

Pengaruh Technology Orientation, Entrepreneurial Orientation, and Digital Technology Self-efficacy terhadap Women Empowerment (Studi pada Women Entrepreneur di Jabodetabek) = The Impact of Technology Orientation, Entrepreneurial Orientation, and Digital Technology Self-efficacy on Women Empowerment (Study on Women Entrepreneur in Jabodetabek)

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Abstrak

Penelitian ini menganalisis pengaruh technology orientation, entrepreneurial orientation, dan digital technology self-efficacy terhadap women empowerment pada pengusaha perempuan di wilayah Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi). Penelitian ini bertujuan untuk mengevaluasi tingkat pemberdayaan yang dirasakan oleh para pengusaha perempuan tersebut serta memahami bagaimana faktor-faktor ini membantu mereka bertahan dan bersaing di pasar Indonesia. Pendekatan kuantitatif digunakan dengan menyebarkan kuesioner secara online kepada 221 responden. Data diolah menggunakan metode Structural Equation Modeling-Partial Least Square (SEM-PLS) dengan SmartPLS 4 dan SPSS. Hasil penelitian menunjukkan bahwa technology orientation, entrepreneurial orientation, dan digital technology self-efficacy, baik secara individu maupun bersama-sama, berpengaruh positif signifikan terhadap women empowerment.

.....This study analyzes the influence of technology orientation, entrepreneurial orientation, and digital technology self-efficacy on women empowerment among women entrepreneurs in the Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi) area. It aims to evaluate the level of empowerment experienced by these entrepreneurs and understand how these factors enable them to sustain and compete in the Indonesian market. A quantitative approach was adopted, involving the distribution of online questionnaires to 221 respondents. The data were analyzed using Structural Equation Modeling-Partial Least Square (SEM-PLS) with SmartPLS 4 and SPSS. The findings reveal that technology orientation, entrepreneurial orientation, and digital technology self-efficacy, both partially and simultaneously, have a significant positive impact on women empowerment.