

ABSTRACT

This Study aimed to test the effect market orientation, technologi orientation and entrepreneurship orientation to competitive advantage. Population in this research is all small and medium enterprises Pempek in Palembang city. Samples on this reaseach is manager or business owner. Sample using purposive sampling from 96 responden. Testing done use SPSS Ver. 22. This research has been qualified validity, reliability, normality test, multicolineary test, heterokedastisitas test, and multiple regression analysis and F test and T test. The results showed that the first hypothesis (H1) and the third hypothesis (H3) stated that the orientation of market and the orientation of entrepreneurship had a positive effect on the competitive advantage while the second hypothesis (H2) stated that the technological orientation had no effect on the competitive advantage

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Key Words : market orientation, technologi orientation, entrepreneurship orientation and competitive advantage.