

ABSTRACT

This study evaluates and analyzes the influence of relational embeddedness on the commitment of micro, small, and medium enterprises (MSMEs) in international partnerships during the post-entry stage. The methodology used in this research is quantitative, focusing on a sample of MSMEs that have undergone internationalization and engaged with international partners. The sampling technique utilized is purposive sampling, involving 100 MSMEs based in Bandung City, Indonesia. Data analysis is conducted using multiple linear regression and hypothesis testing.

The findings reveal that trust plays a significant role in enhancing post-entry internationalization commitment among MSMEs. However, information transfer and joint problem-solving do not show a significant impact on this commitment. Limitations of this study include the narrow focus on specific variables, which may overlook other influential factors such as organizational culture and government support. Future researchers are encouraged to explore these additional elements and consider the diverse characteristics of MSMEs to develop more effective strategies for enhancing their international collaboration.