

# **Entrepreneurial orientation, entrepreneurial network capability and organizational commitment to the performance of snack businesses in West Bogor district.**

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**Background:** Micro, small, and medium enterprises (MSMEs) play a vital role in economic growth and community welfare, particularly in the food industry sector. In Bogor Barat District, snack food MSMEs continue to grow; however, many still face challenges in improving business performance due to limited entrepreneurial capabilities, weak business networks, and low organizational commitment. Therefore, strengthening entrepreneurial orientation, networking capabilities, and commitment becomes crucial to enhance business competitiveness and sustainability.

**Purpose:** his study aims to determine and analyze the influence of: Entrepreneurial orientation, Entrepreneurial network capability, and Organizational commitment on the business performance of snack food MSMEs in Bogor Barat District, both simultaneously and partially.

**Methodology:** This research uses a quantitative approach with descriptive and verificative methods. The population consists of 1,540 snack food MSME owners in Bogor Barat District. A sample of 50 respondents was selected through appropriate sampling techniques. Data were analyzed using multiple linear regression analysis with IBM SPSS version 25.00.

**Finding:** The findings indicate that: Entrepreneurial orientation, Entrepreneurial network capability, and Organizational commitment have a positive and significant influence on business performance, both simultaneously and partially. These results suggest that MSME owners with strong entrepreneurial spirit, extensive networking capabilities, and high organizational commitment will demonstrate enhanced business performance in terms of sales, growth, innovation, and competitiveness.

**Limitation:** This study is limited to MSMEs specializing in snack food products and conducted only within Bogor Barat District with a relatively small sample size of 50 respondents. Additionally, the study focuses on three variables, while there may be other external and internal factors that influence business performance.

**Originality:** This research contributes to the existing literature by combining the variables of entrepreneurial orientation, entrepreneurial network capability, and organizational commitment in the context of snack food MSMEs in Bogor Barat District, which has been rarely explored in prior studies. It provides empirical evidence on the importance of internal behavioral and relational capabilities in improving MSME performance.

**Keywords:** Entrepreneurial Orientation; Network Capability; Organizational Commitment; Business Performance; MSMEs, Snack Food, Bogor Barat District