

ABSTRACT

The development of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia has shown significant growth, particularly among Muslim women who play an increasingly important role in the local economy. This study aims to analyze the factors influencing Muslim women in running MSME businesses in Semarang City. This research employs a qualitative approach using a case study method. Data were collected through in-depth interviews, observations, and documentation involving Muslim women MSME entrepreneurs in Semarang. The findings reveal that the factors influencing Muslim women in operating MSMEs are categorized into internal and external factors. Internal factors include motivation to support family income, entrepreneurial skills, educational background, religious values, and self-confidence. Meanwhile, external factors consist of family support, access to capital, government assistance, market opportunities, and the influence of digital technology. Despite various challenges such as time management between household responsibilities and business activities, limited capital, and market competition, Muslim women entrepreneurs demonstrate resilience and adaptability in sustaining their businesses. This study concludes that the success of Muslim women in managing MSMEs is strongly influenced by the interaction between internal motivation and external support systems. The results are expected to provide insights for policymakers and stakeholders in formulating strategies to empower Muslim women MSMEs in Semarang City.

Keywords: Muslim women, MSMEs, entrepreneurship.