

ABSTRACT

The purpose of this research is to investigate the effects of entrepreneurship orientation and renewal strategy on innovation to enhance company performance.

The study was conducted at shoes home industry, the sample size is about 100 owner, using the Structural Equation Modelling (SEM). The results show that entrepreneurship orientation and renewal strategy has positive significance effect on innovation and increase company performance.

The effect of entrepreneurship orientation on innovation is 0,32; The effect of renewal strategy on innovation is 0,29; and The effect of innovation on company performance is 0,33.

The implease export entrepreneurship orientation is concern more important factor to influence innovation turn to company performance than renewal strategy.

Keywords: entrepreneurship orientation, renewal strategy, innovation, and company performance