

## Peran Orientasi Wirausaha dalam Meningkatkan Kinerja Pemasaran dengan Kapabilitas Inovasi sebagai Mediasi

<b>Title</b>	Peran Orientasi Wirausaha dalam Meningkatkan Kinerja Pemasaran dengan Kapabilitas Inovasi sebagai Mediasi
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<b>Abstract</b>	This research was conducted to explain the differences in the results of research on the effect of entrepreneurial orientation on marketing performance by adding innovation capability as a mediating variable. This research method uses quantitative methods with the object of this research being SMEs in Kuningan Regency. The sampling technique used is random sampling method with a sample size of 100 respondents. This study uses a regression analysis tool with a product of coefficients in facilitating testing of mediating variables. Based on the results of hypothesis testing, it is known that all of them are supported by a significance level that meets the specified requirements.
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