

## **ABSTRACT**

*Women entrepreneurs are gaining importance as contributors to the level of entrepreneurial activity and economic growth in Indonesia. The increasing trend of entrepreneurship as a career choice for women is an interesting phenomenon in this study. Furthermore, the issues of female entrepreneurship are inseparable from the topic of empowerment. Therefore, this study aims to develop women's entrepreneurial career success through empowerment and the new concept of gritty learning orientation. This study also aims to close the research gap both evidence and population gap in previous studies related to the topic of empowerment and subjective career success. The survey was conducted on 300 women entrepreneurs who are members of IWAPI throughout Central Java. Data were collected through questionnaires and processed using SEM-PLS version 4. The variables used in this study include subjective career success consisting of 5 indicators, gritty learning orientation with 8 indicators, psychological empowerment with 4 dimensions and 12 indicators, and structural empowerment with 6 dimensions and 19 indicators. The results showed that subjective career success can be improved through psychological empowerment, structural empowerment, and gritty learning orientation. And gritty learning orientation mediates the influence of both psychological and structural empowerment on subjective career success. This research can contribute in the form of deepening and adding clarity to the body of knowledge regarding the relationship between empowerment (psychological and structural) on the career success of women entrepreneurs. This study provides benefits in the direction of individual development, both from the quality of self, resilience, and defense of their careers amid environmental change and uncertainty. An understanding of gritty learning orientation allows individuals to understand their variation and capacity to achieve goals at work. The originality of this study lies in the development of a new concept, gritty learning orientation. This concept places special emphasis on effort and interest in achieving learning-oriented goals.*

*Keywords: Subjective Career Success, Psychological Empowerment, Structural Empowerment, Gritty Learning Orientation, Women Entrepreneurship*