

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Financial Bootstrapping*, *Financial Capital*, dan *Entrepreneurial Orientation* terhadap *Business Performance* usaha mikro sektor kuliner di Kabupaten Jombang. Penelitian ini dilatarbelakangi oleh pentingnya peningkatan kinerja usaha mikro di tengah berbagai tantangan, seperti keterbatasan sumber pendanaan, pengelolaan modal, dan kemampuan pelaku usaha dalam menghadapi perubahan lingkungan bisnis. Penelitian menggunakan pendekatan kuantitatif dengan metode survei. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada pelaku usaha mikro sektor kuliner di Kabupaten Jombang. Data dianalisis menggunakan metode *Structural Equation Modeling–Partial Least Squares* (SEM-PLS). Hasil penelitian menunjukkan bahwa *Financial Bootstrapping*, *Financial Capital*, dan *Entrepreneurial Orientation* berpengaruh positif dan signifikan terhadap *Business Performance*. Selain itu, *Entrepreneurial Orientation* merupakan variabel yang memberikan pengaruh paling dominan terhadap peningkatan *Business Performance*. Berdasarkan hasil penelitian, dapat disimpulkan bahwa penerapan strategi pendanaan internal, pengelolaan modal yang efektif, serta orientasi kewirausahaan yang kuat mampu meningkatkan *Business Performance* usaha mikro sektor kuliner di Kabupaten Jombang.

Kata kunci: *Financial Bootstrapping*, *Financial Capital*, *Entrepreneurial Orientation*, *Business Performance*, Usaha Mikro Kuliner.

ABSTRACT

This study aims to analyze the influence of Financial Bootstrapping, Financial Capital, and Entrepreneurial Orientation on the Business Performance of culinary micro-enterprises in Jombang Regency. This study is motivated by the importance of improving the business performance of micro-enterprises amid various challenges, such as limited sources of financing, capital management, and the ability of business owners to respond to changes in the business environment. This research employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to culinary micro-enterprise owners in Jombang Regency. The data were analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method. The findings indicate that Financial Bootstrapping, Financial Capital, and Entrepreneurial Orientation have a positive and significant effect on Business Performance. In addition, Entrepreneurial Orientation is the most dominant variable influencing the improvement of Business Performance. Based on the findings, it can be concluded that the implementation of internal financing strategies, effective capital management, and strong entrepreneurial orientation is able to improve the Business Performance of culinary micro-enterprises in Jombang Regency.

Keywords: Financial Bootstrapping, Financial Capital, Entrepreneurial Orientation, Business Performance, Culinary Micro-Enterprises.