ABSTRACK

The role of micro, small and medium enterprises (MSMEs) in the Indonesian economy is very important given Indonesia's current progress. MSMEs are part of the national economy, fully understand the existence of independence and have great potential to improve people's welfare. MSMEs themselves have a role in the country's economic growth. The number of micro, small and medium enterprises (MSMEs) in 2020 has decreased, where the total number of MSMEs is currently 6.19 million with a contribution to the gross domestic product (GDP) of 61.97% or the equivalent of 8,573.89 trillion rupiahs (Ministry of Investment/BKPM, 2022). The Covid-19 pandemic has created many challenges for micro, small and medium enterprises (MSMEs) in Indonesia. The business problems that arise and are experienced by MSME actors themselves are also felt in the typical area of Yogyakarta, especially in Sleman Regency, even though there has been a quite severe decline in sales. However, some MSMEs grew and increased their income during the pandemic.

This study aims to determine how much influence entrepreneurial competence, marketing capability, technology usage, financial resources, and knowledge sharing have on business success in micro, small and medium enterprises in Sleman Regency. This research was conducted using quantitative research methods, namely researchers using questionnaires, observations and interviews to carry out data collection techniques. The population in this study were micro, small and medium enterprises in Sleman Regency under the auspices of the Office of Cooperatives and Small and Medium Enterprises of Sleman Regency with and the sample in this study was at least 384 MSMEs. The results of the data that have been collected are then processed using the Partial Least Square Structural Equation Model (PLS-SEM).

The results showed that the entrepreneurial competency variable has an influence on the business success variable. The path coefficient value of -0.004 is negative, marketing capability has an influence on business success variable. The path coefficient value of 0.090 indicates positive. the financial resources variable has a positive influence on business success, the path coefficient value of 0.081 indicates that it is positive. Knowledge sharing has a positive influence on business success, the path coefficient value of 0.141 shows positive. Technology Usage has a positive influence on business success, the path coefficient value of 0.408 shows positive

Keyword: Business success, Business Success Factors, Micro, Small and Medium Enterprises (MSMEs), Entrepreneurial Competency, Marketing Capability, Technology Usage, Financial Resources, Knowledge Sharing, Partial Least Square Structural Equation Model (PLS-SEM), Kabupaten Sleman.