

Unlocking the Potential: Investigating the Impact of Influencing Factors and Entrepreneurial Competencies on Women Entrepreneur's Performance in Java Island, Indonesia

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ABSTRACT

This research was motivated by data from Coordinating Ministry for Economic Affairs of the Republic of Indonesia on 2022 that stated the number of MSMEs continues to increase from year to year, even reaching 99% of the total number of existing business sectors and the data from Central Statistics Agency (BPS) along with a survey by Bank Indonesia that indicate approximately 64.5% or around 37 million MSMEs in Indonesia are run by women. Previous studies on women entrepreneurs' performance had limitations regarding sectors considered and variables. Thus, this study analyzed factors that influenced women entrepreneurs in Java Island. This study is a quantitative research on 295 respondents and was analyzed by SmartPls 4.0 Software. The study found that while entrepreneurial skill had some influence on entrepreneurial competencies and women entrepreneurs' performance, the significance was limited. Furthermore, social networking significantly influenced women entrepreneurs' performance but social networking had not significantly influenced meditating variable. Ultimately, entrepreneurial competencies had not significantly influenced women entrepreneurs' performance.

Keywords: Women Entrepreneurs Performance, Social Networking, Entrepreneurial Skills, Entrepreneur Skills, Entrepreneurial Competencies.