

ABSTRACT***THE INFLUENCE OF ENTREPRENEURIAL COMPETENCY AND
LEADERSHIP ON MICRO-ENTERPRISE SUSTAINABILITY IN BANDAR
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Micro-enterprises play a vital role in supporting local economic development, yet many face persistent challenges in sustaining their operations over time. This study aims to examine the influence of entrepreneurial competency and entrepreneurial leadership on micro-enterprise sustainability in Bandar Lampung City. A quantitative research design was employed, using primary data collected from 125 micro-enterprise owners through a structured questionnaire. The data were analysed using multiple linear regression with SPSS. The results indicate that entrepreneurial competency has a positive and statistically significant effect on micro-enterprise sustainability. This finding suggests that entrepreneurs who possess stronger competencies including opportunity, relationship, conceptual, organizing, strategic, and commitment competencies are more capable of maintaining business continuity in a dynamic and resource-constrained environment. In contrast, entrepreneurial leadership reflected in practices such as encouraging employees to participate in developing business strategies and frequently proposing innovative ideas to improve products or services does not demonstrate a significant direct effect on sustainability, indicating that such leadership behaviours may be less influential in micro-enterprise contexts where owners are deeply involved in daily operations. These findings contribute to the literature by highlighting entrepreneurial competency as a key internal determinant of micro-enterprise sustainability, particularly in developing economies such as Indonesia.

Keywords: entrepreneurial competency; entrepreneurial leadership; micro-enterprise sustainability; MSMEs; Bandar Lampung City.