

**PENGARUH *MARKET ORIENTATION* TERHADAP *SMEs*  
*PERFORMANCE* DAN *INNOVATION* SEBAGAI MEDIASI PADA  
SEKTOR KULINER DI KOTA PADANG**

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**ABSTRACT**

*This research aimed to analyze the influence of (1) market orientation and (2) innovation as mediation toward SMEs performance. The population in this research are the owner or manager of SMEs under supervision of corporative and SMEs office Padang City, with total population 516. The samples were selected using random area probability sampling and Solvin method, so the total sample is 225 owners. The data of this research are primary and secondary data. The data was analyzed with Structural Equation Modeling (SEM) using AMOS version 26. The results of this research showed: (1) market orientation has a negative and no significant effect on SMEs performance culinary sector in Padang City (2) market orientation has a positive and significant effect on innovation of SMEs (3) innovation has a positive and significant effect on SMEs performance culinary sector under supervision of corporative and SMEs office Padang City. (4) market orientation has significant effect on SMEs performance with innovation as mediation.*

***Keyword: Market orientation, Innovation, SMEs performance.***