

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Innovation Conviction*, *Innovation Mindset*, dan *innovation creed* terhadap *Innovation Capability*, serta dampaknya terhadap *performance* pengusaha perempuan di Indonesia. Selain itu, penelitian ini juga menguji peran moderasi dari *Entrepreneurial Education* dan *Proactive Personality* terhadap hubungan antara *Innovation Capability* dan *Performance of Women Entrepreneurs*. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan strategi asosiatif. Sampel penelitian dipilih menggunakan teknik *nonprobability sampling* dengan pendekatan *purposive sampling*, dan diperoleh minimal 96 responden yang merupakan pengusaha perempuan di Indonesia. Analisis data dilakukan dengan menggunakan metode *Partial Least Square (PLS)*. Hasil penelitian menunjukkan bahwa *Innovation Conviction*, *Innovation Mindset*, dan *innovation creed* berpengaruh positif terhadap *Innovation Capability*. Selanjutnya, *Innovation Capability* dan *Entrepreneurial Education* berpengaruh positif terhadap kinerja pengusaha perempuan. Namun demikian, *Entrepreneurial Education* dan *Proactive Personality* tidak mampu memoderasi pengaruh *Innovation Capability* terhadap kinerja. Selain itu, *Proactive Personality* juga tidak berpengaruh signifikan terhadap kinerja pengusaha perempuan. Temuan ini memberikan implikasi penting dalam pengembangan inovasi dan pendidikan kewirausahaan bagi perempuan pelaku usaha di Indonesia.

Kata Kunci: *Innovation Capability, Innovation Conviction, Innovation Mindset, Entrepreneurial Education, Proactive Personality, Performance of Women Entrepreneurs, Partial Least Square (PLS).*

ABSTRACT

This study aims to analyze the effect of Innovation Conviction, Innovation Mindset, and innovation creed on Innovation Capability, and its impact on the Performance of Women Entrepreneurs in Indonesia. In addition, this study also tests the moderating role of Entrepreneurial Education and Proactive Personality on the relationship between Innovation Capability and the Performance of Women Entrepreneurs. The research method used is a quantitative approach with an associative strategy. The research sample was selected using a nonprobability sampling technique with a purposive sampling approach, and a minimum of 96 respondents were obtained who were women entrepreneurs in Indonesia. Data analysis was carried out using the Partial Least Square (PLS) method. The results of the study showed that Innovation Conviction, Innovation Mindset, and innovation creed had a positive effect on Innovation Capability. Furthermore, Innovation Capability and Entrepreneurial Education had a positive effect on the Performance of Women Entrepreneurs. However, Entrepreneurial Education and Proactive Personality were unable to moderate the effect of Innovation Capability on performance. In addition, Proactive Personality also did not have a significant effect on the Performance of Women Entrepreneurs. These findings provide important implications in the development of innovation and entrepreneurship education for women entrepreneurs in Indonesia.

Keywords: *Innovation Capability, Innovation Conviction, Innovation Mindset, Entrepreneurial Education, Proactive Personality, Performance of Women Entrepreneurs, Partial Least Square (PLS)*