

ABSTRACT

This research is focusing on analysing the influence of several variables such as Entrepreneurial Orientation and SCM practices towards both Competitive Advantage and Business Performance of Fashion Retailer SMEs from Central Java. The main problem of this research is fashion retailers in Central Java business performances dropped in 2017. There's a a very big hope that this research can contribute to boost firm's business performance. Based on previous researches, advancement on Business Performance can be achieved by Practicing SCM and Entrepreneurial Orientation through achieving Competitive Advantage. These variables can be work simultaneously to achieve better Business Performance.

This research is conducted by spreading questionnaires throughout several cities in Central Java and calculated by statistics. The population of this research is Fashion Retailer SMEs from Central Java. The population size of this research is unknown. There's about 150 respondents participates this research and represents their own business units. AMOS software with SEM method is used in this research.

The results from this research shows that there's significant and positive linkage between Competitive advantage with Business Performance, SCM Practices with Business Performance, Entrepreneurial Orientation with Business Performance, SCM Practices with Competitive Advantage, and Entrepreneurial Orientation with Competitive Advantage. Competitive advantage also acts as partial mediator. There's several limitation in this research such as the limited amount of time for respondents to fill the questionnaire, some indicators got high normality value, and the R Squared value isn't high enough.. Despite of these limitation, the originality of this research is that can be used to enrich the answers for research gaps that stated in this paper. Hopefully, the result of this research can suit the strategic decision that will be taken by Central Java's fashion retailer SMEs in the future.

Keywords : *Entrepreneurial Orientation, SCM Practices, Competitive Advantage, Business Performance, SME*