

ABSTRACT

Women-owned micro-enterprises play a significant role in supporting local economic growth, particularly in the city of Bandung. However, sustaining the growth of these enterprises often faces multiple challenges rooted in personal, social, and economic factors. This study aims to identify and understand the enabling and inhibiting factors in sustaining the growth of women-owned micro-enterprises in Bandung.

This research adopts a qualitative approach using a case study method. Data were collected through in-depth interviews with six women micro-entrepreneurs from the culinary, fashion, and trade sectors. Additional data were gathered through direct observation and documentation. Data analysis was carried out and data validation was conducted through source triangulation.

The findings reveal that key enabling factors include personal motivation, family support, professional networks, and government assistance. On the other hand, inhibiting factors include limited skills and knowledge, unstable personal attitudes, social pressure, and financial constraints.

This study contributes to informing policymakers in designing more inclusive and responsive programs that support women entrepreneurs in micro-enterprises. Furthermore, the research findings are expected to serve as both academic and practical references for promoting women's entrepreneurship in local contexts.

Keywords: *micro-enterprise, women entrepreneurship, business growth, enabling factors, inhibiting factors, Bandung.*