

The Influence of Entrepreneurial Behavior and Physical Facilities on Business Success Moderated by Customer Satisfaction at Warung Gak Enak Srengseng, West Jakarta

Diansyah¹, Johanes Hendra Batubara²

^{1,2}Fakultas Ekonomi dan Bisnis, Universitas 17 Agustus 1945 Jakarta, Indonesia

diansyah.170845@gmail.com, jhendrabatubara@gmail.com

Abstract

This research is the effect of entrepreneurial behavior and physical facilities on business success moderated by customer satisfaction at the Warung Gak Enak coffee shop. This research was carried out in several stages, namely the first taken from the bibliography, statistics and collecting the object being researched. Second, to test the feasibility of data and data collection. The third hypothesis testing using SEM PLS. The results of this study are entrepreneurial behavior has a significant effect on business success, physical facilities have a significant effect on business success, customer satisfaction has no significant effect on business success, moderation of customer satisfaction weakens the influence of business behavior on business success and moderation of customer satisfaction can weaken the effect of physical advice on success efforts

Keywords

business success; customer satisfaction; business behavior; physical facilities



I. Introduction

Indonesia has a very promising business market share, until now there are many start-up companies that are fast advancing in managing their business or business. Meanwhile, the number of entrepreneurs in Indonesia is lacking.

Entrepreneurial activities generally have a goal or target to be able to gain real profits, profits are not the only goal of the business activities carried out, but there are still other goals that will be achieved, such as reducing unemployment, being able to provide job opportunities, to help the community increase their income, many people think that just because of a lack of capital to run their business, their hopes of making a profit are hampered. Human Resources (HR) is the most important component in a company or organization to run the business it does. Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired (Shah et al, 2020). The development of human resources is a process of changing the human resources who belong to an organization, from one situation to another, which is better to prepare a future responsibility in achieving organizational goals (Werdhiastutie et al, 2020).

Small companies can play a big role if they are associated with domestic economic and social problems such as high levels of poverty, large unemployment, inequality in income distribution, uneven development processes and urbanization problems with all other negative effects. The development of small businesses is expected to make a significant contribution to efforts to overcome these problems in the era of free trade and the increasingly incessant process of globalization.

Entrepreneurial behavior is an act of habit and also a firmly held truth. The behavior of an entrepreneur is an attitude that cannot be separated to make it more perfect because it has different characteristics. The attitude he has is how he views and thinks about the things he faces, such as fear, difficulties, trials of criticism, pressure and obstacles that can underlie an action.

During the pandemic, it is a hard blow for MSME actors in running their business, during this global health crisis it is bill financing. Another obstacle that hindered business actors during this global health crisis was bill financing, which was 29.18%. The bills in question are in the form of electricity, water, telephone, gas, and the like. Meanwhile, as many as 26.61% of respondents said the business constraint during the pandemic was debt. There are also 25.38% of respondents who say raw materials, 23.66% wages, 10.90% labor, and 10.46% rental expenses.

Warung Unpleasant is one of the MSMEs located in the West Jakarta area. During the pandemic, sales began to be uncertain, because it resulted in profits that could lead to losses. In this case, the researcher chose the title The Effect of Entrepreneurial Behavior and Physical Facilities on Business Success Moderated by Customer Satisfaction.

Formulation of the problem

The formulation of the problem of this research is

- a. whether entrepreneurial behavior has a significant effect on business success
- b. Does physical facilities have a significant effect on business success
- c. Does customer satisfaction have a significant effect on business success
- d. Is customer satisfaction moderation able to strengthen or weaken the influence of entrepreneurial behavior on business success
- e. Is customer satisfaction moderation able weaken or strengthen the influence of physical facilities on business success

Research objectives of this study are as follows;

- a. To determine the effect of entrepreneurial behavior on business success
- b. To determine the effect of physical facilities on business success
- c. To determine the effect of customer satisfaction on business success
- d. To determine whether moderation of customer satisfaction can strengthen or weaken the influence of entrepreneurial behavior on business success
- e. To determine whether moderation of customer satisfaction can strengthen or weaken influence of physical facilities on business success

II. Review of Literature

Marketing Management Theory is one of the important factors during the process of running a business. Business success is also obtained by managing marketing management properly.

2.1 Business

Success in entrepreneurship is someone who is able to combine values, main characteristics and behavior in the form of knowledge, experience and practical skills. To be able to become an entrepreneur is not easy, the entrepreneurial spirit must have a clear business idea or vision, then there must also be the will and courage to face a risk, be it time or money.

2.2 Customer

Satisfaction is a person's feelings of pleasure or disappointment arising from comparing the perceived performance of the product (or result) to their expectations. If performance fails to meet expectations, customers will be dissatisfied. If performance matches expectations, customers will be satisfied. In addition, if performance exceeds expectations, customers will be very satisfied or happy.

2.3 Entrepreneurial Behavior Entrepreneurial

Behavior that must be carried out so that it becomes a good habit is in the form of saying, speaking and acting. Behavior is a function of the interaction between an individual and his environment. Thus, business behavior is how to become an entrepreneur who can uphold the spirit of an entrepreneur in running his business. An entrepreneur must have skills in organizing a business, managing finances and related matters, building a business network and marketing products, personal sociable and good at getting along in advancing his business

2.4 Physical

Physical facilities are things that also influence consumer decisions to buy and use the products and services offered to consumers. Some of the elements included in the physical suggestion include; physical environment, in this case physical buildings, equipment, equipment, logos, colors and other items that are combined with the services provided such as tickets, covers, labels and so on. Physical facilities in this case are evidence that physical appearance will be able to influence consumers in making decisions to buy or use products or services.

III. Research Method

This research was conducted at a food stall in Srengseng, West Jakarta. The research method used is by using a casual quantitative design, the subject of this research is a customer of a food stall. The population in this study are consumers from bad stalls by using a random sampling technique that is randomly given to consumers who are customers of the shop. The sample obtained in this study was 91 people.

3.1 Variable Operational

a. Success Business

Success is a condition where the business is better than the previous situation and can achieve the desired goals. The indicators of business success are as follows; profit, productivity and efficiency, competitiveness, competence and business ethics and building a good image.

b. Customer Satisfaction Customer

Satisfaction is a central element in modern marketing thinking and practice. Based on the theory above, it can be concluded that customer satisfaction is a response or customer response in the form of feelings or an assessment of the use of products where their expectations and needs are met. The indicators of customer satisfaction in this study are as follows; tangibles, reliability, responsiveness, assurance and empathy.

c. Physical

Physical facilities are a marketing tool needed to support the survival of the company, besides that physical evidence is also part of a component that shows directly both the quality of products and services provided to consumers so that they can provide good perceptions to consumers to create satisfaction for customers. .

The indicators of physical facilities in this study are as follows; physical facilities (external design, sign/signboard), internal physical facilities (internal design, layout, air quality, sound and aroma)

d. Entrepreneurial

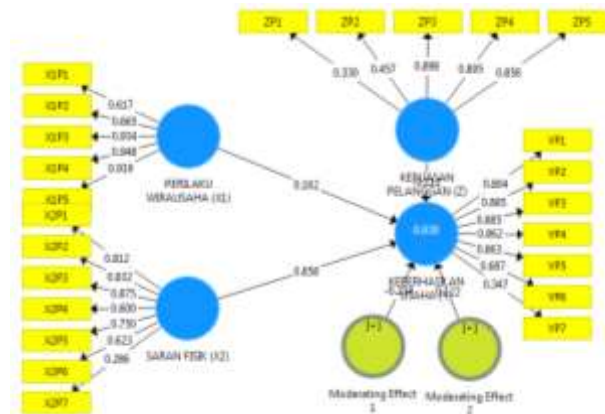
Behavior is the result of a work that relies on concepts and theories not because of nature or personality or by institution. Entrepreneurial behavior in general can indeed be studied and mastered by anyone in a systematic and planned manner. The indicators of entrepreneurial behavior in this study are the ability to set goals, strategies for achieving them, the ability to convince others both verbally and in writing, the ability to process and interpret data or information, be able to draw conclusions from any problems, and participate in entrepreneurial-oriented activities.

IV. Result and Discussion

Kedai Warung Not Delicious is located at Jl. Jeruk Manis No. 30. Kebun Jeruk West Jakarta is a shop where millennials, ranging from young people to those who are already married, come to the shop. The shop is open 6 days a week with operating hours 10:00-22:00. As for the discussion of the research results as follows:

4.1 Testing Outer Model

a. Validity



Data processed in 2022

Figure 1. PLS Algorithm Testing Results

In the picture above it shows that the value of the SEMPLS test results > 0.5 . Thus all the constructs contained in this study are said to be valid.

b. Reliability

Table 1. Reliability Test Processing Results

Description	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
ENTREPRENEURS BEHAVIOR	0.900	0.914	0.688
PHYSICAL MEANS	0.820	0.867	0.502
CUSTOMER SATISFACTION	0.774	0.835	0.532
BUSINESS SUCCESS	0.882	0.913	0.613

Source: Data processed in SEMPLS 2022

Test the resultant meets the standard or all constructs on reliability testing are said to be reliable.

4.2 Inner Model

a. Hypothesis

Table 2. Path Coefficient

Description	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
ENTREPRENEURS BEHAVIOR (X1) -> BUSINESS SUCCESS (Y)	0.162	0.144	0.075	2.121	0.034
PHYSICAL MEANS (X2)-> BUSINESS SUCCESS (Y)	0.804	0.858	0.170	5.033	0.000
CUSTOMER SATISFACTION (Z)-> BUSINESS SUCCESS (Y)	-0.112	-0.047	0.149	0.753	0.452
Moderating Effect 1 -> BUSINESS SUCCESS	-0.234	-0.234 0.172	0.142	1.648	0.100
Moderating Effect 2 -> BUSINESS SUCCESS	0.122	0.079	0.143	0.853	0.394

Source: Data processed SEMPLS 2022

- a. The influence of entrepreneurial behavior on business success

The results of the data test resulted in the original sample value = 0.162, T statistic = 2.121 and V Value = 0.034. It is concluded that the first hypothesis in this study entrepreneurial behavior has a significant effect on business success.

- b. The effect of physical facilities on business success.

The results of the data test resulted in the original sample value = 0.858, T statistic = 5.033 and V Value = 0.000. It is concluded that the second hypothesis in this study is that physical facilities have a significant effect on business success.

- c. The effect of customer satisfaction on business success
The results of the data test resulted in the original sample value = -0.112, T statistic = 0.753 and V Value = 0.452. It is concluded that the third hypothesis in this study customer satisfaction has no significant effect on business success.
- d. The results of the data test resulted in the original sample value = -0.234, T statistic = 1.648 and V Value = 0.100. It is concluded that the fourth hypothesis in this study moderation of customer satisfaction is able to weaken the influence of entrepreneurial behavior on business success.
- e. The results of the data test resulted in the original sample value = 0.122, T statistic = 0.853 and V Value = 0.394. It is concluded that the fifth hypothesis in this study moderation of customer satisfaction is able to weaken physical facilities to business success.

b. Coefficient of Determination

Table 3. R Square

Description	R Square
BUSINESS SUCCESS	0.839

Source: Data processed 2022

Based on the results obtained from data processing in this study, the value of the business success variable (Y) is 0.839. The results on the R Square value mean that the influence of entrepreneurial behavior and physical facilities on business success is 83.9%. while the remaining 16.1% is influenced by other variables not examined in this study.

V. Conclusion

conclusions in this study are described as follows;

- a. The results of hypothesis testing found evidence that entrepreneurial behavior had a significant effect on business success
- b. The results of testing the second hypothesis found evidence that physical facilities had a significant effect on business success.
- c. The results of the third hypothesis test found evidence that customer satisfaction had no significant effect on business success.
- d. The results of the fourth hypothesis test found evidence that moderate customer satisfaction is able to weaken the influence of entrepreneurial behavior on business success.
- e. The results of testing the fifth hypothesis found evidence that moderation of customer satisfaction is able to weaken the effect of physical facilities on business success.

References

- Af'idah, Yu'alif. (2015). "Perilaku Kewirausahaan Terhadap Peningkatan Kesejahteraan Pedagang Kecil Di Taman Hiburan Pantai Kenjeran Surabaya" (Universitas Islam Negeri Sunan Ampel Surabaya).
- Annur, Cindy Mutia. (2021). Pemasaran Jadi Kendala Terbesar Bagi Pelaku Usaha di Masa Pandemi (Jakarta)
- Budiarti, Isniar. (2017). "Pengaruh Kepemimpinan dan Kemampuan Karyawan Terhadap

- Keberhasilan Usaha pada Distributor Susu CV. UMSKEY,” Universitas Komputer Indonesia.
- Fatihudin, Didin dan Anang Firmansyah. (2019). Pemasaran Jasa (Strategi, Mengukur Kepuasan dan Loyalitas Pelanggan) (Yogyakarta: Deepublish)
- Harian, Tim Editor Kabar. (2021). “Apa Saja Faktor - Faktor Tentang Keberhasilan Usaha,” <https://kumparan.com/> (Jakarta), hal. 1
- Kotler, dan Philip dan Gary Amstrong. (2018). Principles of Marketing, Edisi 15 G (Pearson)
- Niati, D. R., Siregar, Z. M. E., & Prayoga, Y. (2021). The Effect of Training on Work Performance and Career Development: The Role of Motivation as Intervening Variable. Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences, 4(2), 2385–2393. <https://doi.org/10.33258/birci.v4i2.1940>
- Ramadhan, Kuswendi. (2020). “Pengaruh Baruan Promosi Dan Physical Evidence Terhadap Kepuasan Penumpang Pada BUS Executive Primajasa Rute Bandung-Jakarta,” Perpustakaan Fakultas Ekonomi dan Bisnis Unpas.
- Shah, M. M., et al. (2020). The Development Impact of PT. Medco E & P Malaka on Economic Aspects in East Aceh Regency. Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume 3, No 1, Page: 276-286.
- Tjiptono, Fandy. (2017). Manajemen Pemasaran Jasa (Jakarta: PT. Indeks Kelompok Gramedia)
- Werdhiastutie, A. et al. (2020). Achievement Motivation as Antecedents of Quality Improvement of Organizational Human Resources. Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume 3, No 2, Page: 747-752.
- Widyaiswara, “Entrepreneurship, Mental Yang Penting Dipupuk Generasi Muda,” bdiyogyakarta.kemenperin.go.id/ (Yogyakarta, 2022), hal. 1