

ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in regional and national economic development. However, many MSMEs in Banyumas Regency struggle to sustain their businesses due to limited entrepreneurial experience, insufficient business knowledge, and ineffective marketing strategies. This study aims to identify key factors influencing the success of MSMEs in Banyumas. It focuses on analyzing the impact of entrepreneurial experience, entrepreneurial knowledge, and marketing strategy on business success. A quantitative approach was applied using *Structural Equation Modeling - Partial Least Squares (SEM-PLS)*. Data were collected from 277 MSME actors through structured questionnaires. Instrument validity and reliability were tested using SPSS and SmartPLS to ensure model precision and consistency. Results indicate that all three independent variables have a positive and significant effect on MSME success, with an R^2 value of 0.790. This implies that 79% of the variation in business success can be explained by entrepreneurial experience, knowledge, and marketing strategy. The study recommends continuous capacity-building programs and policy support to improve MSME performance and competitiveness.

Keywords: MSMEs, entrepreneurial experience, entrepreneurial knowledge, marketing strategy, business success, SEM-PLS, Banyumas.