


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

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**Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh *market orientation* dan *competitive advantage* terhadap *business performance* dengan *competitive advantage* sebagai variabel intervening pada UMKM fesyen yang berada di Indonesia. Populasi dalam penelitian ini yaitu UMKM bidang fesyen yang berada di Indonesia dengan sampel sebanyak 180 responden, menggunakan teknik *purposive sampling*. Metode pengumpulan data dilakukan dengan menyebarkan kuersioner melalui *Google Form* yang telah diuji validitas dan reliabilitasnya. Penellitian ini dianalisis melalui *inner model* dan *outer model* dengan menggunakan perangkat lunak *SmartPLS (Partial Least Square)* versi 4.0 *for windows*. Hasil analisis dari penelitian ini menunjukkan bahwa *market orientaton* berpengaruh positif tidak signifikan terhadap *business performance*, *market orientation* berpengaruh positif dan signifikan terhadap *competitive advantage*, *competitive advantage* berpengaruh positif dan signifikan terhadap *business performance* dan dapat memediasi pengaruh *market orientation* terhadap *business performance* pada UMKM fesyen.

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

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

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***Abstract***

*This study aimed to analyze the effect of market orientation and competitive advantage on business performance, with competitive advantage as an intervening variable in fashion MSMEs in Indonesia. The population of this research consisted of fashion MSMEs in Indonesia, and 180 respondents were selected using a purposive sampling technique. Data were collected through a questionnaire distributed via Google Forms, which was previously tested for validity and reliability. The data were analyzed using the inner and outer model approaches with SmartPLS (Partial Least Squares) version 4.0 for Windows. The results showed that market orientation had a positive but insignificant effect on business performance, market orientation had a positive and significant effect on competitive advantage, while competitive advantage had a positive and significant effect on business performance and was able to mediate the effect of market orientation on business performance among fashion MSMEs.*

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