

ABSTRACT

The purpose of this research is to test the influences of entrepreneurial orientation perspective; environmental adaptability; and management capability on competitive advantage to increase bussiness performance. Using these variables, the usage of these variables are able to solve the arising problem within cafe and coffee shop in Semarang City.

The samples size of this research is 106ownerscafe and coffee shop in Semarang City. Using the Structural Equation Modeling (SEM). The results show that the entrepreneurial orientation perspective; environmental adaptability; and management capability on competitive advantage to increase bussiness performance.

The effect perspective of of entrepreneurial orientation perspectiveon competitive advantage are insignificant; The effect of entrepreneurial orientation perspectiveon bussiness performance are significant; The effect environmental adaptabilityon competitive advantage are insignificant; The effect environmental adaptabilityon bussiness performance are significant; The effect competitive advantage on bussiness performance are significant; The effect management capability on competitive advantage are significant; The effect management capability on bussiness performance are significant;

Keywords: entrepreneurial orientation perspective; environmental adaptability; management capability, competitive advantage and bussiness performance.