

**PERAN ORIENTASI KEWIRAUSAHAAN DALAM MENINGKATKAN  
KEUNGGULAN PRODUK DAN KINERJA BISNIS UMKM KREATIF DI  
KABUPATEN DEMAK**

**ABSTRAK**

Tujuan dari penelitian ini adalah menganalisis bagaimana pengaruh innovativeness, proactiveness, risk taking, dan keunggulan produk untuk meningkatkan kinerja bisnis umkm kreatif di Kabupaten Demak. Jenis penelitian ini bersifat Explanatory Research dengan populasi penelitian yaitu pemilik umkm kerajinan tangan di Kabupaten Demak. Yang akan diteliti sebanyak 100 pemilik umkm kerajinan tangan dengan usia diatas 25 tahun. Teknik pengambilan sampel menggunakan teknik *non-probability sampling*, yaitu pengambilan sampel yang dimana peluang setiap responden akan dipilih secara berbeda (tidak sama) atau tidak diketahui. Metode analisis regresi linier berganda menggunakan *statistical packagefor the social science* (SPSS) versi 24 dan Microsoft excel 2013. Hasil penelitian ini menunjukkan bahwa innovativeness berpengaruh positif terhadap keunggulan produk, proactiveness berpengaruh positif terhadap keunggulan produk, risk taking berpengaruh positif terhadap keunggulan produk, innovativeness berpengaruh positif terhadap kinerja bisnis, risk taking berpengaruh positif terhadap kinerja bisnis dan keunggulan produk berpengaruh positif terhadap kinerja bisnis.

**Kata Kunci: Innovativeness, Proactiveness, Risk Taking, Keunggulan Produk, Kinerja Bisnis**

**THE ROLE OF ENTREPRENEURSHIP ORIENTATION IN IMPROVING  
PRODUCT ADVANTAGE AND BUSINESS PERFORMANCE OF  
CREATIVE MSME IN DEMAK DISTRICT**

***ABSTRACT***

The purpose of this study was to analyze the influence of innovation, proactivity, risk taking, and product advantages to improve the performance of creative umkm businesses in Demak Regency. This type of research is explanatory research with the research population that is the owner of handicraft umkm in Demak Regency. Which will be studied as many as 100 owners of handicraft umkm with age over 25 years. The sampling technique uses non-probability sampling techniques, namely sampling in which the chances of each respondent being selected differently (not the same) or unknown. The multiple linear regression analysis method uses statistical packages for social science (SPSS) version 24 and Microsoft Excel 2013. The results of this study indicate that innovation has a positive effect on product excellence, proactive has a positive effect on product excellence, risk taking has a positive effect on product excellence, innovation has a positive effect on business performance, risk taking has a positive effect on business performance and product superiority has a positive effect on business performance.

**Keywords: Innovativeness, Proactiveness, Risk Taking, Product Excellence, Business Performance**