

ABSTRACT

Today the existence of Micro, Small and Medium Enterprises (MSMEs) is one of the economic drivers that needs to be taken into account. MSMEs need to focus on strategic performance measurement in order to take advantage of opportunities and maintain their competitiveness in today's business environment, where the increase is driven more by the value of the product than the cost. Bekasi City is a city in Indonesia that has assisted MSMEs with a total of 2256 MSMEs. Some of the obstacles faced by Bekasi City MSMEs are in accordance with the interview with the Secretary of the Bekasi City Cooperative and UMKM Office, namely that MSME business actors find it difficult to get partnerships and the lack of marketed product innovation. This can prevent MSME players from expanding their market to the international realm.

The purpose of this research is to determine the factors that affect the measurement of the international performance of MSMEs in Bekasi City in terms of the level of entrepreneurial orientation and its influence on international performance with network capability as a moderation variable.

The research method used is quantitative research methods and data collection methods in this study were obtained through distributing questionnaires to 400 respondents. The questionnaire used is a sample probability sampling with a simple random sampling technique. The data analysis technique used is descriptive analysis.

Keywords: *MSME, Entrepreneurial Orientation, Network Capability, international performance*