

ABSTRAK

Penelitian ini bertujuan untuk mengetahui peran mediasi *innovation strategy* pada pengaruh *women entrepreneur* dan *women empowerment* terhadap kinerja UMK di Surabaya. Pengumpulan data dalam penelitian ini menggunakan kuisioner yang dikirimkan melalui UMK di Surabaya, sebanyak 150 responden berhasil dikumpulkan. Penelitian ini termasuk dalam penelitian kuantitatif. Pengujian hipotesis dilakukan menggunakan uji *Partial Least Square* dengan bantuan *Software WarpPLS 5.0 for windows*. Hasil dari penelitian ini menunjukkan bahwa *women entrepreneur* dan *women empowerment* berpengaruh langsung secara positif terhadap kinerja UMK di Surabaya, dan *innovation strategy* terbukti memediasi pengaruh *women entrepreneur* dan *women empowerment* terhadap kinerja UMK di Surabaya.

Kata Kunci: Women Entrepreneur, Women Empowerment, Innovation Strategy, Kinerja UMKM

ABSTRACT

This Study aims to determine the role of mediating innovation strategy on the influence of women entrepreneur and women empowerment on small micro enterprise(SME)'s performance in Surabaya. Data collection in this study used a questionnaire sent to small micro enterprise in Surabaya. This research is quantitative research. Hypothesis testing is using the Partial Least Square test support by WarpPLS 5.0 software for windows. The results of this study indicate that women entrepreneur and women empowerment have a positive direct effect on SME's performance in Surabaya, and innovation strategy mediates in the influence of the women entrepreneur and women empowerment on SME's performance in Surabaya.

Keywords: Women Entrepreneur, Women Empowerment, Innovation Strategy, SME's Performance