

## ABSTRAK

Dunia bisnis menghadapi era persaingan yang semakin ketat. Apabila perusahaan tidak dapat mempertahankan pangsa pasarnya maka perusahaan tersebut mungkin akan cenderung stagnan atau bahkan kehilangan pelanggannya. Secara umum, peran usaha kecil dan menengah (UKM) sangat besar, tidak hanya untuk pertumbuhan ekonomi negara maju, tetapi juga seluruh negara di penjuru dunia karena UMKM memberikan kontribusi yang berarti pada pertumbuhan *Innovativeness* domestik bruto (PDB) di setiap negara. Tujuan penelitian ini untuk mengetahui dan menganalisis pengaruh *innovatif*, *Risk taking*, dan *proactiveness* terhadap kinerja perusahaan pada UMKM makanan ringan di desa Ajung Kecamatan Ajung Jember. Jenis penelitian ini penelitian *ekploratoris* dan *konklusif*. Populasi dalam penelitian ini yaitu pemilik UMKM makanan ringan di desa Ajung Kecamatan Ajung Jember. Sampel yang digunakan sebanyak 68 responden. Alat analisis menggunakan regresi linier berganda. Hasil penelitian membuktikan bahwa *innovatif*, *Risk taking*, dan *proactiveness* berpengaruh signifikan terhadap kinerja perusahaan pada UMKM makanan ringan di desa Ajung Kecamatan Ajung Jember.

**Kata kunci:** *Innovativeness*, *Risk taking*, *Proactiveness*, Kinerja Perusahaan.



## **ABSTRACT**

*The business world faces an era of increasingly fierce competition. If the company cannot maintain its market share, then the company may tend to stagnate or even lose its customers. In general, the role of small and medium enterprises (SMEs) is very large, not only for the economic growth of developed countries, but also for all countries around the world because MSMEs make a significant contribution to the growth of gross domestic product (GDP) in every country. The purpose of this study was to determine and analyze the influence of innovation, risk taking, and proactiveness on company performance in snack food SMEs in Ajung Village, Ajung Jember District. This type of research is exploratory and conclusive research. The population in this study are MSME snack owners in Ajung Village, Ajung Jember District. The sample used was 68 respondents. The analysis tool uses multiple linear regression. The results of the study prove that innovation, risk taking, and proactiveness have a significant effect on company performance in snack food SMEs in Ajung Village, Ajung Jember District.*

**Keyword:** *Innovativeness, Risk taking, Proactiveness, Company Performance.*

