

ENTREPRENEURSHIP ORIENTATION AND BUSINESS PERFORMANCE: THE ROLE OF GOVERNMENT SUPPORT AND INDIGENOUS ENTREPRENEURS

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ABSTRACT

This study aims to determine the effect of Indigenous Entrepreneurship on entrepreneurial orientation (Entrepreneurial Orientation) and the role of government support that strengthens the influence of entrepreneurial orientation on company performance.

The research population is indigenous entrepreneurs who have businesses and are included in the category of micro and small businesses. Samples were taken by purposive sampling with a total sample of 100 respondents. The instrument used is a questionnaire which is given online. Data analysis used partial least squares (PLS-SEM).

The results showed that Indigenous Entrepreneurship had a significant positive effect on entrepreneurial orientation and entrepreneurial orientation had a significant positive effect on business performance. However, government support in facilitating MSMEs cannot strengthen the influence of entrepreneurial orientation on company performance.

Kata Kunci: Indigenous entrepreneurship, entrepreneurial orientation, government support, and business performance