

ABSTRACT

The more rapid development of the internet today causes the pattern of people's lives to change and become more varied. Including in terms of shopping, people will now prefer shopping at online stores rather than shopping directly at conventional stores. Therefore, boutiques entrepreneurs must continue to innovate and have superior marketing skills compared to competitors to be able to compete with online stores that are currently growing both in the domestic and international markets, especially now that we have entered the era of the Asean Economic Community (AEC).

This research was conducted to see whether market orientation, entrepreneurial orientation and marketing Capability are factors that affect the performance of a boutiques business, and it is hoped that this research can be input for business owners to be able to innovate and continue to survive in the face of competition.

This research was conducted at the boutiques at ITC Mangga Dua. 108 questionnaires were distributed that were given to owners or managers. And in this study found that market orientation, entrepreneurial orientation, and marketing Capability have a significant effect on the performance of the boutiques business.

Keyword :

Market Orientation, Entrepreneurial Orientation, Marketing Capabilities, Business Performance.