

ABSTRACT

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Title : The Role of Entrepreneurship Community to Enhance Business Growth in Entrepreneurs' Profile, Firm Resources, dan Market Characteristics

Entrepreneurship is one of the most important aspects of a country's economy; not only can it create new jobs, but it can also solve many of the problems that developing countries, including Indonesia, face. Several government programs have been expanded in order to raise the entrepreneurship rate to 3.95% by 2024 from 3.47%, which is still below the average level of entrepreneurship in ASEAN countries, but independent efforts are still needed to encourage the increase. The entrepreneurial community has been proven to be a great independent medium to increase business performance through community commitment. This research is done to understand how the entrepreneurial community influences the community commitment of its members so that it can influence the business performance of the members of the entrepreneurial community. The data collection in this research used a descriptive method to analyse 164 respondent data sets, as well as an approach in the form of SEM-PLS and also the SmartPLS application. The result of this research shows that the entrepreneurial community influences the business performance of its members through community commitment and that the entrepreneurial community itself significantly influences the community commitment level of its members.

Keyword: entrepreneurship, community, community commitment, SEM-PLS