

## **ABSTRACT**

*This research aimed to examine whether there is the influence of entrepreneurial orientation on relationship with buyers, suppliers, and complementary products and implications on business performance. The research method used is descriptive survey method and explanatory survey with a sample size of 200 respondents, namely entrepreneurs Bandung City Distro. Data analysis method used in this study are SEM (Structural Equation Modeling) with data processing software LISREL 8.30.*

*The survey results indicate that entrepreneurial orientation, relationship with buyers, suppliers, and complementary products carried entrepreneurs distributions are quite good and can lead to high business performance of Distro entrepreneurs. The results of path analysis using LISREL software 8:30 shows that entrepreneurial orientation orientation affects relationship with buyers, suppliers, and complementary products. Likewise relationship with buyers, suppliers, and complementary products simultaneously affect business performance. Partially complementary products relationship more dominant influence on business performance.*

*Key words: entrepreneurial orientation, buyers relationship, suppliers relationship, complementary products relationship, business performance*