

PERAN *ENTREPRENEURIAL COMMUNITY* DAN *DIGITAL ENTREPRENEURIAL ORIENTATION* TERHADAP *ENTREPRENEURIAL PROCESS* DALAM MENGHASILKAN *ENTREPRENEURIAL PERFORMANCE*

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ABSTRACT

Purpose- This study aims to examine the role of the entrepreneurial community and digital entrepreneurial orientation towards the entrepreneurial process in producing entrepreneurial performance

Design/methodology/approach- The quantitative research design was used through field research in Wonogiri District, Baturetno District, Watuagung Village, Sendang Hamlet. A total of 31 respondents were randomly selected through questionnaires.

Findings- The results of this study indicate that the entrepreneurial community does not affect the entrepreneurial process, digital entrepreneurial orientation influences the entrepreneurial process, entrepreneurial process influences entrepreneurial performance,

Implication- Related parties need to make efforts to improve entrepreneurial performance through mentoring members of the community in directing and developing their businesses; conduct interactive communication between management and members of the association; and forming SME groups in the context of operational and development cost efficiency (production training, managerial finance, marketing, and others)

Keywords: *entrepreneurial community, digital entrepreneurial orientation, entrepreneurial process, entrepreneurial performance*



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Abstrak

Tujuan- Penelitian ini bertujuan untuk memeriksa peran entrepreneurial community dan digital entrepreneurial orientation terhadap entrepreneurial process dalam menghasilkan entrepreneurial performance.

Desain / metodologi / pendekatan- Desain penelitian kuantitatif digunakan melalui riset lapangan di Kabupaten Wonogiri Kecamatan Baturetno, Desa Watuagung Dusun Sendang. Sebanyak 31 orang responden dipilih secara acak melalui penyebaran kuesioner.

Temuan- Hasil penelitian ini menunjukkan bahwa entrepreneurial community tidak berpengaruh terhadap entrepreneurial process, digital entrepreneurial orientation berpengaruh terhadap entrepreneurial process, entrepreneurial process berpengaruh terhadap entrepreneurial performance.

Implikasi- Upaya untuk meningkatkan entrepreneurial performance perlu mendapatkan perhatian melalui mentoring terhadap anggota paguyuban dalam mengarahkan dan mengembangkan usaha mereka; melakukan komunikasi yang interaktif antara pengurus dan anggota paguyuban; dan membentuk kelompok kelompok UKM dalam rangka efisiensi biaya operasional dan pengembangan (pelatihan produksi, manajerial keuangan, pemasaran dan lainnya)

Kata kunci: *entrepreneurial community, digital entrepreneurial orientation, entrepreneurial process, entrepreneurial performance*