

**PENGARUH ORIENTASI KEWIRAUSAHAAN DAN MOTIVASI  
TERHADAP KINERJA USAHA DENGAN KOMITMEN ORGANISASI  
SEBAGAI VARIABEL *INTERVENING* PADA UMKM MAKANAN  
RINGAN DI KECAMATAN CISARUA**

***THE EFFECT OF ENTREPRENEURSHIP ORIENTATION AND  
MOTIVATION ON BUSINESS PERFORMANCE WITH  
ORGANIZATIONAL COMMITMENT AS AN INTERVENING VARIABLE  
IN SNACK FOOD MSMEs IN CISARUA DISTRICT***

**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh orientasi kewirausahaan dan motivasi terhadap kinerja usaha melalui komitmen organisasi pada UMKM makanan ringan Kecamatan Cisarua. Sampel dari penelitian ini adalah seluruh UMKM makanan ringan di Kecamatan Cisarua sebanyak 58 unit UMKM. Bentuk penelitian ini adalah deskriptif dan verifikatif dengan metode analisis jalur (*path analysis*). Hasil penelitian ini menunjukkan bahwa : (1) Orientasi kewirausahaan berpengaruh langsung positif dan signifikan terhadap komitmen organisasi, (2) Motivasi berpengaruh langsung positif dan signifikan terhadap komitmen organisasi, (3) Orientasi kewirausahaan berpengaruh langsung positif dan signifikan terhadap kinerja usaha, (4) Motivasi berpengaruh langsung positif dan signifikan terhadap kinerja usaha, (5) Komitmen organisasi berpengaruh langsung positif dan signifikan terhadap kinerja usaha, (6) Komitmen organisasi signifikan memediasi pengaruh orientasi kewirausahaan terhadap kinerja usaha. (7) Komitmen organisasi signifikan memediasi pengaruh motivasi terhadap kinerja usaha.

**Kata Kunci :** Kinerja usaha, komitmen organisasi, orientasi kewirausahaan, motivasi, UMKM

**ABSTRACT**

*This study aims to analyze the effect of entrepreneurial orientation and motivation on business performance through organizational commitment in snack food MSMEs in Cisarua District. The sample of this study were all snack food MSMEs in Cisarua District, totaling 58 MSME units. The form of this research is descriptive and verification with the path analysis method. The results of this study indicate that: (1) Entrepreneurial orientation has a direct positive and significant effect on organizational commitment, (2) Motivation has a direct positive and significant effect on organizational commitment, (3) Entrepreneurial orientation has a direct positive and significant effect on business performance, (4) Motivation has a direct positive and significant effect on business performance, (5) Organizational commitment has a direct positive and significant effect on business performance, (6) Organizational commitment significantly mediates the effect of entrepreneurial orientation on business performance. (7) Organizational commitment significantly mediates the effect of motivation on business performance.*

**Keywords :** Business performance, organizational commitment, entrepreneurial orientation, motivation, MSMEs