

*Bachelor Thesis
Management Study Programme
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***THE EFFECT OF ENTREPRENEURIAL ORIENTATION TOWARD FIRM
PERFORMANCE THROUGH INNOVATION SPEED IN STARS HOTEL IN
BATAM***

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Abstract

This research was conducted to determine the factor that can improve the performance of star-hotel companies in Batam City. Entrepreneurial Orientation acts as an independent variable and Firm Performance acts as a dependent variable and Innovation Speed as an intervening variable.

The samples taken from this study are star hotels in Batam City. There were 96 questionnaires distributed and 76 questionnaires were declared valid in the study. Analysis of this study using SMART PLS 3.0

The results showed that the Innovativeness variable had a significant positive effect on the Innovation Speed variable, Autonomy variable had no significant effect on the Innovation Speed variable, the Risk Taking variable had no significant effect on Innovation Speed, the Proactiveness variable had a significant positive effect on Innovation Speed, the Competitive Aggressive variable had a significantly positive effect on Innovation Speed, and Innovation Speed variables that have a significant positive effect on Firm Performance

Keywords: *entrepreneurial orientation, innovation speed, firm performance.*