

ABSTRACT

Company performance is a construct that usually used to measure the impact of company business strategy. The research problems in this research is how company business strategy can improve company performance. In order to answer that questions, the researchers has developed a model and four hypotesis has proposed in the research. The sampling technique used is purposive sampling method. Sample used in this research are 109 furniture export company in Jepara. The data analysis tool used in this research is structural equation modelling (SEM) in AMOS 7,01 program.

The result of SEM analysis in this research is complete the Goodness of Fit. Result of the analysis tells that 4 of this hypothesis are accepted. 1. Entrepreneurship orientation positively and significantly company business strategy. 2. Market orientation positively and signficantly company business strategy. 3. Ability to adapt with environment positively and significantly company business strategy. 4. Company business strategy positively and signficantly company performance. The conclusion of this research is that company business strategy can improved company performance. Company business strategy is effected by entrepreneurship orientation, market orientation and ability to adapt with environment.

Keywords: entrepreneurship orientation, market orientation, ability to adapt with environment, company business strategy, company performance

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