

**COMPETITIVE ADVANTAGE SEBAGAI MEDIASI DALAM PENGARUH  
MARKET ORIENTATION TERHADAP BUSINESS PERFORMANCE  
PADA UMKM AKSESORIS**

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**Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh *market orientation* dan *competitive advantage* terhadap *business performance*, pengaruh *market orientation* terhadap *business performance* dengan *competitive advantage* sebagai variabel intervening pada UMKM aksesoris yang berada di Indonesia. Populasi dalam penelitian ini yaitu UMKM bidang aksesoris yang berada di Indonesia dengan sampel yang didapat sebanyak 181 responden, melalui teknik *purposive sampling*. Metode pengumpulan data dilakukan dengan menyebarkan kuesioner menggunakan *Google Form* yang telah diuji validitas dan reliabilitasnya. Analisis dalam penelitian ini dilakukan melalui *Path Coefficients* dan *Indirect Effect* dengan menggunakan perangkat lunak *SmartPLS (Partial Least Square)* versi 4.1.1.2 *for windows*. Hasil analisis data menunjukkan bahwa *market orientation* dan *competitive advantage* berpengaruh positif juga signifikan terhadap *business performance* pada UMKM aksesoris. *Competitive advantage* dapat memediasi pengaruh *market orientation* terhadap *business performance* pada UMKM aksesoris.

**Kata Kunci:** *Competitive Advantage, Market Orientation, Business Performance.*

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**COMPETITIVE ADVANTAGE AS A MEDIATION IN THE INFLUENCE OF  
MARKET ORIENTATION ON BUSINESS PERFORMANCE IN  
ACCESSORIES MSMEs**

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***Abstract***

*This study aimed to analyze the influence of market orientation and competitive advantage on business performance, specifically examining the role of competitive advantage as an intervening variable in accessories micro, small, and medium enterprises (MSMEs) in Indonesia. The population for this study consisted of accessory MSMEs in Indonesia, with a total sample of 181 respondents selected through purposive sampling. Data collection was conducted by distributing questionnaires via Google Forms, which were tested for validity and reliability. The analysis was performed using Path Coefficients and Indirect Effects, employing SmartPLS (Partial Least Squares) version 4.1.1.2 for Windows. The results of the data analysis indicated that both market orientation and competitive advantage had a positive and significant effect on business performance in accessory MSMEs. Furthermore, competitive advantage was found to mediate the relationship between market orientation and business performance in these MSMEs.*

***Keywords:*** *Competitive Advantage, Market Orientation, Business Performance.*