**The Analysis of Marketing, Strategy Planning, Enterprise Orientation, Technology, and Capital On Indonesian MSMEs Performance**

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**ABSTRACT**

The occurring phenomenon that MSMEs experience various weaknesses and problems, including difficulties in marketing caused by reduced customers because road users prefer to go through the toll road rather than the Pantura road, intensive business competition, low managerial skills, knowledge in management problems, mastery of technology, and especially in finance. This study aims to analyse marketing, strategic planning, entrepreneurial orientation, technology, and capital on Indonesia MSMEs performance. This research used a sample of 271 units throughout Indonesia. In this study using accidental sampling as a sampling technique with the calculation of the number of samples using the sample size calculator at www.raosoft.com with the consideration of the margin of error value of 5%, the level of confidence 90% and the expected response is 95%. This study used multiple regression analysis with questionnaire data collection techniques and observations. The results of this study are marketing, strategic planning, entrepreneurial orientation, technology, and capital have an effect on Indonesia MSMEs performance.

*Keywords: Msmes; Marketing; Strategic Planning; Entrepreneurial Orientation; Technology; Capital*