

Moderating Competitive Advantage On Factors Affecting MSMEs Business Performance In The Time Of Covid-19

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Abstract	<p>This study aims to investigate how MSMEs in Cilacap capacity to compete and perform well in the marketing arena are impacted by market orientation and entrepreneurial orientation. The goal of this study is to balance the effect of market orientation on business performance by looking at the potential moderating function of competitive advantage. Partial Least Square model analysis is used in the study. MSMEs business actors were given a questionnaire with a likert scale and five possible answers. We discovered that while market orientation is crucial for creating a competitive edge, it has no real bearing on how well a company performs. Additionally, whereas entrepreneurial mindset directly affects corporate performance, it has little impact on competitive advantage. MSME business actors need to be able to create fresh concepts that can help the neighborhood deal with socioeconomic issues brought on by the Covid-19 pandemic.</p>
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