

Entrepreneurship Orientation, Market Orientation and Aesthetics Innovation Mediate towards Business Performance of Sulaman Karawo SME's in Gorontalo

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Abstract

Aim: The purpose of this study to measure and analyze influence entrepreneurship orientation toward market orientation and aesthetics innovation, entrepreneurship orientation toward business performance, market orientation towards business performance SME's, aesthetics innovation toward business performance, entrepreneurship orientation toward business performance mediated by market orientation and entrepreneurship orientation toward performance business, mediated aesthetics innovation in Small and Medium Enterprises (SMEs) sulaman karawo in Gorontalo. **Methods:** Object study is an Sulaman Karawo SME's in Gorontalo. The type of data is primary data. Amount population are 701 SME's spread across six cities District /City in Gorontalo. The sampling technique is purposive sampling. Analysis tools use Structural Equation Model (SEM) with AMOS 25 software program. **Results:** Findings results study is enhancement performance SMEs sulaman karawo in Gorontalo is done by direct through entrepreneurship orientation, market orientation and aesthetics innovation and indirect through market orientation and aesthetics innovation.

Keywords: Entrepreneurship Orientation, Market Orientation, Aesthetics Innovation, Business Performance.

INTRODUCTION

Small and Medium Enterprises (SME's) have role important in development and growth economy a country. No only in developing countries but also in developed countries. Besides contribution to the product domestic gross (Tambunan 2021), also its role in absorption power work, creation income, and drivers economy society (Zahra, 1991; Meredith, 1997). However So SMEs still many problem classic. Problems faced by sulaman karawo SME's in Gorontalo almost same with SME's problems national good internally company nor by external. Internal problems for example standard quality product, lack variation product, scarcity supply ingredient standard, entrepreneurship orientation. Problem external for example effort government for growing and developing SME's is felt not yet completely conducive, lack related information with knowledge and technology, aspects of capital, limited market access and information.

SME's in progress besides depend on ability production is also important for leads to entrepreneurship orientation SME's. In facing regional and global markets must conducted continuous development of SME's so that SME's become tough. A Entrepreneur for create something opportunity new must have ability entrepreneurial orientation. Companies that have level orientation high entrepreneurship will act independently as well as pushed for always to do innovation, proactive, risk taking and compete by more aggressive (Lee & Peterson, 2008).

Next necessary thing get attention is market orientation. Market -oriented company for survive in a dynamic environment with level high competition very need strategy in compete. This thing also applies to SME's that are increasingly day the more face intense competition (Slater, 2000). According to Keskin (2006) and Lin et al. (2015), market orientation can understood from perspective customers, culture and behavior, Perspective customer focus on the importance satisfaction customer. Market oriented enterprises are expected have skills more good in understand and satisfy the customer. Market orientation has destination main for get information about customers and competitors in the target market for create product new can fulfill

needs customers (Kohli & Jaworski, 1990).

When we speak about embroidery which is craft hand so naturally no free from innovation. Innovation product is one potential thing for create thoughts and imaginations of people who in the end create customer. Existence innovation could assist SME's in expand the market for get loyal consumers (Berthon et al., 1994). Innovation product is one potential thing for create thoughts and imaginations of people who in the end create customer. Existence innovation could assist SME's in expand the market for get loyal consumers (Berthon et al., 1994).

Trend organization for to do innovation could seen from indication company for involved in new ideas, novelty, creative processes, experiments that will create product / service new. Innovation could seen as results in the form of new ideas, methods or device, or process introduce new something (Damanpour & Gopalakrishnan, 2001).

Based on description important aspects related with success company , then for reach more performance tall for real SME's could conducted through approach entrepreneurship orientation (Kohli & Jaworski), market orientation (Narver & Slater) and aesthetics innovation, None yet study empirical about influence aesthetics innovation as mediation to enhancement SME's performance then study this try using innovation variables aesthetics as mediation on improvement performance for see how much big its influence . Based on thing the so study this aim for measure and analyze influence entrepreneurship orientation, market orientation, aesthetics innovation in increase business performance sulaman karawo SME's in Gorontalo.

Literature Review

Experience in developed countries show that SME's are source from innovation production and technology, growth creative, and innovative, creation power work skilled and flexibility of the production process for face change fast market demand. Industry small more efficient compared to industry big in fulfill fast market demand. The abilities you have industry small the very determined by a number of factor. Among them is source power human, master technology, access to information, output and input markets (Tambunan, 2002).

By assertive Leonido et al. (2015) stated that SME's are faced with with various challenge weak orientation entrepreneurship and innovation for facilitate introduction new to ideas, methods, and products. Previously Zhang (2000), Kelliher & Henderson (2004) suggested problem framework weak learnin, owner centered culture and structure simple organization, as well as limitations time and resources specific power for effort small. Braidford et al (2017) explain resistant owner to growth and see constraint as absolute thing hinder growth.

Entrepreneurial orientation has three main characteristics, namely innovation, risk taking, and proactiveness (Covin & Slevin, 1989; Miller, 1983; Miller & Friesen, 1982). According to Covin & Slevin (1988) entrepreneurial orientation is indicated by the extent to which top managers tend to take businessrelated risks (risk dimension), support change and innovation in order to gain competitive advantage for their companies (innovation dimension) and compete aggressively with other companies (proactive dimension).

Furthermore, Covin & Slevin (1989) in Kreiser et al. 2002) revealed that entrepreneurial orientation (entrepreneurial orientation) is related to psychometric aspects seen from innovation, proactive nature and the courage to take risks. From these three dimensions can be seen a person's entrepreneurial orientation. Lumpkin & Dess (1996) gives an understanding that entrepreneurial orientation refers to a company orientation strategy to obtain styles, practices, and methods of decision making. Furthermore, it is also disclosed that entrepreneurial orientation reflects how a company operates compared to what is planned. Baum et al (2001) stated that element entrepreneurship like internal locus, need for achievement, extraversion, education experience and self-reliance influence growth effort

According to Keskin (2006) & Lin et al. (2015), market orientation can understood from perspective customer, culture and behavior. Perspective customer focus on the importance satisfaction customer. Market oriented enterprises are expected have Skills more good in understand and satisfy the customer. Market orientation has destination main for get information about customers and competitors in the target market for create product new can fulfill needs customers (Kohli & Jaworski, 1990). Focus on the market, including customers and influencing factors customer show organizational market orientation (Xie et al., 2007).

From perspective behavior draft market orientation according to Kohli Jaworski (1990) is willingness and effort company gather

market information (eg information about product, price, customer, competitor, supplier, regulation, change environment) and then spread information throughout organization as well as make response strategic for market intelligence. Behavior this give proof concrete level orientation company. Underlying assumptions is the more something company involved in behavior this, more organization market oriented.

Next Narver & Slater (1990) suggest that dimensions market orientation includes orientation customer orientation competitors, coordination interfunctional, focus period length, and profitability. Customer orientation and competitor orientation cover all activity for get access information about customers and competitors in the target market and then spread to whole business (organization) Coordination interfunctional means based on information customers and competitors.

Schumpeter (1934) first introduced term innovation where innovation seen as a creation and implementation combination new ones that refer to products, services, work processes, markets, policies and new systems. Innovation leave than already there is previously then given score added. Subject application innovation can individual, group or also the company. Innovation considered something new applications (Wilkening, 1963). Innovation different with innovation. Innovation is characteristics from individual or organization whereas innovation is product new, new process or system new (Boer & During, 2001).

By conventional term innovation interpreted as related breakthroughs with products new. Knight (1967) scientist before define innovation as adoption new changes for relevant organizations and environments. Fifteen year then, innovation defined as implementation an idea generated internally regarding device, product, system, process, program or service, new policy for organization moment adopted (Damanpour, 1991).

By etymology, term aesthetic originated from language Yunani aestheticus or aestheticos which means feel or things that can absorbed by the five sense human. According to Herbert Read (in Thistlewood, 1979) understanding aesthetics is unity and relationship existing form between absorption sensory us.

Aesthetics product influence perception consumer at least in three thing namely: First; design product , identify goods and purposes for reach market acceptance (Schmitt and Simonson, 1997). Second; aesthetics product have role symbolic influence perception, understanding and judgment products (Yalch & Brunel, 1996). Third; presentation product is as channel key main where consumer could connected to products (Hollins & Pugh, 1990; Lewalski, 1988).

Study from Riana (2010) Dampak Penerapan Budaya Lokal Tri Hita Karana Terhadap Orientasi Kewirausahaan dan Orientasi Pasar. Finding from study this are: (1) Tri Hita Karana culture can increase entrepreneurship orientation and market orientation as well as entrepreneurship orientation influence market orientation; (2) entrepreneurship orientation take effect significant to market orientation , which means that the more tall entrepreneurship orientation so the more high market orientation. By him ability for always proactive innovation and courage for take risk hold role important that can support market orientation.

Galindo MA, Picazo, MT (2013) in the research with destination for analyze connection among innovation and growth economy, follow Schumpeter's approach, with consider activity entrepreneurship. As for the findings in study this is innovation play role central in the process of growth economics and entrepreneurship is vehicle for introduce technology new for increase activity company and get more high profit.

Study first to effect orientation entrepreneurship on performance company scale small and medium During crisis the global economy is study from Kraus, et al. (2010) Research results show: there is connection positive Among orientation entrepreneurship and performance,

Based on explanation from a number of study formerly in above, then the hypothesis put forward in study this is

H 1: Entrepreneurship orientation take effect positive and significant toward market orientation

H 2: Entrepreneurship orientation take effect positive an dsignificant toward innovation aesthetics

H 3: Orientation entrepreneurship take effect positive and significant toward

SME's business performance

Narver & Slater (1990) in findings the research that in determine level profit company for business commodity and non

commodity, market orientation is an important factor. Good market oriented business will also have implications for more profit high.

Karabulut (2015) in the research for knowing influence type innovation to performance company. Innovation product, process innovation and innovation organization impact positive to performance finance, performance customers, internal business process performance and performance learning and growth. Innovation marketing impact positive to performance finance, performance customers, and internal business process performance.

Vitale et al. (2002) in the research find that entrepreneurship orientation and market orientation provide contribution significant to level profit. High and low performance achieved by the company very depending on level entrepreneurship orientation and market orientation both in companies that have established or in a new company (startup).

Parkman, ID et al (2012) in research find that entrepreneurship orientation to performance company in the creative industry capable mediated by innovation product.

Based on explanation from a number of study formerly in above then the hypothesis put forward in study this is:

H 4: Market orientation has an effect positive and significant toward business performance

H 5: Aesthetics Innovation take effect positive and significant toward business performance

H 6: Entrepreneurship orientation take effect positive and significant toward

SME's business performance mediated by market orientation

H 7: Orientation entrepreneurship take effect positive and significant toward

SME's business performance mediated by aesthetics innovation.

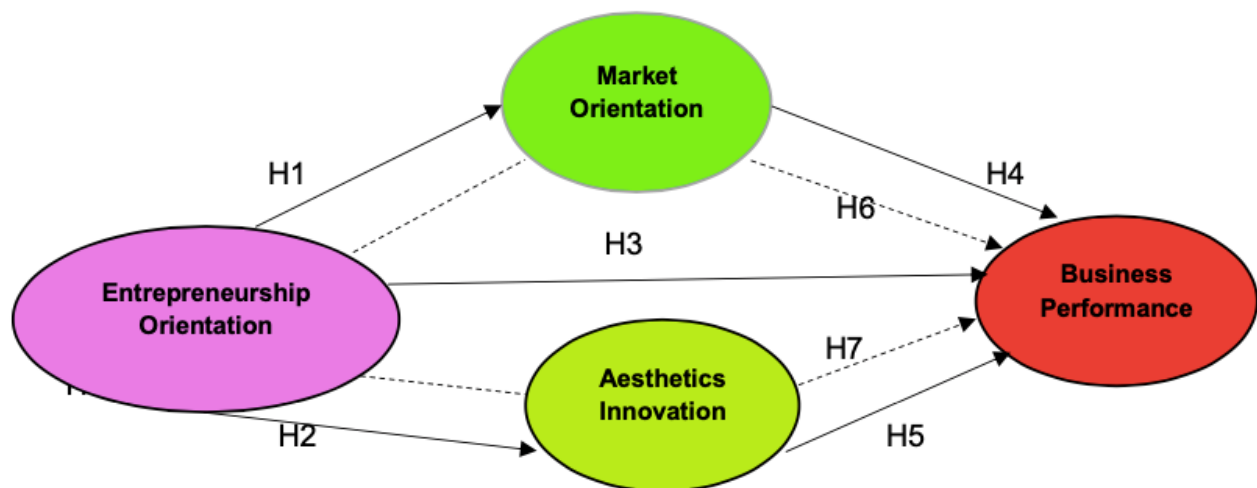


Figure 1: Conceptual Framework

Methodology

Population in study this is all embroidery SME's units karawo good already bodily law or not bodily law in 2021 a total of 701 in the Province of Gorontalo. Sampling technique in study this use approach non-probability sampling that is technique taking sample that is not give equal opportunity for every element or member population for chosen becomes sample (Sugiyono, 2012). Method taking sample conducted by purposive sampling that is technique determination sample with consideration

certain. According to Hair (1998), size minimum sample is 5 – 10 times amount dimensions / indicators. Study this using 18 dimension /indicator so that based on criteria determination amount sample then $18 \times 5 = 90$ samples until with $18 \times 10 = 180$ samples. In study this 180 samples were used.

Variable in study this consist on exogenous variables that is entrepreneurship orientation (X), mediated variable market orientation (Y1), aesthetics innovation (Y2) and endogenous variables that is business performance (Y3). Variable entrepreneurship orientation (X) is formed by several indicators, namely: proactive (X1), take risk (X2), aggressiveness competitive (X3), autonomy (X4), need of achievement (X5). Variable market orientation is formed by indicators customer orientation (Y1.1), competitors orientation (Y1.2), coordination between function (X1.3). Variable aesthetics innovation (Y2) is shaped by innovation indicators colour aesthetics innovation (Y2.1), motif aesthetics innovation (Y2.2), material aesthetics innovation (Y2.3), design aesthetics innovation (Y2.4) and packaging aesthetics innovation (Y2.5). Next is the business performance variable (Y3) is formed by several indicator that is growth sales (Y3.1), growth profit (Y3.2), asset growth (Y3.3), total customer (Y3.4), reach marketing (Y3.5).

Results

Test validity of research instrument use correlation pearson that is correlation product moments. Criteria are valid or not whether or not an item is if score R hitung ≥ 0.138 (R table) and construct or the variable is said reliable if score Cronbach Alpha > 0.60 .

For entrepreneurship orientations variables (X) which consists of on 5 indicators and 23 statement items in accordance the results of the instrument validity test show that score coefficient correlation for each instrument has score more large that ranges between (0.440 – 0.669) compared to R table. (0.138). This result indicates that all statement items considered valid and can used for measuring variable entrepreneurship orientation.

For market orientation variable (Y1) which consists of over 5 indicator 15 statement items in accordance the results of the instrument validity test show that score coefficient correlation for each instrument has score more large that ranges between (0.341 – 0.718) compared to R table. (0.138). This result indicates that all statement items considered valid and can used for measuring market orientation variables.

For aesthetics innovation variables (Y2) which consists of on indicator statement in accordance the results of the instrument validity test show that score coefficient correlation for each instrument has score more large that ranges between (0.341 – 0.525) compared to R table. (0.138). This result indicates that all statement items considered valid and can used for measuring aesthetics innovation variables.

For business performance variables (Y3) which consists of top 5 statement items in accordance the results of the instrument validity test show that score coefficient correlation for each instrument has score more large that ranges between (0.735 – 0.807) compared to R table. (0.138). This result indicates that all statement items considered valid and can used for measuring business performance variables.

For reliability, value Cronbach 's alpha for each variable is entrepreneurship orientation (0.866), market orientation (0.827), aesthetics innovation (0.889) and business performance (0.832) so could concluded that the statement items on all variables are considered reliable because Cronbach's Alpha is above 0.60 on average. Analysis Statistics Inferential

Estimated value standardized Factor Loading and the average of each indicator of each variable can be seen in table 1 where could our see that the entrepreneurship orientation variable reflected by 5 dimensions and 23 indicators. Dimension the is proactive, take risk, aggressiveness competitive, autonomy and need of achievement. Analysis result show that dimensions proactive with increasing indicator quality and variety product have highest average score which is 4.73 and the value of the loading factor is 0.717. It means orientation effective entrepreneurship _ is with attitude proactive for always increase quality and variety product Whereas aggressiveness competitive with price indicator more low from competitor have lowest average score 3.86 and loading factor -0.066. it means that sulaman karawo SME's reluctant set more price low from competitor because with set more price low from competitor so cost production no will covered so that result in loss for sulaman karawo SME;s.

Variable market orientation is reflected by 3 dimensions and 15 indicators. Dimension the is customer orientation competitors orientation and coordination between function. Analysis result show that dimensions customer orientation with indicators of

commitment satisfaction customer is main thing have highest average score i.e. 4.86 with the loading factor value is 0.776. It means that effective market orientation expected customer orientation with committed to satisfaction customer. Dimension customer orientation indicator get information from competitor have lowest average score i.e. 4.16 with the loading factor value is 0.12. This thing because SME's do not attempted maximum get information about competitor because no gasp they as rival. Sulaman karawo SME's in Gorontalo is effort hereditary so that no something is considered as competitors. Assume this in the business world is wrong where anyone whose business kind of with effort our regarded as potential competitor,

Variable aesthetics innovation reflected with 5 indicators where aesthetics innovation colour is an indicator with highest average score i.e. 4.72 with loading factor value 0.75. This it means that aesthetics color good that color thread embroidery nor color ingredient embroidery hold role important for beauty sound embroidery. Indicator aesthetics innovation packaging have lowest average score i.e. 4.63 with the loading factor value is 0.722. SME's think that packaging not thing most important from something product, consumer will more see contents compared to the packaging. However reality moment this packaging be one consideration consumer for buy something product.

Variable business performance reflected with 5 indicators where growth sale have highest average score namely 4.58 with a loading factor of 0.758. This it means that enhancement performance business be marked with the more good growth sales. Necessary things get attention if want to increase performance business is amount customer because still have lowest average score i.e. 4.37 with value of loading factor 0.778.

Table 1. Standardized Factor Loading Value and Average of Each Indicator

Indicator		Latent Variable	Estimate	Average
X1.1	<---	Entrepreneurship Orientation	0.79	4.71
X1.2	<---	Entrepreneurship Orientation	0.712	4.66
X1.3	<---	Entrepreneurship Orientation	0.738	4.56
X1.4	<---	Entrepreneurship Orientation	0.73	4.40
X1.5	<---	Entrepreneurship Orientation	0.717	4.73
X1.6	<---	Entrepreneurship Orientation	0.735	4.57
X1.7	<---	Entrepreneurship Orientation	0.797	3.86
X1.8	<---	Entrepreneurship Orientation	0.781	4.16
X1.9	<---	Entrepreneurship Orientation	0.723	4.17
X1.10	<---	Entrepreneurship Orientation	0.752	4.55
X1.11	<---	Entrepreneurship Orientation	-0.102	4.48
X1.12	<---	Entrepreneurship Orientation	-0.066	3.39
X1.13	<---	Entrepreneurship Orientation	0.742	4.68
X1.14	<---	Entrepreneurship Orientation	-0.149	4.08
X1.15	<---	Entrepreneurship Orientation	0.812	4.63
X1.16	<---	Entrepreneurship Orientation	0.775	4.63
X1.17	<---	Entrepreneurship Orientation	0.747	4.50
X1.18	<---	Entrepreneurship Orientation	0.777	4.56
X1.19	<---	Entrepreneurship Orientation	0.737	3.96
X1.20	<---	Entrepreneurship Orientation	0.735	4.36
X1.21	<---	Entrepreneurship Orientation	0.708	4.62
X1.22	<---	Entrepreneurship Orientation	0.779	4.59
X1.23	<---	Entrepreneurship Orientation	0.739	4.57
Y1.1	<---	Market_Orientation	0.776	4.86
Y1.2	<---	Market_Orientation	0.005	4.66
Y1.3	<---	Market_Orientation	0.811	4.74
Y1.4	<---	Market_Orientation	0.717	4.76
Y1.5	<---	Market_Orientation	0.764	4.61
Y1.6	<---	Market_Orientation	0.12	4.16
Y1.7	<---	Market_Orientation	-0.037	4.39
Y1.8	<---	Market_Orientation	-0.02	4.21
Y1.9	<---	Market_Orientation	0.773	4.23
Y1.10	<---	Market_Orientation	0.775	4.22
Y1.11	<---	Market_Orientation	0.106	4.73
Y1.12	<---	Market_Orientation	0.026	4.68

Y1.13	<---	Market_Orientation	0.749	4.14
Y1.14	<---	Market_Orientation	0.731	4.67
Y1.15	<---	Market_Orientation	0.702	4.68
Y2.1	<---	Aesthetics Innovation	0.75	4.72
Y2.2	<---	Aesthetics Innovation	0.811	4.68
Y2.3	<----	Aesthetics Innovation	0.799	4.68
Y2.4	<----	Aesthetics Innovation	0.827	4.69
Y2.5	<----	Aesthetics Innovation	0.722	4.63
Y3.1	<---	Business Performance	0.758	4.58
Y3.2	<----	Business Performance	0.855	4.47
Y3.3	<---	Business Performance	0.829	4.45
Y3.4	<----	Business Performance	0.778	4.37
Y3.5	<---	Business Performance	0.843	4.56

Test Results Hypothesis

Study this consist on 7 hypotheses research . Test hypothesis conducted to influence direct , influence indirect through mediation . Analysis result study could seen in Figure 2 and Table 2. Based on results testing in Figure 2 and Table 2 then could said that seventh hypothesis on research this show positive and significant results. _ Meaning results testing The hypothesis in Figure 2 and Table 2 can be explained as following

Hypothesis 1 : The more effective entrepreneurship orientation so will the more appropriate in apply market orientation on sulaman Karawo SME's in Gorontalo

Test hypothesis 1 result that influential market orientation significant to market orientation on Karawo sulaman SMEs' in Gorontalo. cEfficient track influence direct standardized = 0.932 with p_value 0.000 with thereby decided significant. This thing show that there is influence significant positive entrepreneurship orientation toward market orientation _ straight away. That is , the more effective entrepreneurship orientation so will the more appropriate in apply market orientation on sulaman karawo SME's in Gorontalo

Hypothesis 2: The more effective entrepreneurship orientation so will the more appropriate in apply aesthetics innovation on sulaman karawo SME's in Gorontalo

Test hypothesis 2 results that entrepreneurship orientation take effect significant to aesthetics innovation on sulaman karawo SME's in Gorontalo. Coefficient track influence direct standardized = 0.747 with p_value 0.000 with thereby decided significant. This thing show that there is influence significant positive entrepreneurship orientation to aesthetics innovation by straight away . That is , the more effective entrepreneurship orientation so will the more appropriate in apply aesthetics innovation on sulaman karawo SME's in Gorontalo

Hypothesis 3: The more effective entrepreneurship orientation so will the more business performance sulaman karawo SME's in Gorontalo

Test hypothesis 3 results that entrepreneurship orientation take effect significant to business performance on sulaman karawo SME's in Gorontalo. Coefficient track influence direct standardized = 0.231 with p_value 0.033 with thereby decided significant. This thing show that there is influence significant positive entrepreneurship orientation toward business performance straight away. That is, the more effective entrepreneurship orientation so will the more tall business performance on sulaman karawo SME's in Gorontalo

Hypothesis 4: The more effective market orientation then will the more tall business performance on sulaman karawo SME's in Gorontalo

Test hypothesis 4 results that influential market orientation significant to performance business on embroidery SMEs Karawo in Gorontalo. coefficient track influence direct standardized = 0.269 with p_value 0.003 with thereby decided significant. This thing show that there is influence significant positive market orientation towards SME's business performance straight away. That is, the more effective market orientation then will the more tall business performance on sulaman karawo SME's in Gorontalo

Hypothesis 5: The more appropriate in aesthetics innovation so will the more tall performance on sulaman karawo SME's in Gorontalo.

Test hypothesis 5 results that aesthetics innovation take effect significant to performance business on embroidery SMEs Karawo in Gorontalo. coefficient track influence direct standardized = 0.269 with p_value 0.003 with thereby decided significant. This thing show that there is influence significant positive aesthetics innovation to bussiness performance SME straight away. That is, the more appropriate aesthetics innovation so will the more tall business performance on sulaman karawo in Gorontalo.

Hypothesis 6: The more effective entrepreneurship orientation mediated by market orientation then will the more tall business performance on sulaman karawo SME's in Gorontalo.

Test hypothesis 6 results that market orientation as mediation orientation entrepreneurship to performance embroidery SME business Karawo in Gorontalo is accepted. Coefficient track influence indirect standardized = 0.269 with p_value 0.000 so that decided significant . With thereby so market orientation is mediation influence entrepreneurship orientation to business performance on sulaman karawo SME's in Gorontalo.

Hypothesis 7: The more effective orientation entrepreneurship mediated by aesthetics innovation so will the more tall business performance on sulaman Karawo SME's in Gorontalo.

Test hypothesis 7 results that market orientation as mediation entrepreneurship orientation toward business performance sulaman Karawo SME's in Gorontalo is accepted. Coefficient track influence indirect standardized= 0.507 with p_value 0.000 so that decided significant. With thereby so aesthetics innovation is mediation influence entrepreneurship orientation to business performance business on sulaman karawo SME's in Gorontalo.

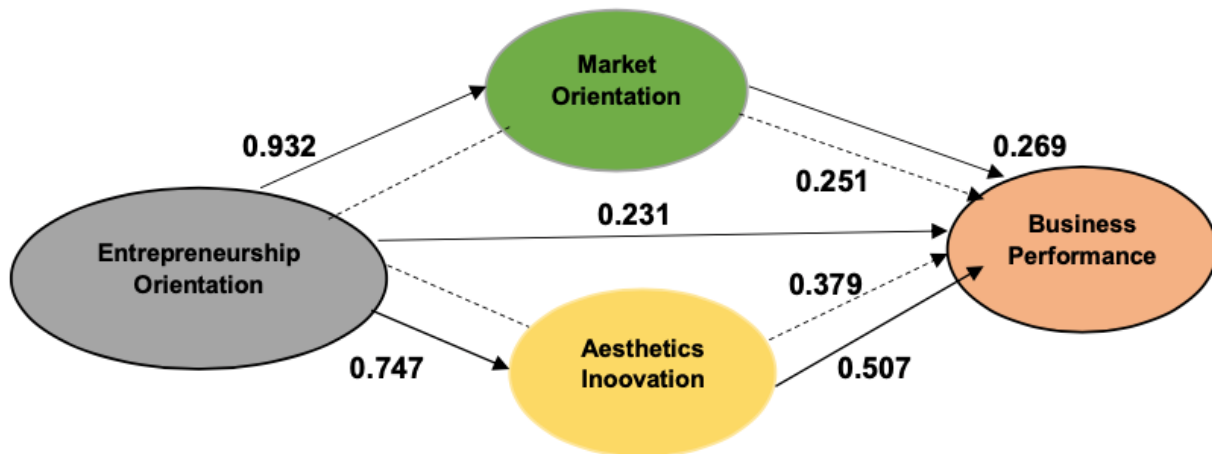


Figure 2: Model Test Results

Table 2: Test Results Influence Direct and Influence Indirect

Variable Independent	Variable Dependent	Direct Effect Path Coefficient			Indirect Effect Path Coefficient		
		Std	pvalue	Information	Intervening Variables	Std	Inrmation
Entrepreneurship Orientation	Market Orientation	0.932	0.000	Significant			
Entrepreneurship Orientation	Aesthetics Innovation	0.747	0.000	Significant	Market Orientation	0.269	Significant
Entrepreneurship Orientation	Business Performance	0.231	0.033	Significant	Aesthetics Innovation	0.507	Significant

Market Orientation	Business Performance	0.269	0.003	Significant			
Aesthetics Innovation	Business Performance	0.507	0.000	Significant			

Based on results research and testing hypothesis so discussion on research this will outlined as following:

Effectiveness Entrepreneurship Orientation Toward Market Orientation

Research results show that entrepreneurship orientation take effect significant and positive toward market orientation. This thing means that if SME's implement entrepreneurship orientation with good (proactive, risk taking, aggressiveness competitive, autonomy and need of achievement) then market orientation of SME's will also the more good. This result hint that entrepreneurship orientation is one of the contributing factors in determine tall low market orientation. The more tall entrepreneurship orientation so will push the more height market orientation for sulaman karawo SME's in Gorontalo in operate his efforts. On the contrary if entrepreneurship orientation low, then market orientation will also experience decline. A number of results supporting research findings this is from Benito & Galego (2007); Riana (2010) ; David E. Olson (2000) ; Matsuno et al. (2002) who stated entrepreneurship orientation believed have connection direct with market orientation.

Effectiveness Entrepreneurship Orientation Toward Aesthetics Innovation

Research results show that entrepreneurship orientation take effect significant and positive toward aesthetics innovation. It means that entrepreneurship orientation is one of the factors that can determine tall low aesthetics innovation carried out by sulaman karawo SME's. The more tall entrepreneurship orientation so will push the more height aesthetics innovation sulaman karawo SME's on the contrary if entrepreneurship orientation low so aesthetic innovation will also experience decline . Findings study this support study Hitt et al (1997), Daff (2002), Hasim et al (2011) Al- Swidi and Al- Hosam (2012) who stated that entrepreneurship orientation take effect to innovation.

Effectiveness Entrepreneurship Orientation Toward Business Performance on Sulaman Karawo SME's in Gorontalo

Research results show that entrepreneurship orientation take effect significant and positive toward business performance sulaman Karawo SME's in Gorontalo. This it means that entrepreneurship orientation is one of the determining factors tall low performance of sulaman karawo SME's. The more tall entrepreneurship orientation so will the more push height SME's performance carried out SME's in operate his efforts . On the contrary if entrepreneurship orientation low so performance of sulaman karawo SME's will too experience decline. Finding study this consistent with research this are Hafeez et al (2012); Awang et.al (2009); Hasim et.al (2011); Idar & Mahmood (2011); Al- Swidi and Al_Hosam (2012); Bahlum et al; Miller (1983) stated that entrepreneurship orientation is a significant contributor to success something company.

Effectiveness Market Orientation Toward Business Performance on Sulaman Karawo SME's in Gorontalo

Research results show that market orientation is influential significant and positive toward business performance sulaman karawo SME's in Gorontalo. This thing show that market orientation is one of the factors that play a role determine tall low business performance carried out by sulaman karawo SME's. The more good market orientation done so will push the more height business performance sulaman karawo SME's. On the contrary if low market orientation so business performance of sulaman karawo SME's will too experience decline . Research results this consistent with the theory put forward by Kohli & Jaworski (1990) ; Narver & Slater also (1990); Idar & Mahmood (2011); Suliyanto and Rahab (2012); Jaiyeoba (2011) ; Hinson and Mahmood (2011) who stated that SME's need readiness use suitable design with market orientation for get profit competitive because marketing very important for continuity survival and development of SME's.

Effectiveness Aesthetics Innovation Toward Business Performance Sulaman Karawo SME's in Gorontalo

Research results show that aesthetics innovation take effect significant and positive toward business performance sulaman karawo SME's in Gorontalo. This thing show that aesthetics innovation is one of the factors that play a role determine tall low business performance carried out by sulaman karawo SME's. The more tall aesthetics innovation conducted so will push the more height business performance sulaman karawo SME's On the contrary if aesthetics innovation low so business performance of sulaman Karawo SME's will too experience decline . Research results this consistent with study Killa (2914) and Pardi et al. (2014); Soca (2011); Gheorghie and Alexandru (2010) ; (Al- Zyadaat et al, 2012 ; Karabulut. 2015; Moreira, 2012).

Mediation Market Orientation on Entrepreneurship Orientation Toward Business Performance Sulaman Karawo SME's in Gorontalo

Research results show that market orientation mediate entrepreneurship orientation toward business performance sulaman Karawo SME's in Gorontalo. Research results this indicates that the more tall entrepreneurship orientaion so will impact the more good on business performance SMEs in sell product sulaman karawo mediated by market orientation. This thing the more emphasize that impact positive from entrepreneurship orientation in the process of upgrading business performance significant in development SME's business when conducted through market orientation. Findings study this in line with research by Osman et al. (2011) that harmony among entrepreneurship orientation and market orientation can increase ability business performance.

Mediation Innovation Aesthetics on Entrepreneurship Orientation Toward Business Performance Sulaman KarawoSME's in Gorontalo

Research results show that aesthetics innovation mediate entrepreneurship orientation toward business performance sulaman karawo SME's in Gorontalo. Research results this indicates that the more good aesthetics innovation so will impact the more good on business performance SME's in sell product embroidery karawo mediated by market orientation. Findings study this in line with Parkman's research (Hallway (2012; Ndubisi & Ifikhar, 2012).

Conclusion

Effectiveness entrepreneurship orientations could increase market orientation, aesthetics innovation and business performance sulaman karawo SME's. Besides that market orientation and innovation proper aesthetics could mediate entrepreneurship orientation so that could increase performance sulaman KarawoSME's in Gorontalo.

Recommendations

Based on findings study about entrepreneurship orientation, market orientation and aesthetics innovation and business performance sulaman Karawo SME's in Gorontalo then it is recommended that embroidery SMEs karawo in Gorontalo get increase ability craftsman , because sulaman karawo this need skill and perseverance special . For that's for later sulaman karawo in the end no only just name , need enhancement Skills from the craftsmen so that embroidery karawo which is local wisdom can maintained sustainability and market share is also increasing wide.

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