

ABSTRACT

MSMEs have an important role to play in Indonesia's economic growth, with many local governments emphasizing on empowering MSMEs. This sector makes a large contribution to the country's GDP, creates job opportunities, and reduces unemployment. This study aims to examine the effect of entrepreneurial competency, marketing capability, technology usage, financial resources, and knowledge sharing on business success in micro, small and medium enterprises (MSMEs) in the fashion sector in the Trunojoyo area of Bandung.

Quantitative methods and questionnaires were used for data collection, and data analysis used the Partial Least Square Structural Equation Model (PLS-SEM). The type of data used in this study is quantitative data obtained from respondents' answers to the questions in the questionnaire in the form of scores or scores.

The results of the t test show that there is a significant influence between the Entrepreneurial Competency (X1), Marketing Capability (X2), Financial Resources (X3), and Technology Usage (X4) variables on the success of the MSME Fashion business in the Trunojoyo area, Bandung. The t statistics values for the variables X1, X2, and X4 are greater than the t table values at a significance level of 0.05, while the p values for these three variables are less than 0.05. This indicates that the variables X1, X2, and X4 have a significant effect on the success of the MSME Fashion business in the region. However, for the Knowledge Sharing variable (X5), the test results show that there is no significant influence on the success of the MSME Fashion business in the region, because the t statistics and p values for the X5 variable do not meet the significance criteria at the 0.05 level

Keyword: *Entrepreneurial Competency, Marketing Capability, Technology Usage, Financial Resources, Knowledge Sharing*