

**THE EFFECT OF ENTREPRENEURIAL  
ORIENTATION AND MARKET ORIENTATION ON  
BUSINESS PERFORMANCE (STUDY ON AURA FOODS  
FROZEN FOOD BEKASI CITY)**

**UNDERGRADUATE THESIS**

Submitted to Qualify Graduation Requirements  
for the title of Bachelor in Business Administration  
Business Administration Study Program

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**BUSINESS ADMINISTRATION STUDY PROGRAM  
FACULTY OF COMMUNICATION AND BUSINESS  
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**BANDUNG**

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