

ABSTRACT

The coffee shop business in Yogyakarta is a business field that has a considerable increase, from 1200 shops in 2018 to 2091 shops in 2022. Coffee shops in Yogyakarta contribute to regional income by 25%-30%. However, this business opportunity has increased competition in the coffee shop business, which has also been exacerbated by the co-19 pandemic. These conditions are enough to test the business performance of the coffee shop business. the variables chosen to assess business performance are entrepreneurial competence and social media marketing. So this study was made to determine whether entrepreneurial competence and social media marketing affect the performance of coffee shop businesses in Yogyakarta.

This research is a quantitative research type using 127 respondents obtained from questionnaires. Research respondents are owners, managers, or marketing staff of a coffee shop in Yogyakarta. The research was conducted using multiple linear regression test method to test the effect of entrepreneurial competence variables and social media marketing on business performance both partially and simultaneously with SPSS version 25.

The results showed that simultaneously the variables of entrepreneurial competence and social media marketing had a significant effect on business performance with a value of $f = 18.834 > f\text{-table} = 3.07$ and $\text{sig.} = 0.000 < 0.05$. Partially, each variable has a significant effect on business performance. Entrepreneurial competence reflects the readiness of the knowledge and skills of business actors, so that a business run with careful preparation can run well too. Social media marketing is a form of business adaptation in utilizing internet technology to increase business value or performance.

Keywords: entrepreneurial competence, social media marketing, business performance, coffee shop