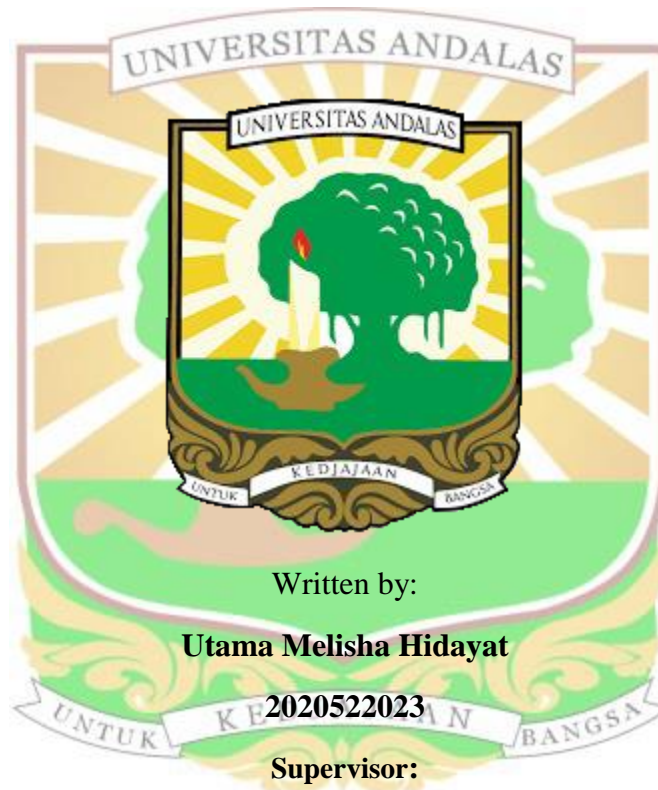


**FACTOR AFFECTING THE PERFORMANCE OF SMALL AND MEDIUM FOOD
INDUSTRIES IN PAYAKUMBUH CITY AND LIMA PULUH KOTA REGENCY IN THE
STAGE OF COVID-19 PANDEMIC**

THESIS

Submitted as one of the requirements to achieve a Master of Management Degree in the Master of Management Study Program, Faculty of Economics and Business of Universitas Andalas



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**MAGISTER MANAGEMENT PROGRAM
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ABSTRACT

Related to the decline in business performance, this study aims to solve the following problems: how market orientation, knowledge sharing, and the use of e-marketing affects business performance; how market orientation and knowledge sharing affect innovation; how innovation affects business performance; how market orientation affects company performance through innovation. The population in this study is the Small and Medium Food Industry with a sample of 110 owners or managers. The data source of this research is primary data which is collected through questionnaires. The sampling method in this research use a purposive sampling method, while the data analysis technique use partial least squares structural equation modeling (PLS-SEM). The results of this study confirm that market orientation, innovation, and the use of electronic marketing have a positive effect on business performance. However, knowledge sharing fails to influence business performance. Market orientation and knowledge sharing has a positive effect on innovation. The study also found a mediating effect of innovation on the relationship between market orientation and business performance.

Keyword: Market Orientation, Knowledge Sharing, Innovation, the Use of Electronic Marketing, Business Performance.