

**PENGARUH *ENTREPRENEURIAL ORIENTATION* TERHADAP
KINERJA YANG DIMEDIASI OLEH *BUSINESS MODEL INNOVATION*
PADA UMKM ANGGOTA PHRI DIY**

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ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui pengaruh *entrepreneurial orientation* terhadap kinerja UMKM yang dimediasi *business model innovation* pada anggota PHRI DIY. Penelitian ini menggunakan pendekatan kuantitatif. Jenis pendekatan kuantitatif yang digunakan dalam penelitian ini menggunakan metode sensus yaitu sebanyak 96 pemilik atau pengelola UMKM kuliner yang tergabung pada PHRI DIY. Pengumpulan data dilakukan melalui kuesioner. Alat analisis menggunakan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa (1) *Innovativeness* memiliki arah negatif dan tidak signifikan terhadap *business model innovation*, (2) *Proactiveness* memiliki arah positif dan tidak signifikan terhadap *business model innovation*, (3) *Risk taking* memiliki arah positif dan signifikan terhadap *business model innovation*, (4) *Business model innovation* memiliki arah positif dan signifikan terhadap kinerja UMKM Kuliner anggota PHRI DIY, (5) *Innovativeness* memiliki arah negatif dan tidak signifikan terhadap kinerja UMKM Kuliner anggota PHRI DIY yang dimediasi oleh *business model innovation*, (6) *Proactiveness* memiliki arah positif dan tidak signifikan terhadap kinerja UMKM Kuliner anggota PHRI DIY yang dimediasi oleh *business model innovation*, (7) *Risk taking* memiliki arah positif dan signifikan terhadap kinerja UMKM Kuliner anggota PHRI DIY yang dimediasi oleh *business model innovation*.

Kata kunci : *entrepreneurial orientation, innovativeness, proactiveness, risk taking, business model innovation, kinerja UMKM*

**The Influence of Entrepreneurship Orientation in Performance Mediated
by Business Modal Innovation Among SME PHRI DIY Members**

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ABSTRACT

The purpose of this study was to determine the effect of entrepreneurial orientation on MSME performance mediated by business model innovation in PHRI DIY members. This research uses a quantitative approach. Type of quantitative approach used in this study using the census method, namely 96 owners or managers of culinary MSMEs who are members of PHRI DIY. Data collection was carried out through a questionnaire. The analysis tool uses SmartPLS 4.0. The results showed that (1) Innovativeness has a negative and insignificant direction on business model innovation, (2) Proactiveness has a positive and insignificant direction on business model innovation, (3) Risk taking has a positive and significant direction on business model innovation, (4) Business model innovation has a positive and significant direction on the performance of culinary UMKM members of PHRI DIY, (5) Innovativeness has a negative and insignificant direction on the performance of DIY PHRI member culinary MSMEs mediated by business model innovation, (6) Proactiveness has a positive and insignificant direction on the performance of DIY PHRI member culinary MSMEs mediated by business model innovation, (7) Risk taking has a positive and significant direction on the performance of DIY PHRI member culinary MSMEs mediated by business model innovation.

Kata kunci : entrepreneurial orientation, innovativeness, proactiveness, risk taking, business model innovation, MSME Performance