

ABSTRACT

The development of MSMEs in West Java continues to show good growth rates. However, this is different from the growth of MSMEs in the export category in West Java, which is far less. To carry out internationalization activities is certainly not easy.

Based on previous research as well as the opinions of several experts, in carrying out internationalization activities, MSMEs in Indonesia often still encounter obstacles, including related to the weak ability of MSMEs in Indonesia to know information related to the international market potential, which makes business actors reluctant to carry out the risky expansion. Minimal partnerships, difficulties in increasing product competitiveness, quality and governance as well as business management also still be the encounter obstacles of MSMEs in carrying out internationalization.

This study aims to determine the effect of entrepreneurial orientation with innovation, proactive and risk-taking as the indicator on internationalization performance with partnership moderation. This study used a quantitative method by distributing questionnaires to 175 samples from 312 populations of MSMEs in the ready-to-export category fostered by Dinas Koperasi dan Usaha Kecil Provinsi Jawa Barat. This study used SEM PLS 3.2.9 as a data processing tools.

Based on this research, it was found that entrepreneurial orientation influenced partnership ability and that partnership ability was able to moderate entrepreneurial orientation on internationalization performance. The researcher suggests that future researchers consider other supporting variables, such as technology and the environment.

Keywords: SMEs, Inovation, Proactive, Risk-taking, Entrepreneurial Orientation, Network Capability, Internationalisation Performance