

Attraction Variables That Determine the Performance of Business at Covid 19.

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- **Abstract:** The performance of small and medium enterprises is an interesting study in every situation, especially during the Covid 19 pandemic. The purpose of this study is to find out what dimensions can affect the performance of micro, small and medium enterprises. This study collected data from five cities in Indonesia. Data management which is done in this research is by using PLS SEM. The results showed that the performance of micro and small enterprises was influenced by resource available, suprarational business orientation and information technology. Meanwhile, the suprarational business orientation is a partial mediation between resource available on the performance of micro, small and medium enterprises and also between information technology and the performance of micro, small and medium enterprises.
- **Keywords:** Small and medium enterprises, Data management, suprarational business orientation