

ABSTRAK**PENGARUH ORIENTASI KEWIRAUSAHAAN TERHADAP KINERJA
UMKM SEKTOR MAKANAN DAN MINUMAN DI BANDAR LAMPUNG****OLEH:****HANIFAH SYAHIRAH VEDY****NPM: 2111011005**

Pertumbuhan usaha mikro, kecil, dan menengah (UMKM) di Bandar Lampung telah mengakibatkan meningkatnya persaingan antar pelaku usaha, khususnya di sektor makanan dan minuman. Penelitian ini mengkaji bagaimana inovasi, pengambilan risiko, dan proaktif memengaruhi kinerja produk, kinerja pelanggan, dan kinerja UMKM secara keseluruhan. Pendekatan pengambilan sampel yang digunakan adalah non-probability sampling, khususnya menekankan purposive sampling. Data dikumpulkan melalui penyebaran kuesioner kepada 112 pengelola dan pemilik di sektor UMKM makanan dan minuman di Bandar Lampung. Usaha responden berlokasi di Bandar Lampung dan telah beroperasi minimal selama satu tahun. Analisis dilakukan dengan menggunakan moderasi Partial Least Squares melalui perangkat lunak SmartPLS 4.0. Temuan penelitian menunjukkan bahwa inovasi tidak memengaruhi kinerja produk maupun kinerja pelanggan secara signifikan. Akan tetapi, inovasi memiliki pengaruh yang signifikan terhadap kinerja UMKM secara keseluruhan. Pengambilan risiko menunjukkan pengaruh positif yang signifikan terhadap kinerja pelanggan dan kinerja UMKM secara keseluruhan, sedangkan tidak memiliki pengaruh yang signifikan terhadap kinerja produk. Terakhir, proaktif memiliki pengaruh signifikan terhadap kinerja produk, tetapi tidak berdampak signifikan terhadap kinerja pelanggan atau kinerja UMKM secara keseluruhan.

Kata kunci: *Orientasi Kewirausahaan, Kinerja Produk, Kinerja Pelanggan*

ABSTRACT**ENTREPRENEURIAL ORIENTATION EFFECT TO MSME FOOD AND
BEVERAGE SECTOR PERFORMANCE IN BANDAR LAMPUNG****BY:****HANIFAH SYAHIRAH VEDY****NPM: 2111011005**

The growth of micro, small, and medium enterprises (MSMEs) in Bandar Lampung has resulted in increased competition among businesses, particularly within the food and beverage sector. This research examines how innovativeness, risk-taking, and proactiveness influence product performance, customer performance, and MSME performance as a whole. The sampling approach employed was non-probability sampling, specifically emphasizing purposive sampling. Data was collected through the distribution of questionnaires to 112 managers and owners within the MSME food and beverage sector in Bandar Lampung. The respondent business is located in Bandar Lampung and has been operational for a minimum duration of one year. The analysis was conducted utilizing Partial Least Squares moderation through the SmartPLS 4.0 software. The findings reveal that innovativeness does not significantly affect either product performance or customer performance. However, innovativeness does have a significant effect on overall MSME performance. Risk-taking shows a significant positive effect on customer performance and on overall MSME performance, while it does not have a significant effect on product performance. Finally, proactiveness has a significant effect on product performance, but does not significantly impact customer performance or overall MSME performance.

Keywords: *entrepreneurial orientation, product performance, customer performance.*