

ABSTRACT

The purpose of this research is to investigate the entrepreneurship orientation and organizational learning of the strategic asset quality, the strategic asset quality of the business performance. The study was conducted at SMEs Batik Semarang City, the sample size is about 102. Data is processed using the Structural Equation Modelling (SEM) which assisted by application program of Analysis of Moment Structure (AMOS) version 18.0.

According to the analysis, it is concluded as the followings: the entrepreneurship orientation has a negative effect on the strategic asset quality (CR = -0,338); organizational learning has a positive effect on strategic asset quality (CR = 4,881); entrepreneurship orientation has a positive effect on business performance (CR = 2,499); entrepreneurship orientation has a positive effect on business performance (CR = 1,351) and strategic asset quality has a positive effect on business performance (CR = 2,067)

Keyword : Entrepreneurship Orientation, Organizational Learning, Strategic Asset Quality, Business Performance