

ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) are businesses run by a person or group of people to benefit, and have benefits in building the national economy. The number of MSMEs in Cirebon City according to the head of the Cirebon City SME cooperative division in 2019, there are 2518 SMEs. The conditions faced by MSMEs in the City of Cirebon through interviews with the head of the Department of Industry, Trade, Cooperatives and SMEs of Cirebon City are that there are still some obstacles such as the MSME products that are owned are still limited and less innovative due to minimal resources, and the marketing that is done is still not optimal, plus the absence of MSME going international is also caused by lack of knowledge about exports or expanding markets on an international scale.

The purpose of this study is to determine the factors that influence the measurement of MSMEs international performance in Cirebon City viewed from the level of entrepreneurial orientation, technological capabilities, and product innovation, as well as their influence on MSME international performance in Cirebon City through export performance. The research method used is quantitative research methods and data collection methods in this study were obtained through distributing questionnaires to 400 respondents. The questionnaire used has a 6 point likert scale with 46 statements. The sample method used is probability sampling with a simple random sampling. The data analysis technique used is descriptive and verificative analysis.

The results of the study stated that the variables of Entrepreneurship Orientation, Technology Capability, and Product Innovation had a positive and significant effect on Export Performance, the Entrepreneurial Orientation variable, Technology Capability, Product Innovation and Export Performance had a positive and significant effect on International Performance, Product Innovation had a positive and significant effect on International Performance through Export Performance, while for the Entrepreneurship Orientation and Technology Capability variables do not have a significant effect on International Performance through Exports Performance at MSMEs in Cirebon City.

Keywords: *MSME, Entrepreneurship Orientation, Technology Capability, Product Innovation, Exports Performance, International Performance Measurement*