

RINGKASAN

Penelitian ini bertujuan mengetahui gambaran: 1) *technology orientation*, 2) *entrepreneurial orientation*, 3) *digital technology self-efficacy*, 4) *business resilience*, 5) *financial literacy*, dan 6) *womens's empowerment* dan menganalisis pengaruh integrasi *technology orientation* dan *entrepreneurial orientation* yang dimediasi oleh *digital technology self-efficacy* terhadap *business resilience*, serta implikasinya terhadap *women's empowerment* dengan *financial literacy* sebagai variabel moderasi. Metode penelitian yang digunakan adalah kuantitatif eksplanatori dengan analisis model struktural menggunakan teknik *Partial Least Squares Structural Equation Modeling* (PLS-SEM). Pengumpulan data dilakukan melalui kuesioner elektronik (Google Form). Populasi penelitian terdiri atas 2.978 wirausaha perempuan pemilik unit usaha Industri Kecil dan Menengah (IKM) Industri Makanan Lainnya, dengan jumlah sampel sebanyak 412 responden yang dipilih menggunakan teknik *proportionate allocation* dan tersebar di Kota Tasikmalaya, Kota Sukabumi, Kabupaten Garut, Kota Bogor, dan Kota Bandung, Jawa Barat.

Hasil penelitian menunjukkan bahwa seluruh variabel penelitian berada dalam kategori sedang dan menegaskan bahwa peningkatan *business resilience* tidak cukup hanya mengandalkan *technology orientation*, tetapi perlu diintegrasikan dengan *entrepreneurial orientation* melalui peran mediasi *digital technology self-efficacy*. *Business resilience* yang semakin kuat selanjutnya berkontribusi positif terhadap *women's empowerment*, dengan pengaruh yang semakin kuat pada tingkat *financial literacy* yang lebih tinggi. Temuan ini mengimplikasikan bahwa penguatan *business resilience* wirausaha perempuan memerlukan peningkatan sumber daya dan strategi berbasis *technology orientation* yang terintegrasi dengan *entrepreneurial orientation* melalui *digital technology self-efficacy* sebagai kapabilitas kunci dalam pemanfaatan teknologi digital secara strategis. Secara praktis, hasil penelitian menegaskan pentingnya program pelatihan yang terintegrasi, ekosistem digital yang mendukung, serta intervensi kolaboratif dan berkelanjutan untuk memperkuat *technology orientation*, *entrepreneurial orientation*, *digital technology self-efficacy*, dan *financial literacy* dalam rangka meningkatkan *business resilience* dan *women's empowerment* dalam jangka panjang.

Kata kunci: *Technology Orientation, Entrepreneurial Orientation, Digital Technology Self-Efficacy, Business Resilience, Financial Literacy, dan Women's Empowerment*

SUMMARY

This study aims to provide an overview of: (1) technology orientation, (2) entrepreneurial orientation, (3) digital technology self-efficacy, (4) business resilience, (5) financial literacy, and (6) women's empowerment, and to examine the effects of the integration of technology orientation and entrepreneurial orientation, mediated by digital technology self-efficacy, on business resilience and its implications for women's empowerment, with financial literacy serving as a moderating variable. The study employed an explanatory quantitative approach, with structural model analysis conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). Data were collected through an electronic questionnaire administered via Google Forms. The study population comprised 2,978 women entrepreneurs who owned Small and Medium Industries (SMIs) operating in the Other Food Products Industry. A sample of 412 respondents was selected using proportionate allocation across Tasikmalaya City, Sukabumi City, Garut Regency, Bogor City, and Bandung City, West Java.

The findings demonstrate that all research variables were at a moderate level and reveal that strengthening business resilience cannot be achieved by relying solely on technology orientation; rather, technology orientation needs to be integrated with entrepreneurial orientation through the mediating role of digital technology self-efficacy. Stronger business resilience, in turn, positively contributes to women's empowerment, with this relationship becoming stronger at higher levels of financial literacy. These findings imply that strengthening business resilience among women entrepreneurs requires the enhancement of technology-oriented resources and strategies integrated with entrepreneurial orientation through digital technology self-efficacy as a key capability for the strategic utilization of digital technologies. From a practical perspective, the findings underscore the importance of integrated training programs, a supportive digital ecosystem, and sustained collaborative interventions aimed at strengthening technology orientation, entrepreneurial orientation, digital technology self-efficacy, and financial literacy to enhance business resilience and advance women's empowerment over the long term

Keywords: *Technology Orientation, Entrepreneurial Orientation, Digital Technology Self-Efficacy, Business Resilience, Financial Literacy, and Women's Empowerment.*