



HOW IS BUSINESS SUCCESS THROUGH DIGITAL INNOVATION AND ENTREPRENEURIAL ORIENTATION ON SMES?

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A B S T R A C T

Business success is marked by better profit growth and being able to compete in the current era of digital disruption. This study use an explanatory survey on 80 SMEs selected using accidental sampling technique was carried out to collect data. Data analysis was performed using structural equation model (SEM) by means of Smart PLS. Based on the results of the study, business success can be increased by the presence of digital innovation and entrepreneurial orientation. This indicates that business success in the era of digital disruption needs to apply appropriate digital innovations supported by an entrepreneurial orientation.

Keywords: *Business Success; Digital Innovation; Entrepreneurial Orientation; SMEs*