

ABSTRAK

Evan Wijaya:

Skripsi

Pengaruh *Entrepreneurial Orientation* terhadap *Firm Performance* Melalui *Absorptive Capacity* Sebagai Variabel Mediasi Pada *Family Business* Di Surabaya

Tujuan penelitian ini untuk menguji pengaruh *entrepreneurial orientation* terhadap *firm performance*, pengaruh *entrepreneurial orientation* terhadap *absorptive capacity*, pengaruh *absorptive capacity* terhadap *firm performance* dan pengaruh *entrepreneurial orientation* terhadap *firm performance* melalui *absorptive capacity*. Jenis metode penelitian yang digunakan adalah kuantitatif dengan data yang diperoleh dari penyebaran angket penelitian yang diolah menggunakan *software smart pls 3.0*. Hasil dari penelitian ini adalah *entrepreneurial orientation* berpengaruh signifikan positif terhadap *firm performance*, *entrepreneurial orientation* berpengaruh signifikan positif terhadap *absorptive capacity*, *absorptive capacity* berpengaruh signifikan positif terhadap *firm performance*, *entrepreneurial orientation* berpengaruh signifikan positif terhadap *firm performance* melalui *absorptive capacity* sebagai variabel mediasi.

Kata Kunci: *entrepreneurial orientation, firm performance, absorptive capacity*

ABSTRACT

Evan Wijaya:

Undergraduate Thesis

The Influence of Entrepreneurial Orientation on Firm Performance Through Absorptive Capacity as mediation variable on Family Business in Surabaya

The purpose of this study is to examine the effect of entrepreneurial orientation on firm performance, the effect of entrepreneurial orientation on absorptive capacity, the effect of absorptive capacity on firm performance and the effect of entrepreneurial orientation on firm performance through absorptive capacity. The type of research method used is quantitative with data obtained from questionnaires which are processed using smart pls 3.0 software. The results of this study are entrepreneurial orientation has a significant positive effect on firm performance, entrepreneurial orientation has a significant positive effect on absorptive capacity, absorptive capacity has a significant positive effect on firm performance, entrepreneurial orientation has a significant positive effect on firm performance through absorptive capacity as a mediating variable.

Keyword: *entrepreneurial orientation, firm performance, absorptive capacity*

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