

ABSTRACT

This Study aimed to test the effect market orientation and entrepreneurship orientation on the performance of small and medium enterprises. Population in this research is all small and medium enterprises Kerupuk Kemplang in Palembang city. Samples on this reaseach is manager or business owner. Sample using convenience sampling from 100 respondents. Testing done use SPSS Ver. 17. 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 (H2) stated that the orientation of market and the orientation of entrepreneurship had a positive effect on the performance of small and medium enterprises.

Key Words : market orientation, entrepreneurship orientation and performance of small and medium enterprises.