT

This study aims to analyze the influence of the influence of entrepreneurial orientation, adaptability of the business environment, and internal resources on business performance through the competitive advantage of studies in the Village Owned Enterprises (BUMDesa) in Semarang Regency. Competitive advantage is a measure of achieving good business performance in BUMDesa in Semarang Regency.

Respondents in this study are managers of BUMDesa in Semarang Regency. Data was collected through a questionnaire method that was filled independently by 78 respondents selected where respondents had managed BUMDesa in their respective villages that had grown and developed in the management of BUMDesa business units in Semarang Regency. The analytical method used is Structural Equation Modeling (SEM) analysis carried out with the PLS 3 SMART program.

The results of testing the hypothesis with SMART PLS 3 show that: 1. Competitive advantage has a significant positive effect on business performance, 2. Entrepreneurial orientation gives a positive but not significant effect on business performance, 3. Entrepreneurial orientation gives a positive but not significant effect on competitive advantage, 4. Adaptability of the business environment gives a significant effect on excellence competing, 5. Internal resources have a significant positive effect on competitive advantage, 6. Internal resources have a positive but not significant effect on business performance.

Keywords : Competitive Advantage, Business Performance, Entrepreneurial Orientation, Adaptability of the Business Environment, Internal Resources