

## **ABSTRACT**

*This study aims to explain the effect of market orientation, entrepreneurial orientation, learning orientation, corporate innovation that will result in improved company performance in the context of SME furniture in the city of Jepara.*

*The population in this study were MSME furniture business owners in the scope of exports by distributing questionnaires to MSME furniture owners in Jepara City in 201 questionnaires. This type of research uses a quantitative approach. The data analysis technique used in this study uses Smart PLS (Partial Least Square) software. SME business actors must implement innovation as one of their strategies to attract consumers to buy Jepara furniture products so that they can maintain the market share of Jepara wood furniture. MSMEs in Jepara City will experience a significant increase in company performance and will provide more benefits to customers so far, both those who are regular customers and those who will become new customers. The perceived benefits can trigger customer satisfaction. Thus, satisfied customers will have the intention to repurchase and the intention to recommend this company. This of course can improve company performance.*

*Keywords : Orientation of Entrepreneurship, Market Orientation, Learning Orientation, Corporate Innovation, Company Performance*