

**Entrepreneurial Orientation and New Product Development
Performance in the MSME Creative Industry in Padang City:
The Mediating Role of Business Model Innovation**

FINAL PROJECT REPORT

*As One of the Requirements for Completing an Undergraduate Program at the
Industrial Engineering Department, Faculty of Engineering, Andalas University*



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PADANG
2024**

ABSTRACT

In today's business landscape, Entrepreneurial Orientation (EO) is recognized as a crucial factor in improving business performance. Although the positive relationship between EO and business performance has been widely documented, there is a growing emphasis on the importance of effectively considering and managing inter-capabilities. This study analyzes the relationship between EO and New Product Development (NPD) performance, with Business Model Innovation (BMI) as a mediating variable. This study was conducted using a sample of 98 MSME owners in the Creative Industry in Padang City, and the proposed model was tested through modeling of structural equations and analysis of partial least squares. The findings showed that EO had a positive effect on BMI and NPD performance. In addition, BMI has a partial mediating role in the relationship between EO and NPD performance. This study makes a new contribution to the EO and BMI literature by providing evidence that business model innovation is an important mechanism to channel entrepreneurial orientation into the innovation process, thereby increasing the success of new product development. The study also offers practical recommendations for MSME owners and outlines potential further research directions.

Keywords: Entrepreneurship Orientation, Business Model Innovation, New Product Development Performance, MSMEs, Creative Industry, Padang City

ABSTRAK

Dalam lanskap bisnis saat ini, Orientasi Kewirausahaan (EK) diakui sebagai faktor penting dalam meningkatkan kinerja bisnis. Meskipun hubungan positif antara EK dan kinerja bisnis telah didokumentasikan secara luas, ada penekanan yang berkembang pada pentingnya mempertimbangkan dan mengelola inter-kemampuan secara efektif. Penelitian ini menganalisis hubungan antara EK dan kinerja Pengembangan Produk Baru (PPB), dengan Inovasi Model Bisnis (IMB) sebagai variabel mediasi. Penelitian ini dilakukan dengan menggunakan sampel 98 pemilik UMKM di Industri Kreatif di Kota Padang, dan model yang diusulkan diuji melalui pemodelan persamaan struktural dan analisis kuadrat terkecil parsial. Temuan menunjukkan bahwa EK memiliki efek positif pada kinerja IMB dan PPB. Selain itu, IMB memiliki peran mediasi parsial dalam hubungan antara kinerja EK dan PPB. Studi ini memberikan kontribusi baru pada literatur EK dan IMB dengan memberikan bukti bahwa inovasi model bisnis merupakan mekanisme penting untuk menyalurkan orientasi kewirausahaan ke dalam proses inovasi, sehingga meningkatkan keberhasilan pengembangan produk baru. Studi ini juga menawarkan rekomendasi praktis bagi pemilik UMKM dan menguraikan arah penelitian lebih lanjut yang potensial.

Kata Kunci: *Orientasi Kewirausahaan, Inovasi Model Bisnis, Kinerja Pengembangan Produk Baru, UMKM, Industri Kreatif,*