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< 1% match (publications) Boyke Rudy Purnomo. "Artistic orientation, financial literacy and entrepreneurial performance", Journ 2019	nal of Enterprising Communities	s: People and Places in the	<u>Global Economy,</u>

Boyke Rudy Purnomo. "Artistic orientation, financial literacy and entrepreneurial performance", Journal of Enterprising Communities: People and Places in the Global Economy, <u>2019</u>

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women-owned SMEs in End Match Padang City, West Sumatra Province) Fivi Anggrainia\* Daniati Puttrib Hana Nabilac Begin Match to source 32 in source list: https://doaj.org/article/4a78581283f547559775bf23380a4643Faculty of Economics and Business, Universitas Bung Hatta, Padang, Indonesia Padang End Match afiviang graini@bunghatta.ac.id\* bdaniati\_puttri@bunghatta.ac.id chana10nabila@gmail.com Abstract Entrepreneurial orientation is an important mechanism Begin Match to source 8 in source list: https://dspace.plymouth.ac.uk/bitstream/handle/10026.1/15412/2020ALALAWI10537530PhD.pdf?isAllowed=y&sequence=1for small and medium enterprises to End Match persist 📂 Begin Match to source 8 in source list: https://dspace.plymouth.ac.uk/bitstream/handle/10026.1/15412/2020ALALAWI10537530PhD.pdf?isAllowed=y&sequence=1in a dynamic business End Match atmosphere. This study intends to inspect the Begin Match to source 17 in source list: https://repofeb.undip.ac.id/8583/5/12. T - Daftar Pustaka - 12010118420074.pdf<u>role of competitive advantage on the</u> 📄 End Match connection 📄 Begin Match to source 17 in source list: https://repofeb.undip.ac.id/8583/5/12. T - Daftar Pustaka - 12010118420074.pdf between entrepreneurial orientation and End Match business Begin Match to source 17 in source list: https://repofeb.undip.ac.id/8583/5/12. T - Daftar Pustaka - 12010118420074.pdfperformance of Datch women in Begin Match to source 17 in source list: https://repofeb.undip.ac.id/8583/5/12. T - Daftar Pustaka - 12010118420074.pdfsmall and medium enterprises in Land Match the culinary Begin Match to source 17 in source list: https://repofeb.undip.ac.id/8583/5/12. T - Daftar Pustaka - 12010118420074.pdfbusiness End Match in West Sumatra. Small and medium business women entrepreneurs were the population of this study. They were engaged in culinary businesses registered with the Department of Cooperatives & SMEs, Padang City, West Sumatra. The sampling method of Begin Match to source 18 in source list: http://journal.unj.ac.id/unj/index.php/jpeb/article/download/18515/11242/this study End Match used Begin Match to source 18 in source list: http://journal.unj.ac.id/unj/index.php/jpeb/article/download/18515/11242/the Slovin formula with the End Match calculation Begin Match to source 18 in source list: http://journal.unj.ac.id/unj/index.php/jpeb/article/download/18515/11242/results of Land Match 97 culinary SMEs. This study used the SmartPLS ( Begin Match to source 12 in source list: https://etd.uum.edu.my/7382/1/s900322\_01.pdf Partial Least Square End Match) program Begin Match to source 12 in source list: https://etd.uum.edu.my/7382/1/s900322\_01.pdfin analyzing the data and Defined testing hypotheses. Begin Match to source 12 in source list: https://etd.uum.edu.my/7382/1/s900322\_01.pdfThe Begin Match to source 12 in source list: https://etd.uum.edu.my/7382/1/s900322\_01.pdf of Datch hypothesis testing showed Begin Match to source 7 in source list: https://innovation-entrepreneurship.springeropen.com/articles/10.1186/s13731-020-00123-7 that competitive advantage End Match significantly affects 戻 Begin Match to source 7 in source list: https://innovation-entrepreneurship.springeropen.com/articles/10.1186/s13731-020-00123-7 the End Match connection Begin Match to source 7 in source list: https://innovation-entrepreneurship.springeropen.com/articles/10.1186/s13731-020-00123-7 between entrepreneurial orientation and End Match women's business Begin Match to source 7 in source list: https://innovation-entrepreneurship.springeropen.com/articles/10.1186/s13731-020-00123-7performance study suggests that the women entrepreneurs with entrepreneurial orientation attitudes are to create added value and competitive advantage for the businesses. Hence, their businesses have more advantages than that of the other similar businesses, which do not have an entrepreneurial orientation attitude. Keywords: business performance of women, competitive advantage entrepreneurial orientation, women-owned small medium entrepresie (SMEs) INTRODUCTION Women's entrepreneurship shows Begin Match to source 16 in source list: https://fise.hamzanwadi.ac.id/index.php/jpek/article/view/2735/0an important role in the country's End Match development Begin Match to source 16 in source list: https://fise.hamzanwadi.ac.id/index.php/jpek/article/view/2735/0economy through End Match poverty alleviation (Hasan & Almubarak, 2016; Nneka, 2015). The presence of women in the business world as entrepreneurs or business owners in the last decade has changed the phenomenon of the demographic characteristics of entrepreneurship. Entrepreneurship, which is usually dominated by men, is now starting to develop the presence of successful women's businesses, (Cesaroni Begin Match to source 43 in source list: Siti Hasnah Hassan, Jusuf Zegiri, Veland Ramadani, Teo Shao Zhen, Nik Hadian Nik Azman, Imran Mahmud.et al., 2018 End Match; Oni Begin Match to source 43 in source list: Siti Hasnah Hassan, Jusuf Zegiri, Veland Ramadani, Teo Shao Zhen, Nik Hadian Nik Azman, Imran Mahmud.<u>et al</u> End Match., 2019). Begin Match to source 43 in source list: Siti Hasnah Hassan, Jusuf Zegiri, Veland Ramadani, Teo Shao Zhen, Nik Hadian Nik Azman, Imran Mahmud. The End Match term Begin Match to source 43 in source list: Siti Hasnah Hassan, Jusuf Zeqiri, Veland Ramadani, Teo Shao Zhen, Nik Hadian Nik Azman, Imran Mahmud.<u>female</u> End Match entrepreneur Begin Match to source 43 in source list: Siti Hasnah Hassan, Jusuf Zegiri, Veland Ramadani, Teo Shao Zhen, Nik Hadian Nik Azman, Imran Mahmud.is 📄 End Match a woman who leads and manages an organization and is brave in taking risks (Sharma & Sharma, 2013). 📄 Begin Match to source 5 in source list: Rashid, Umi Kartini, Nasuredin, Juzaimi, W Net, Siti Nabilah, Wan Yusoff, Wan Fauziah, Omar, Siti Sarah, Harun, Amran. Women entrepreneurs End Match of 📄 Begin Match to source 5 in source list: Rashid, Umi Kartini, Nasuredin, Juzaimi, W Net, Siti Nabilah, Wan Yusoff, Wan Fauziah, Omar, Siti Sarah. Harun. Amran.small and medium enterprises in End Match Indonesia face many challenges so that they do not develop significantly. The DPP Chairperson of the Indonesian Women Entrepreneurs Association (IWAPI) said that the first four barriers to development were women's doubts about their potential as entrepreneurs, even though the various skills mastered by the majority of women as housewives, such as cooking, could be turned into a business. Second, women entrepreneurs in Indonesia tend to be less skilled or feel limited by cultural barriers in developing networks than men. Third, the culture in Indonesia also makes women less observant in seeing opportunities and tend to hesitate using them into new businesses. The fourth problem is capital. The banking sector still requires female business customers to include guarantees from their parents, children, or husbands if they apply for credit. Indonesia is at 32 out of 54 countries in the women entrepreneur's index or about 23.8% of business owners in Indonesia are women entrepreneurs based om the report of the Mastercard Index Women Entrepreneurs (WIME). In general, women entrepreneurs have a weak entrepreneurial spirit than men (Alam et al., 2012; Anggadwita et al., 2015; Sharma & Sharma, 2013), whereas according to identity theory, women have the same role as men as entrepreneurs. Female SME entrepreneurs must be more competitive and need a clever method in running their business. One of the contributors to the success of SMEs is an entrepreneurial orientation. Entrepreneurship orientation is one of the strategic dimensions to improve competitive women's business performance. The entrepreneurial orientation role is essential for an entrepreneur because it tends to be more prepared to manage risks, and is more advanced and taking the initiative which brings to improving the performance of SMEs (Amin, 2015; Amin et al., 2016; Fatoki, 2011; Lumpkin & Dess, 1996; Mata & Aliyu, 2014; Mohamed & Hanafi, 2013; Zehir et al., 2015). Therefore, fast and complex business environment, women entrepreneurs are expected to improve their entrepreneurial orientation so as to be exist. The Begin Match to source 2 in source list: https://etd.uum.edu.my/7173/1/s93716\_01.pdffactors that End Match influence Begin Match to source 2 in source list: https://etd.uum.edu.my/7173/1/s93716\_01.pdfthe business performance of women-owned SMEs Det Match have been studied by many previous researchers such as the research examining the differences in economic, cultural and social environment factors; (Alam et al., 2012) a demographics and business information, motivation, entrepreneur characteristics and business problems regarding personal characteristics, internal and external environment; (Hasan & Almubarak, 2016) examined the factors of 😹 Begin Match to source 10 in source list: George Papageorgiou, Simona Mihai-Yiannaki, Myria Ioannou, Despina Varnava-Marouchou, Stelios Marneros. financial resources, difficulty in finding qualified End Match workers, Begin Match to source 10 in source list: George Papageorgiou, Simona Mihai-Yiannaki, Myria Ioannou, Despina Varnava-Marouchou, Stelios Marneros.work-home End Match conflicts Begin Match to source 10 in source list: George Papageorgiou, Simona Mihai-Yiannaki, Myria Ioannou, Despina Varnava-Marouchou, Stelios Marneros.and low profits End Match; examine economic, social, legal and administrative factors; (Tambunan, 2017) examines the personal characteristics, internal environment, and external

environment in SMEs. The Ministry of Cooperatives and SMEs mentioned that the total amount of SMEs in Indonesia in 2020 is almost 60 million, of which more than 14 million businesses are managed by women. The contribution of SMEs managed by women to the gross domestic product (GDP) reached 9.17%, and to exports was more than 5%. This shows that almost half of the number of small businesses and a third of medium enterprises in Indonesia are owned by women. According to data from the Central Statistics Agency in 2018, West Sumatra Province has 593 thousand small and medium enterprises, of which 60.57% are female entrepreneurs. Women entrepreneurs in West Sumatra are the second largest after Aceh Province with 66.49%. This shows that the role of women in economic activity does not only Begin Match to source 30 in source list: https://www.researchgate.net/publication/328654614 Factors Influencing Women Entrepreneurs' Performance in SMEs

play a role in End Match strengthening Begin Match to source 30 in source list: https://www.researchgate.net/publication/328654614 Factors Influencing Women Entrepreneurs' Performance in SMEs the economic End Match resilience

💦 Begin Match to source 30 in source list: https://www.researchgate.net/publication/328654614 Factors Influencing Women Entrepreneurs' Performance in SMEsof families and communities but End Match can also reduce the effects of economic fluctuations, reduce poverty rates and ensure sustainable economic growth. Thus, there is a need for serious attention to this sector in order to develop more dynamically than the micro and cooperative segments. Research in Malaysia reported by (Mohamed & Hanafi, 2013), has proven

Begin Match to source 15 in source list: https://repository.cuk.ac.ke/xmlui/bitstream/handle/123456789/210/fade27e61824151115bde91896c66a9f6851.pdf? isAllowed=y&sequence=1 that entrepreneurial orientation End Match can increase

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the End Match successful

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炭 Begin Match to source 10 in source list: George Papageorgiou, Simona Mihai-Yiannaki, Myria Ioannou, Despina Varnava-Marouchou, Stelios Marneros. Al Mamun, (2018) End Match) said 📄 Begin Match to source 10 in source list: George Papageorgiou, Simona Mihai-Yiannaki, Myria Ioannou, Despina Varnava-Marouchou, Stelios Marneros.the

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entrepreneurial competencies End Match about Begin Match to source 10 in source list: George Papageorgiou, Simona Mihai-Yiannaki, Myria Ioannou, Despina Varnava-Marouchou, Stelios Marneros.competitive advantage End Match influenced

Begin Match to source 10 in source list: George Papageorgiou, Simona Mihai-Yiannaki, Myria Ioannou, Despina Varnava-Marouchou, Stelios Marneros.the End Match performance

Begin Match to source 10 in source list: George Papageorgiou, Simona Mihai-Yiannaki, Myria Ioannou, Despina Varnava-Marouchou, Stelios Marneros.of End Match SMEs. Until to date, no research 💭 Begin Match to source 21 in source list: Ifeanyi E. Nuel Okoli, Kanayo Chike Nwosu, Miracle Ejike Okechukwu. on the End Match role 📄 Begin Match to source 21 in source list: Ifeanyi E. Nuel Okoli, Kanayo Chike Nwosu, Miracle Ejike Okechukwu. of entrepreneurial orientation End Match and competitive advantage 📄 Begin Match to source 21 in source list: Ifeanyi E. Nuel Okoli, Kanayo Chike Nwosu, Miracle Ejike Okechukwu.on End Match the Begin Match to source 21 in source list: Ifeanyi E. Nuel Okoli, Kanayo Chike Nwosu, Miracle Ejike Okechukwu.performance of Pend Match women in Begin Match to source 21 in source list: Ifeanyi E. Nuel Okoli, Kanayo Chike Nwosu, Miracle Ejike Okechukwu.small and medium enterprises End Match, especially culinary 💭 Begin Match to source 21 in source list: Ifeanyi E. Nuel Okoli, Kanayo Chike Nwosu, Miracle Ejike Okechukwu. SMEs 💭 End Match. The reason for choosing Culinary SMEs in Padang, West Sumatra, is that culinary tourism in West Sumatra has become a special attraction for tourists. This can be seen from the Padang cuisine and the Padang restaurant with its distinctive spicy taste and is very well known. Besides the limited number and scope of previous research and not discussing current problems. Therefore, this study is important to study because there is no research that examines competitive advantage as a mediating Begin Match to source 28 in source list: https://repository.nwu.ac.za/bitstream/handle/10394/37464/Sithole\_V.pdf?isAllowed=y&sequence=1relationship between

entrepreneurial orientation and End Match women's Begin Match to source 28 in source list: https://repository.nwu.ac.za/bitstream/handle/10394/37464/Sithole\_V.pdf?isAllowed=y&sequence=1business performance in End Match SMEs 🗾 Begin Match to source 28 in source list: https://repository.nwu.ac.za/bitstream/handle/10394/37464/Sithole\_V.pdf?isAllowed=y&sequence=1in End Match Padang 💭 Begin Match to source 28 in source list: https://repository.nwu.ac.za/bitstream/handle/10394/37464/Sithole\_V.pdf?isAllowed=y&sequence=1<u>City</u> in End Match West Sumatra Province. Thus, the outcomes of this study are projected to encourage the

Begin Match to source 37 in source list: https://emrbi.org/wp-content/uploads/2015/09/euromed2015-book-of-proceedings.pdfgrowth of \_\_\_\_\_End Match competitive Begin Match to source 37 in source list: https://emrbi.org/wp-content/uploads/2015/09/euromed2015-book-of-proceedings.pdfsmall and medium enterprises and End Match entrepreneurial orientation

Begin Match to source 37 in source list: https://emrbi.org/wp-content/uploads/2015/09/euromed2015-book-of-proceedings.pdfas 戻 End Match one of Begin Match to source 37 in source list: https://emrbi.org/wp-content/uploads/2015/09/euromed2015-book-of-proceedings.pdfthe End Match factors that give contribution Begin Match to source 19 in source list: Muhammad Irfan Nasution, Muhammad Fahmi, Jufrizen, Muslih, Muhammad Andi Prayogi. in improving the performance of End Match women- owned

📄 Begin Match to source 19 in source list: Muhammad Irfan Nasution, Muhammad Fahmi, Jufrizen, Muslih, Muhammad Andi Prayogi. SMEs in 💭 End Match Indonesia. Women entrepreneurs 📄 Begin Match to source 19 in source list: Muhammad Irfan Nasution, Muhammad Fahmi, Jufrizen, Muslih, Muhammad Andi Prayogi. are End Match women who manage a business and interact actively in the socio-economic and financial aspects that support activities in the community. According to (Tambunan, 2017), women entrepreneurs are divided into three categories, namely opportunity, compulsion, and creation. The opportunity category is a woman who does not have a clear goal when starting a business or business. Meanwhile, the category of compulsion is women who start their business or business because they are urged by circumstances. Finally, the category of creation is women who start their business or business because of the motivation and encouragement of others. Entrepreneurial orientation makes the biggest contribution to

😹 Begin Match to source 20 in source list: Muhammad Irfan Nasution, Muhammad Fahmi, Jufrizen, Muslih, Muhammad Andi Prayogi. the success of small 💭 End Match and 💭 Begin Match to source 20 in source list: Muhammad Irfan Nasution, Muhammad Fahmi, Jufrizen, Muslih, Muhammad Andi Prayogi.medium businesses End Match. (Mohamed & Hanafi, 2013) stated that female entrepreneurs or managers must increase the

Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah.level of entrepreneurial orientation in order to survive 戻 End Match in a Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah.<u>dynamic, fast and complex business environment</u> End Match. Research

Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah.by Dend Match Runyan et al., (2006) proves 戻 Begin Match to source 48 in source list: https://www.abacademies.org/articles/transformational-leadership-as-an-antecedent-and-sme-performance-as-a-

consequence-of-entrepreneurial-orientation-in-an-emerging-ma-8776.html that entrepreneurial orientation is a End Match very

😹 Begin Match to source 48 in source list: https://www.abacademies.org/articles/transformational-leadership-as-an-antecedent-and-sme-performance-as-aconsequence-of-entrepreneurial-orientation-in-an-emerging-ma-8776.html

significant End Match indicator 📂 Begin Match to source 48 in source list: https://www.abacademies.org/articles/transformational-leadership-as-an-antecedent-and-sme-performance-as-aconsequence-of-entrepreneurial-orientation-in-an-emerging-ma-8776.html

of End Match influencing organizational 📂 Begin Match to source 48 in source list: https://www.abacademies.org/articles/transformational-leadership-as-an-antecedent-and-sme-performance-as-aconsequence-of-entrepreneurial-orientation-in-an-emerging-ma-8776.html

performance End Match. For this reason, special traits that must be developed as an entrepreneur include working hard, having strong self- confidence, having leadership skills, having high creativity and being willing to take risks to realize their ideas (Hussain Haider, 2017). The Begin Match to source 2 in source list: https://etd.uum.edu.my/7173/1/s93716\_01.pdf<u>dimensions of entrepreneurial orientation</u> End Match consisting of innovation,

Begin Match to source 2 in source list: https://etd.uum.edu.my/7173/1/s93716\_01.pdfproactiveness, risk taking, and Dentation aggressiveness have been widely studied such as (Hussain Haider, 2017; Khavarinezhad & Biancone, 2021; 📄 Begin Match to source 45 in source list: http://ir.mu.ac.ke:8080/jspui/bitstream/123456789/5572/1/Mosonik Phd Thesis.pdf<u>Oni et al., 2019</u> End Match; Kiyabo & Isaga, 📄 Begin Match to source 45 in source list: http://ir.mu.ac.ke:8080/jspui/bitstream/123456789/5572/1/Mosonik Phd Thesis.pdf 2020 📄 End Match; Runyan Begin Match to source 45 in source list: http://ir.mu.ac.ke:8080/jspui/bitstream/123456789/5572/1/Mosonik Phd Thesis.pdfet al End Match., 2006). which Begin Match to source 45 in source list: http://ir.mu.ac.ke:8080/jspui/bitstream/123456789/5572/1/Mosonik Phd Thesis.pdfhave End Match proven to influence business performance. Thus, the hypothesis proposed for this study: H1: 📄 Begin Match to source 5 in source list: Rashid, Umi Kartini, Nasuredin, Juzaimi, W Net, Siti Nabilah, Wan Yusoff, Wan Fauziah, Omar, Siti Sarah, Harun, Amran. Entrepreneurial orientation End Match influences 🍃 Begin Match to source 5 in source list: Rashid, Umi Kartini, Nasuredin, Juzaimi, W Net, Siti Nabilah, Wan Yusoff, Wan Fauziah, Omar, Siti Sarah, Harun, Amran. business performance of women End Match. The EBegin Match to source 2 in source list: https://etd.uum.edu.my/7173/1/s93716\_01.pdfbusiness performance of women- owned SMEs is End Match also determined by Begin Match to source 2 in source list: https://etd.uum.edu.my/7173/1/s93716\_01.pdfthe End Match advantages Begin Match to source 2 in source list: https://etd.uum.edu.my/7173/1/s93716 01.pdfthat End Match come from the company's internal resources that are not owned by other companies (Kiyabo & Isaga, 2020; Mohamed & Hanafi, 2013; Rose et al., 2010). Competitive advantage does not be governed by Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah. on natural resources, technology or economies of scale End Match, however, Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah.<u>on</u> End Match useful, uncommon Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah.and Dend Match difficult Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah.to Den Match duplicate Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah.<u>resources that</u> End Match exist in Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah. the firm 💭 End Match. Therefore, competitive advantage can strengthen the positive influence that Begin Match to source 15 in source list: https://repository.cuk.ac.ke/xmlui/bitstream/handle/123456789/210/fade27e61824151115bde91896c66a9f6851.pdf? isAllowed=y&sequence=1 entrepreneurial orientation End Match exerts Begin Match to source 15 in source list: https://repository.cuk.ac.ke/xmlui/bitstream/handle/123456789/210/fade27e61824151115bde91896c66a9f6851.pdf? isAllowed=y&sequence=1 on the End Match business Begin Match to source 15 in source list: https://repository.cuk.ac.ke/xmlui/bitstream/handle/123456789/210/fade27e61824151115bde91896c66a9f6851.pdf? isAllowed=y&sequence=1 performance of women-owned End Match SMEs. 📄 Begin Match to source 15 in source list: https://repository.cuk.ac.ke/xmlui/bitstream/handle/123456789/210/fade27e61824151115bde91896c66a9f6851.pdf? isAllowed=y&sequence=1 Research End Match conducted, states that Begin Match to source 15 in source list: https://repository.cuk.ac.ke/xmlui/bitstream/handle/123456789/210/fade27e61824151115bde91896c66a9f6851.pdf? isAllowed=y&sequence=1 the End Match cause Begin Match to source 15 in source list: https://repository.cuk.ac.ke/xmlui/bitstream/handle/123456789/210/fade27e61824151115bde91896c66a9f6851.pdf? isAllowed=y&sequence=1 of End Match women entrepreneurs SMEs performing poorly is 🌽 Begin Match to source 5 in source list: Rashid, Umi Kartini, Nasuredin, Juzaimi, W Net, Siti Nabilah, Wan Yusoff, Wan Fauziah, Omar, Siti Sarah, Harun, Amran.due to End Match a 📄 Begin Match to source 5 in source list: Rashid, Umi Kartini, Nasuredin, Juzaimi, W Net, Siti Nabilah, Wan Yusoff, Wan Fauziah, Omar, Siti Sarah, Harun, Amran.lack of intangible resources: different End Match behaviors 📄 Begin Match to source 5 in source list: Rashid, Umi Kartini, Nasuredin, Juzaimi, W Net, Siti Nabilah, Wan Yusoff, Wan Fauziah, Omar, Siti Sarah, Harun, Amran.or characteristics of women entrepreneurs compared to End Match men, Begin Match to source 5 in source list: Rashid, Umi Kartini, Nasuredin, Juzaimi, W Net, Siti Nabilah, Wan Yusoff, Wan Fauziah, Omar, Siti Sarah, Harun, Amran.for End Match example, 炭 Begin Match to source 5 in source list: Rashid, Umi Kartini, Nasuredin, Juzaimi, W Net, Siti Nabilah, Wan Yusoff, Wan Fauziah, Omar, Siti Sarah, Harun, Amran. management End Match practices 📄 Begin Match to source 5 in source list: Rashid, Umi Kartini, Nasuredin, Juzaimi, W Net, Siti Nabilah, Wan Yusoff, Wan Fauziah, Omar, Siti Sarah, Harun, Amran.or entrepreneurial management and entrepreneurial orientation End Match. An entrepreneurial orientation Begin Match to source 22 in source list: https://www.asjp.cerist.dz/en/downArticle/85/9/2/174845is the starting point for creating and implementing competitive strategies End Match. According to Begin Match to source 22 in source list: https://www.asjp.cerist.dz/en/downArticle/85/9/2/174845Zeebaree & Siron, (2017) 📄 End Match) 🕞 Begin Match to source 36 in source list: https://ejournal.unisba.ac.id/index.php/mimbar/article/download/7997/pdfentrepreneurial orientation has a significant effect on competitive advantage End Match. Research by Lechner & Gudmundsson, (2014) examines a competitive strategy based on Porter's generic strategy with the dimensions of cost leadership ( Begin Match to source 3 in source list: https://journals.sagepub.com/doi/10.1177/0266242612455034 broad cost leadership End Match), differentiation ( Begin Match to source 3 in source list: https://journals.sagepub.com/doi/10.1177/0266242612455034broad differentiation), cost focus End Match (cost focus), Begin Match to source 3 in source list: https://journals.sagepub.com/doi/10.1177/0266242612455034 and differentiation focus 📄 End Match, and finds orientation dimensions different entrepreneurship (innovation, proactive and risk taking) have different impacts on competitive advantage. Research that has proven the influence of entrepreneurial orientation and competitive advantage such as (Barney, 1991; Armstrong & Michael, 2004; Mohamed & Hanafi, 2013; Oni et al., 2019). H2: Entrepreneurial orientation affects competitive advantage. Barney, (1991); Lechner & Gudmundsson, (2014) found that competitive strategy for companies measured by the dimensions of broad cost leadership, differentiation (broad differentiation) has Begin Match to source 3 in source list: https://journals.sagepub.com/doi/10.1177/0266242612455034<u>a positive impact on performance. Interestingly</u>End Match, overall Begin Match to source 3 in source list: https://journals.sagepub.com/doi/10.1177/0266242612455034cost leadership Pend Match has Begin Match to source 3 in source list: https://journals.sagepub.com/doi/10.1177/0266242612455034<u>a stronger impact than differentiation</u> End Match. This is presumably because differentiation seems more appropriate for the characteristics of (Runyan et al., 2006)strategy for small companies, (Kiyabo & Isaga, 2020; Mohamed & Hanafi, 2013) Explanation of the 🞉 Begin Match to source 33 in source list: http://eprints.utm.my/id/eprint/88061/1/SabrinahAdam2019\_EntrepreneurialOrientationandOrganizationalPerformance.pdf theory of resource-based view (RBV) End Match), which said 📄 Begin Match to source 33 in source list: http://eprints.utm.my/id/eprint/88061/1/SabrinahAdam2019\_EntrepreneurialOrientationandOrganizationalPerformance.pdf<u>that</u> the End Match capability 😹 Begin Match to source 33 in source list: http://eprints.utm.my/id/eprint/88061/1/SabrinahAdam2019\_EntrepreneurialOrientationandOrganizationalPerformance.pdf of the End Match company's internal resources to utilize internal resources 戻 Begin Match to source 39 in source list: http://ir.jkuat.ac.ke/bitstream/handle/123456789/5035/Mburu, Racheal Mugure PhD Entre, 2019.pdf? isAllowed=y&sequence=1 in order to End Match realize 😹 Begin Match to source 39 in source list: http://ir.jkuat.ac.ke/bitstream/handle/123456789/5035/Mburu, Racheal Mugure PhD Entre, 2019.pdf? isAllowed=y&sequence=1 competitive advantage. The unique resources End Match possessed 📄 Begin Match to source 39 in source list: http://ir.jkuat.ac.ke/bitstream/handle/123456789/5035/Mburu, Racheal Mugure PhD Entre, 2019.pdf? isAllowed=y&sequence=1 and End Match organized by the company enable the company to accomplish and sustain greater performance on an ongoing basis that can move the improvement of organizational performance, (Barney, 1991). H3: Competitive advantage affects business performance of women. According to Mohamed & Hanafi, (2013) found that competitive advantage can partially mediate entrepreneurial orientation and performance relationship. They elucidate that the Begin Match to source 2 in source list: https://etd.uum.edu.my/7173/1/s93716\_01.pdfrelationship between entrepreneurial orientation and women-owned business performance End Match can be channeled by the importance of sources of competitive advantage. This relates well to the resource-based view of firms with competitive advantage (Barney, 1991). According to Runyan et al., (2006) comparing the performance effect, Begin Match to source 3 in source list: https://journals.sagepub.com/doi/10.1177/0266242612455034<u>competitive strategy</u>End Match is Begin Match to source 3 in source list: https://journals.sagepub.com/doi/10.1177/0266242612455034more important than Dentreprese the entreprese or the entreprese or the entreprese of the entre Begin Match to source 3 in source list: https://journals.sagepub.com/doi/10.1177/0266242612455034performance Begin Match to source 3 in source list: https://journals.sagepub.com/doi/10.1177/0266242612455034<u>in general</u> End Match, studies have Begin Match to source 3 in source list: https://journals.sagepub.com/doi/10.1177/0266242612455034shown a positive impact of PEnd Match entrepreneurial المراجع المحافي ا orientation Begin Match to source 3 in source list: https://journals.sagepub.com/doi/10.1177/0266242612455034on firm performance, but the large End Match variation in the effect of entrepreneurial orientation indicates that Begin Match to source 27 in source list: http://eprints.utas.edu.au/22880/2/Grimmer\_whole\_thesis\_ex\_pub\_mat.pdf<u>the relationship between</u> End Match entrepreneurial 📄 Begin Match to source 27 in source list: http://eprints.utas.edu.au/22880/2/Grimmer\_whole\_thesis\_ex\_pub\_mat.pdforientation and performance is 📄 End Match neither mediated nor 📄 Begin Match to source 27 in source list: http://eprints.utas.edu.au/22880/2/Grimmer\_whole\_thesis\_ex\_pub\_mat.pdf<u>moderated by</u> End Match competitive advantage. One 戻 Begin Match to source 27 in source list: http://eprints.utas.edu.au/22880/2/Grimmer\_whole\_thesis\_ex\_pub\_mat.pdf<u>of the</u> End Match success factors for women's business performance is determined by competitive advantage. Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah.<u>Competitive advantage only</u>End Match rises Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah from the End Match usage Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah.of Den Match rare, Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah.intangible and Dender Company-Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah. specific 🚚 End Match resources, ( Begin Match to source 47 in source list: https://jurcon.ums.edu.my/ojums/index.php/JAAAB/issue/download/238/JAAAB\_6\_2019 Fairoz et al., 2010; Madhoushi et al., 2011 End Match). This shows that competitive advantage originates from the company's internal resources that are not owned by other companies. Hence, competitive advantage can amplify the positive influence that entrepreneurial orientation exerts on women's business performance. H4: Begin Match to source 7 in source list: https://innovation-entrepreneurship.springeropen.com/articles/10.1186/s13731-020-00123-7 Entrepreneurial orientation 💭 End Match influences 💭 Begin Match to source 7 in source list: https://innovation-entrepreneurship.springeropen.com/articles/10.1186/s13731-020-00123-7 business performance of women End Match Begin Match to source 7 in source list: https://innovation-entrepreneurship.springeropen.com/articles/10.1186/s13731-020-00123-7 mediated by competitive advantage End Match. METHOD Begin Match to source 7 in source list: https://innovation-entrepreneurship.springeropen.com/articles/10.1186/s13731-020-00123-7The End Match population Begin Match to source 7 in source list: https://innovation-entrepreneurship.springeropen.com/articles/10.1186/s13731-020-00123-7 of this study JEnd Match is small and medium business women entrepreneurs who are engaged in culinary businesses registered with the Department of Cooperatives & SMEs, Padang City, West Sumatra. Based on the number of culinary SMEs registered with the Padang City Cooperatives & UKM Office, in 2020 there were 4,496 SMEs. To determine the number of samples in a large population, Begin Match to source 18 in source list: http://journal.unj.ac.id/unj/index.php/jpeb/article/download/18515/11242/this study End Match uses Begin Match to source 18 in source list: http://journal.unj.ac.id/unj/index.php/jpeb/article/download/18515/11242/the Slovin Formula End Match to calculate 📄 Begin Match to source 18 in source list: http://journal.unj.ac.id/unj/index.php/jpeb/article/download/18515/11242/the Defined Match number Begin Match to source 18 in source list: http://journal.unj.ac.id/unj/index.php/jpeb/article/download/18515/11242/of Datch a population Begin Match to source 18 in source list: http://journal.unj.ac.id/unj/index.php/jpeb/article/download/18515/11242/of End Match certain objects whose characteristics are not known for certain. The selection 炭 Begin Match to source 31 in source list: Rajennd A/L Muniady, Abdullah Al Mamun, P. Yukthamarani Permarupan, Noor Raihani Binti Zainol, Mohd. Rosli Mohamad.of women entrepreneurs based on the End Match names Begin Match to source 31 in source list: Rajennd A/L Muniady, Abdullah Al Mamun, P. Yukthamarani Permarupan, Noor Raihani Binti Zainol, Mohd. Rosli Mohamad.of End Match culinary SME 泸 Begin Match to source 31 in source list: Rajennd A/L Muniady, Abdullah Al Mamun, P. Yukthamarani Permarupan, Noor Raihani Binti Zainol, Mohd. Rosli Mohamad. entrepreneurs End Match who report 😹 Begin Match to source 31 in source list: Rajennd A/L Muniady, Abdullah Al Mamun, P. Yukthamarani Permarupan, Noor Raihani Binti Zainol, Mohd. Rosli Mohamad. the End Match amount 🍃 Begin Match to source 31 in source list: Rajennd A/L Muniady, Abdullah Al Mamun, P. Yukthamarani Permarupan, Noor Raihani Binti Zainol, Mohd. Rosli Mohamad. of End Match their income regularly to the SME and Cooperatives Office of Padang City based on random sampling 💭 Begin Match to source 6 in source list: http://repository.stie-aub.ac.id/8/1/Investment Based on Economic and Social Commitment To Enhanced Firm Value A Role of Board of Directors.pdf can be seen in Table End Match 1. 😹 Begin Match to source 6 in source list: http://repository.stie-aub.ac.id/8/1/Investment Based on Economic and Social Commitment To Enhanced Firm Value A Role of Board of Directors.pdf Table 1 End Match Types 浸 Begin Match to source 6 in source list: http://repository.stie-aub.ac.id/8/1/Investment Based on Economic and Social Commitment To Enhanced Firm Value A Role of

## Board of Directors.pdf

of End Match business 😹 Begin Match to source 6 in source list: http://repository.stie-aub.ac.id/8/1/Investment Based on Economic and Social Commitment To Enhanced Firm Value A Role of Board of Directors.pdf

and End Match number of Culinary SMEs and the City of Padang NO Culinary SME business Number type of SMEs 1. Small snacks 29 2. Drink 15 3. Small shop 14 4. Home catering 12 5. Breakfast stall 10 6. Various cakes 9 7. Snack food 8 Total Culinary SMEs 97 Source: Padang City Cooperatives & SMEs Office, 2021 The detailed process of sample collection can be seen in table 1 showing that the number of questionnaires used as respondents who were processed in this study amounted to 100 questionnaires from a total of all respondents determined from the sampling technique using random sampling, using the Slovin formula as follows: where: n N E = 97,82 : Samples numbers : Population : Tolerance of error (10%)

Begin Match to source 46 in source list: http://journal.umsu.ac.id/index.php/ijbe/article/download/6710/5432Data collection techniques in this study using a End Match questionnaire. Questionnaires were distributed directly to female entrepreneurs who have businesses engaged in culinary registered with the Padang City Cooperatives & SMEs Office in West Sumatra. Begin Match to source 24 in source list: Dwiyanti, Retno, Hamzah, Hazalizah Binti, Binti Abas, Nurul. Partial Least Square (PLS) analysis technique with the SmartPLS 3.0 program End Match was used for hypothesis testing in the data analysis technique. Several advantages of this approach has stated by (Hoc et al., 2014). First, 戻 Begin Match to source 4 in source list: http://repo.bunghatta.ac.id/7030/1/2. Proseding\_GCBER\_UPM.pdfSEM-PLS is End Match its suitability Begin Match to source 4 in source list: http://repo.bunghatta.ac.id/7030/1/2. Proseding\_GCBER\_UPM.pdffor this research model 📄 End Match which 📄 Begin Match to source 4 in source list: http://repo.bunghatta.ac.id/7030/1/2. Proseding\_GCBER\_UPM.pdf<u>uses variables that cannot be measured</u>

directly (latent variables) and End Match have predictable Begin Match to source 4 in source list: http://repo.bunghatta.ac.id/7030/1/2. Proseding\_GCBER\_UPM.pdf measurement End Match errors. Second, testing several dependent and independent variables can be done simultaneously

Begin Match to source 4 in source list: http://repo.bunghatta.ac.id/7030/1/2. Proseding\_GCBER\_UPM.pdfin this research model End Match with the Begin Match to source 4 in source list: http://repo.bunghatta.ac.id/7030/1/2. Proseding\_GCBER\_UPM.pdfSEM-PLS Datch analysis. Third, Begin Match to source 4 in source list: http://repo.bunghatta.ac.id/7030/1/2. Proseding\_GCBER\_UPM.pdfcomplexity models with small sample sizes End Match can

be overcame by the component-based SEM-PLS. According business performance of women is an increase that can be achieved by a woman-owned business which can refer to an increase in income, sales, output, productivity, costs, service acceptance, reaction speed or change, achievement of quality standards or reactions. customer/client. The business performance instrument was adopted from (Barney, 1991; Hussain Haider, 2017; Oni et al., 2019) Business performance is measured using two dimensions, namely financial which consists of 戻 Begin Match to source 11 in source list: Olabanji Oni, Edem Korku Agbobli, Chux Gervase Iwu.sales growth,

gross profit and return on investment and non-financial End Match, namely the Begin Match to source 11 in source list: Olabanji Oni, Edem Korku Agbobli, Chux Gervase Iwu.growth in the number of employees over the End Match last five Begin Match to source 11 in source list: Olabanji Oni, Edem Korku Agbobli, Chux Gervase Iwu.years Bud Match consisting Begin Match to source 11 in source list: Olabanji Oni, Edem Korku Agbobli, Chux Gervase Iwu.of End Match eight questions. According to (Mohamed & Hanafi,

2013) defines entrepreneurial orientation as a strategic dimension for business performance, which contains of Begin Match to source 41 in source list: https://rjoas.com/issue-2020-09/article\_12.pdf<u>three dimensions; innovation</u> End Match, proactive

Begin Match to source 41 in source list: https://rjoas.com/issue-2020-09/article\_12.pdf<u>and risk taking. The entrepreneurial orientation</u> End Match instrument in this study refers to a questionnaire developed by (Covin, Jeffrey & Slevin, Dennis, 1989) which consists of nine Begin Match to source 50 in source list: http://www.otmc-conference.com/wp-content/uploads/2019/09/OTMC2019 Conference-Proceedings-01092019-v\_9-resize.pdf

questions using a five-point Likert scale End Match in which owners must specify the extension Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah.<u>to which</u> End Match these Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah.items End Match characterize Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah.<u>their</u> DEnd Match company's

Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah.strategy. The 戻 End Match entrepreneurial orientation

Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah.<u>questionnaire</u> End Match distinguishes Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah. three sub-dimensions 📄 End Match, namely innovative, proactive 📂 Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah. and risk-taking 💭 End Match. A unique collection of resources owned and controlled by

Procedure The detailed process of collecting questionnaires can be seen in Table 2 showing that the number of questionnaires used as respondents who were

the company construct competitive advantage and with that it permits the company to attain and preserve sustainable superior performance, (Kiyabo & Isaga, 2020; Runyan et al., 2006). The instrument of competitive advantage in this study refers to (Barney, 1991). dimensions of measuring competitive advantage consist of first, products variance and second, market responsiveness which includes customers and competitors with next to question items. RESULT AND DISCUSSION Sampling

processed in this study amounted to 97 or 92.38% of the total respondents. Table 2. Description of Questionnaire Returns Information Total Percentage (%) Questionnaire 105 100 distributed Questionnaire that (8) (7,62) does not return Questionnaire back 97 92,38 Incomplete (0) (0) questionnaire filling Total Questionnaire 97 92,38 Source: Results of data processing (2021) Respondent Demographics Characteristics of respondents who answered the questionnaire in this study were more dominated by respondents with high school education with a total of 71 people or 76.34%, compared to 12 people or 12.90% for undergraduate students with a predominance of 30 to 35 years of age. Furthermore, the operating profit generated by small and medium enterprises where respondents who have a profit of 25 million to 50 million per month are 41 SMEs or 44.09%. Only 14 respondents have a large operating profit of 50 million or 15.05%. Begin Match to source 34 in source list: Minerva Martínez Ávila. Measurement Model End Match Evaluation

Begin Match to source 34 in source list: Minerva Martínez Ávila.<u>The measurement model</u>End Match evaluates Begin Match to source 34 in source list: Minerva Martínez Ávila.<u>the relationship between</u>End Match the construct

🍃 Begin Match to source 34 in source list: Minerva Martínez Ávila. and 戻 End Match its indicators. This evaluation goes through two stages, namely the evaluation of convergent validity based on the loading factor for each construct and discriminant validity to see the output of composite reliability or Cronbach's negligence. The following is the Smart PLS output display in Figure 1. Figure 1: Output Smart PLS The results of SmartPLs in Figure 1 shows that all indicators have a loading factor of 1,000. It shows the validity of indicators because the loading factor meets the criteria above 0.70. Table 3. Validity and Reliability Test Results Construct Valid ity Reliability Load ing Rang e AV E Comp osite Reliability Comp osite Alpha Rule of thumb > 0.5 > 0.5 > 0.7 > 0.7 > 0.7 Entrepren eurship Orientation (EO) Competitive Advantag e (CA) Performa nce SME Women 0.77 0 – 0.86 2 0.80 7 – 0.86 8 0.97 7 – 0.98 0.6 66 0.7 18 0.9 61 0.933 0.910 0.980 0.916 0.869 0.960 4 Source: Results of data processing (2021) Table 3 summarizes the results of data processing loading range for validity testing with a range of 0.770 to 0.984 shows a value above 0.7 means that the measurement of each construct is highly correlated. The AVE result is used as a determinant of convergent validity in this study > 0.5 then this result is convergently valid. Likewise, the results of the composite reliability and composite alpha test showed a value above 0.7, which means that it meets the criteria. Furthermore, the outcomes of the discriminant validity test are employed to confirm that individual concept of the latent variable/construct is dissimilar from another latent variable. The best recent measurement is to explore the Heterotrait-

Begin Match to source 9 in source list: https://journal.pancabudi.ac.id/index.php/iple/article/download/4037/3693/Monotrait-Ratio (HTMT) value. If the End Match HTMT Begin Match to source 9 in source list: https://journal.pancabudi.ac.id/index.php/iple/article/download/4037/3693/value End Match is < Begin Match to source 9 in source list: https://journal.pancabudi.ac.id/index.php/iple/article/download/4037/3693/0.90 then a construct has good discriminant validity (Jorg Henseler Christian M. Ringle End Match Marco

Begin Match to source 9 in source list: https://journal.pancabudi.ac.id/index.php/iple/article/download/4037/3693/Sarsted Dend Match, 2015). The outcomes of the discriminant validity test in table 5 all values produce values less than 0.90, and it can be said that all variables have good discriminant validity values. Table 4. Result of Discriminant Validity Heterotrait-Monotrait-Rasi (HTMT) Competitive Advantage (CA) Entrepreneurship 0,565 Orientation (EO) Performance SME 0,330 0,113 Women Source: Results of data processing (2021) Inner Model Test Results The relationship between latent variables, significance values and R- squares was investigated through testing of Begin Match to source 14 in source list: http://repo.bunghatta.ac.id/6402/1/1. Pertanika\_Turnitin.pdfthe inner model or structural End Match model. Begin Match to source 14 in source list: http://repo.bunghatta.ac.id/6402/1/1. Pertanika\_Turnitin.pdf

📄 Begin Match to source 14 in source list: http://repo.bunghatta.ac.id/6402/1/1. Pertanika\_Turnitin.pdf<u>of this</u> End Match research model can be seen Begin Match to source 29 in source list: Al Idrus, Salim, Abdussakir, Abdussakir, Djakfar, Muhammad.<u>in Table 5. Table 5</u>End Match. Result Begin Match to source 29 in source list: Al Idrus, Salim, Abdussakir, Abdussakir, Djakfar, Muhammad.of R 📄 End Match-Squares Begin Match to source 29 in source list: Al Idrus, Salim, Abdussakir, Abdussakir, Djakfar, Muhammad. Variable R 戻 End Match- R- Result

Begin Match to source 29 in source list: Al Idrus, Salim, Abdussakir, Abdussakir, Djakfar, Muhammad. Square 💭 End Match Square Adjusted Competitive Begin Match to source 29 in source list: Al Idrus, Salim, Abdussakir, Abdussakir, Djakfar, Muhammad. 💭 End Match, 271 0,264 Moderate Advantage (CA) Performance 0,195 0,175 Weak SME Women Source:

Begin Match to source 6 in source list: http://repository.stie-aub.ac.id/8/1/Investment Based on Economic and Social Commitment To Enhanced Firm Value A Role of Board of Directors.pdf Results of data processing End Match (2021)

D Begin Match to source 6 in source list: http://repository.stie-aub.ac.id/8/1/Investment Based on Economic and Social Commitment To Enhanced Firm Value A Role of Board of Directors.pdf

Table 5 shows the End Match R-Square Begin Match to source 6 in source list: http://repository.stie-aub.ac.id/8/1/Investment Based on Economic and Social Commitment To Enhanced Firm Value A Role of Board of Directors.pdf

value End Match in this study is 0.195 and the R-Square Adjusted value is 0.175, this value is categorized as weak (Chin, 1998). This indicates that only 17.5% of the ariance of SME women's performance can be described by the variance of competitive advantage. Hypothesis Test Results The structural model or inner model is 🌽 Begin Match to source 49 in source list: http://www.efos.unios.hr/ekonomski-vjesnik/wp-content/uploads/sites/105/2021/06/EKONOMSKI-VJESNIK-1-2021-WEB.pdf used to test the hypothesis End Match, namely

浸 Begin Match to source 49 in source list: http://www.efos.unios.hr/ekonomski-vjesnik/wp-content/uploads/sites/105/2021/06/EKONOMSKI-VJESNIK-1-2021-WEB.pdf the End Match influence 😹 Begin Match to source 49 in source list: http://www.efos.unios.hr/ekonomski-vjesnik/wp-content/uploads/sites/105/2021/06/EKONOMSKI-VJESNIK-1-2021-WEB.pdf

between End Match latent 📄 Begin Match to source 49 in source list: http://www.efos.unios.hr/ekonomski-vjesnik/wp-content/uploads/sites/105/2021/06/EKONOMSKI-VJESNIK-1-2021-WEB.pdf variables End Match and can be seen from the parameter coefficients and their significance. The following are the test results consisting of four research hypotheses: Table 6 Hypothesis Testing Results Vari Orig Sa Stan T P able inal mpl dard Stati Va Sam e Devi stic lue ple Me ation an (STD Result of Hypo thesis (M) EV) EO → PW - 0,03 8 - 0,0 35 0,12 4 2,49 5 0,0 13 H1 Supp orted EO → CA 0,52 1 0,5 29 0,06 3 8,29 1 0,0 00 H2 Supp orted CA 0,32 0,3 0,13 0,30 0,7 H3 → 6 27 1 9 58 Not PW Supported EO 0,17 0,1 0,07 2,17 0,0 H4 → 0 75 8 7 30 Supp CA orted → PW Source: Results of data processing (2021) The direct relationship Begin Match to source 44 in source list: https://apmba.ub.ac.id/index.php/apmba/article/view/395<u>of entrepreneurship orientation and the performance of SMEs</u> End Match women has a p- value of 0.003. This explains

Begin Match to source 23 in source list: Submitted to Harrisburg University of Science and Technology on 2021-05-07that there is a significant End Match influence Begin Match to source 23 in source list: Submitted to Harrisburg University of Science and Technology on 2021-05-07 between 📄 End Match entrepreneurship Begin Match to source 23 in source list: Submitted to Harrisburg University of Science and Technology on 2021-05-07 orientation and Card Match the Begin Match to source 23 in source list: Submitted to Harrisburg University of Science and Technology on 2021-05-07 performance of SMEs 💭 End Match women. Begin Match to source 23 in source list: Submitted to Harrisburg University of Science and Technology on 2021-05-07 The End Match Begin Match to source 35 in source list: https://actacommercii.co.za/index.php/acta/article/view/591/948results are consistent with match earlier research

Begin Match to source 35 in source list: https://actacommercii.co.za/index.php/acta/article/view/591/948<u>conducted by</u> End Match (Arshad Begin Match to source 35 in source list: https://actacommercii.co.za/index.php/acta/article/view/591/948et al., 2014 End Match; Hasan & Almubarak, 2016; Mohamed & Hanafi, 2013; Runyan et al., 2006) that women business managers always strive to rise 戻 Begin Match to source 13 in source list: Tan, Hong Hooi. their level of entrepreneurial orientation in order to End Match persist Begin Match to source 13 in source list: Tan, Hong Hooi. in End Match a challenging business environment. dynamic, fast and complex. Begin Match to source 40 in source list: http://ir.umk.edu.my/bitstream/123456789/688/1/ISEB 2020.pdf#page=185The result of the End Match second hypothesis Begin Match to source 40 in source list: http://ir.umk.edu.my/bitstream/123456789/688/1/ISEB 2020.pdf#page=185has a p-value End Match of Begin Match to source 40 in source list: http://ir.umk.edu.my/bitstream/123456789/688/1/ISEB 2020.pdf#page=1850 End Match.002, or significant influence between entrepreneurship orientation and competitive advantage. The is agreeing with research (Khavarinezhad & Biancone, 2021; Lechner & Gudmundsson, 2014; Zeebaree & Siron, 2017) which says that entrepreneurship orientation is the initial point for making and executing competitive advantage. The entrepreneurial orientation attitude of women entrepreneurs will make them different from other entrepreneurs, it will create added value for them and create a competitive advantage for the businesses they have so that their businesses have advantages those other similar businesses do not have. The third hypothesis has a p-

value of 0.001, proving that 😹 Begin Match to source 6 in source list: http://repository.stie-aub.ac.id/8/1/Investment Based on Economic and Social Commitment To Enhanced Firm Value A Role of Board of Directors.pdf

there is a significant influence on End Match competitive advantage and 浸 Begin Match to source 6 in source list: http://repository.stie-aub.ac.id/8/1/Investment Based on Economic and Social Commitment To Enhanced Firm Value A Role of Board of Directors.pdf

the performance of End Match SMEs women. 📄 Begin Match to source 6 in source list: http://repository.stie-aub.ac.id/8/1/Investment Based on Economic and Social Commitment To Enhanced Firm Value A Role of Board of Directors.pdf

The End Match results

😹 Begin Match to source 6 in source list: http://repository.stie-aub.ac.id/8/1/Investment Based on Economic and Social Commitment To Enhanced Firm Value A Role of Board of Directors.pdf

of End Match this study are 😹 Begin Match to source 6 in source list: http://repository.stie-aub.ac.id/8/1/Investment Based on Economic and Social Commitment To Enhanced Firm Value A Role of

Board of Directors.pdf in End Match line with (Barney, 1991; Fairoz et al., 2010; Lechner & Gudmundsson, 2014) This shows that the company's ability to develop and utilize this scarce resource can direct the company to run effectively and effectively and excel from its competitors. The results of testing the fourth hypothesis indicate

Begin Match to source 25 in source list: Innocent Duru, Paul Ehidiamhen, Amaka Chijioke. that competitive advantage Dend Match significantly affects Begin Match to source 25 in source list: Innocent Duru, Paul Ehidiamhen, Amaka Chijioke.the relationship between End Match entrepreneurship orientation Begin Match to source 25 in source list: Innocent Duru, Paul Ehidiamhen, Amaka Chijioke.and the performance of SMEs Church women. It proves that the role of competitive advantage Begin Match to source 26 in source list: Submitted to Southern Illinois University on 2022-01-21 is able to mediate the relationship between

End Match entrepreneurship orientation to Begin Match to source 26 in source list: Submitted to Southern Illinois University on 2022-01-21 the performance of SMES End Match women. This research Begin Match to source 38 in source list: https://iiste.org/Journals/index.php/JEDS/article/download/57647/59531 is in line with previous End Match research (Fairoz Begin Match to source 38 in source list: https://iiste.org/Journals/index.php/JEDS/article/download/57647/59531 et al End Match., 2010; Madhoushi Begin Match to source 38 in source list: https://iiste.org/Journals/index.php/JEDS/article/download/57647/59531et al End Match., 2011; Mohamed & Hanafi, 2013) which found that competitive advantage can partially mediate entrepreneurship orientation and performance relationship. This finding illustrates the significance 💦 Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah. of sources of competitive advantage as a 💭 End Match

channel Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah.in Chandri horeasing Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah. the relationship between End Match entrepreneurship

Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah.orientation and End Match women's

Begin Match to source 1 in source list: Mahmood, Rosli, Hanafi, Norshafizah.performance End Match. CONCLUSIONS Begin Match to source 42 in source list: http://www.i-scholar.in/index.php/tijbm/article/download/198336/184817This study has proved that the EAD Match

importance Begin Match to source 42 in source list: http://www.i-scholar.in/index.php/tijbm/article/download/198336/184817 of End Match the influence of

Begin Match to source 42 in source list: http://www.i-scholar.in/index.php/tijbm/article/download/198336/184817competitive advantage Dend Match in mediating Begin Match to source 8 in source list: https://dspace.plymouth.ac.uk/bitstream/handle/10026.1/15412/2020ALALAWI10537530PhD.pdf?isAllowed=y&seguence=1the

relationship between entrepreneurial orientation and End Match the Begin Match to source 8 in source list: https://dspace.plymouth.ac.uk/bitstream/handle/10026.1/15412/2020ALALAWI10537530PhD.pdf?isAllowed=y&sequence=1

performance End Match of SME women. Begin Match to source 8 in source list: https://dspace.plymouth.ac.uk/bitstream/handle/10026.1/15412/2020ALALAWI10537530PhD.pdf?isAllowed=y&sequence=1 The End Match importance

Begin Match to source 8 in source list: https://dspace.plymouth.ac.uk/bitstream/handle/10026.1/15412/2020ALALAWI10537530PhD.pdf?isAllowed=y&sequence=1of End Match entrepreneurial orientation in

Begin Match to source 8 in source list: https://dspace.plymouth.ac.uk/bitstream/handle/10026.1/15412/2020ALALAWI10537530PhD.pdf?isAllowed=y&sequence=1 Small and Medium End Match the competitiveness Begin Match to source 51 in source list: Boyke Rudy Purnomo. and performance of women entrepreneurs in End Match West Sumatra cab be increased trough enterprises in the culinary business. Thus, this study also demonstrated that women are able to compete with men in the business world if they have an entrepreneurial orientation and competitive advantage.

Begin Match to source 16 in source list: https://fise.hamzanwadi.ac.id/index.php/jpek/article/view/2735/0The results End Match imply Begin Match to source 16 in source list: https://fise.hamzanwadi.ac.id/index.php/jpek/article/view/2735/0<u>that the entrepreneurial orientation of women entrepreneurs</u> End Match will make them different from other entrepreneurs, it will create added value for them and create a competitive advantage for the businesses they have so that their businesses have advantages those other similar businesses do not have. So that the role of women in business can increase their role in the economy in West Sumatra. REFERENCES Alam, S. S., Senik, Z. C., & Jani, F. M. (2012). An Exploratory Study of Women Entrepreneurs in Malaysia: Motivation and Problems. Journal of Management Research, 4(4). https://doi.org/10.5296/jmr.v4i4.2377 Amin, M. (2015). The effect of entrepreneurship orientation and learning orientation on SMEs' performance: an SEM-PLS approach. J. for International Business and Entrepreneurship Development, 8(3), 215. https://doi.org/10.1504/jibed.2015.070 797 Amin, M., Thurasamy, R., Aldakhil, A. M., & Kaswuri, A. H. Bin. (2016). The effect of market orientation as a mediating variable in the relationship between entrepreneurial

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