

ABSTRACT

The sustainability of economic growth has a high compatibility that can be realized and spearheaded by entrepreneurship. Proximity with the market and requirement needs by the customers, will add more value. Since the operation, Semarang-Batang Highway, had some impact on the degradation in restaurant customers and eateries that get through the Pantura Track in Kendal District. This research in order of purpose, has the ability to know the influence of entrepreneurship orientation and market orientation to sustainable advantage and business performance towards excellences for the exact purpose of surviving in the present. In regards to this research, the aggregate of population for eatery an restaurant that incorporated in PHRI (Perhimpunan Hotel dan Restoran Indonesia) in Kendal District has a total of 72 business unit, survey that held to the Supervisor, Restaurant Manager, or Business Owner in November and December 2020. The obtained data processed through SEM by PLS 3 application.

The result of this research shows that variable entrepreneurship orientation and market orientation show impact on competitive advantage. The competitive advantage has some impact on business performance. The particular reason for circumstances related to entrepreneurship orientation and market orientation didn't impact and influence that significantly on business performance.

Keywords : Entrepreneurship Orientation, Market Orientation, Competitive Advantage, Business Performance Restaurant