

ABSTRACT

This research is based on the increasing number of Pertamina Gas Station (SPBU) on Semarang area, while the numbers of fuel distribution is not increasing like the growth of the gas stations which decreasing the number of fuel sales done by each gas stations. Some research argue that leadership style, entrepreneurship orientation and innovation can improve business performance.

Therefore, this research aims to analyze the influence between leadership style, entrepreneurship orientation and innovation to business performance. Data obtained from the 116 questionnaire spread to Pertamina gas station which get a fuel supply from TBBM Semarang Group. Data were analyzed with Structural Equation Model (SEM) by using AMOS software.

The results of this study indicate that leadership style has no significant effect on innovation, entrepreneurial orientation has a significant positive effect on innovation, leadership style has no significant effect on business performance, entrepreneurial orientation has a significant positive effect on business performance and innovation has a no significant negative effect on business performance.

Keyword : Leadership style, Entrepreneurial Orientation, Innovation, Business Performance