

ABSTACT

The current global market is increasing rapidly and the level of competitiveness is increasingly competitive in contributing to increasing the country's economic growth, one of which is Small, Micro and Medium Enterprises (MSMEs). MSMEs are one of the main factors in the country's economic growth, including in the global market. However, the low awareness of the importance of innovation is an obstacle for MSMEs.

MSMEs that innovate, have high productivity and growth rates and have more profits than MSMEs that pay less attention to innovation. Conducive internationalization can be beneficial in expanding markets and has a learning effect on innovation. Increasing the growth of internationalization can make enterprises grow the level of market orientation and entrepreneurship. Where the high market orientation and entrepreneurship of an enterprise, can make their business more innovative.

This study aims to explore the effects of internationalization on innovation performance through the mediating factors of market orientation and entrepreneurship in emerging market MSMEs. This research was conducted with 175 export-ready MSMEs in West Java Province using Quantitative methods. This research uses SEM-PLS analysis which is processed with the help of SmartPLS software.

Based on this research, the results obtained show that internationalization can affect innovation through the mediation of market orientation and entrepreneurship. MSMEs are advised to recognize the superior value of their business by using the value proposition design method. MSMEs are also advised to maintain strategies in fulfilling consumer needs.

Keywords: *MSMEs, Internationalization, Entrepreneurial Orientation, Marketing Orientation*