

PREFACE

With praise and gratitude for the presence of Allah SWT because of His mercy and grace, the writer is still given physical and spiritual health to this day, and do not always forget to send blessings and greetings to our Prophet Muhammad SAW, so that the author can complete this thesis entitled “THE EFFECT OF ENTREPRENEURIAL ORIENTATION AND MARKET ORIENTATION ON BUSINESS PERFORMANCE (STUDY ON AURA FOODS FROZEN FOOD BEKASI CITY).”

Writing this thesis aims to fulfill one of the requirements to be able to complete a bachelor's degree (S1) from the Faculty of Communication and Business in the Business Administration Study Program at Telkom University. However, the author realizes that this thesis would not have been completed without the help of various parties. For this reason, the author would like to express his deepest gratitude to all parties involved in preparing this thesis.

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The writer realizes that this thesis is far from perfect in writing technique, language structure, or scientific perception. For this reason, the authors hope for suggestions and constructive criticism for future improvements. The author also hopes that this thesis can be helpful, especially for the author and generally for Telkom University students

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