

# **The Development Model in Enhancing Performance of Small and Medium Business towards Entrepreneurship Orientation, Environment Dynamic, and Capital Access**

Rr. Sri Handari Wahyuningsih<sup>1</sup>, Isthofaina Astuty<sup>2</sup>

<sup>1</sup> Faculty of Economic and Business, Universitas Muhammadiyah Yogyakarta  
(ndari\_moehdam@yahoo.com)

<sup>2</sup> Faculty of Economic and Business, Universitas Muhammadiyah Yogyakarta

## **ABSTRACT**

Small and medium business has the strategic influence in national economic matters. It needed contribution from various factors in supporting small and medium business performance. This research aimed to analyze the effect of entrepreneurship orientation towards small and medium business performance which assisting and helping Corporate Social Responsibility (CSR). Furthermore, the researcher would examine whether the dynamics environment and capital access has influence in moderating the entrepreneurship orientation towards its performance.

The sample of this research is 139 small and medium businesses from Bank Indonesia and PT. Bank Rakyat Indonesia which is located in Yogyakarta. The samples have been assisted from both of companies. This research used mixed method by using PLS analyze to test hypothesis. The result showed that entrepreneurship orientation has significance influence towards small and medium business performance in Bank Indonesia and PT Bank BRI. In other hand, the environment dynamic and capital access did not have influence in entrepreneurship orientation towards small and medium business performance. However, based on qualitative analyzes the small and medium business still needed an assisting in continuing program of Corporate Social Responsibility in order to enhance the performance.

*Keywords: Entrepreneur Orientation, Business Performance, Environment Dynamics, Capital Access*