

**PENGARUH ORIENTASI KEWIRAUSAHAAN TERHADAP KINERJA  
PENGEMBANGAN PRODUK BARU YANG DIMEDIASI OLEH *BUSINESS  
MODEL INNOVATION* PADA UMKM KULINER PROGRAM GANDENG  
GENDONG DI KOTA YOGYAKARTA**

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**ABSTRAK**

Peningkatan kinerja pengembangan produk baru menjadi hal krusial bagi UMKM kuliner Gandeng Gendong dalam menghadapi tantangan inovasi produk. Penelitian ini bertujuan menguji pengaruh orientasi kewirausahaan terhadap kinerja pengembangan produk baru serta menganalisis peran mediasi *business model innovation* pada UMKM kuliner program Gandeng Gendong di Kota Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif melalui survei dengan penyebaran kuesioner kepada 146 UMKM yang dipilih menggunakan teknik *simple random sampling*. Data dianalisis menggunakan *Structural Equation Modeling* berbasis *Partial Least Squares* (SEM-PLS) 4.0. Hasil penelitian menunjukkan bahwa (1) orientasi kewirausahaan berpengaruh positif dan signifikan terhadap kinerja pengembangan produk baru; (2) orientasi kewirausahaan berpengaruh positif dan signifikan terhadap *business model innovation*; (3) *business model innovation* berpengaruh positif dan signifikan terhadap kinerja pengembangan produk baru; dan (4) *business model innovation* memediasi pengaruh orientasi kewirausahaan terhadap kinerja pengembangan produk baru. Implikasi penelitian ini UMKM perlu memperkuat orientasi kewirausahaan melalui sikap inovatif, proaktif, dan berani mengambil risiko, serta mengembangkan *business model innovation* agar strategi bisnis lebih adaptif terhadap perubahan pasar.

**Kata Kunci:** orientasi kewirausahaan, *business model innovation*, kinerja pengembangan produk baru

**THE EFFECT OF ENTREPRENEURIAL ORIENTATION ON NEW  
PRODUCT DEVELOPMENT PERFORMANCE MEDIATED BY BUSINESS  
MODEL INNOVATION IN CULINARY SMEs IN GANDENG GENDONG  
PROGRAM IN YOGYAKARTA CITY**

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*ABSTRACT*

*Improving new product development performance is crucial for the Gandeng Gendong culinary MSMEs in facing the challenges of product innovation. This study aims to examine the influence of entrepreneurial orientation on new product development performance and analyze the mediating role of business model innovation in culinary MSMEs under the Gandeng Gendong program in Yogyakarta City. This study uses a quantitative approach through a survey by distributing questionnaires to 146 MSMEs selected using a simple random sampling technique. Data were analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) 4.0. The results of the study indicate that (1) entrepreneurial orientation has a positive and significant effect on new product development performance; (2) entrepreneurial orientation has a positive and significant effect on business model innovation; (3) business model innovation has a positive and significant effect on new product development performance; and (4) business model innovation mediates the effect of entrepreneurial orientation on new product development performance. The implication of this research is that MSMEs need to strengthen their entrepreneurial orientation through innovative, proactive, and risk-taking attitudes, as well as developing business model innovation so that business strategies are more adaptive to market changes.*

**Keywords:** *entrepreneurial orientation, business model innovation, new product development performance*