

ABSTRAK

Perempuan pelaku usaha mikro sektor makanan berperan penting dalam mendukung pemulihan ekonomi pasca pandemi, namun menghadapi tantangan berupa keterbatasan manajerial dan konflik peran ganda antara keluarga dan pekerjaan. Penelitian ini bertujuan untuk menganalisis pengaruh pelatihan kewirausahaan, *mindset* kewirausahaan, dan *work-family conflict* terhadap kinerja bisnis dengan *managerial skills* sebagai variabel mediasi. Penelitian ini melibatkan populasi sebanyak 429 usaha mikro perempuan yang tersebar di Kota Yogyakarta (118), Kabupaten Sleman (150), Kabupaten Gunung Kidul (35), Kabupaten Bantul (100), dan Kabupaten Kulon Progo (26). Pemilihan sampel dilakukan secara *purposive sampling* dengan kriteria: (1) perempuan yang memiliki dan mengelola usaha mikro di sektor industri makanan, (2) usaha telah beroperasi minimal lima tahun, (3) terdaftar sebagai peserta program SiBakul Jogja, dan (4) masih aktif menjalankan usaha pada saat penelitian dilakukan. Berdasarkan tabel Krejcie dan Morgan, diperoleh 205 responden sebagai sampel penelitian. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan deskriptif dan verifikatif melalui metode *Structural Equation Modelling-Partial Least Square* (SEM-PLS), dengan teknik pengambilan sampel *purposive sampling* terhadap 205 pelaku usaha mikro perempuan di sektor makanan. Hasil penelitian menunjukkan bahwa pelatihan kewirausahaan, *work-family conflict*, dan *mindset* kewirausahaan berpengaruh positif dan signifikan terhadap kinerja bisnis. Selain itu, *managerial skills* terbukti berpengaruh positif dan signifikan serta berperan sebagai variabel mediasi dalam hubungan antara pelatihan kewirausahaan, *work-family conflict*, dan *mindset* kewirausahaan terhadap kinerja bisnis. Kesimpulannya, peningkatan *managerial skills* memperkuat pengaruh pelatihan dan *mindset* terhadap kinerja usaha, sekaligus mengurangi dampak negatif *work family conflict*. Disarankan agar pelatihan kewirausahaan berorientasi pada pengembangan *mindset*, keseimbangan peran keluarga, serta *managerial skills* berbasis pengalaman dan konteks gender.

Kata kunci: UMKM, pelatihan kewirausahaan, *mindset* kewirausahaan, *work-family conflict*, *managerial skills*, kinerja bisnis.

ABSTRACT

Women micro-entrepreneurs in the food sector play an essential role in supporting post-pandemic economic recovery; however, they continue to face challenges such as limited managerial capacity and work–family conflict. This study aims to analyze the influence of entrepreneurship training, entrepreneurial mindset, and work–family conflict on business performance, with managerial skills serving as a mediating variable. The research involved a population of 429 women-owned micro-enterprises located in Yogyakarta City (118), Sleman Regency (150), Gunung Kidul Regency (35), Bantul Regency (100), and Kulon Progo Regency (26). Sample selection was conducted using purposive sampling with the following criteria: (1) women who own and manage micro-enterprises in the food industry sector; (2) businesses that have been operating for a minimum of five years, (3) registered participants of the SiBakul Jogja program, and (4) still actively operating at the time of data collection. Based on the Krejcie and Morgan table, a total of 205 respondents were selected as the study sample. The research method used is quantitative with a descriptive and verification approach through the Structural Equation Modeling-Partial Least Square (SEM-PLS) method. The results of the study indicate that entrepreneurial training, work–family conflict, and entrepreneurial mindset have a positive and significant effect on business performance. In addition, managerial skills are proven to have a positive and significant effect and to function as a mediating variable in the relationship between entrepreneurial training, work–family conflict, and entrepreneurial mindset on business performance. In conclusion, improvements in managerial skills strengthen the effects of training and entrepreneurial mindset on business performance, while simultaneously reducing the negative impact of work–family conflict. Therefore, it is recommended that entrepreneurial training be oriented toward the development of entrepreneurial mindset, work–family balance, and experience-based managerial skills that are sensitive to gender context.

Keywords: MSMEs, entrepreneurial training, entrepreneurial mindset, work-family conflict, managerial skills, business performance.