

ABSTRACT

This study examines the role of internationalization in the relationship between the dimensions of Entrepreneurship Orientation on performance in UMKM Siap Ekspor Binaan Dinas Koperasi dan Usaha Kecil Provinsi Jawa Barat. This quantitative research method was analyzed using Partial Least Squares (PLS). The population in this study was UMKM Siap Ekspor Binaan Dinas Koperasi dan Usaha Kecil Provinsi Jawa Barat. The sample in this study was 176 respondents. The results showed that Entrepreneur Orientation has a positive and significant effect on performance, internationalization fully mediates the relationship between innovation and performance, internationalization fully mediates the relationship between competitive aggressiveness and performance, and finally, internationalization partially mediates the relationship between risk-taking and performance. The researcher suggests that further research would be better if it could deepen information about the characteristics of the respondents who would be an important factor in the study by adding questions such as gender, age, education, type of business owned, number of employees, position, years of service. , number of employees, year started export and others.

Keywords: MSME, Internationalization, Entrepreneurial Orientation, Performance