

ABSTRACT

This study aims to analyze the influence of entrepreneurial orientation on business performance in creative industry players in the culinary sub-sector in Bandung City. Entrepreneurial orientation in this study is measured through three main dimensions, namely innovative, proactive, and courage to take risks. The research method used is quantitative with a survey approach. Data collection was carried out by distributing questionnaires to 288 culinary business actors who are included in the creative industry in the Bandung City area. The data analysis technique used Structural Equation Modeling (SEM) with the help of SmartPLS software to determine the influence of each dimension on business performance. The results of the study show that the three dimensions of entrepreneurial orientation have a significant influence on business performance. The innovative dimension contributes to creating unique products and services, the proactive dimension helps business actors to respond to market opportunities, while the courage to take risks encourages strategic decision making even in uncertain conditions. These findings indicate that strengthening entrepreneurial orientation is an important factor in encouraging competitiveness and business sustainability in the creative culinary sector. Therefore, entrepreneurship training that emphasizes innovation, proactivity, and risk management needs to be improved as a strategy for developing the creative industry in Bandung City.

Keywords: E-commerce, Entrepreneurial Orientation, Creative Industry, Culinary, Business Performance