

TABLE OF CONTENTS

APPROVAL PAGE	ii
DECLARATION OF ORIGINALITY	iii
PREFACE	iv
ABSTRAK	v
ABSTRACT	vi
TABLE OF CONTENTS	vii
LIST OF TABLES.....	x
LIST OF FIGURES	xi
CHAPTER I.....	1
INTRODUCTION.....	1
1.1 Object Overview UMKM Kota Surabaya	1
1.1.1 Vision	2
1.1.2 Mission.....	2
1.2 Research Background.....	2
1.3 Problem Formulation.....	17
1.4 Research Objectives	18
1.5 Research Benefits	18
1.5.1 Theoretical Benefits	18
1.5.2 Practical Benefits	18
1.6 The Systematics of Mini-Thesis Writing.....	18
CHAPTER II.....	20
LITERATURE REVIEW.....	20
2.1 Theoretical Background	20
2.1.1 Entrepreneurship	20
2.1.2 Entrepreneurial Orientation.....	20
2.1.3 Social Media.....	21
2.1.4 Managerial Ties.....	22
2.1.5 Firm Performance.....	22
2.2 Previous Research	24

2.3	Theoretical Framework	32
2.4	Research Hypothesis	33
CHAPTER III		36
RESEARCH METHODOLOGY		36
3.1	Research Characteristics.....	36
3.2	Operational Variable	36
3.2.1	Measurement Scale	43
3.3	Stages of Research.....	44
3.4.	Population and Sample.....	44
3.4.1	Population	44
3.4.2	Sample.....	45
3.5	Data Collection and Data Sources.....	46
3.5.1	Data Sources.....	46
3.5.2	Primary Data	46
3.5.3	Secondary Data	46
3.5.4	Data Collection.....	46
3.6	Data Analysis Technique	47
3.6.1	SEM PLS.....	47
3.6.2	Outer Model Measurement	47
3.6.3	Inner Model Measurement Table	49
3.6.4	Hypothesis Test	50
CHAPTER IV.....		51
RESULT AND DISCUSSION		51
4.1	Respondent Characteristic	51
4.1.1	Characteristics of Respondents Based on Gender.....	51
4.1.2	Characteristic of Respondent Based on Age.....	52
4.1.3	Characteristic of Respondent Based on Employment Status.....	52
4.1.4	Characteristic of Respondent Based on Years of Operation	53
4.1.5	Characteristic of Respondent Based on Number of Employees	54
4.2	Research Result	54
4.2.1	Structural Equation Model (SEM) Analysis	54

4.2.2	Outer Model Analysis	55
4.2.3	Inner Model Analysis	62
4.2.4	Hipotesis Analysis.....	65
4.3	Discussion of Research	66
4.3.1	Entrepreneurial Orientation positively affects the performance of MSMEs in Surabaya City.	66
4.3.2	Entrepreneurial Orientation has a positive effect on social media..	67
4.3.3	Social media has a positive effect on the performance of Surabaya City MSMEs	67
4.4.4	Entrepreneurial Orientation has a positive effect on managerial ties.	
	68	
4.4.5	Managerial ties positively affect the performance of MSMEs in Surabaya City.....	68
CHAPTER V CONCLUSIONS AND RECOMMENDATIONS		69
5.1	Conclusions	69
5.2	Recommendations	70
5.2.1	Recommendations for MSMEs (MSME Business Actors).....	70
5.2.2	Further research.....	71