THE ROLE OF FAMILY SUPPORT MEDIATION AND SHARIA FINANCIAL INCLUSION IN THE PERFORMANCE OF WOMEN'S MSMEs IN DKI JAKARTA

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Abstract

This study aims to determine the role of Islamic Financial Literacy (IFL), Digital Literacy (DL), and Leadership Style (LS) withthe mediating role of Islamic Financial Inclusion (IFI) and Family Support (FS) in the performance of women's MSMEs. This study employs a quantitative method with a sample of 100 female MSMEs in Jakarta. Data processing using Smart PLS analysis 4. This study combines sharia financial literacy, digital literacy, and leadership style asfactors influencing the performance of women MSMEs in urban areas and simultaneously uses two mediators—sharia financial inclusion and family support—in the relationship between literacy and leadership and the performance of female MSMEs. The results of the research show that the variables of Islamic financial inclusion can mediate Islamic financial literacy and leadership style for the performance of women MSMEs in DKI Jakarta. Meanwhile, family support cannot be a mediator of Islamic financial inclusion, Islamic financial literacy, digital literacy, and leadership style for the performance of women's MSMEs in DKI Jakarta

Keywords : Islamic Financial Inclusion; Sharia Financial Literacy; Women's MSMEs; Womens Leadership Style

INTRODUCTION

In DKI Jakarta, by 2024, female MSMEs will number 53,707 people and play an important role in family economic stability and increasing regional income(OJK & BPS, 2024). However, many of them still face limitations in business management, access to technology, and financial support. This research helps identify key factors that stimulate the improvement of the performance of women MSMEs. In addition, many female MSME actors still have difficulty making financial planning, understanding financial products and utilizing digital technology for marketing and operations (Parlyna & Girsang, 2024). Women have different leadership styles, such as being more collaborative and relational. However, there has not been much research that examines how women's leadership style as MSME owners affects business performance, especially when mediated by family relationships and access to Islamic finance. Family support increases confidence, which is directly linked to improved business performance, this belief can encourage women to take initiative and make informed decisions in their business ventures (Arif m & Hamid RS, 2023). However, this role is often overlooked as an important variable and this study closes the gap by testing this variable as a mediator. Overall, this research is important because it provides a comprehensive understanding of how financial literacy, digital literacy, and leadership styles affect the performance of women's MSMEs, considering the important role of family support and Islamic financial inclusion as mediators in the socio-economic context of Jakarta.

Research on performance and sustainability has been widely conducted in looking at the factors that affect MSMEs(Jaka & Mateja, 2013) (Muh. Arif & Rahmad Solling Hamid, 2023). This study analyzes the performance of MSMEs, especially women in big cities, by looking at financial literacy, digital literacy, and leadership style factors with the variables of family support and sharia financial inclusion as mediation variables. The research object of female MSMEs in DKI Jakarta was chosen because this group has a strategic role in supporting the regional economy, but at the same time faces more complex challenges than MSME actors in general. Many female MSMEs still experience obstacles in terms of financial literacy, digital literacy, access to financing, and family environmental support. In addition, the characteristics of DKI Jakarta as a center of economy, technology, and high mobility require female MSMEs must be able to adapt faster in order to compete. Some differences between female MSMEs in DKI Jakarta compared to similar objects in other regions or general MSMEs according to the report (OJK & BPS, 2024). As long as they are easy to adapt to the digital environment, the majority of MSMEs in the services and trade, industry and transportation sectors, and communities are fully supported by the government. In addition, MSME businesses focus on a very competitive business environment, different socio-economic characteristics, access to Islamic financial services is wider but not optimal, and the leadership characteristics of women MSMEs are more diverse and the demands for digitalization are stronger.

In running a business, including MSMEs, there are many obstacles faced by entrepreneurs, such as limited capital and access to capital institutions. For women entrepreneurs, significant barriers to accessing finance often occur, even though this is an important factor for business growth and sustainability. Gender bias in financial institutions can exacerbate these challenges (Ladan et al, 2024). Women entrepreneurs are faced with a lack of access to financial institutions and the high number of people who are not accessible by banking *(un-bankable)*. Another important obstacle for women entrepreneurs is the low level of digital literacy; their understanding of technology, especially financial technology, is still limited so that limited access to funding and resources further exacerbates the digital divide, so that women-led businesses receive far less investment than men (Kaur et al., 2025). Several study articles also highlight the role of women's leadership style on their business performance. In carrying out their business operations, women entrepreneurs have a transformational and transactional leadership style (Fitriani, 2015). This style is associated with vision, motivation, and innovation, encouraging a culture of creativity and growth in the organization (Jusuf et al., 2025).

This research is built on the basis that the ability of women MSME actors in managing businesses is influenced by aspects of knowledge, digital skills, and leadership character. Islamic financial literacy (allows business actors to understand capital management, sharia financing contracts, risk calculations, and financial management strategies in accordance with sharia principles. This knowledge encourages women to make more informed financial decisions, which indirectly improves business performance. Digital literacy is also an important factor in the digital economic era. The ability to use technology, online marketing platforms, and digital payment systems helps MSME players expand market reach, perform operational efficiencies, and increase sales. Digital literacy allows business actors to compete and produce innovations, because digital innovation plays an important role in reducing cost barriers, thus enabling new business actors, including small-scale ones, to enter the market (Rachman et al., 2025). Meanwhile, leadership styles, especially those that are visionary, transformational, and participatory, strengthen women's ability to manage teams, make strategic decisions, and maintain business sustainability.

These three variables affect the performance of women's MSMEs not only directly, but also through two mediation variables. Islamic financial inclusion plays a mediator role because literacy and leadership can encourage women to take advantage of Islamic financial services such as Islamic savings, *murabahah* financing, or Islamic mobile banking. Access to Islamic financial services helps strengthen capital, cash flow, and business stability, resulting in improved performance. On the other hand, family support is also an important mediator. When women have good literacy and show strong leadership, families tend to provide support in the form of energy, time, motivation, and capital. This support reduces domestic pressure, increases women's confidence, and allows them to focus on running their businesses. Thus, family support strengthens the influence of literacy and leadership on the performance of women's MSMEs. Overall, this model emphasizes that the improvement in the performance of women MSMEs is not only influenced by individual competence, but also the synergy between access to sharia finance and family support as the closest social environment.

Previous research conducted (Maksum et al., 2025) researching women's entrepreneurship found research gaps, namely, not many have discussed the impact of financial literacy, digital literacy, leadership style, financial inclusion, and family support on the performance of female MSMEs. The overlay image of the research gap is as seen in the image below:

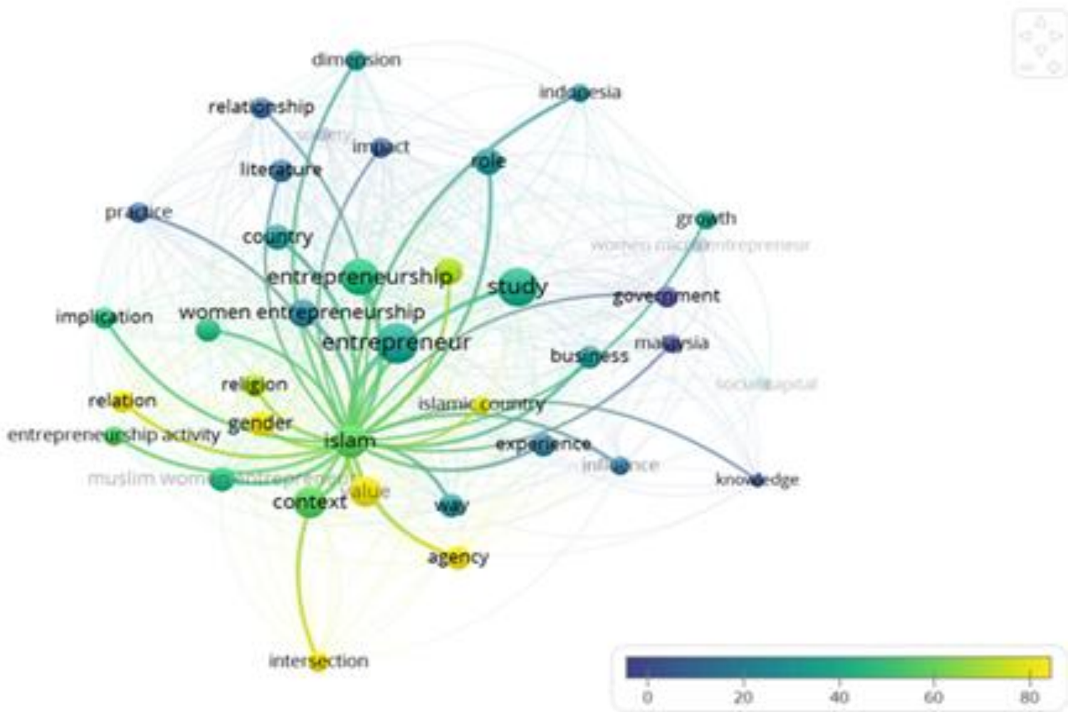

Figure 1. Overlay of research on women entrepreneurs
Source: (Maksum, 2025)

Research from Oggero et al., (2020) said the intersection of financial literacy and digital skills plays an important role in driving entrepreneurial success among women and men. Other research shows that improving these skills can significantly empower women entrepreneurs, enabling them to overcome traditional barriers and achieve greater economic independence (Fauzi et al., 2020). Meanwhile, Mishra et al., (2024) said digital literacy increases women's access to knowledge and connectivity, serving as a gateway to entrepreneurship and financial independence. This study provides a difference by discussing a special analysis for female MSMEs, especially in urban areas. The novelty of this study is that it combines sharia financial literacy, digital literacy, and leadership style simultaneously as factors influencing the performance of women MSMEs in urban areas, and uses two mediators at once—sharia financial inclusion and family support—in the relationship between literacy and leadership and the performance of female MSMEs. The benefits of this research are to increase the literature on Sharia financial behavior and women entrepreneurship, especially in the context of Indonesian culture and financial system and become the basis for Islamic financial institutions to design mentoring programs and financial products that are more friendly to women's MSMEs.

RESEARCH METHODS

This study uses a quantitative approach with primary data sources obtained through filling out online questionnaires. The population of the study respondents is women entrepreneurs in DKI Jakarta as many as 53,707 people (BPS DKI Jakarta, 2024). The selection of sample criteria was based on purposive sampling with criteria namely the empowerment of women who have had a business for more than 1 year, have accessed the products of Islamic financial institutions and have a business in DKI Jakarta. From the Slovin formula with a significance level of 10%, a sample of 100 respondents was obtained. The data analysis technique utilizes Smart PLS 4, with the research conducted from July to October 2025. The definition of the research variables can be seen in Table 1 below:

Table 1. Definition of Research Variables

Variabel	Indicator	Item	Resourch
Financial Literacy Shariah (X1)	Understanding and Awareness	Basic Principles and Contracts for Sharia Financial Transactions.	(McGregor & Hamdan Alghamdi, 2024b)
	Belief	Benefits of Sharia Financial Products.	(Abdullah, 2017)
Digital Literacy (X2)	Literacy and Information	Literacy, Information, Critical Thinking	(Law et al., 2018)
	Communication and Collaboration	Ethics	
	Security	Security of Personal Data and devices	
	Technology Capabilities	Use of Technology	
Leadership Style (X3)	Inspirational Motivation	Inspiring and motivating figures.	(Vargas, 2015)
	Intellectual Stimulation	Stimulation for innovation and the individual analytical abilities of followers	
	Individualized Consideration	A Feature of a transformational leader, is reduced to the ability of individual	
Islamic Financial Inclusion (Z1)	Accessorystone	Access to Islamic finance	(Puspita & Kassim, 2024)
	Usage	Sharia account ownership	(Adzimatinur & Manalu, 2021;
	Quality	The Quality of Sharia Finance Products	Khamis, 2021a)

Family Support (Z2)	Emotional Support Instrumenttal Support Financial Support	Support from family members Practical Help The provision of financial resources by family members	(Neneh, 2017; Sok et al., 2013)
MSMEs Performance (Y)	Sales Advantages Return on capital Consumer Satisfaction Customer Loyalty	Increased of Sales and profits Customer satisfaction and loyalty	

Source: Data processed (2026)

RESULTS & DISCUSSION

Respondent Characteristics and Test Validity

Based on the results of data processing on 100 female MSME respondents, a profile of respondents can be made based on the type of business and place of business. The type of business can be seen in Table 2 below:

Table 2. Types of MSMEs

Type of Business	Number of Respondents	%
Service	6	6%
Craft	2	2%
Food and Beverage	58	58%
Clothes	30	30%
Others	4	4%
Total	100	

The grouping of female MSME respondents if grouped by group adopts the Nielse method, where the factors seen are: 1) Expenditure under one household roof per month; 2) Family Members under one roof of the household; 3) How to cook; and 4) The drinking water used can be seen in Table 3 below:

Table 3. Groups of Female MSMEs

Groups	Number of Respondents	%
Lower	3	3%
Middle	25	25%
Upper	72	72%
Total	100	

Inferential Data Analysis

Inferential testing is a statistical technique used to draw conclusions or make predictions about a population based on data taken from samples. The aim is to determine whether the results obtained from the sample can be generalized/applied to the entire population/larger group. The analysis was carried out using SmartPLS software version 4, which applied the variance-based Partial Least Squares (PLS) and Structural Equation Modeling (SEM) methods. PLS is a technique used to analyze the relationships between variables in a complex model, while SEM is used to test the cause-and-effect relationship between the variables involved.

Data Testing

Outer Model Testing

There are 2 stages carried out in testing the research model, namely the Outer Model and the Inner Model. The Outer Model focuses on the validity and reliability of the indicators used to measure latent variables, with Convergent Validity, Discriminant Validity, and Construct Reliability tests. The Inner Model focuses on the relationships between latent variables and testing the strength and significance of those relationships, with tests such as R^2, path coefficients, and path significance. Outer models focus on the relationship between latent variables and indicators. Testing on the outer model aims to ensure that the instruments used to measure latent variables have good validity and reliability. There are three main types of testing in the outer model, namely Convergent Validity, Discriminant Validity, and Construct Reliability. The following table 4 is the convergent validity values for the loading factor of all indicators:

Table 4. Loading Factor Values

Var	FS	LS	IFL	BF	DL	LFL
FS1	0.76					
FS3	0.74					
FS4	0.83					
FS5	0.82					
FS6	0.84					
FS7	0.81					
FS8	0.81					
LS1		0.87				
LS2		0.76				
LS3		0.84				
IFL1			0.80			
IFL10			0.82			
IFL2			0.80			
IFL3			0.71			
IFL4			0.80			
IFL5			0.78			
IFL6			0.78			
IFL7			0.78			
IFL8			0.83			
IFL9			0.82			
BF1				0.88		
BF2				0.82		
BF3				0.85		
BF4				0.88		
BF5				0.80		
DL1					0.82	
DL2					0.75	

DL3	0.80	
DL4	0.84	
IFL12		0.78
IFL13		0.80
IFL14		0.84
IFL5		0.79

Based on Table 4 Output, the loading factor values for all variables have a loading factor value of > 0.70, so that all are said to be valid.

Value Testing of Average Variance Extracted AVE

The output of the estimated average variance extracted (AVE) can be seen in Table 2. A variable is said to be valid if it has an average variance extracted (AVE) value of > 0.5. Table 5 is a breakdown of the AVE values for all variables.

Table 5. AVE values of all variables

Variabel	Average variance extracted (AVE)	Information
Family Support	0.640	Valid
Leadership Style	0.680	Valid
Islamic Financial Inclusion	0.629	Valid
MSME Business Performance	0.715	Valid
Digital Literacy	0.648	Valid
Islamic Financial Literacy	0.634	Valid

In Table 5, it can be seen that the AVE value of all variables has a value of > 0.5, so it can be said to be valid.

Construct Reliability Value Testing Cronbach's Alpha and Composite reliability

Cronbach's Alpha is an important indicator in testing the reliability of variables in the PLS-SEM model. Cronbach's high Alpha value indicates that the construct/variable is well and consistently measured for the validity of the measurements in the PLS analysis. Meanwhile, composite reliability assessment is used to ensure the internal consistency of the indicators that form latent variables. In Smart PLS, Composite Reliability is the main tool for measuring reliability, and a CR value of ≥0.7 is considered to meet the standard for research. Cronbach's Alpha and Composite reliability values can be seen in Table 6 below:

Table 6. Cronbach's Alpha Values

Variable	Cronbach's Alpha	Composite reliability	Remarks
Family Support	0.906	0.906	Reliabel
Leadership Style	0.765	0.779	Reliabel
Islamic Financial Inclusion	0.934	0.936	Reliabel
MSME Business Performance	0.900	0.902	Reliabel
Digital Literacy	0.820	0.832	Reliabel
Islamic Financial Literacy	0.855	0.856	Reliabel

In Table 6, it can be seen that the value of Cronbach's Alpha of all variables has a value of > 0.7, so it can be said to be valid and the value of Composite reliability is ≥ 0.70. So that all variables have good reliability.

Test Model Fit

The fit model test was carried out by looking at the estimated output results of SmartPLS version 4.0 compared to the criteria as explained in Table 7 below.

Table 7. Test Model Fit

	Saturated model	Estimated model	Rule of Thumb	Information
SRMR	0.072	0.082	Less Than 0.10	Fit
d_ULS	3.086	4.044	> 0,05	Fit
d_G	2.381	2.476	> 0,05	Fit
Chi-square	1035.739	1070.375	χ^2 statistik ≥ χ^2 tabel	Fit
NFI	0.673	0.662	Close to value 1	Fit

SRMR (Standardized Root Mean Square Residual) value: An SRMR value of 0.072, which is smaller than the maximum limit of 0.10, indicates that the model has a good match between the observed data and the hypothesized model. That is, the difference between the observed covariance matrix and the model covariance matrix is small, so the model is considered fit. d-ULS (Unweighted Least Squares Discrepancy) value: A d-ULS value of 3.086, which is greater than the 0.05 limit, indicates that the model structure has no significant and acceptable deviations. This suggests that the model is close to the ideal relationship expected from the data.

D-G (Geodesic Discrepancy) value is a d-G value of 2.381, which is also greater than the 0.05 limit, indicating that the model has a good global fit, and the relationships in the model show no significant difference compared to the actual data. Chi-Square Value: The Chi-Square statistical value of 1035.37 is greater than the Chi-Square table value (182.86), which means that the model is declared fit. This shows that the model corresponds significantly to the sample data, and the structure of the model can explain the relationships between variables well. NFI (Normed Fit Index): An NFI value of 0.673, which is close to the ideal value of 1, indicates that the model has a fairly good fit level although it is not optimal. This shows that the model is still acceptable to describe the data.

Data Test Results

The results of the variable influence data test can be seen in Table 8 below:

Table 8. Variable Data Test Results

Variable	O	M	(STDEV)	STDEV	P values	Results
IFL -> IFI -> BF	0.32	0.32	0.091	3.459	0.001	Yes
DL -> IFI -> BF	0.04	0.04	0.088	0.408	0.683	No
LS -> IFI -> BF	0.25	0.24	0.082	3.053	0.002	Yes
LS -> IFI -> FS -> BF	0.07	0.07	0.043	1.581	0.114	No
IFL -> IFI -> FS -> BF	0.09	0.09	0.056	1.541	0.123	No
DL -> IFI -> FS -> BF	0.01	0.01	0.029	0.344	0.731	No

Discussion

The first hypothesis is the role of Islamic financial inclusion in mediating Islamic financial literacy on the performance of women’s MSMEs. From the results of data processing, for hypothesis one, the P-value is below 0.005, indicating that Islamic financial inclusion can mediate Islamic financial literacy in improving the performance of women MSMEs. In this study, IFL has a positive effect on the performance of MSMEs through increasing understanding of sharia finance. Islamic Financial Inclusion provides access to capital, transaction services, and business stability. Mediation occurs when literacy turns into real action by using Islamic financial services. Without access to and use of these services, IFL cannot improve performance optimally. This result can be said that if the level of Islamic financial inclusion increases for women MSMEs in DKI Jakarta, it will affect real actions in improving their business performance by accessing more products from Islamic financial institutionsThe results of this study are in line with research from (Masrizal et al., 2025) who says IFL is an important variable to increase Islamic financial inclusion. The results also show that both have a significant influence in developing the MSME sector business.

The role of Islamic financial inclusion in mediating digital literacy in women's MSME performance is Hypothesis 2. From the results of data processing, for Hypothesis 2, the P-value is above 0.005, which means that Islamic financial inclusion cannot mediate digital literacy in improving the performance of women MSMEs. This means that digital literacy makes MSME actors proficient in using technology, such as applications, social media, or marketplaces. However, digital capabilities do not automatically encourage the use of Islamic financial services because the use of Islamic services requires special knowledge of sharia principles, contracts, and products that are not directly related to digital skills. The findings of this study are in line with those who say that the foundation of digitalization and does not automatically produce sustainable performance in MSMEs, especially women (Candraningtyas A & Rahmawati M, 2025).

Hypothesis three is the role of Islamic finance inclusion in mediating the influence of leadership style on the performance of women's MSMEs. From the results of data processing, for hypothesis three, the P-value is below 0.005, indicating that Islamic financial inclusion can mediate leadership style in improving the performance of women's MSMEs. Mediation occurs because strong female leadership builds structures, decisions, and behaviors that increase the use of Islamic financial services and ultimately improve performance. Good female leaders will have easier access to Islamic financial institutions to obtain financial support. This activity will impact businesses and performance that is more developed and increased.

Hypothesis 4 is the role of family support in mediating Islamic financial literacy and financial inclusion for women entrepreneurs' business performance. Family support and Islamic financial inclusion cannot be mediating variables because the direct influence of independent variables (financial literacy, digital literacy, and leadership style) on performance is more dominant. Family support is not directly related to financial decisions or technology use. Islamic financial inclusion is influenced by different factors (trust, understanding of contracts, and preferences), not literacy or leadership. Women's MSMEs tend to be independent and do not rely on family support in financial/digital decisions. Islamic financial products have not become the main need or performance solution. The two mediators did not add new effects to the relationship between literacy/leadership and performance.

Hypothesis five is the role of family support in mediating digital literacy and financial inclusion for women entrepreneurs' business performance. From the results of data processing, for hypothesis five, the P-value is above 0.005, indicating that family support cannot mediate digital literacy and Islamic financial inclusion in improving the performance of women's MSMEs. Family support is more emotional and social, not financially technical. Family support is usually in the form of moral encouragement, manpower assistance and assistance in managing a business, in addition to family support is more dominant in influencing operational aspects and motivation. Another factor is that individual factors influence the decision to use Islamic financial services.

The last hypothesis is the role of family support in mediating leadership style and financial inclusion for women entrepreneurs' business performance. From the results of data processing, for Hypothesis 6, the P-value is above 0.005, which means that it is not proven that family support can mediate leadership style and Islamic financial inclusion in improving women's MSME performance. According to the results of the study, MSME women rely more on business systems than on family support. In an urban context such as DKI Jakarta, women MSME actors tend to be more independent, have more flexible time management, use technology (digital payment, marketplace), and have professional networks (suppliers, MSME communities, financial institutions). Consequently, family support is not a critical factor in determining whether leadership or financial access impacts performance. Mediation failed because the women could already manage the business without significant dependence on the family.

CONCLUSIONS AND SUGGESTIONS

The conclusion produced is that the results of the research are that the variables of Islamic financial inclusion can mediate Islamic financial literacy and leadership style for the performance of women MSMEs in DKI Jakarta. Meanwhile, family support cannot be a mediator of Islamic financial inclusion, Islamic financial literacy, digital literacy and leadership style for the performance of women's MSMEs in DKI Jakarta. From the results of this study, practically, the inclusion of Islamic financial institutions must be improved in their products and services for women MSMEs, because this will encourage their businesses to develop, although individually these women entrepreneurs must also improve their Islamic financial literacy and how they become leaders.

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