

ABSTRACT

The purpose of this study was to examine and analyze the impact of entrepreneurial orientation, market orientation and project management perspective on competitive advantage and property business performance in Pati Regency. This research is a regression and quantitative research. This research was conducted at a property company in Pati Regency in 2021 with a total of 50 property companies. Data collection using a closed questionnaire, and data analysis using partial least squares (PLS) analysis technique. The results showed that entrepreneurial orientation, market orientation, management perspective had a positive impact on competitive advantage. Entrepreneurial orientation, market orientation, management perspective and competitive advantage have a positive impact on business performance. The conclusion is that entrepreneurial orientation, market orientation, management perspective play an important role in competitive advantage and property business performance in Pati Regency.

Keywords: *Entrepreneurial orientation, market orientation, project management perspective, competitive advantage and business performance*

