

ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in regional and national economic development, particularly in the fashion industry in Bandung, which is recognized as a center of creativity. This study aims to examine the influence of gender roles on the business performance of women entrepreneurs in the fashion MSME sector. A quantitative research approach was applied using a survey method involving female MSME business owners.

Gender roles influence business performance, particularly in aspects of innovation, marketing strategies, and access to business resources. Additionally, the presence of social networks (network advice) serves as a moderating factor that strengthens the relationship between gender roles and business success. These findings highlight the importance of empowering women in the business world, especially through social support and gender-inclusive policies to enhance competitiveness and business sustainability..

Keywords: Gender Roles, Business Performance, MSMEs, Women Entrepreneurship, Fashion Industry, Bandung City