

Strategies for Improving Women Entrepreneurs' Competitiveness in the Livestreaming Era

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ABSTRACT

One form of innovation in e-commerce is the presence of livestream commerce facilities. The popularity of livestream commerce is evident from the increasing number of sellers worldwide choosing livestream commerce as an interactive sales channel to sell products. However, micro, small, and medium enterprises (MSMEs) in Indonesia have not been able to utilize livestream commerce facilities effectively, as seen from Indonesian MSMEs still struggling to compete. This study aims to develop a model on enhancing the competitiveness of MSMEs owned by women entrepreneurs in the Livestream Commerce Era by involving variables such as Quality product, Government Support, Family Support, Entrepreneurial Ecosystem, and Live streaming capability. The method used is quantitative, employing SEM analysis with a research sample of 300 MSMEs and industries operating their businesses through digital platforms in Indonesia. The research results indicate that all independent variables have a positive impact on the dependent variable of business competitiveness. Specifically, the variables of Quality product, Family Support, and Entrepreneurial Ecosystem have a greater impact on business competitiveness when the Live streaming capability of entrepreneurs is at a high level. Conversely, the lower the Live streaming capability of entrepreneurs, the lesser the impact of Quality product, Family Support, and Entrepreneurial Ecosystem on business competitiveness.

Keywords: Quality product, Government Support, Family Support, Entrepreneurial Ecosystem.