


**PENGARUH MARKET ORIENTATION TERHADAP BUSINESS
PERFORMANCE DENGAN COMPETITIVE ADVANTAGE SEBAGAI
VARIABEL INTERVENING PADA UMKM KECANTIKAN DI
INDONESIA**

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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 kecantikan yang berada di Indonesia. Populasi dalam penelitian ini yaitu UMKM di bidang kecantikan yang berada di Indonesia dengan sampel yang didapat sebanyak 120 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 (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 kecantikan. *Competitive advantage* dapat memediasi pengaruh *market orientation* terhadap *business performance* pada UMKM kecantikan.

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

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THE INFLUENCE OF MARKET ORIENTATION ON BUSINESS PERFORMANCE WITH COMPETITIVE ADVANTAGE AS AN INTERVENING VARIABLE IN BEAUTY MSMEs IN INDONESIA

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Abstract

This study aims to analyze the influence of market orientation and competitive advantage on business performance, specifically the effect of market orientation on business performance with competitive advantage as an intervening variable, in beauty MSMEs in Indonesia. The population in this study consists of beauty MSMEs in Indonesia, with a total sample of 120 respondents selected using purposive sampling. The data collection method involved distributing questionnaires via Google Forms, which had been previously tested for validity and reliability. The analysis in this study was conducted using Path Coefficients and Indirect Effects in SmartPLS (Partial Least Squares) version 4.1.1.2 for Windows. The results of the data analysis show that market orientation and competitive advantage have a positive and significant effect on business performance in beauty MSMEs. Furthermore, competitive advantage mediates the effect of market orientation on business performance in these MSMEs.

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