

ABSTRACT

This research is aimed to analyze organization leaning, entrepreneurship orientation and company culture to Wedding Organizer business performance in Semarang with mediating variable aliance strategy to optimalize business performance.

In data analysis, this research used quantitativ research approach with analyze method conducted by structural equation model (SEM) by SmartPLS 3,0 tool through 95 Wedding Organizer entrepreneur by convenience sampling technique.

The finding of research proved that organization learning and entrepreneur orientation has indirect effect on business performance, meanwhile company culture and alliance strategy has direct effect to business performance. On the other hand, this research successfully proved answering research problem formulation that construction that has been arranged in a research model can optimalize Wedding Organizer business performance in Semarang city so, Wedding Organizerentpreneurs are expected able to implement their alliance strategy to achieve suistainable competitive advantage.

Keywords: Organization Learning, Entrepreneurship Orientation, Company Culture, alliance strategy, business performance, Wedding Organizer