

ABSTRACT

In recent years, the number of MSMEs in Tasikmalaya City has continued to grow, reaching 138,704 units in 2023. The culinary sector dominates with 49,632 units, creating a high level of competition. To survive and grow, culinary MSME actors must innovate amidst a dynamic market and shifting consumer preferences..

Social capital is one of the strategic factors that can drive innovation through information exchange and collaboration. This study specifically focuses on women-owned culinary MSMEs, aiming to measure the influence of social capital on innovation within this gender context. The data were analyzed using simple linear regression with a quantitative method and purposive sampling involving 85 respondents.

The results show that social capital significantly influences innovation by approximately 70.6%. Social capital contributes through the optimization of social networks owned by individuals or business groups.

Keywords: Social Capital, Innovation, MSMEs, Women Entrepreneurs, Culinary Sector, Tasikmalaya City.