

ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) is an important role to promote economic growth. According to the Secretary of the Department of Cooperatives, Micro, Small and Medium Enterprises (MSMEs) of the City of Bandung in 2019 there were 6182 MSMEs. The conditions faced by MSMEs in Bandung City based on the results of interviews are that Bandung has several constraints such as MSME products that are still limited and less innovative, minimal human resource performance, minimal technological capabilities and are still less than optimal, this raises MSMEs in the City Bandung has not yet reached the global market / gone international.

The purpose of this study was to determine the factors that influence the measurement of MSME's international performance in the city of Bandung in terms of the level of technological ability, and product innovation and its influence on the MSME international performance in Bandung through the performance of human resources (HR).

Data collection methods in this study can be obtained through distributing questionnaires to 400 respondents. The questionnaire used was a 6-point Likert scale with 41 questions. The sample method used is probability sample with cluster random sampling technique. The data analysis technique used is descriptive analysis.

The results of this study stated that the variable Technology and Product Innovation influence and significant on HR Performance, Product Innovation and HR Performance variables influence and significantly influence International Performance, Product Innovation variables have an effect on and significant on International Performance through HR Performance, whereas for the variable Technology Capability on International Performance has no effect and significant as well as the variable Technology Capability on International Performance through HR Performance.

Keywords: *MSME, Technology Capability, Human Resource Performance (HR), Product Innovation, International Performance Measurement.*