



Entrepreneurship Implementation As Moderation In The Success Of Small And Medium Enterprises (SMEs)

Humairoh¹, Mohammad Annas²

¹ Universitas Muhammadiyah Tangerang, Indonesia, maira_mamay@umt.ac.id

² Universitas Mutimedia Nusantara, Indonesia, mohammad.annas@umn.ac.id

Corresponding Author: maira_mamay@umt.ac.id

Abstract: This study aims to determine the implementation of entrepreneur and entrepreneurship on the success of SMEs businesses both partially and simultaneously and to determine the performance of entrepreneurship as a moderating variable between entrepreneurial variables on the success of SMEs businesses. This type of research is quantitative research. The sample in this study amounted to 92 respondents using a simple random sampling technique, namely respondents from SMEs in Tangerang City Mall. Data were taken using a questionnaire instrument with a Likert scale rating of 1-5 and analyzed using SPSS version 26 software. The results showed that partially there was a positive and significant influence of the entrepreneur variable on business success, entrepreneurship had a positive and significant effect on business success simultaneously entrepreneur and entrepreneurship has a positive impact on business success and the entrepreneurship variable is a moderating variable between entrepreneurial variables on business success. The ability of the entrepreneur and entrepreneurship variables explains business success by 60.6%, as indicated by the magnitude of R Square 0.606. In comparison, the remaining 39.40% is influenced by other factors not included in this research model. With the multiple linear regression equation, $Y = 2.228 + 0.542X_1 + 0.394 X_2 + e$.

Keyword: Entrepreneur, Entrepreneurship, Business Success.

INTRODUCTION

The business world is one of the driving wheels of the economy. More than that, the business world plays a role in sustaining a country's economic resilience. Small and Medium Enterprises (SMEs) are one of the sectors that play an essential role in the Indonesian economy. The Micro, Small and Medium Enterprises sector had proven capable of driving Indonesia's economic growth, especially after the crisis when large companies experienced difficulties developing their businesses. SMEs have made a sizeable contribution to regional and the Indonesian State's income. The number of SMEs currently reaches 64.19 million with a donation to GDP of 61.97% or a value of 8,573.89 trillion rupiahs. The contribution of

SMEs to the Indonesian economy includes the ability to absorb 97% of the total existing workforce and can accumulate up to 60.4% of total investment (DPMPTSP, 2021).

Small and Medium Enterprises (SMEs) is a business units whose existence is essential. This is because SMEs have a very strategic role in national economic development. SMEs are business activities that can expand employment to reduce the problems of poverty and unemployment, play a role in the process of equity and increase people's income, encourage economic growth, and realise national stability (Humairoh & Budi, 2019). The increasing number of SMEs is often not accompanied by the SMEs' quality. There are still some SMEs problems, including the lack of capital, intense business competition and difficulties in marketing. Especially in the era of the global economy or the current generation of free trade, SMEs are required to increase their competitive advantage further to continue in the worldwide market (Herlinawati et al., 2019).

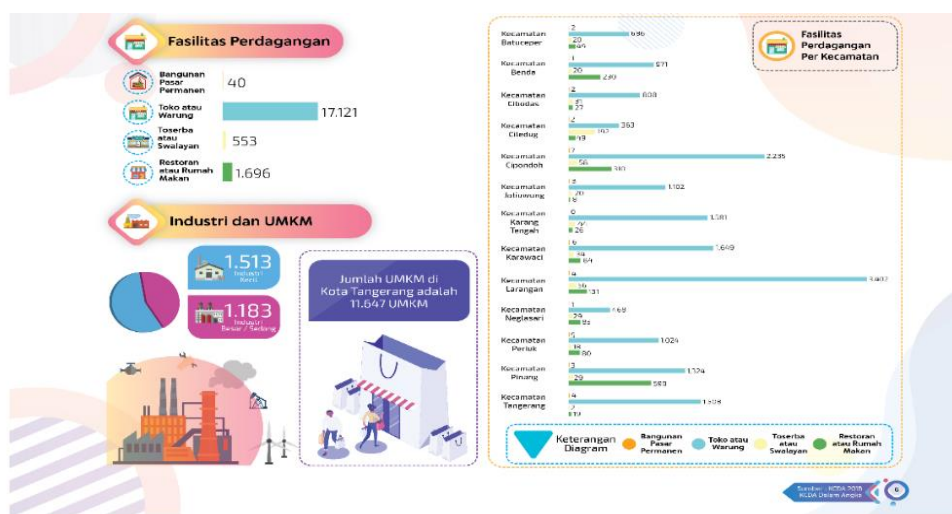
One way to develop SMEs is to give birth to more entrepreneurs. The choice of entrepreneurship and creating jobs can generate higher income than a career as an employee. Besides that being an entrepreneur can absorb labour and reduce the number of unemployed (Humairoh & Budi, 2019). In running a business, an entrepreneurial spirit and knowledge are needed to manage the business well. Therefore, it requires the application of entrepreneurship within an entrepreneur or entrepreneur (Utari et al., 2021). Many business actors have just entered the business world and do not know the science of becoming an entrepreneur due to a lack of entrepreneurship training and sufficient experience in building a business. Applying the entrepreneurial spirit or entrepreneurship within an entrepreneur is still not maximal, which can cause many failures or the achievement of income that is not maximized (Lestari, 2013).

According to (Iskandar & Safrianto, 2020) entrepreneurship is a creative business built on innovation to produce something new and different from others, has added value, provides benefits, creates jobs, and the results are helpful for others. Entrepreneurs have a significant role in a country's economy engaged in the SMEs sector in collaboration with large companies. Several things can develop economic spirit and energy, namely developing competence and growing business motivation. Developing motivation here explains that entrepreneurs improve human resource development by developing educational standards, exceptional training and adapting to a competitive business environment (Kurniawati & Riansyah, 2023).

Companies must be able to have specific strategies in dealing with very tight business competition, and companies must be able to identify what consumers want. Companies must be able to recognize, and respond to the needs and desires of their consumers (Farida & Widayanti, 2015). (Abdulwahab & Al-damen, 2015) suggests that business success can also be seen by having the traits of an entrepreneur (characteristics of an entrepreneurial spirit), namely self-confidence, task and result-oriented, risk-taking, leadership, originality, and future orientation. Entrepreneurship is the soul of life in entrepreneurship, an entrepreneurial attitude and behaviour shown through the nature, character and character of a person with the will to realize innovative ideas in the real world creatively. To start and run a business well, entrepreneurs must implement an entrepreneurial spirit within an entrepreneur or entrepreneur to succeed in business (Iskandar & Safrianto, 2020).

Small and Medium Enterprises (SMEs) in Tangerang City continue to increase by more than two thousand. This increase occurred during the last three years. According to (Banten.antaranews.com, 2023) based on SMEs data, in 2016, there were 10,553, then in 2017, it became 10,675. In the following year, it increased again to 11,746, and finally, in 2019, until April, it reached 12,508 SMEs actors in Tangerang City. The Municipal Government of Tangerang also provides various marketing facilities. The following are SMEs data and marketing facilities in Tangerang City in 2019.

From the picture above, you can see the number of SMEs in Tangerang City as of 2019. You can see 1,513 types of small industrial businesses and 1,183 large or medium industries, as well as trade facilities provided by the City of Tangerang, namely 40 units of Permanent Market Buildings,



Source:(BPS Kota Tangerang, 2019)
Picture 1. UMKM Kota Tangerang Data Year 2019

Table 1. List of MSMEs in Tangerang City Mall

No	Business Name	Length of Business (Year)	Monthly Turnover (Rp)	Target (Rp)	Percentage (%)
1	NE Collection	10	30,000,000	50,000,000	60
2	Risky Collection	8	20,000,000	30,000,000	67
3	Istana Underware	6	40,000,000	30,000,000	133
4	Agorakids Tangcity	4	20,000,000	35,000,000	57
5	Siska Accessoris	5	10,000,000	30,000,000	33
6	W & K Fashion	6	30,000,000	30,000,000	10
7	Nyonya Lee (Pempek)	4	10,000,000	12,000,000	8
8	De' Softlens	5	10,000,000	15,000,000	67
9	Dilla Legging	6	15,000,000	10,000,000	15
10	Wais Bags	8	25,000,000	20,000,000	125
11	Aura53 Collection	6	15,000,000	20,000,000	75
12	Batik Mulya	5	20,000,000	25,000,000	80
13	Tinni Kids Collection	5	10,000,000	15,000,000	67
14	Honey Pom	4	10,000,000	15,000,000	67
15	Lee Loo Somay	5	15,000,000	10,000,000	150
16	Sharisa Shoes	7	20,000,000	30,000,000	67

Source: Data Processed by Researchers (2023)

17,121 units of shops or stalls, department stores or supermarkets 553 units, and restaurants or restaurants 1,696 units. Tangerang City Mall is a shopping center in the middle of Tangerang City, which provides a variety of household needs, electronics, fashion, to culinary needs. Many SMEs in the city of Tangerang choose to sell at the Tangerang City Mall shopping center because the place is close to the educational area and office area, thus encouraging migrants to shop for various needs. On average, SMEs in the Tangerang City Mall sell different culinary and fashion items, such as clothes, bags, watches, shoes, cosmetics, hijabs, etc. SMEs in Tangerang City Mall started their business long ago, so the turnover they get is quite significant every month.

From the data above, it can be seen that the average monthly income is still less than the target that has been set. This is likely to occur because many business actors are selling similar products. Hence, the business potential is not to develop, and there is still a lack of utilizing digital promotion systems to increase sales. Previous research by (Putri Amanda & M. Nawawi, 2022) shows that the entrepreneurial spirit positively and significantly influences business success. While the results of research (Ni Maulana, 2023), an entrepreneurial mindset influences business success. Based on previous empirical studies, the author wants to examine whether entrepreneurship is a moderation of entrepreneurship on the success of SMEs businesses in Tangerang City. The difference between this research and previous research is in applying or implementing the entrepreneurial spirit within an entrepreneur to achieve business success.

LITERATURE REVIEW

Entrepreneur

Entrepreneur is derived from two words, namely wira and business. Wira is a warrior, a hero, a superior human being, and a virtuous role model, working and doing something. Meanwhile, the effort is an act or practice, doing something and working (Yuda, 2021). If interpreted literally, entrepreneur means making a product, determining the production method and arranging operations to procure new products to regulate capital and marketing (Akidna Rahma, 2022). An entrepreneur is a moral human beings because few of them can create jobs and provide a better life for their relatives and colleagues. Entrepreneur is the spirit, attitude, behaviour and ability of a person in handling business or activities that lead to efforts to find, create, and implement new ways of working, technology and products by increasing efficiency in the framework of better service and greater profits (Farida & Widayanti, 2015). Entrepreneur is a mental attitude and soul that is always active or creative, empowered, creative, initiative and modest in trying to increase income in its business activities. Entrepreneur can see and assess business opportunities to collect the resources needed to take advantage of them and take appropriate action to ensure success (Feli Parsih, 2020).

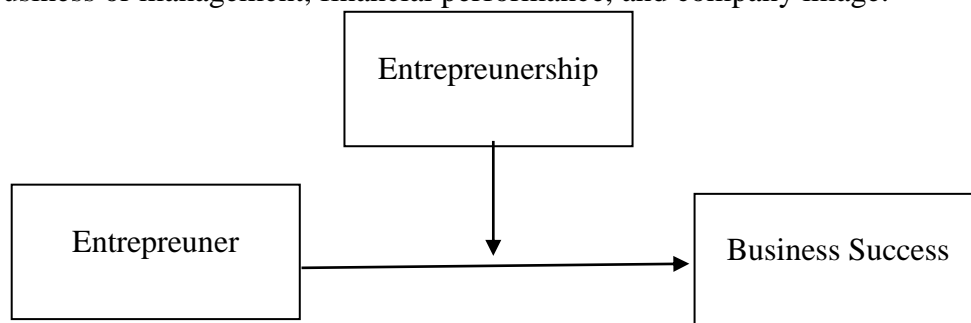
Entrepreneurship

Entrepreneurship is an attitude, soul and ability to create something new which is valuable and useful both for oneself and others. Entrepreneurship is a mental attitude and soul which is permanently active and creative, empowered, created, created, modest, and trying to increase income from its business activities. Entrepreneurship is a combinative character that combines competitive, visionary, honest, service, empowering, unyielding and independent attitudes. These characters unite and become an immediate necessity in the entrepreneurial process. Entrepreneurship is a creative business built on innovation to produce something new that has added value, provides benefits, creates jobs, and the results are helpful for others (Manap, 2020). Entrepreneurship is a creative and innovative ability used as a basis, tips and resources to seek opportunities for success. The essence of entrepreneurship is the ability to create something new and different (start new and

different) through creative, innovative thinking (Laily, 2022) and carefully see opportunities and always be open to receiving any input and positive changes that can keep the business growing (Wiyono, 2020).

Business Success

Business success is an effort that can achieve goals in its business. Apart from that, it is a company whose activities all refer to achieving success (Ni Maulana, 2023). (Farida & Widayanti, 2015) argues that business success is essentially business success in achieving its goals. Business success is the primary goal of a company where all the activities in it are aimed at achieving success. Success shows a condition that is better or superior to the previous period. According to (Ardiyanti & Mora, 2019), business success can be interpreted as an activity by mobilizing energy and thoughts so that changes occur for the better or progress, both qualitatively and quantitatively, according to the goals set, according to Wijaya in (Suryana, 2010) which suggests that the factor which is a critical goal and a measure of the success of a company is profit. So that the definition of business success is the success of a business in achieving its goals, where success is obtained from entrepreneurs who have an intelligent brain, namely creative, following technological developments and can apply it proactively, and this can be seen from the efforts of entrepreneurs where a business situation is better than the previous period and illustrates more than others of the same or similar class, it can be seen from the efficiency of the production process which is grouped based on technical efficiency and economic efficiency, company targets set by managers, business owners, capital, business scale, results or profits, type of business or management, financial performance, and company image.



Picture 2. Framework Research

Hypothesis

Entrepreneur Implementation of Business Success

Entrepreneur has supporting characteristics that make a business successful. According to (Suhartini, 2021), entrepreneurial traits, including self-confidence, risk-taking and leadership, positively affect business success. Entrepreneur is significant for the economy because entrepreneurs are the engine of economic progress and job creation. Entrepreneurs play an essential role in economic development, are the backbone of country development, significantly contribute to job creation, and play an important role in wealth creation (Abdulwahab & Al-damen, 2015).

H1: Entrepreneur implementation influences business success

Entrepreneurship Implementation of Business Success

Entrepreneurship is the application of creativity and innovation to solve problems and take advantage of opportunities people face daily (Feli Parsih, 2020). Research conducted by (Lestari, 2013) (Utari et al., 2021) showed entrepreneurial spirit influences business success. Likewise, research (Fifiyanti et al., 2022) offers a robust relationship between entrepreneurial spirit and business success. Based on the research above, it can be

ascertained that the implementation of entrepreneurship influences business success by developing a high will and creating innovation and creativity in running and expanding its business. Businesses will run better if entrepreneurs have entrepreneurship or entrepreneurial spirit. Because if a company is accompanied and based on an entrepreneurial spirit, its orientation will be more valuable in achieving success.

H2: Implementation of entrepreneurship affects business success.

H3: Entrepreneurship implementation is a moderating variable from entrepreneurs on business success

Entrepreneur and Entrepreneurship Implementation of Business Success

Entrepreneurship is the essence of an entrepreneur, which will go hand in hand. If this can run properly, it does not rule out the possibility that the business activities undertaken will have optimal achievements. In other words, it can affect business success and other goals to be achieved. Research conducted (Ramadhani & Jamiat, 2020) "Analysis of Entrepreneur Characteristics of the Success of Culinary Businesses in Bandung (Case Study: Bebeke Om Aris Culinary Business in Bandung)", states that entrepreneurship and entrepreneur influence business success

H3: Entrepreneur and entrepreneurship implementation affect business success

METHODS

The research is a quantitative approach to facilitate data processing from research results. According to Sugiyono (Sugiyono, 2019), the quantitative research method can be interpreted as a positivist method because it is based on the philosophy of positivism, used for researchers in specific populations or samples, data collection uses research instruments, data analysis is quantitative/statistical, intending to test the hypothesis that has been established. The sample used in this study is SMEs entrepreneurs in Tangerang City Mall. The number of pieces is 92 people, calculated using the Slovin formula. Sampling from the population is done randomly without regard to the existing strata in the population. Methods of data collection using questionnaires and interviews to analyze respondents' answers. The analysis technique is assisted by the SPSS Version 26 software (Ghozali, 2018) to test validity, reliability, regression, determination, t-test, F test and Sobel test to see whether the entrepreneurship implementation variable moderates entrepreneur implementation of SMEs business success.

RESULT AND DISCUSSION

Table 2 shows that each Corrected item value $>$ from the r table value is 0.361. This indicates that each questionnaire is declared valid and can be used as a data collection tool in research. Based on the results of the reliability test, it can be seen that the Cronbach's Alpha value for the entrepreneur variable is 0.800, entrepreneurship is 0.818, and business success is 0.811. It can be seen that the values of all Cronbach's Alpha value variables $>$ 0.60, so it can be concluded that the measuring instrument in this study is reliable. So thus, the questionnaire can be used for further data collection.

The Effect of Entrepreneur Implementation on Business Success

Based on the results of the t-test, the results of the study in the second equation show that entrepreneurs have a positive effect on the success of SMEs in Tangerang City, with a t count of 6.829 $>$ t table of 1.986 and a significant probability value of 0.000, this figure is less than 0.05. So it can be concluded that the H1 hypothesis is accepted. The results of this study align with what was done (Veronika & Yustinus, 2022) that entrepreneurs have a positive effect on the success of SMEs businesses, which means that the better the implementation of entrepreneur, the higher the business success. Entrepreneur is the spirit,

attitude, behaviour and ability of a person in handling business or activities that lead to efforts to find, create, and implement new ways of working, technology and products by increasing efficiency in the framework of better service and greater profits. The term entrepreneur can be interpreted as someone who can study and see business opportunities by gathering the necessary resources to take advantage of them to achieve success. Entrepreneurs dare to take risks to start managing a business for profit. Therefore he prefers to be a follower, so an entrepreneur has a strong sense of self and defends himself when facing challenges (Rogoff et al., 2004). The regression results show that the magnitude of the influence of entrepreneur implementation on business success is 0.542. This can be seen from the results of the description of the always learning indicator to increase knowledge in entrepreneurship which has an average of 3.28. Entrepreneurs are creative individuals who are shown by wanting to innovate in products (means 3.24) continuously and are determined to make the business successful in every challenge (means 3.20).

Table 2. Validity and Reliability Test Results

Variable	Questions	Corrected Item	Cronbach's Alpha
Entrepreneur	Item 1	0.539*	0.800**
	Item 2	0.588*	
	Item 3	0.580*	
	Item 4	0.645*	
	Item 5	0.647*	
	Item 6	0.798*	
	Item 7	0.457*	
	Item 8	0.478*	
	Item 9	0.746*	
	Item 10	0.499*	
Entrepreneurship	Item 1	0.411*	0.818**
	Item 2	0.781*	
	Item 3	0.563*	
	Item 4	0.683*	
	Item 5	0.718*	
	Item 6	0.501*	
	Item 7	0.551*	
	Item 8	0.611*	
	Item 9	0.728*	
	Item 10	0.577*	
Business Success	Item 1	0.396*	0.811**
	Item 2	0.534*	
	Item 3	0.599*	
	Item 4	0.756*	
	Item 5	0.807*	
	Item 6	0.646*	
	Item 7	0.538*	
	Item 8	0.504*	
	Item 9	0.728*	
	Item 10	0.548*	

Note: n=30, Valid = *>0,361, Reliabel = **>0,6

Table 3 shows the results of multiple regressions of entrepreneur and entrepreneurship variables on business success.

Table 3. Multiple Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(Constant)	2.228	2.638		
Entrepreneur	.542	.079	.520	6.829	.000
Entrepreneurship	.394	.079	.378	4.963	.000

The Influence of Entrepreneurship Implementation on Business Success

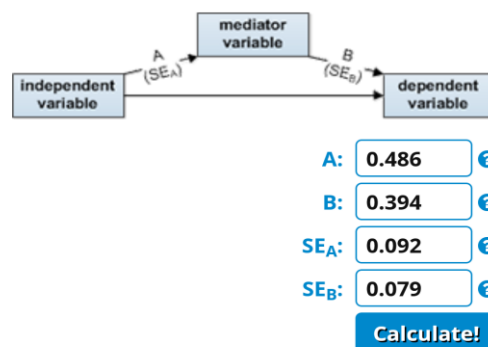
Based on the results of the t-test, the research on the second equation shows that entrepreneurship has a positive and significant effect on business success. Entrepreneurship produces a t count of 4.963 > t table of 1.986 with a considerable probability value of 0.000. This figure is smaller than 0.05, so it can be concluded that hypothesis H2 accepted. Thus entrepreneurship determines the level of success in running a business. This can be seen from the magnitude of the influence of entrepreneurship on business success. An increase of 1 unit of entrepreneur implementation will increase business success by 0.394 units. From the descriptive results, entrepreneurship on future-oriented indicators to always dig up information to obtain information that is useful for my business and has a strong relationship with business success has the highest average of 3.46; on the originality indicator, where entrepreneurs always provide the latest models/colours of the products offered an average of 3.37; and on the optimistic confidence indicator in running a business it has an average of 3.36; as well as on indicators of courage in taking risks an average of 3.30. Therefore the success of the business will depend on the entrepreneurial spirit (Entrepreneurship). This shows that the entrepreneurial spirit (entrepreneurship) of SMEs actors in Tangcity Mall strongly influences business success. The results of this study are in line with the results of research conducted (Putri Amanda & M. Nawawi, 2022) (Mustakim, 2022) that the entrepreneurial spirit (Entrepreneurship) influences business success.

Table 4. Simple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	17.752	2.959		5.999	.000
Entrepreneur	.486	.092	.487	5.287	.000

Table 5. Coefficient Values and Standard Errors

	Coefficient Value	Standard Error
A	0,486	0,092
B	0,394	0,079



Sobel test statistic: 3.62647596
 One-tailed probability: 0.00014366
 Two-tailed probability: 0.00028732

Picture 3. Sobel test Result

Based on picture 3, the results of the Sobel test $3.626 > 1.986$, then H3 is accepted. This proves that the entrepreneurship is a moderating variable between entrepreneur variables on business success. Therefore, the success of a business depends entirely on the entrepreneurial spirit instilled in an SMEs actor. The entrepreneurial spirit, according to Madjid (Irwansyah & Subiyantoro, 2018) is an ethos that leads to a strong belief in the price or value of something that is a field of business or business activity. An entrepreneur must be the soul of someone who can look ahead. Looking ahead is not empty daydreaming but thinking calculatingly and looking for choices from various alternative problems and solutions. Business success is not only shown by achieving goals, which are illustrated by real goals but attitudes and behaviour also show an entrepreneur who has high performance to achieve success (Ni Maulana, 2023). Thus, the entrepreneurial spirit (entrepreneurship) can increase business success.

The Influence of Entrepreneur and Entrepreneurship Implementation on Business Success

Table 6. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1842.771	2	921.385	68.326	.000b
Residual	1200.186	89	13.485		
Total	3042.957	91			

The data processing results show that the calculated F value is 68.326 and F table is 3.10, meaning that $F_{count} > F_{table}$, then H4 is accepted, giving the impact that the implementation of entrepreneurship and entrepreneurship influences business success. The results of this study are in line with what was done (Veronika & Yustinus, 2022) (Feli Parsih, 2020) (Rogoff et al., 2004). entrepreneur and entrepreneurship influences business success. The results of this study are in line with what was done (Veronika & Yustinus, 2022) (Feli Parsih, 2020) (Rogoff et al., 2004). People who have high self-confidence, and are accompanied by strong motivation, will give birth to a strong desire to make things happen. all plans. It can be seen from the regression equation is:

$$Y = 2,228 + 0,542 X1 + 0,394X2 + e (0,845) (6,829) (4,963)$$

$$R2 = 0,606 (0,401) (0,000) (0,000)$$

The resulting regression equation shows that entrepreneur implementation has a more substantial influence of 0.542 compared to entrepreneurship implementation of 0.394 each on business success. This indicates that the business's success requires entrepreneurs who have entrepreneurship. This study's results align with what was done (Maisaroh, 2019), explaining that the characteristics of entrepreneurship are self-confidence, courage to take risks, leadership, business motivation, and persistence in running a business. The main feature of an entrepreneur is being able to seize opportunities and dare to take risks. One characteristic that supports it is the high self-confidence, motivation and personality that dares to take risks. People who have high self-confidence, and are accompanied by solid explanations, will give birth to a strong desire to make all plans come true. Based on the results of the determination, it shows that the success of a business is influenced by entrepreneurs and entrepreneurship by 60.6%. This indicates that the regression model of this study can be used to predict business success or that entrepreneurs and entrepreneurship strongly influence business success.

CONCLUSION

Based on the results of this study, it can be concluded that there is a positive and significant influence between entrepreneur and entrepreneurship both partially and

simultaneously on the success of SMEs businesses. The entrepreneurship variable is a moderating variable between entrepreneurs on the success of SMEs businesses. Any suggestions that can be submitted are:

1. Owners of small and medium enterprises should always seek information, read and be up to date on the development of new business strategies
2. SMEs should be able to adapt. The market that is getting wider and the growth of more and more SMEs will undoubtedly create many challenges, so SMEs actors must be observant in paying attention to all opportunities and obstacles that may come before business actors and be able to make decisions and act quickly.
3. To increase income, SMEs actors in Tangcity Mall should go deeper into the marketing strategy. This is so that there will be more consumers and customers so that efforts to increase income can run more effectively.
4. Small and medium business owners constantly need to improve their business development through better business management, building networks with fellow business actors, the courage to take risks and the ability to see opportunities and opportunities to advance their business to increase their business welfare.

This research has limitations in the variables used, so further analysis can enrich it with variables that can affect business success.

REFERENCES

- Abdulwahab, M. H., & Al-damen, R. A. (2015). The Impact of Entrepreneurs' Characteristics on Small Business Success at Medical Instruments Supplies Organizations in Jordan Amman Arab University Business Administration Department Amman Arab University. *International Journal of Business and Social Science*, 6(8), 164-175.
- Abdulwahab, M. H., Al-damen, R. A. (2015).
- Akidna Rahma. (2022). *Apa itu Wirausaha dan Pengertian Kewirausahaan dalam Bisnis*. <https://majoo.id/solusi/detail/pengertian-wirausaha>
- Ardiyanti, D. A., & Mora, Z. (2019). Pengaruh Minat Usaha Dan Motivasi Usaha Terhadap Keberhasilan Usaha Wirausaha Muda Di Kota Langsa. *Jurnal Samudra Ekonomi Dan Bisnis*, 10(2), 168–178. <https://doi.org/10.33059/jseb.v10i02.1413>
- BPS Kota Tangerang. (2019). Statistik Daerah Kota Tangerang 2019. *Statistik Daerah Kota Tangerang*.
- DPMPSTP. (2021). *Upaya Pemerintah Untuk Memajukan UMKM Indonesia*. [Dpmpt.kulonprogokab.Go.Id.](https://dpmpt.kulonprogokab.go.id) <https://dpmpt.kulonprogokab.go.id/detil/1301/upaya-pemerintah-untuk-memajukan-umkm-indonesia#>
- Farida, E., & Widayanti, R. (2015). Analisis pengaruh motivasi, kemampuan kerja dan jiwa wirausaha terhadap keberhasilan usaha pada sentra kripik tempe senan malang. *Jurnal Akuntansi, Bisnis Dan Manajemen*, 22(1), 50–59.
- Feli Parsih. (2020). *Implementasi Entrepreneurship Dan Entrepreneur Dalam Keberhasilan Usaha Roti Ridho Di Kota Jambi*.
- Fifiyanti, S. D., Muhyidin, Y., & Wijaya, I. P. E. (2022). Pengaruh Jiwa Kewirausahaan Dan Kemitraan Terhadap Keberhasilan Usaha Produksi Kopi Bumdes Buana Mekar. *Agrilan : Jurnal Agribisnis Kepulauan*, 10(1), 57. <https://doi.org/10.30598/agrilan.v10i1.1466>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Badan Penerbit Universitas Diponegoro.
- Herlinawati, E., Suryana, Ahman, E., & Machmud, A. (2019). The Effect of Entrepreneurial Orientation on SMEs Business Performance in Indonesia. *Journal of Entrepreneurship Education*, 22(5), 1–15. https://www.researchgate.net/profile/Erna-Herlinawati/publication/336774866_The_effect_of_entrepreneurial_orientation_on_S

- MEs_business_performance_in_Indonesia/links/5db19b3892851c577eba7f01/The-effect-of-entrepreneurial-orientation-on-SMEs-business-perfo
- Humairoh, & Budi, A. (2019). Peningkatan Kinerja Penjualan UKM berbasis Intellectual Capital dan Inovasi Produk (Studi Pada UKM Di Kota Tangerang , Provinsi Banten). *Prosiding Sinamu, I*, 1–10.
- Irwansyah, M., & Subiyantoro, H. (2018). Pengaruh Kreativitas, Lingkungan Keluarga dan Jiwa Entrepreneur Terhadap Niat Berwirausaha Mahasiswa Stkip Pgri Tulungagung. *JPEK (Jurnal Pendidikan Ekonomi Dan Kewirausahaan)*, 2(1), 36. <https://doi.org/10.29408/jpek.v2i1.798>
- Iskandar, K. A., & Safrianto, A. S. (2020). Pengaruh Keterampilan Wirausaha Dan Pengalaman Usaha Terhadap Keberhasilan Kewirausahaan. *Jurnal Ekonomi Dan Industri*, 21(1), 14–20. <https://doi.org/10.35137/jei.v21i1.403>
- Kurniawati, D., & Riansyah, P. E. (2023). *Business Pekanbaru City Pengaruh Entrepreneurial Marketing Dan Modal Terhadap Kesuksesan Bisnis UMKM Kota Pekanbaru*. 4(April), 2229–2238.
- Laily, I. N. (2022). *Kewirausahaan: Pengertian, Karakteristik, Tujuan, Tahapan, dan Modal*. Katadata.Co.Id. <https://katadata.co.id/safrezi/berita/61e779fd97802/kewirausahaan-pengertian-karakteristik-tujuan-tahapan-dan-modal>
- Lestari, F. (2013). Pengaruh Jiwa Kewirausahaan dan Kreativitas Terhadap Keberhasilan Usaha pada Sentra Industri Rajutan Binong Jati Bandung. *Artikel Ilmiah*, 14–15.
- Maisaroh, M. (2019). Kajian Karakteristik Kewirausahaan Terhadap Keberhasilan Usaha UKM (Studi Kasus Sentra Industri Konvensi Dusun Mlangoi Dan Sawahan Nogotirto Gamping Sleman Yogyakarta). *Jurnal Ekonomi, Bisnis, Dan Akuntansi*, 21(2). <https://doi.org/10.32424/JEBA.V21I2.1318>
- Manap, A. (2020). Manajemen Kewirausahaan (Era Digital). In *Mitra acana Media*. <http://repo.jayabaya.ac.id/>
- Mustakim, M. M. (2022). *Pengaruh jiwa kewirausahaan, kreativitas dan lokasi usaha terhadap keberhasilan usaha umkm ikan asin di 5 ulu kota palembang*.
- Ni Maulana. (2023). *Pengaruh Entrepreneurial Mindset Terhadap Keberhasilan Usaha*. <https://repository.upi.edu>
- Putri Amanda, D., & M. Nawawi, Z. (2022). Pengaruh Jiwa Kewirausahaan dan Inovasi terhadap Keberhasilan Usaha. *ManBiz: Journal of Management and Business*, 2(2), 146–149. <https://doi.org/10.47467/manbiz.v2i2.1906>
- Ramadhani, F., & Jamiat, N. (2020). Analisis karakteristik entrepreneur terhadap keberhasilan usaha kuliner di bandung (studi kasus: usaha kuliner bebeke om aris di bandung). *E-Proceeding of Management*, 7(2), 6132–6136.
- Rogoff, E. G., Lee, M. S., & Suh, D. C. (2004). “Who done it?” Attributions by entrepreneurs and experts of the factors that cause and impede small business success. *Journal of Small Business Management*, 42(4), 364–376. <https://doi.org/10.1111/j.1540-627X.2004.00117.x>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabet.
- Suhartini, Y. (2021). Pengaruh Karakteristik Wirausaha Dan Orientasi Kewirausahaan Terhadap Keberhasilan Usaha Pada Warung Kelontong Di Kasihan Bantul Yogyakarta. *Jurnal Akmenika, Vol 18(2)*, hlm 1-9.
- Suryana. (2010). *Kewirausahaan: pedoman praktis Kiat dan Proses Menuju Sukses*. Salemba Empat.
- Utari, D., Yusrik, M., & Tinggi Ilmu Ekonomi Mulia Darma Pratama Palembang, S. (2021). Pengaruh Jiwa Kewirausahaan Terhadap Keberhasilan Usaha Cafe Di Kota Palembang. *JEMBATAN (Jurnal Ekonomi, Manajemen, Bisnis, Auditing, Dan Akuntansi)*, 6(1), 13–25. <https://doi.org/10.54077/JEMBATAN.V6I1.52>

- Veronika, & Yustinus. (2022). Impact of Entrepreneurial Self-Efficacy and Entrepreneurial Motivation on Micro and Small Business Success. *Journal Economies MDPI*, 10(10), 1–21.
- Wiyono, H. D. (2020). Kreativitas Dan Inovasi Dalam Berwirausaha. *Jurnal USAHA*, 1(2), 19–25. <https://doi.org/10.30998/juuk.v1i2.503>
- Yuda, A. (2021). *Pengertian Wirausaha, Tujuan, Kelebihan, Kekurangan, Ciri-Ciri, dan Contohnya yang Perlu Diketahui - Ragam Bola.com*. <https://www.bola.com/ragam/read/4616934/pengertian-wirausaha-tujuan-kelebihan-kekurangan-ciri-ciri-dan-contohnya-yang-perlu-diketahui>