ABSTRACT

Yayan Ruhimat : "The Influence Of Entrepreneur Competence And Market Orientation On Business Performance In Central UKM Shoes Cibaduyut", under the guidance : Dr. Raeny Dwisanty, SE., M.Si.

The research was conducted on the owner or manager of a shoes business in central UKM Shoes Cibaduyut. Phenomenon that occurs is a decline in revenues or profits of the entrepreneurs in central UKM Shoes Cibaduyut causing a decline in the number of employers. The purpose of this research was to determine how much influence the entrepreneurial competence andi market orientation on business performance in central shoes Cibaduyut.

The method used in this research is qualitative and quantitative methods. The unit of analysis in this research is the consumer numbered 828 in the period 2007-2011 with a sample of 100 respondents. Statistical test used is the calculation of correlation Person, path analysis, correlation, coefficient of determination, hypothesis testing, and also uses a statistical calculation with the help of an application program SPSS 18.0 for windows.

The results showed that the performance businesses in business Shoe in central UKM shoes Cibaduyut, including the criteria of high, but indicators of Financial Competence, Human relations and competence is still not good. The influence of entrepreneurial competence of market orientation is positive and significant impact 53.1%, as well as the effect of entrepreneurial competencies on business performance and a significant positive impact that is 29.2%, and the influence of market orientation on business performance is positive and significant impact with contributions by 34,2%. Then the impact is simultan positive and significant impact that is 63.4%. This means that the competence of entrepreneur and market orientation are able to improve the business performance of entrepreneurs shoes in central shoes Cibaduyut higher.

Keywords: *competence of entrepreneur, market orientation, business performance.*