

ABSTRACT

This research is motivated by the results of pre-survey interviews with the owners of Aura Foods Frozen food and several branch owners who show low entrepreneurial orientation and market orientation towards several branches, which have an impact on decreasing business performance produced by each branch if this continues to occur it will result in a decline in business performance at the Aura Foods Frozen Food branch. Therefore, entrepreneurial and market orientation entrepreneurs need to improve business performance.

This study aims to determine and analyze the effect of entrepreneurial orientation and market orientation on business performance at Aura Foods Frozen Food. The research method used in this study is a quantitative method with a descriptive type of research. The data analysis technique used is descriptive analysis and multiple linear regression analysis. Sampling was carried out using a non-probability sampling technique with a Saturation sample method of 37 respondents.

In all research variables, the results of the descriptive analysis are was collected; namely, entrepreneurial orientation is in the very good category with a percentage of 85.9%, then the market orientation is in the very good category with a percentage of 88%, and business performance is in a good category with a percentage of 82.4%. The study results show that the entrepreneurial orientation and market orientation simultaneously or partially have a positive and significant effect on business performance at Aura Foods Frozen food branches by 48.4%. The remaining 51.6% is influenced by other variables not examined in this study.

Keywords: *Entrepreneurial Orientation, Market Orientation, Business Performance, Frozen Food.*