

## CHAPTER VI

### CLOSING

This chapter contains conclusions from the results and suggestions for further research.

#### 6.1 Conclusions

Based on research result, concluded as follows:

1. There is a significant positive influence of Entrepreneurial Orientation on New Product Development Performance in Padang City MSMEs, so that the higher the Entrepreneurial Orientation in MSMEs, the higher the new product development performance in Padang City MSMEs.
2. There is a significant positive influence between entrepreneurial orientation and business model innovation in Padang City MSMEs. So that the greater the new product development performance, the higher the business model innovation in Padang City MSMEs.
3. There is a significant positive influence of business model innovation on new product development performance in Padang City MSMEs. So that the greater the business model innovation, the higher the new product development performance in Padang City MSMEs.
4. Business model innovation complementary mediates the relationship between entrepreneurial orientation and new product development performance in Padang City MSMEs, increasing or decreasing the level of business model innovation has a significant effect on entrepreneurial orientation and on new product development performance.

## 6.2 Suggestions

Based on the result obtained in this research, some suggestion can be address for future research, namely:

1. Encourage MSME owners to invest in continuous education and training to enhance their entrepreneurial orientation and strategic innovation capabilities
2. Suggest policies that support educational programs and training initiatives with implementation of Entrepreneurial Orientation and Business Model Innovation aimed to improv entrepreneurial skills and innovation in the MSME sector
3. Use Longitudinal research method which involves data collection within long period of time. Thus, we can be able to observe changes that occurred from time to time within research sample
4. For further research, we recommend further studies to explore other variable that could affect business model innovations on new product development performance in MSMEs.

