

ABSTRACT

Entrepreneurship plays a role in encouraging the economic activities of families, communities, regional and state-owned companies. The dynamics of this business activity can encourage economic growth and improve people's welfare. Entrepreneurs bear many responsibilities and stressors in the daily operations of their business. The success of a business lies on their shoulders. Especially in 2020 the emergence of the covid-19 outbreak which made MSMEs in the city of Bandung think of all strategies to be able to continue to increase their income. Stress is the second highest level of impact from the covid-19 pandemic

Stress is the second highest level of impact from the Covid-19 pandemic. This stress is caused by changes in work routines. With the many risks and impacts of Covid-19 that exist, in the city of Bandung the number of MSMEs will continue to increase until 2023. MSMEs in the city of Bandung must adjust to conditions since the pandemic, MSMEs must transform to be able to sell offline and online. However, not all MSMEs are able to do business online.

This study aims to identify the role of three self-management practices, namely exercise, work overload and attention to detail because they have an impact on entrepreneurial stress, security, and job satisfaction. With the support of the literature review, a theoretical model has been developed. As well as being validated using the PLS-SEM technique by considering 408 respondents who are workers in the MSME sector in the city of Bandung.

The results can be concluded that the sub-variables in self-management namely sports training, work overload and attention to detail have a significant effect on stress, security and job satisfaction of MSME entrepreneurs in the city of Bandung. However, the exercise training sub-variable has no significant effect on stress. The results of this study are expected to be useful as an evaluation for MSME entrepreneurs in the city of Bandung regarding exercise, excessive workload and attention to work details.

Keywords: Entrepreneurship, UMKM, Covid-19, Stress