

## ABSTRACT

*The coffee industry in Indonesia currently has a large market and potential. As the 3rd largest coffee producing country, Indonesia's coffee production will reach 794.8 thousand tons in 2022, an increase of around 1.1% compared to the previous year. Moreover, coffee shops are growing rapidly, especially in Bekasi City, the number of coffee shops increased from 79 coffee shops in 2020 to 199 units in 2021. In tight competition, companies must have strong competitiveness, one of which is creating a product innovation orientation. who can develop coffee shop innovations from various aspects. However, current information regarding performance, innovation product orientation, and its impact on coffee shops is still lacking. Therefore, this research was conducted to find out how much influence product innovation orientation has on the performance of MSME Coffee Shops in Bekasi City. This quantitative research uses purposive sampling. The questionnaire used in this research was distributed to 385 respondents from Coffee Shops in Bekasi City. The data analysis technique used is descriptive analysis with the Classic Assumption Test including Normality Test, Heteroscedasticity Test and Multicollinearity Test. The statistical analysis used is Simple Linear Regression and Partial Hypothesis as well as the Coefficient of Determination to test the hypothesis of this research. The results of this research indicate that there is a significant influence between product innovation orientation and partial performance of coffee shops.*

***Keywords: Product Innovation Orientation, MSME Performance, Coffee Shop, Creative Economy***