

ABSTRACT

This study aims to examine and analyze the effect of entrepreneurial orientation on the performance of silver MSMEs in Kotagede, with differentiation strategy and cost leadership strategy as mediating variables. The research was conducted at the silver craft center in Kotagede, Yogyakarta. The population of the study comprised all 45 silver MSMEs in the area, and total sampling was employed. Data were collected using questionnaires and analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS). According to the study's findings, that entrepreneurial orientation has a positive and significant effect on business performance, differentiation strategy, and cost leadership strategy. Furthermore, both differentiation strategy and cost leadership strategy are proven to mediate the relationship between entrepreneurial orientation and business performance in silver SMMEs in Kotagede. However, the study has certain limitations. The scope of the research is limited to silver MSMEs in Kotagede, thus reducing the generalizability of the findings. Additionally, the study does not incorporate other potential control variables that may influence business performance.

Keywords: Business performance, Entrepreneurial orientation, Differentiation strategy, Cost leadership strategy

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh orientasi kewirausahaan terhadap kinerja UMKM perak di Kotagede, dengan strategi diferensiasi dan strategi kepemimpinan biaya sebagai variabel mediasi. Penelitian dilakukan di sentra kerajinan perak Kotagede, Yogyakarta. Populasi penelitian ini adalah seluruh UMKM perak di wilayah tersebut yang berjumlah 45 orang, dengan menggunakan total sampling. Pengumpulan data menggunakan kuesioner dan analisis data menggunakan Structural Equation Modeling with Partial Least Squares (SEM-PLS). Berdasarkan hasil penelitian, orientasi kewirausahaan berpengaruh positif dan signifikan terhadap kinerja usaha, strategi diferensiasi, dan strategi kepemimpinan biaya. Lebih lanjut, baik strategi diferensiasi maupun strategi kepemimpinan biaya terbukti memediasi hubungan antara orientasi kewirausahaan dengan kinerja usaha pada UMKM perak di Kotagede. Akan tetapi, penelitian ini memiliki beberapa keterbatasan. Cakupan penelitian ini terbatas pada UMKM perak di Kotagede, sehingga mengurangi generalisasi hasil penelitian. Selain itu, penelitian ini tidak menyertakan variabel kontrol potensial lainnya yang dapat memengaruhi kinerja usaha.

Kata Kunci : Kinerja Usaha, Orientasi kewirausahaan, Strategi diferensiasi, Strategi kepemimpinan biaya