

ABSTRACT

MSME performance is a crucial indicator for business sustainability, particularly for female entrepreneurs in Malang City who face various challenges and obstacles in resource access and dynamic business environment demands. The role of psychological orientations, such as entrepreneurial passion (inventing, developing, and founding) and entrepreneurial mindset, in driving business success still requires deeper investigation, especially when associated with financial resource availability. Therefore, this study aims to analyze the influence of entrepreneurial passion and entrepreneurial mindset on the performance of female-owned MSMEs in Malang City, East Java, Indonesia, while testing whether financial resources availability can moderate these relationships.

This study utilized a sample of 140 female MSME owners in the food and beverage (culinary) sector in Malang City, selected through purposive sampling. Data analysis was conducted using the Partial Least Square (PLS) method with SmartPLS software.

The results indicate that among the three dimensions of entrepreneurial passion, only passion for founding has a positive and significant effect on MSME performance, while the inventing and developing dimensions were found to be insignificant. Furthermore, entrepreneurial mindset and financial resources availability proved to have positive and significant direct effects on MSME performance. However, moderation tests revealed that financial resources availability does not moderate the influence of entrepreneurial passion or entrepreneurial mindset on MSME performance. These findings suggest that for female entrepreneurs in the culinary sector, a focus on founding and an innovative mindset are far more decisive for business performance than the mere passion for developing or inventing new ideas. This also indicates that while financial availability plays a vital role as an independent supporter of performance, its presence does not strengthen or weaken the effectiveness of the entrepreneurs' psychological factors in achieving optimal business performance. This reinforces that for female entrepreneurs in the culinary sector, the spirit of founding a business and an innovative mindset are fundamental and independent pillars of success.

Keywords: *Entrepreneurial Passion, Entrepreneurial Mindset, MSME Performance, Financial Resources Availability, SmartPLS, Female Entrepreneurs, Malang City.*