

ABSTRACT

This study analyzed the effect of entrepreneurial orientation, ability to adapt to the environment, a competitive advantage to improve business performance. The formulation of the problem is how to improve business performance through competitive advantage between amplant industrial centers in the city of Samarinda.

Data on the variables studied, used a questionnaire to answer a value of 1 (strongly disagree) to 7 (strongly agree) are arranged such that the statements contained in the structured questionnaire was able to answer the research variables. For the next 41 respondents answered by the owner / manager of industrial centers amplant in Samarinda. Data were collected, analyzed by using Partial Least Square analysis (PLS) and the output generated is used as the basis for hypothesis testing.

The test results of the study showed that the model-developed research model is a model that fit. While hypothesis testing shows that, entrepreneurial orientation and ability to adapt to the environment and a significant positive effect on competitive advantage and competitive advantage and a significant positive impact on business performance.

Based on the results of hypothesis testing, the efforts to develop business performance industrial centers amplant done by strengthening the competitive advantages sought through increased entrepreneurial orientation and ability to adapt to the environment. This study provides some of the limitations of the study and future research agenda that can be done in future studies.

Keywords: entrepreneurial orientation, ability to adapt to the environment, competitive advantage, business performance.