

ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) have a very significant role in the development of the national economy. One of them is Fashion, which is a sector of the creative economy that contributes the largest GDP, which ranks second with a contribution of 17.7% of the total business data of 1,230,988. From the large number of MSMEs that were established, more than 60% of the businesses that were run were founded by women. However, during the COVID-19 pandemic, almost all Indonesian people and the industrial sector experienced a significant crisis impact on the economy. These conditions cause entrepreneurs to adapt and survive in unfavorable conditions by switching their business activities to digital and innovating. However, internet access and the digital readiness index of these business actors indicate that these MSMEs are not yet fully ready to switch to digital media.

This study analyzes the effect of technological capability and innovation ambidexterity on entrepreneurial resilience. Structural Equation Modeling (SEM) was used as an analytical technique involving 220 women entrepreneurs in the fashion sector in Bandung, which were selected by purposive sampling technique. This study uses a quantitative approach by distributing a five-point questionnaire on a Likert scale with 31 questions.

The results show that ambidexterity innovation has a positive and significant effect on entrepreneurial resilience. technological ability has a positive and significant impact on ambidexterity innovation. However, technological capabilities do not have a positive and significant effect on entrepreneurial resilience. Ambidexterity innovation plays a mediating role in the relationship between technological capability and entrepreneurial resilience which produces a positive and significant impact. This research can be information for entrepreneurs to increase entrepreneurial resilience in order to survive and adapt in unfavorable conditions by increasing the ability of technology to create innovation. In addition, this research can also provide insight into technological capabilities, innovation ambidexterity, and entrepreneurial resilience.

Kata Kunci: *Technological Capability, Ambidexterity Innovation, and Entrepreneurial Resilience*