

ABSTRACT

This study aims to examine the influence of entrepreneurial orientation and innovation on the performance of micro and small enterprises (MSEs) in West Java. MSEs play a vital role in Indonesia's economy, particularly through their contribution to the gross domestic product (GDP) and job creation. The focus of this research is to analyze how entrepreneurial orientation which includes dimensions such as risk-taking, innovativeness, proactiveness, passion, perseverance, autonomy, and competitive aggressiveness affects MSE performance, both directly and through the mediation of innovation. This research employs a quantitative method with a descriptive-causal approach, where data were collected through questionnaires distributed to female MSE entrepreneurs. The study also utilizes SmartPLS as the primary data analysis tool. The findings are expected to provide theoretical contributions to academic literature as well as practical benefits for MSE actors and policymakers in formulating strategies to improve business performance.

Keywords: *Entrepreneurial Orientation, Innovation, MSME Performance, Risk-Taking, Innovativeness, Proactiveness, Competitive Aggressiveness*