



Resilient Women Entrepreneurs in Sidoarjo: The Roles of Self-Efficacy, Innovation, and Determination in Culinary Business Performance

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ABSTRACT

Purpose: This study examines women's resilience in Sidoarjo, with an emphasis on self-efficacy, innovation, and perseverance in the culinary sector. These factors are crucial because they boost confidence, create competitive advantages, and help overcome local economic challenges. **Methodology:** Using a Quantitative Causal Research, this study utilizes cluster sampling for data collection in several subdistricts of Sidoarjo Regency in 2025, involving 105 representative respondents. This study uses validity, reliability, and classical assumption tests, as well as out-of-model testing, convergent validity, average variance extracted (AVE), composite reliability, Cronbach's alpha, and r-squared. **Results:** Findings indicate that self-efficacy ($T = 3.174$, $P = 0.002$), innovation ($T = 2.034$, $P = 0.042$), and perseverance ($T = 2.647$, $P = 0.008$) have a positive effect on culinary business performance. These results underscore the importance of psychological factors and strategic approaches for the success of female entrepreneurs in the culinary field. **Findings:** self-efficacy, innovation, and determination on culinary business performance in Sidoarjo Regency, it can be concluded that these three variables have a positive and significant effect on culinary business performance. **Novelty:** The novelty of this study lies in its focus on female culinary entrepreneurs in Sidoarjo using SmartPLS-based analysis. **Originality:** This study stands out for examining self-efficacy, innovation, and perseverance in relation to women's business performance.. **Conclusion:** Women's self-confidence has a significant impact on performance, followed by innovation in product development and determination with a small positive impact. It is necessary to increase courage for economic independence. **Type of Paper:** This paper is an empirical research paper.

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INTRODUCTION

There are two types of entrepreneurs: those who focus on innovation and those who focus on tradition. Those who focus on innovation do so because of the need to adapt to trends and other factors, while those who focus on tradition do so because of customs and a desire to preserve cultural heritage. Women who introduce new products and services, build new organizational structures, or process new raw materials are considered entrepreneurs (Firdaus & Psi, 2017). One way people can develop their own businesses is through entrepreneurship. Currently, many people

decide to start a business to meet their daily needs or those of others. The field of business pursued can be tailored to current market needs or to one's abilities and interests. By turning a hobby into a business, a person can make work enjoyable without feeling stressed or burdened (Nurhuda & Setyaningtyas, 2021). A person can build their own job and not depend on others or businesses to find other work if they have the will, ambition, and readiness to carry out their entrepreneurial plans. Entrepreneurs are able to see different opportunities and invest all their energy to make profitable deals (Tinggi et al., 2022). In Indonesia, the culinary business is growing rapidly, with many people choosing to go into the culinary business because they believe it is a simpler business model than other businesses. However, because it requires constant discovery and creativity, the culinary business is considered a complex business (Claudya et al., 2020).

Women have a high interest in business/entrepreneurship, both in terms of innovation and tradition, and may even combine the two in the sense that they maintain tradition but prioritize innovation in terms of packaging or sales, because tradition is part of their customs and they are interested in cooking. When it comes to tradition, it is because women, as mothers, want to educate their children and preserve their heritage. Women find it easier to become entrepreneurs because of the flexibility of entrepreneurial intent. Women want to be economically empowered, so when it comes to flexibility in managing time, entrepreneurship is the easiest to manage, while culinary skills are a behavior that is often favored by women. Women are driven to pursue business because they want to be successful and feel limited in their ability to demonstrate and improve their skills (Firdaus & Psi, 2017). Here, women's involvement in the economy is evident in their courage to realize their potential by starting a business or becoming entrepreneurs based on their knowledge, abilities, and experience in order to earn a living, raise their social status in the community, and increase their income (Sari, 2020).

Innovation in the culinary business usually involves changes in the packaging, size, color, or model of the culinary product. Entrepreneurs use innovation to launch new goods or services that can be used as a means of generating income (Hartelina, 2018). Efficiency, higher production yields, and sales are all influenced by innovation. There are several steps that need to be completed in the business model innovation process: planning, idea generation, integration, and implementation (Ayu et al., 2024). Being innovative requires not only something different, but also something that has higher value, is attractive, unique, and meets consumer preferences. When engaging in innovation, business people must have a long-term and well-thought-out plan. Because consumers are very enthusiastic about new things, many business people are actually interested in starting a company without careful planning (Claudya et al., 2020). The visual appeal of food, which includes aspects such as color, shape, selection of raw materials, and attractive packaging, often plays an important role in influencing consumer purchasing decisions. When partners lack the necessary skills, experience, or knowledge about the recommendations for culinary business success, culinary business actors must have the specific ability to respond to competition and efforts to survive in the business (Winedar et al., 2022). Innovation is essentially on the introduction of new elements from existing elements (Verbyani & Handoyo, 2021). The goal of innovating and becoming an entrepreneur is for housewives to be able to become members of society who are able to contribute economically, work independently, or train to become skilled entrepreneurs (Firdaus et al., 2023).

As a creative step toward achieving independence, entrepreneurship is becoming increasingly popular in many communities (Murniawaty et al., 2022). Self-efficacy is demonstrated by the ability to predict professional choices, areas of interest in the workplace, persistence in facing challenging situations, and success. However, many people often become discouraged in pursuing their dreams of becoming entrepreneurs because they are afraid of failure. They lack confidence in their ability to overcome any obstacles that may arise while doing business. Self-efficacy is a strong foundation for every entrepreneur. Self-efficacy enables one to run a business and also means having confidence in one's ability to run and develop the business (Marlina et al., 2023). A person with entrepreneurial goals is someone who aspires to develop or implement new business concepts that have not yet been adopted by society (I Made Darsana, 2023). Self-efficacy is needed, such as

strong self-confidence, to encourage a person's potential, especially women, to start a new business. Self-efficacy in business for women requires support from those closest to them as well as support during the course of running their business, so that they are able to compete and carry out entrepreneurial activities (Hidayati & Yulastuti, 2023). With this support, women have high self-efficacy in managing their roles as entrepreneurs in addition to being housewives, compared to men who work.

Women with strong determination can fully develop their abilities and competencies, such as learning from the internet so that innovation can be carried out in various ways. For example, she can learn from the internet, learn from problems, or she can also learn through cooking courses. An entrepreneur is confident in taking a stance and making decisions even when facing various obstacles if she has strong determination and self-confidence (Rosa et al., 2024). In the context of managing a culinary business, the commitment, determination, and seriousness of the owner or manager in carrying out various tasks are essential for running a successful company (Yulianti, 2023). This involves a strong commitment to food safety, quality, service, innovation, and effective management. Both people who are willing to work hard but lack strong determination and those who like to work hard but lack strong determination will not succeed as entrepreneurs (Gofur et al., 2021)

This study was motivated by a gap in research (Firdaus & Hasanah, 2019), which provided entrepreneurship training focused on people with disabilities. This study developed on the previous research gap by providing entrepreneurship training focused on women. The second difference, which also became a gap in the development of this study, was that (Firdaus et al., 2023) did not only develop businesses in the culinary field, whereas this study wanted to specialize more in culinary entrepreneurship. The third difference that also became a gap in the development of this research was that (Budiarti et al., 2024) used students as the research subjects, while this study used women as the research subjects. The fourth difference that became a gap in the development of this research was that (Sudimantoro et al., 2023) applied a correlational research method, while this study used a descriptive quantitative method. The fifth difference that is an opportunity for development in this study is that (Gofur et al., 2021) uses determination as a supporting factor, whereas this study uses determination as an independent variable. In addition, (Firdaus et al., 2023) focuses on one area, namely Durung Banjar Village, Candi, Sidoarjo, whereas this study covers the entire Sidoarjo Regency. Despite existing studies on women's entrepreneurship, few have simultaneously examined self-efficacy, innovation, and determination as key determinants of business performance among female culinary entrepreneurs. This research aims to address that gap by applying the SmartPLS model to women-led culinary businesses in Sidoarjo. Formal research question: do self-efficacy, innovation, and determination have a positive and significant effect on the performance of women in the culinary business in Sidoarjo? This study used a quantitative descriptive methodology with cluster sampling to collect data from 105 respondents. Analysis will be conducted using SmartPLS software to assess the relationship between self-efficacy, innovation, and determination on the performance of women's culinary businesses.

Self-Efficacy

Self-efficacy is a perspective on oneself that impacts a person's life (Andina et al., 2023). Self-efficacy is an example of the most important aspect of self-awareness or self-knowledge in everyday life (Irna & Murniawaty, 2020). Self-efficacy is self-confidence in one's ability to solve problems based on previous achievements and setbacks (Akuba et al., 2020). Self-efficacy is a form of self-confidence, especially among women, in entrepreneurship (Yamin et al., 2023).

Based on this explanation, it can be concluded that the Self Efficacy indicator used is based on (Safinska & Sumartik, 2024), that is:

- a. Finishing work: completing a specific task
- b. Self-motivation: taking the necessary actions to complete tasks
- c. Working hard: using all available resources.

Women's belief that they can control themselves is called Self Efficacy (Budiarti et al., 2024). Self Efficacy characterizes a woman's level of confidence in her capacity to achieve success and work effectively in the business. Previous findings (Budiarti et al., 2024) and (Andina et al., 2023) show that Self Efficacy influences culinary business performance. Meanwhile, research (Budi & Hairunisya, 2020) shows that Self Efficacy has no influence on culinary business performance.

Innovation

Innovation refers to new things in innovation, which can be concepts, procedures, services, beliefs, business plans, or goods. New things in innovation can be applied to a task as an application of knowledge. Innovation is defined as changes that occur or are implied from the use of new concepts (Hartini et al., 2022). Innovation is a tendency to support and encourage creativity and experimentation in introducing new ideas (Verbyani & Handoyo, 2021). Innovation is a mechanism for incorporating new technology into a product so that the product has added value (Avriyanti, 2022). Innovation is about how we improve the value and superiority of current products (Strategi et al., 2021). On the following explanation, it can be concluded that the indicators of innovation used are based on (Verbyani & Handoyo, 2021), that is:

- a. New product development: Innovative menus can attract a wider market segment.
- b. Competitive pricing: pricing that takes into account market prices, production costs, and the value provided to customers.
- c. Product uniqueness: related to distinguishing factors that make a product more attractive than its competitors.

Innovation is not limited to the development of products or services, but also includes the development of new products that meet current trends, the ability to use appropriate process technologies to create these new products, the ability to create and implement new products and production technologies to meet future demands, and the ability to react to planned technological activities and unexpected opportunities created by competitors and rivals (Astri & Latifah, 2017). Previous findings (Astri & Latifah, 2017); (Agustin et al., 2023); (Kardiana & Melati, 2019) show that innovation affects the performance of culinary businesses. Meanwhile, research (Hartini et al., 2022) shows that innovation has no effect on culinary businesses.

Determination

Determination is a state that encourages, motivates, and directs women's ambitions to engage in entrepreneurial activities, independently, with self-confidence, future orientation, courage to take risks, creativity, and a high regard for innovation (Habibie et al., 2022). Determination is the seriousness of business owners or managers in fulfilling the various aspects necessary to run the business well (Yulianti, 2023). Determination is the belief that a person is capable of overcoming a problem in the best possible way and can provide something that pleases others (Trihudiatmanto, 2023). Determination is a state in which a woman is capable of relying on her own abilities without depending on others (Ketaren & Wijayanto, 2021).

Based on the following explanation, it can be concluded that the indicators of determination used (Habibie et al., 2022) that is:

- a. Independent: related to the ability of a business to stand on its own without being overly dependent on other parties.
- b. Creative: related to the ability to generate new ideas in various aspects of business.
- c. Daring to Take Risks: about being ready to try new things even when there is uncertainty.

Self-confidence comes from the feeling that we are capable of doing everything well, so self-confidence will increase naturally. Confident people are those who feel satisfied with themselves. Previous findings (Andini et al., 2022); (Wijaya & Simamora, 2022); (Trihudiatmanto, 2023); (Rosa et al., 2024) show that determination influences culinary business performance. Meanwhile, research (Ketaren & Wijayanto, 2021) shows that determination has no influence on culinary business performance.

Culinary Business Performance

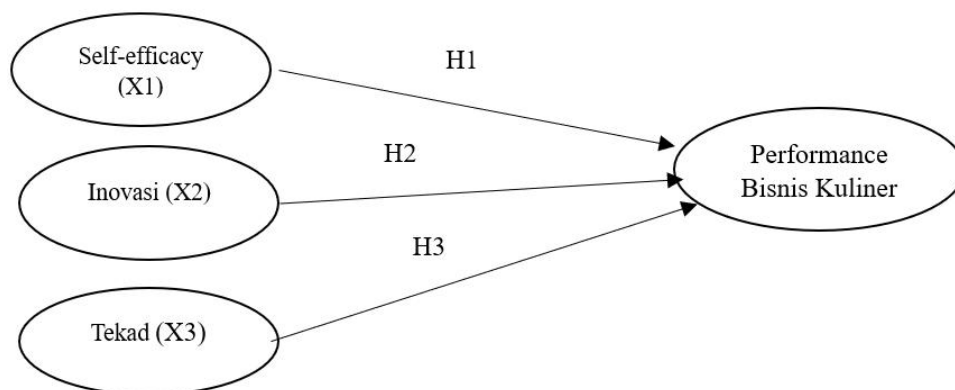
The culinary business is a business activity carried out by individuals, households, or business entities on a small scale (Nurmala et al., 2022). The culinary business is a type of business in the food sector that is easy for anyone to do (Jaka Permana, 2024). The culinary business is a transition from a natural activity to a culture that represents the identity of the owner and the place where it is located (Simatupang & Setyawati, 2023). The culinary business is one of many service businesses that has evolved rapidly even during times of crisis (Asriadi et al., 2022). The culinary business is a promising business that will make Indonesian culinary tourism better known outside the country (Mentang et al., 2022).

Based on this explanation, it can be concluded that the indicators of determination used (Nugroho & Triyono, 2022) that is:

- Taste: related to quality, including taste, ingredients, and consistency in presentation.
- First order: regarding initial benchmarks in assessing cuisine.
- Direct communication: related to the provision of services to customers.

The culinary business is popular among women who want to increase their income without having to neglect their main duties at home (Jaka Permana, 2024). The culinary sector has been moderately affected for culinary entrepreneurs who own food outlets, as mobility restrictions and efforts to minimize crowds have forced restaurants to temporarily close.

Figure 1. Conceptual Framework



Hypothesis

H1: Self-efficacy has a positive and significant effect on the performance of women's culinary businesses in Sidoarjo.

H2: Innovation has a positive and significant effect on the performance of women's culinary businesses in Sidoarjo.

H3: Determination has a positive and significant effect on the performance of women's culinary businesses in Sidoarjo.

METHOD

Analysis Method

This type of research is Quantitative Causal Research that describes the figures obtained as research results. The population of this study is women who run culinary businesses in Sidoarjo. According to (Firdaus, Aisyah, et al., 2025), their personal empowerment involves improving women who work in the culinary business and encouraging their initiatives, which are related to their ability to manage themselves. The sampling technique used is cluster sampling. With the cluster sampling technique, five areas in the Sidoarjo district were selected, namely the Porong sub-district, Candi

sub-district, Tulangan sub-district, Krembung sub-district, and Buduran sub-district because these sub-districts have many women who run culinary businesses. Based on data from the Central Statistics Agency, it is estimated that there are 133,500 women entrepreneurs, so when divided per region, there will be an estimated 7,500 women entrepreneurs. The minimum number of respondents (Slovin) is determined using the following formula:

$$n = N / (1 + N * e^2)$$

n = number of samples needed

N = total population

e = error tolerance level in decimal form, resulting in a total of 105 female entrepreneur respondents from all regions. After obtaining the sample size, the number per unit area was determined using the cluster sampling technique, that is:

Table 1. Populations Samples

Subdistrict	Amount
Porong	21
Candi	21
Tulangan	21
Krembung	21
Buduran	21

Source: Processed Data, 2025

This study uses primary data from questionnaires using a Likert scale and secondary data in the form of article observations. The data obtained will then be processed using Partial Least Squares (PLS) with the help of SmartPLS 5.0 software. The data analysis stages begin with an outer model test, convergent validity average variance extracted (AVE), composite reliability, Cronbach's alpha, and r square. In this study, we are committed to following ethical principles by providing clear information to all participants and requesting their consent before participation. Data will be kept confidential and used anonymously. To ensure validity, we measured the reliability of the instrument using Cronbach's α , with results above 0.7, indicating that this instrument has good internal consistency and is reliable for measuring the variables of self-efficacy, innovation, and determination.

Self-Efficacy

Referring to the opinion expressed (Yamin et al., 2023), self-efficacy is a form of self-confidence that women have when entrepreneurship or culinary business. Self-efficacy indicators refer to (Safinska & Sumartik, 2024), that is:

- Getting the job done: women's confidence in their ability to complete tasks.
- Self-motivation: related to women's ability to motivate themselves, which is necessary for completing tasks.
- Working hard: describes the strenuous efforts of women to complete tasks using the resources available to them.

Innovation

Referring to the opinion expressed in (Strategi et al., 2021), innovation is to increase the satisfaction value and superiority of current products, improve culinary quality, and add services needed by customers. Innovation indicators refer to (Verbyani & Handoyo, 2021), that is:

- New product development: innovating by creating new culinary creations without reducing existing products.
- Competitive pricing: Offering products with new innovations at prices that remain competitive in the market

- c. Product uniqueness: specific characteristics that distinguish a dish or food concept from competitors in the market.

Determination

Referring to the opinion expressed in (Habibie et al., 2022), determination is the driving force behind women entrepreneurs to dare to start a business, be prepared to face risks, and always be creative. The indicators of determination refer to (Habibie et al., 2022), that is:

- a. Independent: the entrepreneurial ability to run and develop a business by relying on one's own strengths without depending on others.
- b. Creative: generating new ideas and innovative solutions in running a culinary business, enabling entrepreneurs to differentiate themselves from other culinary competitors.
- c. Taking Risks: taking actions that have the potential for failure or loss, but also the opportunity to bring significant success to the business.

RESULTS AND DISCUSSION

Respondent Description

In this study, the author took samples from women entrepreneurs in Sidoarjo Regency using a Google Form questionnaire distributed via the WhatsApp application. A review of the characteristics of the 105 respondents will be presented to provide an overview of the respondents' circumstances.

Table 2. Respondent characteristics

Characteristics	Category	Frequency	Presentation
Gender	Women	105	105
Age	15 - 30	93	93
	31 - 45	6	6
	46 - 55	6	6
Highest Education	SMA/SMK/MA	72	72
	S1	33	33
Years in the Culinary Business	< 1 Tahun	45	45
	> 5 Tahun	60	60
Position	Owner/Proprietor	86	86
	Employee	19	19
Type of Culinary Business	Food	70	70
	Drinks	35	35

Source: Processed data, 2025

Based on the data in Table 1, it can be concluded that the characteristics of female respondents were 105% or 105 respondents. In addition, the age category with the highest number of respondents was 15-30 years old, which was 93% or 93 respondents. Meanwhile, the smallest number of respondents were aged 31-55 years old, each amounting to 6%. This means that the majority of respondents are of productive age, namely 15–30 years old. Based on their highest level of education, the majority of respondents are high school/vocational school graduates, numbering 72% or 72 respondents. The length of time they have been in the culinary business, the majority have been in business for more than 5 years, with a percentage of 60%. In terms of position and type of culinary business, the majority are owners with a percentage of 86%, and the majority of their culinary businesses are food-related with a percentage of 70% or 70 respondents. This

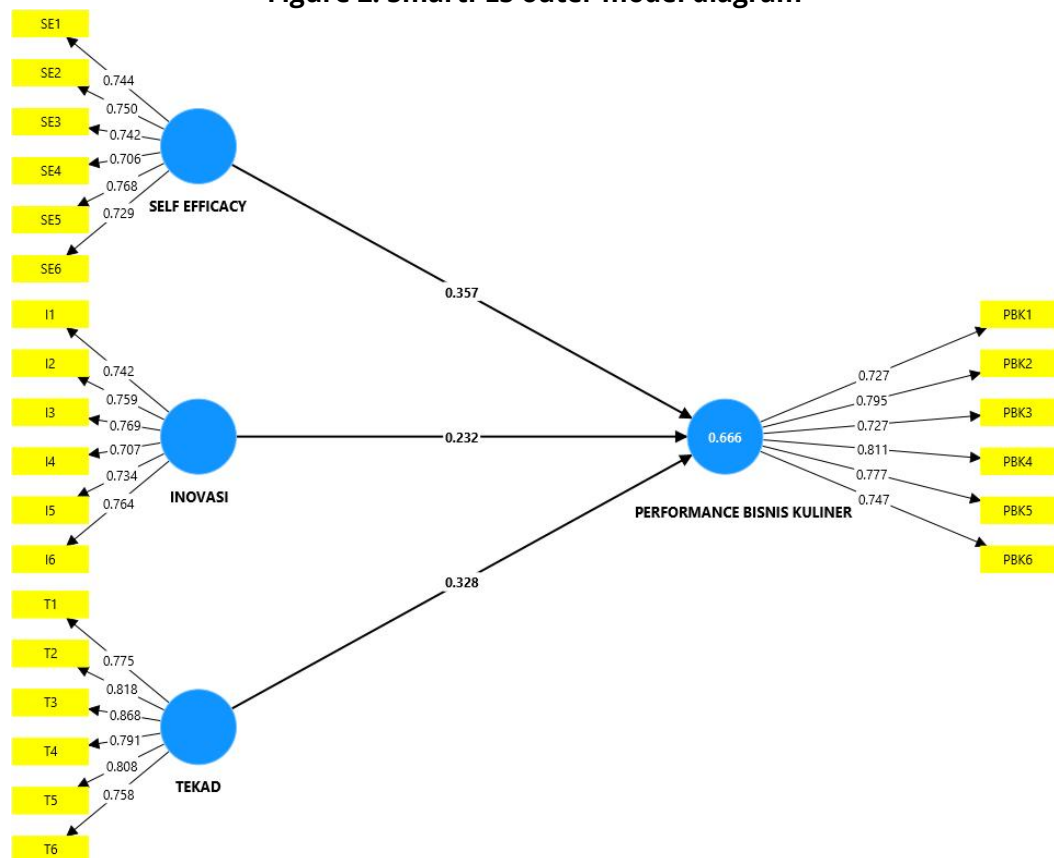
condition shows that women who are entrepreneurs in the culinary field are dominated by teenagers.

RESULTS

Hypothesis Testing and Analysis

In this study, data analysis used validity tests, reliability tests, and hypothesis tests. These tests were measured using SmartPLS (Partial Least Square) with a total of 105 female respondents who are entrepreneurs in the culinary field in Sidoarjo Regency, so that it can be measured whether the research conducted is valid or not.

Figure 2. SmartPLS outer model diagram



Source: SmartPLS Output, 2025

Model measurement testing (outer model) is used to determine how latent variables and manifest variables interact. This testing includes convergent validity, discriminant validity, and convergent validity reliability.

Validity Test

The outer model value or loading factor can be used to test convergent validity. The outer loading values of each indicator in the research variables show that each indicator of the variables of self-efficacy (X1), innovation (X2), determination (X3), and culinary business performance (Y) has an average outer loading >0.7 . Therefore, it can be stated that the indicators of each variable meet the convergent validity requirements.

Reliability Test

Composite Reliability is used to evaluate the reliability of indicators for each variable. In this study, the composite reliability value of a variable is considered acceptable if it is >0.7 . The composite reliability values are shown in table 2:

Table 2. Composite Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Average variance extracted (AVE)
Self-Efficacy	0.835	0.839	0.548
Innovation	0.841	0.843	0.557
Determination	0.890	0.899	0.646
Culinary Business Performance	0.858	0.861	0.585

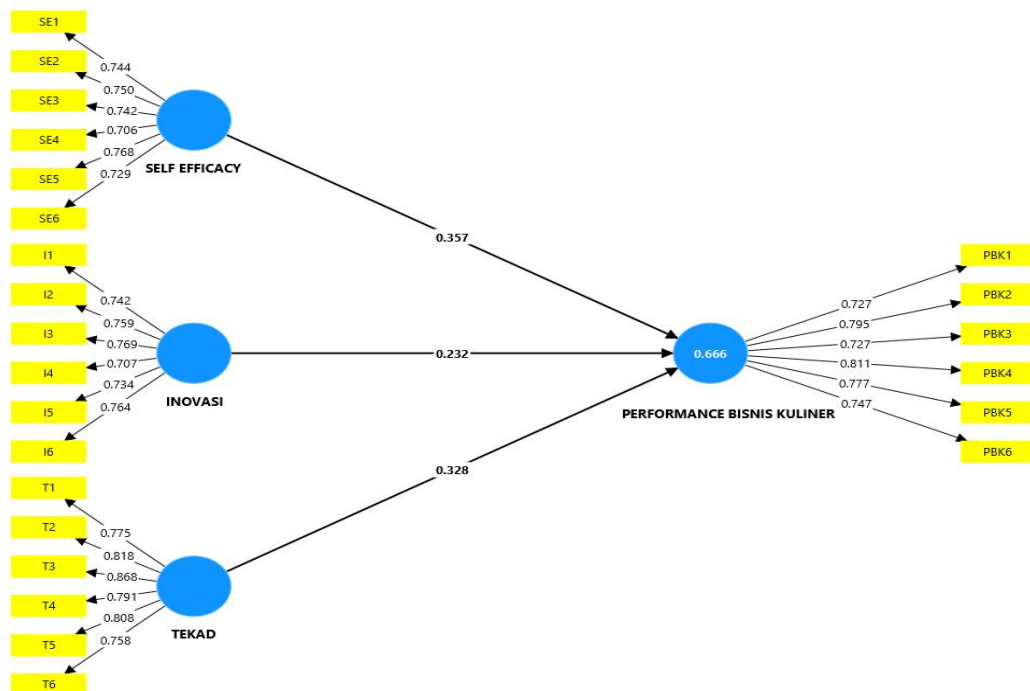
Source: SmartPLS Output, 2025

Based on the test results in Table 2, the composite reliability value of the self-efficacy variable is 0.839, the composite reliability value of the innovation variable is 0.843, the composite reliability value of the determination variable is 0.899, and the composite reliability value of the culinary business performance variable is 0.861, indicating that the values of all variables are greater than 0.7, which means that all variables are reliable.

A model construct can be said to have high reliability if the AVE exceeds 0.5, in which case the model structure is considered to have high reliability. If $AVE > 0.5$, the data is considered reliable. Table 2 above shows that the AVE values for all variables are greater than 0.5. Therefore, all variables can be considered reliable. This means that each variable has good discriminant validity [4].

Structural Model Analysis (Inner Model)

Figure 3. SmartPLS Inner Loading Diagram 2025 Years



Source: SmartPLS Output (2025)

In this process, to explain the strength of the relationship or influence of independent latent variables on dependent latent variables, using a measurement standard of 0.75 is considered strong, 0.50 is considered moderate, and 0.25 is considered weak. The table below shows the estimated R-square results using SmartPLS.

Table 3. R-square values

Variable	R-square
Performance Bisnis Kuliner	0.666

Source: SmartPLS Output, 2025

Table 3 shows that the culinary business performance variable (Y) has an R-square value of 0.666, meaning that 66.6% of the variation in culinary business performance can be explained by the independent variables in the regression model used. This value indicates that the structural model of this study is categorized as strong because it has an R-square value >0.6 . It can be concluded that the variables of efficacy (X1), innovation (X2), and determination (X3) can measure and have a good relationship with the culinary business performance variable with a good R-square value of 66.6%.

Hypothesis Testing

Data processing can be used to answer research hypotheses. Coefficient values are used to test these research hypotheses. If the coefficient shows a positive value, then this hypothesis is considered to have a positive relationship. This research can be said to be significantly accepted if the P-values are <0.05 and the t-statistic values are >1.96 . The following are the results of hypothesis testing:

Table 4. Bootstrapping

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1 -> Y	0.357	0.360	0.112	3.174	0.002
X2 -> Y	0.232	0.240	0.114	2.034	0.042
X3 -> Y	0.328	0.319	0.124	2.647	0.008

Source: SmartPLS Output, 2025

Based on Table 4, it can be explained that:

1. Based on the SmartPLS measurement results of the self-efficacy variable, the value of this variable is $t_{\text{count}} > t_{\text{table}}$ with a value of $3.174 > 1.979$, while the p-value measurement is $0.002 < 0.05$. This can be concluded that the measurement results show that self-efficacy has a significant effect on the business performance of women entrepreneurs in the culinary industry.
2. Based on the SmartPLS measurement results of the innovation variable, the value of the variable is $t_{\text{count}} > t_{\text{table}}$ with a value of $2.034 > 1.979$, while the p-value measurement is $0.042 < 0.05$. This can be concluded that the measurement results show that innovation has a significant effect on the business performance of women entrepreneurs in the culinary industry.
3. Based on the SmartPLS measurement results of the determination variable, the value of the variable is $t_{\text{count}} > t_{\text{table}}$ with a value of $2.647 > 1.979$, while the p-value measurement is 0.008 . It can be concluded that the measurement results show that determination has a significant effect on the business performance of women entrepreneurs in the culinary sector.

DISCUSSION

Self-Efficacy in Culinary Business Performance

Based on the results of this study, it is evident that self-efficacy has a positive and significant effect on the business performance of female culinary entrepreneurs in Sidoarjo Regency. The higher the confidence of women in culinary business, the more active they will be in running their culinary businesses. With the confidence that women are capable of managing their businesses and that their culinary products will be accepted, female entrepreneurs will seek ways to overcome their business problems. This is in line with previous studies (Budiarti et al., 2024); (Andina et al., 2023); (Firdaus, Yani, et al., 2025). However, these findings are not in line with study (Budi & Hairunisya, 2020). These findings are reinforced by the length of time female entrepreneurs have been in business, with the majority having been actively demonstrating their business performance for more than 5 years (Firdaus, Aisyah, et al., 2025). Theoretically, self-efficacy is built from several indicators, namely completing work, self-motivation, and hard work. The largest contribution lies in the indicator of completing work, namely women's belief in their ability to complete tasks. The majority of respondents agreed that being able to complete products is important in carrying out their work. These findings are consistent with Albert Bandura's (1986) theory of self-efficacy, which states that individuals' beliefs about their abilities can influence their motivation and performance. In the context of women entrepreneurs in Sidoarjo, high self-efficacy encourages them to take risks and innovate, which in turn improves the performance of their culinary businesses.

According to (Natalia et al., 2023), self-efficacy plays an important role because the higher the level of self-efficacy women have in their ability to start a business, the higher their work motivation will be, so that their culinary business performance will continue to improve. By having high self-efficacy, women are more confident in facing challenges, persistent in completing tasks, and able to make good decisions. This also improves the performance and competitiveness of MSMEs amid business competition.

Innovation in Culinary Business Performance

On the results of this study, it is evident that innovation has a positive and significant effect on the business performance of female culinary entrepreneurs in Sidoarjo Regency. The level of innovation possessed by these women, both in terms of new product development, is classified as moderate, thus not hindering product satisfaction and excellence in increasing women's activity in running their culinary businesses. This is in line with (Astri & Latifah, 2017); (Agustin et al., 2023); (Kardiana & Melati, 2019). However, these findings are not in line with the research (Hartini et al., 2022). These findings are reinforced by the spirit of innovation among women in terms of new ideas in their culinary business performance. Theoretically, innovation is built on several indicators, namely product development, competitive pricing, and product uniqueness. The greatest contribution lies in the indicator of new product development, namely creating innovations by developing new culinary offerings without reducing existing products. The majority of respondents agree that striving to create new variants is important in running their businesses. This study are also relevant to Everett Rogers' (1995) theory of innovation diffusion, which explains how innovations are accepted and adopted within a population. Innovations in products and technology are key for women entrepreneurs to meet market needs. When women have high self-confidence and are willing to adopt innovations, they are able to compete more effectively and overcome challenges in business.

According to (Ayu et al., 2024), innovation can increase efficiency, productivity, sales, and human resource management. Innovation can help businesses adapt to the times and increasingly fierce competition. Women who dare to innovate tend to have a competitive advantage because they are able to offer added value to customers in line with ever-changing trends.

Determination in Culinary Business Performance

On the results of this study, it is evident that determination has a positive and significant effect on the business performance of female culinary entrepreneurs in Sidoarjo Regency. The determination possessed by women with entrepreneurial drive to dare to start a business, be prepared to face risks, and always be creative makes women more active in running their culinary businesses. This is in line with (Andini et al., 2022); (Wijaya & Simamora, 2022); (Trihudyatmanto, 2023); (Rosa et al., 2024). However, these findings are not in line with the research in (Ketaren & Wijayanto, 2021). These findings are reinforced by the courage of women to take actions that have the potential for failure as well as success in improving the performance of their culinary businesses. Theoretically, innovation is built on several indicators, namely independence, creativity, and courage. The greatest contribution lies in the creativity indicator, which involves generating new ideas and innovative solutions in running a culinary business, enabling entrepreneurs to differentiate themselves from other culinary competitors. The majority of respondents agree that making their own products different from others is quite influential in the culinary business.

According to (Agustin et al., 2023), women's creative efforts transform something that initially has little value into something useful. The process of creating something new, which involves exploring ideas and adapting to change, also reflects a highly enthusiastic attitude. Creative actions play a very important role in life, especially in the world of work and business. Creativity is not only about creating something new, but also about how someone is able to see the potential in simple things and turn them into something valuable. This attitude demonstrates courage, independence, and perseverance in the face of challenges.

CONCLUSION

Based on the results of research conducted on self-efficacy, innovation, and determination on culinary business performance in Sidoarjo Regency, it can be concluded that these three variables have a positive and significant effect on culinary business performance. Self-efficacy has the greatest influence, showing that the higher women's confidence in their ability to complete tasks, the higher the performance produced. Innovation also has a positive effect on culinary business performance, including the creation of new products that follow trends and the ability to utilize appropriate process technologies. Meanwhile, determination also has a positive effect with the lowest influence, which means that the courage of women who want to be economically empowered through business is still relatively low. The author acknowledges that this study has limitations because it only involved women in several subdistricts in one district, so the results may not reflect the conditions of all women who are in the culinary business. Thus, this study can be seen as an initial stage that still requires further development in order to cover all groups of women who run businesses in the culinary field.

This study concludes that self-efficacy, innovation, and determination significantly enhance the business performance of female culinary entrepreneurs in Sidoarjo. Self-efficacy has the strongest influence, underscoring the importance of confidence-building interventions in entrepreneurship training. Future studies should explore longitudinal effects and include digital literacy as a mediating variable.

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