

ABSTRACT

Bandung is one of the pilot cities included in the Asian creative city development project. There are seven Creative Tourism Villages in Bandung, one of which is in the Cibaduyut shoe industry. Currently, the Cibaduyut shoe industry center is experiencing a decline in sales due to the onslaught of imported products and the COVID-19 pandemic. For this reason, Cibaduyut Creative Tourism Village was inaugurated by the Bandung City Government in order to improve the economic, tourism and cultural aspects of Bandung.

This study aims to determine the effect of entrepreneurial orientation on business performance in MSMEs of Cibaduyut Creative Tourism Village. This study uses a descriptive quantitative approach and analyzes 385 footwear industry MSMEs operating in Cibaduyut Creative Tourism Village with purposive sampling technique. The data analyzed was collected by distributing questionnaires using Google Form. The hypothesis of this study was tested using the SEM-PLS method using SmartPLS software. The data analysis technique used is construct validity and reliability analysis with bootstrapping statistical analysis. The results of this study indicate that the Innovative dimension, Risk Taking dimension, Proactive dimension, Autonomy dimension, and Competitive Aggressiveness dimension have a significant influence on Business Performance in the Cibaduyut Creative Tourism Village MSMEs.

Keywords: Business Performance, Creative Economy, Creative Tourism Village, Entrepreneurial Orientation, Shoe Industry