



UNIVERSITAS TARUMANAGARA

FAKULTAS EKONOMI

JAKARTA

SKRIPSI

**PENGARUH *ORIENTASI KEWIRAUSAHAAN, EFIKASI DIRI, DAN KREATIVITAS*
TERHADAP *KINERJA USAHA* PADA USAHA KECIL DAN MENENGAH BIDANG
TEKSTIL DI ITC CEMPAKA MAS**

Diajukan Oleh :

NAMA : JEREMY KRISTANTO NADI

NIM : 115130072

UNTUK MEMENUHI SEBAGIAN DARI SYARAT-SYARAT

GUNA MENCAPAI GELAR

SARJANA EKONOMI

2016

ABSTRAK

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- (A) JEREMY KRISTANTO NADI
- (B) PENGARUH *ORIENTASI KEWIRAUSAHAAN, EFIKASI DIRI, DAN KREATIVITAS TERHADAP KINERJA USAHA* PADA USAHA KECIL DAN MENENGAH BIDANG TEKSTIL DI ITC CEMPAKA MAS
- (C) xl + 56 hlm, 2016, tabel 22; gambar 3; lampiran 12
- (D) MANAJEMEN KEWIRAUSAHAAN
- (E) *Abstract: This study was conducted to determine of small-medium firm performance, represent a central topic in the entrepreneurship literature. Addressing associations among entrepreneurial orientation (EO), self efficacy, creativity, and small-medium firm performance, develop a model to examine how an entrepreneur's EO, self-efficacy, and creativity affect small-medium firm performance. The hypotheses are tested on a sample of 50 indonesian small-medium firm owners, that have been established for at least 3 years. The findings show that EO, self-efficacy, and creativity are positively affected firm performance. These findings offer important theoretical and practical implications.*
- (F) Daftar acuan 63 (1968 - 2015)
- (G) Louis Utama, S.E., M.M.