

THE IMPACT OF ENTREPRENEURIAL KNOWLEDGE AND SOCIAL MEDIA ON BUSINESS SUCCESS: THE MODERATING ROLE OF FAMILY SUPPORT IN WOMEN'S FASHION MSMEs in CENTRAL JAKARTA

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ABSTRACT

The importance of entrepreneurial knowledge and social media in increasing the success of women's fashion MSMEs in Central Jakarta, especially amidst increasingly tight business competition. This study aims to analyze the influence of these two factors on business success by considering family support as a moderating factor. Entrepreneurial knowledge helps business actors in recognizing opportunities, managing risks, and adapting in a dynamic and competitive market. Meanwhile, social media acts as an effective marketing tool to reach consumers at a relatively low cost. Family support is believed to provide additional stability and motivation for MSME owners. This study uses a descriptive quantitative method with a Partial Least Square-Structural Equation Modeling (PLS-SEM) approach and involves 106 respondents of women's fashion MSMEs in Central Jakarta. The results of the study indicate that entrepreneurial knowledge has a positive and significant influence on business success. However, the influence of social media on business success is positive but not significant. In addition, family support has a positive and significant influence on business success. As a moderating variable, family support is not significant in moderating the influence of entrepreneurial knowledge and social media on business success. This study suggests that MSMEs should focus more on improving their understanding of entrepreneurship and maximizing the use of social media effectively, while further research can expand the scope of business sectors and variables studied for more comprehensive results.

Keywords: *Entrepreneurial Knowledge, Social Media, Family Support, Business Success, SMEs.*

1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) hold a pivotal role in Indonesia's economy. Accounting for 61% of the Gross Domestic Product (GDP), equivalent to approximately IDR 9,580 trillion, MSMEs dominate the business landscape, representing 99% of all enterprises in the country. Additionally, MSMEs serve as the primary employment provider, offering opportunities to 117 million workers, or roughly 97% of the total workforce. These statistics underscore the essential contribution of MSMEs to national economic stability, particularly in addressing issues of unemployment and poverty (Kadin, 2023). Nevertheless, the journey to success for MSMEs comes with its own set of challenges, particularly in the face of an ever-evolving and competitive business environment.

The women's fashion sector in Central Jakarta, a prominent contributor within the MSME ecosystem, exemplifies these challenges. To thrive amidst intense competition, entrepreneurs in this field must demonstrate exceptional business management capabilities. In this regard, entrepreneurial knowledge becomes a cornerstone for achieving sustainable competitive advantages. This expertise includes skills in identifying market opportunities, mitigating risks, driving innovation, and optimizing operational efficiency (Pham et al., 2023).

Entrepreneurs equipped with such knowledge can craft robust strategies, enhance the competitiveness of their products, and secure the sustainability and growth of their ventures.

Beyond entrepreneurial knowledge, the effective use of social media has emerged as a crucial driver of success for MSMEs. Social media platforms provide business owners with tools to extend market reach, cultivate brand loyalty, and engage directly with customers. Given its cost-effectiveness, social media serves as a powerful marketing tool, particularly for strengthening customer relationships and increasing brand visibility (Blanco-González-Tejero et al., 2024). By maximizing social media strategies, MSMEs can compete on a more level playing field with larger corporations while remaining agile in responding to market trends and changes.

Family support also plays a vital role in the success of MSMEs, offering resources in the form of financial, emotional, and social support. Often acting as a foundational pillar, family contributions provide the stability and encouragement entrepreneurs need to overcome business challenges. For instance, financial backing from family members can help address initial capital requirements, while emotional support bolsters confidence and resilience during challenging times (Molina, 2020). Studies have shown that a combination of family support and entrepreneurial skills significantly boosts the likelihood of business success (Baluku et al., 2020).

However, problems arise when any of these three critical factors—entrepreneurial knowledge, social media utilization, or family support—are underutilized. A lack of entrepreneurial knowledge can impede business owners' ability to devise effective strategies and adapt to changing market conditions. Similarly, limited use of social media may restrict marketing effectiveness and reduce a business's visibility in the marketplace. Lastly, insufficient family support, whether financial or emotional, can hinder entrepreneurs in navigating operational challenges and making strategic decisions.

Given these dynamics, this research seeks to examine the impact of entrepreneurial knowledge and social media use on the success of women's fashion MSMEs in Central Jakarta. Additionally, it explores how family support moderates these relationships. The findings aim to offer both theoretical and practical insights, equipping MSME owners and stakeholders with strategies to foster sustainable growth in the MSME sector, particularly within the vibrant and competitive women's fashion industry.

Theoretical Framework and Hypotheses

This study utilizes the Theory of Planned Behavior (TPB) as its framework. According to TPB, an individual's behavior is influenced by their beliefs about outcomes, social norms, and perceived control (Bosnjak et al., 2020). Entrepreneurial knowledge aligns with belief systems regarding behavior, enhancing the intention to take action. When combined with appropriate support and confidence, this intention often translates into successful business outcomes (Lai & Widjaja, 2023). This theory underscores the critical role of knowledge, social backing, and perceived control in reaching business objectives.

Social media serves as a crucial resource for entrepreneurs, offering opportunities to expand markets, establish brands, and engage with customers. Studies indicate that social media enables entrepreneurs to identify market opportunities, build professional networks, and drive innovation through customer insights (Troise et al., 2022). Additionally, it supports both normative and control beliefs by helping businesses meet societal expectations and access

valuable resources (Dwivedi et al., 2023). The strategic use of social media can significantly enhance market reach and contribute to operational success.

Family support also plays a fundamental role in entrepreneurial ventures. Emotional support fosters confidence, while financial assistance often provides the capital needed to initiate a business (Molina, 2020). Family expectations and encouragement align closely with TPB's emphasis on social norms, motivating entrepreneurial behavior. Moreover, family support amplifies the impact of entrepreneurial knowledge by reducing perceived risks and offering a stable foundation (Welsh & Kaciak, 2019). Together, these elements empower entrepreneurs to overcome obstacles and achieve sustainable growth.

The relationship between entrepreneurial knowledge and business success

Entrepreneurial knowledge plays a pivotal role in driving business success, especially in fast-paced and competitive markets (Al Mamun et al., 2019). This knowledge provides entrepreneurs with the expertise needed to recognize market opportunities, manage risks effectively, and utilize resources efficiently. Entrepreneurs who possess a solid foundation of knowledge are better equipped to respond to market dynamics, make well-informed decisions, and introduce innovative products or services (Audretsch et al., 2020). Furthermore, entrepreneurial knowledge strengthens strategic planning efforts, promoting long-term business growth and sustainability (C. Li et al., 2020). These skills collectively enhance business performance and competitiveness, underscoring the critical importance of entrepreneurial knowledge in achieving sustainable success.

H1: There is a positive influence of entrepreneurial knowledge on business success.

The relationship between social media and business success

Social media plays an essential role in driving business success by fostering customer engagement, broadening market reach, and strengthening brand visibility (Dwivedi et al., 2023). By utilizing social media platforms, businesses can swiftly address customer needs, enhance loyalty, and gather valuable insights for innovation. Strategic use of social media also optimizes marketing efforts by lowering costs while boosting interaction and brand exposure (Troise et al., 2022). Moreover, social media allows businesses to track market trends and analyze competitor activities, enabling them to adjust their strategies and remain competitive (Olanrewaju et al., 2020). By capitalizing on these advantages, companies can enhance operational performance and achieve sustained growth in today's ever-changing market landscape.

H2: There is a positive influence of social media on business success.

The relationship between family support and business success

Family support plays a crucial role in the success of a business by offering emotional, financial, and practical aid to entrepreneurs (Dewi, 2024). Encouragement and motivation from family members provide emotional reinforcement, boosting the confidence and resilience needed to tackle challenges. Financial assistance, often provided as startup capital, helps entrepreneurs establish and expand their businesses without depending on external funding (Maharajh et al., 2024). Furthermore, family involvement in key decisions and day-to-day operations promotes teamwork and shared accountability, leading to improved business outcomes (Neneh & Welsh, 2022). These combined forms of support offer a strong foundation, enabling entrepreneurs to overcome barriers and sustain long-term growth.

H3: There is a positive influence of family support on business success.

Family support moderates entrepreneurial knowledge and business success

Family support serves as a vital moderating factor in amplifying the influence of entrepreneurial knowledge on business success. Entrepreneurs who receive strong emotional and financial backing from their families are better positioned to apply their expertise in addressing business challenges and capitalizing on opportunities (Liao et al., 2022). Emotional encouragement enhances confidence and resilience, while financial support provides the resources needed to execute innovative strategies (Al Mamun et al., 2019). Together, these forms of support alleviate external pressures, allowing entrepreneurs to concentrate on fostering growth and driving innovation (Xu et al., 2020). As a result, family support enhances the positive impact of entrepreneurial knowledge, enabling businesses to achieve long-term success and maintain a competitive edge (Martins et al., 2023).

H4: Family support can moderate the influence of entrepreneurial knowledge on business success.

Family support moderates social media and business success

Family support plays a crucial role in enhancing the positive relationship between social media utilization and business success. Emotional and financial backing from family members allows entrepreneurs to maximize the potential of their social media strategies, such as developing compelling content and utilizing advanced marketing tools (Dwivedi et al., 2023). This support alleviates the challenges of resource constraints, enabling business owners to prioritize customer interaction and broaden their market reach (Maharajh et al., 2024). Furthermore, family involvement promotes collaborative decision-making, leading to more effective use of social media platforms (El-Menawy & Saleh, 2023). The synergy between family support and strategic social media application ultimately drives higher customer satisfaction, stronger brand loyalty, and improved business performance in competitive markets (Qi et al., 2024).

H5: Family support can moderate the influence of social media on business success.

Building on the hypotheses outlined earlier, the research framework is structured as follows:

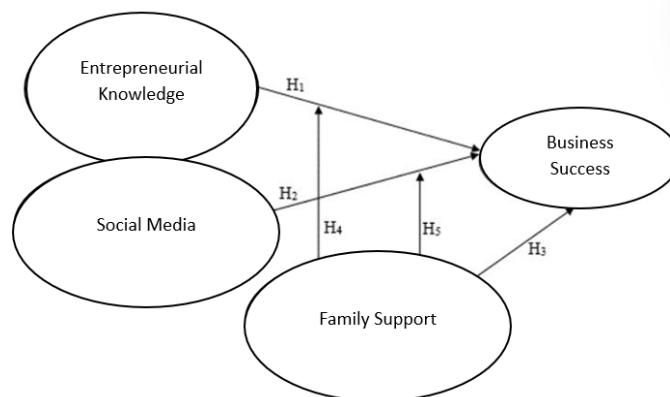


Figure 1. Proposed Conceptual Framework

2. RESEARCH METHOD

This study adopts a quantitative descriptive approach to investigate the relationships among entrepreneurial knowledge, social media usage, and business success, with family support serving as a moderating variable. To analyze the data, the Partial Least Squares-Structural Equation Modeling (PLS-SEM) technique was utilized, ensuring robust evaluation of complex interactions between the variables (Al Mamun et al., 2019). The research sample

included 106 women entrepreneurs operating in the fashion MSME sector in Central Jakarta, selected through a purposive sampling method. This approach ensured that participants met specific criteria aligned with the study's objectives, such as being actively engaged in entrepreneurship and incorporating social media into their business activities (Dwivedi et al., 2023).

Data collection was carried out using structured questionnaires distributed to the respondents. The questionnaire was divided into sections designed to measure key variables, including entrepreneurial knowledge, social media usage, family support, and business success (Liao et al., 2022). Responses were recorded on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), providing a consistent framework for quantitative analysis. The data were subsequently processed and analyzed using SmartPLS software, which facilitated the evaluation of both the measurement and structural models, ensuring the reliability and validity of the research findings (Maharajh et al., 2024).

Table 1. Variable Measurement Indicators

No	Variable	Code	Indicators	Statement	Source
1.	Business Success	BS1	Competitive Position	Take the time to build a competitive position in the market.	Farida & Setiawan (2022)
2.		BS2		Focus on implementing business strategies that strengthen market position.	
3.		BS3		Believe that in the long term, unique products will maintain competitiveness in the market.	Teresiene <i>et al.</i> (2021)
4.		BS4	Hope and Expectations	Be confident that continuous growth and positive financial performance will lead to long-term success.	
5.		BS5	Evolution & Growth	Recognize that consistent progress in products, services, and growth is key to business development.	
6.		BS6		Understand that applying growth strategies will ensure sustainable business expansion.	
7.		BS7		Commit to regular innovation to support future business growth.	
8.	Entrepreneurial Knowledge	EK1	Cognitive and practical abilities	Take the time to understand the basic concepts of entrepreneurship.	Jiatong <i>et al.</i> (2021)
9.		EK2		Be able to identify business opportunities around my environment.	
10.		EK3		Apply entrepreneurial skills in real business situations.	
11.		EK4		Make budgets and identify resources needed to start a business.	
12.		EK5		Understand how to design and manage a business.	
13.		EK6	Educational and training experience	Have participated in entrepreneurship training to equip myself for running a business.	Zhang <i>et al.</i> (2022)
14.		EK7		Gain entrepreneurial knowledge through courses or seminars.	
15.	EK8	Self-confidence		Be confident in my ability to manage and grow a business.	Al Mamun <i>et al.</i> (2019)
16.	EK9		Believe I can make the right decisions for the success of my business.		
17.	EK10		Be capable of marketing my products to customers.		
18.	EK11	Tendency to get involved		Regularly engage in entrepreneurial activities or training.	Anjum <i>et al.</i> (2023)
19.	EK12		Play an active role in the decision-making process of the business.		
20.	EK13		Actively seek out new business		

				opportunities.	
21.		EK14	Direct influence on entrepreneurial activities	Recognize that my knowledge of entrepreneurship helps me identify profitable new opportunities.	Al Mamun <i>et al.</i> (2019)
22.		EK15		Identify business opportunities that align with and have the potential to benefit my business.	
23.	Social Media	SM1	Social media for marketing	Social media to promote products to consumers.	Wibowo <i>et al.</i> (2021)
24.		SM2		Leverage social media to share the latest information and updates on products or promotions with customers.	
25.		SM3	Social media for customer service and relationships	Use social media to quickly respond to customer inquiries or complaints, improving my business services.	Marolt <i>et al.</i> (2020)
26.		SM4	Social media for accessing information	Social media to discover information about the latest business trends.	Mitcham <i>et al.</i> (2021)
27.		SM5		Rely on social media to gain insights into the newest marketing strategies for my business.	
28.	Family Support	FS1	Emotional support	Receive emotional and moral support from my family whenever I face difficulties in my business.	Cardella <i>et al.</i> (2020)
29.		FS2		Family support boosts my confidence in managing my business.	
30.		FS3	Financial support	My family provides financial assistance to support my business when needed.	
31.		FS4	Motivation from family	My family motivates me to continue developing my business.	
32.		FS5		Family support gives me a greater drive to face the challenges of my business.	

3. RESULTS AND DISCUSSIONS

The respondents in this study are predominantly female (67.9%), with the largest age group being 18–25 years (41.5%), followed by those aged 26–35 years (32.1%). In terms of education, the majority hold a bachelor's degree (50%), while 34% have completed high school. Most of the businesses are small-scale enterprises that have been operating for 1–3 years (40.6%) or 6 months to 1 year (38.7%). Personal savings are the primary source of funding for these businesses (51.9%), with family support being the second most common source (31.1%). The majority of these businesses employ between 1 and 5 workers (57.5%) and report monthly revenues of less than IDR 25 million (46.2%).

The outer model analysis involves examining validity and reliability. This process aims to evaluate the research instrument's accuracy in measuring variables and its consistency when repeatedly applied to the same subject. Validity testing includes assessing both convergent validity and discriminant validity.

Convergent validity ensures that the indicators used to represent a particular construct are highly correlated. It is evaluated using Confirmatory Factor Analysis (CFA), with essential criteria including a loading factor above 0.5, and ideally greater than 0.7, indicating that the construct effectively explains the variance in its indicators. Additionally, the Average Variance Extracted (AVE) should be greater than 0.5, demonstrating that the construct captures at least half of the variance in its associated indicators. Satisfying these criteria confirms that the construct has achieved sufficient convergent validity (Cheung *et al.*, 2024). The findings from both analyses are presented in Tables 2 and 3.

Table 2. Loading Factor Analysis

Variable	Family Support	Business Success	Social Media	Entrepreneurial Knowledge	Family Support x Social Media	Family Support x Entrepreneurial Knowledge
FS1	0.953					
FS2	0.969					
FS3	0.893					
FS4	0.908					
FS5	0.973					
BS1		0.895				
BS2		0.910				
BS3		0.890				
BS4		0.913				
BS5		0.888				
BS6		0.907				
BS7		0.902				
SM1			0.917			
SM2			0.914			
SM3			0.921			
SM4			0.915			
SM5			0.934			
EK1				0.791		
EK10				0.881		
EK11				0.781		
EK12				0.782		
EK13				0.905		
EK14				0.849		
EK15				0.876		
EK2				0.849		
EK3				0.901		
EK4				0.931		
EK5				0.911		
EK6				0.712		
EK7				0.667		
EK8				0.839		
EK9				0.889		
FS X					1.000	
SM						
FM X						1.000
EK						

Table 3. Average Variance Extracted Analysis

Variable	Average Variance Extracted (AVE)
Family Support	0.883
Business Success	0.881
Social Media	0.846
Entrepreneurial Knowledge	0.707

Discriminant validity verifies that each construct within a model is unique and distinct from others (Cheung et al., 2024). In PLS-SEM, this is often evaluated using the Heterotrait-Monotrait Ratio (HTMT), where a value below 0.85 indicates a clear separation between constructs. Additionally, Cross Loadings are examined to ensure that indicators load significantly only on their designated construct, highlighting the distinctiveness of each construct and confirming sufficient discriminant validity. The analysis of discriminant validity is carried out using cross-loading results, as shown in Table 4, and the Heterotrait-Monotrait Ratio (HTMT) analysis presented in Table 5.

Table 4. Cross Loading Analysis

Indicator	FS	BS	SM	EK	FS X SM	FS X EK
FS1	0.953	0.293	0.208	0.169	-0.174	-0.247
FS2	0.969	0.326	0.215	0.180	-0.203	-0.270
FS3	0.893	0.284	0.246	0.178	-0.113	-0.247
FS4	0.908	0.212	0.122	0.147	-0.221	-0.284
FS5	0.973	0.296	0.199	0.168	-0.210	-0.277
BS1	0.398	0.895	0.249	0.706	-0.128	-0.269
BS2	0.293	0.910	0.311	0.754	-0.071	-0.261
BS3	0.283	0.890	0.359	0.755	-0.084	-0.226
BS4	0.227	0.913	0.345	0.729	-0.088	-0.263
BS5	0.253	0.888	0.332	0.742	-0.082	-0.230
BS6	0.214	0.907	0.349	0.766	-0.026	-0.207
BS7	0.254	0.902	0.310	0.731	-0.121	-0.268
SM1	0.236	0.346	0.917	0.342	0.094	-0.014
SM2	0.239	0.338	0.914	0.376	0.056	0.025
SM3	0.160	0.294	0.921	0.321	0.077	-0.012
SM4	0.157	0.351	0.915	0.367	0.061	-0.004
SM5	0.191	0.308	0.934	0.348	0.065	-0.024
EK1	0.421	0.749	0.336	0.791	0.000	-0.205
EK10	0.129	0.729	0.363	0.881	-0.003	-0.219
EK11	0.061	0.595	0.356	0.781	0.048	-0.122
EK12	0.166	0.663	0.309	0.782	-0.106	-0.230
EK13	0.140	0.749	0.290	0.905	-0.047	-0.190
EK14	0.073	0.672	0.421	0.849	0.076	-0.161
EK15	0.096	0.731	0.391	0.876	0.044	-0.187
EK2	0.143	0.661	0.275	0.849	0.016	-0.231
EK3	0.139	0.769	0.333	0.901	-0.007	-0.210
EK4	0.194	0.774	0.296	0.931	-0.034	-0.266
EK5	0.217	0.776	0.321	0.911	-0.055	-0.252
EK6	0.038	0.492	0.241	0.712	0.032	-0.162
EK7	0.064	0.478	0.277	0.667	0.042	-0.108
EK8	0.181	0.680	0.313	0.839	-0.035	-0.241
EK9	0.128	0.741	0.306	0.889	-0.025	-0.266
FS X SM	-0.194	-0.095	0.077	-0.008	1.000	0.551
FM X EK	-0.281	-0.273	-0.006	-0.246	0.551	1.000

Table 5. Heterotrait-Monotrait Ratio Analysis

Variable	FS	BS	SM	EK	FS X SM	FS X EK
Family Support						
Business Success	0.312					
Social Media	0.218	0.371				
Entrepreneurial Knowledge	0.179	0.845	0.398			
Family Support x Social Media	0.199	0.097	0.078	0.045		
Family Support x Entrepreneurial Knowledge	0.287	0.279	0.018	0.246	0.551	

Based on the results of the convergent and discriminant validity analyses presented in the tables above, it can be concluded that all variables in this study are valid. Subsequently, the inner model evaluation is performed through the R-Square (R^2) test, effect size (F^2) test, Goodness of Fit (GoF) assessment, and hypothesis testing using path coefficient analysis.

As shown in Table 6, the coefficient of determination (R^2) value for the success variable is 0.706 or 70.6%, indicating a moderate level of predictive strength. This implies that 70.6% of the variation in business success is accounted for by entrepreneurial knowledge, social media

usage, and family support, while the remaining 29.4% is attributed to factors outside the scope of this study.

Table 6. R-Square (R^2)

Variable	R-square
Business Success	0.706

The effect size (F^2) test results presented in Table 7 reveal that family support has a small impact on business success, with an effect size of 0.061. Similarly, social media demonstrates a small effect, with an effect size of 0.003. In contrast, entrepreneurial knowledge exhibits a moderate influence on business success, reflected by an effect size of 1.618. Furthermore, the interaction between social media and family support shows a small effect (0.008), while the interaction between entrepreneurial knowledge and family support has no observable effect (0.000) on business success.

Table 7. Effect Size (F^2)

Variable	F^2	Results
Family Support → Business Success	0.061	Small Effect
Social Media → Business Success	0.003	Small Effect
Entrepreneurial Knowledge → Business Success	1.618	Moderate Effect
FS x SM → Business Success	0.008	Small Effect
FS x EK → Business Success	0.000	No Effect

Table 8. Hypothesis Testing Using Path Coefficient Analysis

Variable	Original Sample	P-Values
FS → BS	0.143	0.028
SM → BS	0.032	0.643
EK → BS	0.782	0.000
FS x SM → BS	-0.060	0.464
FS x EK → BS	-0.006	0.916

In Partial Least Squares Structural Equation Modeling (PLS-SEM) conducted with Smart PLS, the bootstrap method is used to generate repeated data samples, allowing for the evaluation of the stability and significance of model pathways. Path coefficients range between -1 and +1, where values close to +1 represent a strong positive relationship, and those near -1 indicate a strong negative relationship. Hypotheses are supported if the t-statistic exceeds the critical value, such as 1.96 at a 5% significance level.

The results of the first hypothesis test confirm its acceptance, demonstrating a significant positive relationship between entrepreneurial knowledge and business success. This is supported by an original sample value of 0.782 and a p-value of 0.000 (<0.05). These findings are consistent with prior research (Hamdani & Fatimah, 2024), which emphasizes that entrepreneurial knowledge improves business performance by providing entrepreneurs with the necessary skills to manage their ventures, identify opportunities, and overcome challenges. Such knowledge fosters innovation and adaptability to market dynamics, driving faster business growth. Therefore, enhancing entrepreneurial knowledge is essential for small business owners to strengthen competitiveness and ensure sustainability.

Furthermore, the second hypothesis test results indicate rejection, with an original sample value of 0.032 and a p-value of 0.643. This implies that while social media has a positive

relationship with business success, the effect is not statistically significant. These findings are in line with previous studies (Wijaya & Handoyo, 2023), which suggest that although social media can improve business visibility and enhance brand image, its overall impact on business success remains limited. This could be attributed to the insufficient knowledge and skills of many small business owners in utilizing social media effectively, as they often continue to depend on traditional business practices. Consequently, additional training and education are necessary to empower small businesses to maximize the potential of social media as a strategic business tool.

The third hypothesis test results confirm acceptance, with an original sample value of 0.143 and a p-value of 0.028. This indicates that family support positively and significantly impacts business success. Aligning with prior studies (Setiabudi, 2019), the findings highlight the vital role of family support in fostering confidence and motivation to address business challenges. The results suggest that increased family support correlates with greater business success. A nurturing and supportive family environment serves as a solid foundation for cultivating resilience and determination in entrepreneurial endeavors.

The findings from the fourth hypothesis test reveal that the hypothesis is rejected, with an original sample value of -0.006 and a p-value of 0.916. This indicates that family support does not moderate the relationship between entrepreneurial knowledge and business success. Similar to prior research (Ikhrum & Novadjaja, 2020), the results suggest that family support, as a moderating factor, does not strengthen this connection. In some cases, excessive reliance on family support may diminish the effect of entrepreneurial knowledge by creating dependency, which could discourage individuals from fully utilizing their entrepreneurial skills. Consequently, while family support provides security, it may inadvertently reduce the drive to independently manage and grow the business.

Lastly, the results from the fifth hypothesis testing show that the hypothesis is rejected, with an original sample value of -0.060 and a p-value of 0.464. This suggests that family support does not moderate the impact of social media on business success. This outcome is consistent with previous research (Pirraglia et al., 2023), which indicates that family support does not always have a positive moderating effect between social media use and business performance. The study highlights that family support often emphasizes traditional personal relationships rather than focusing on digital marketing strategies, which may limit its effectiveness in enhancing the role of social media. Thus, while social media offers significant opportunities for networking and customer engagement, family support rooted in conventional business practices may not effectively contribute to utilizing social media for business growth.

4. CONCLUSIONS AND SUGGESTIONS

Based on the findings and discussions outlined earlier, the researcher concludes the following. First, entrepreneurial knowledge has a significant and positive influence on business success. Second, while social media has a positive impact on business success, its effect is not statistically significant. Third, family support plays a vital and positive role in promoting business success. However, family support does not significantly moderate the relationship between entrepreneurial knowledge and business success.

Furthermore, the study reveals that family support does not significantly moderate the effect of social media on business success. Despite social media's potential to enhance visibility and

customer engagement, family support does not appear to influence its effectiveness. This suggests that, while family support is important for entrepreneurship, it may not always affect the outcomes of other factors, such as social media. As a result, future strategies should focus on enhancing the practical use of social media to foster business growth.

Based on the findings, several recommendations can be made for small and medium-sized enterprises (SMEs) in the women's fashion sector in Central Jakarta. First, SME owners should prioritize enhancing product quality, customer service, and business growth strategies from the beginning. By focusing on these areas, entrepreneurs will be better positioned to meet market demands and compete effectively. Consistently improving these factors will strengthen the market presence of SMEs, create opportunities for expansion, and lead to long-term business success.

Moreover, it is advised that entrepreneurs in the women's fashion industry regularly attend entrepreneurship courses or seminars to expand their business knowledge. Such programs provide valuable insights into marketing strategies, business management, and emerging fashion trends, while also offering opportunities to network with other entrepreneurs and experienced mentors. By continually updating their knowledge, fashion sector SMEs will be better equipped to innovate and compete, enabling them to respond to market demands more effectively and improve their overall business practices.

Lastly, the study encourages future researchers to investigate additional variables that could significantly impact business success, such as product innovation (Anderson & Hidayah, 2023) and managerial capabilities (Pandey et al., 2022). Exploring these factors would offer a more comprehensive understanding of the elements contributing to SME success. By examining these new variables, future studies can provide deeper insights into the drivers of business growth, leading to more effective strategies and policies to support the development of SMEs.

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