

ABSTRACT

This study aims to analyze the effect of entrepreneurial passion, consisting of passion for inventing, passion for developing, and passion for founding, as well as entrepreneurial mindset on the financial performance of MSMEs owned by male entrepreneurs in Semarang Regency and City. Furthermore, this study examines the role of financial resources availability as a moderating variable in the relationship between those variables and MSME financial performance.

This study employed a quantitative approach using a survey method. Data were collected through questionnaires distributed using a purposive sampling technique to 110 male MSME owners in Semarang Regency and City. The data analysis technique used was Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software.

The results indicate that entrepreneurial passion and entrepreneurial mindset do not have a significant direct effect on MSME financial performance. However, financial resources availability was proven to have a positive and significant effect on MSME financial performance. Furthermore, financial resources availability significantly moderates the relationship between passion for developing and MSME financial performance, although it does not moderate the other dimensions of entrepreneurial passion nor entrepreneurial mindset. These findings suggest that the availability of financial resources is a key factor that directly drives financial performance while simultaneously strengthening the role of entrepreneurial development passion in improving business performance.

Keywords: Entrepreneurial passion, Entrepreneurial mindset, Financial resources availability, MSMEs Financial Performance.

