

ABSTRACT

In the city of Bandung there was an increase in the population working with the status of self-employed by 5.48%. In 2015, there were 16.15% to 21.63% in 2017. A list of factors that influence one's intention to carry out entrepreneurial activities is one of the roles of the network (Backman and Karlsson, 2013). Research conducted by the Economist Intelligence Unit (2016) states that active networks seem to have a positive impact on their business performance. the greater the number of network activities carried out by entrepreneurs the higher the chance of getting positive results in terms of profitability, revenue growth, innovation, capitalization and talent. This study was conducted to find out and analyze how entrepreneurial networks and business performance on MSME business actors members at Community Entrepreneurs of Benua Citra Niaga in Bandung, and how much influence the entrepreneurial network has on the MSME business performance of members at Community Entrepreneurs of Benua Citra Niaga in the City of Bandung.

The data analysis technique used is descriptive analysis and simple linear regression analysis. The research method used is a quantitative method with the type of descriptive causality research. The population in this study were 250 members of the Benua Citra Niaga community, with a total sample of 72 people. Sampling is done by probability / random sampling method with the type of simple random sampling.

Entrepreneurial Network at Community Entrepreneurs of Benua Citra Niaga in Bandung of the are in the good category and have an average total score of 75.62%. MSME Business Performance at Community Entrepreneurs of Benua Citra Niaga in Bandung are in the good category and have an average percentage value of 68.24%.

The results of this study are that Entrepreneurial Network has a positive effect on MSME Business Performance of 14.668%. While the remaining 85.332% is the contribution of other variables not examined by this study.

Keywords: *entrepreneurial network, business performance, small and medium micro businesses*