

The Effect of Entrepreneurship Knowledge and Motivation on Business Success through Self-Efficacy on MSMEs Activities in the City of Jember

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Abstract

The aims of the study are to find out the effect of entrepreneurship knowledge and motivation on business success through self-efficacy on msme activities in the city of jember. This study uses quantitative research Method. The result shows that Entrepreneurial knowledge and motivation had a direct effect on business success by 0.343 and 0.419., Entrepreneurial knowledge had indirect effect on business success through self-efficacy by 0.011 so the total effect was 0,354. Motivation has an indirect effect on business success through self-efficacy by 0.062 so the total effect was 0,481.

Keywords

Entrepreneurship Knowledge;
Motivation; Business Success;
Self-Efficacy; MSMEs



I. Introduction

Micro, small and medium enterprises (MSMEs) are business sector that have a fairly important role for the economic growth of Indonesia (Tobing et al., 2018). According to Law No. 20 of 2008 Micro Enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as stipulated in the Law. Meanwhile, according to the Decree of the Minister of Finance No. 40/KMK.06/2003 of 2003, micro-enterprises are productive businesses owned by families of Indonesian citizens and have a maximum sales income of Rp. 100,000,000.00 (one hundred million rupiah) per year (<https://jdih.kemenkeu.go.id/fulltext/2003/40~kmk.06~2003kep.htm>).

At the beginning of 2020, when various countries in the world experienced a pandemic due to the spread of the Corona virus (Covid 19) which was very dangerous for health, forcing the government to take action to protect its people from the spread of a dangerous virus, as seen from the number of victims that continued to increase every day to hundreds of people die. Indonesia as one of the countries that was also affected by the spread of the Covid 19 immediately took various anticipatory actions by suggesting social distance to advice to work from home, and closing many public service sectors (Nalini, 2021).

Some MSMEs were able to survive the pandemic, but not a few were unable to survive and close their businesses (Rosid et al., 2022). This study was conducted on MSMEs that have been continuing business activities for at least five years, which means that these MSMEs have successfully passed the pandemic period and were able to survive until this study was carried out.

Internal factors that influence business success come from within MSME entrepreneur, including entrepreneurial knowledge, motivation, and self-efficacy. Entrepreneurial knowledge, is the basis of entrepreneur resources. An entrepreneur will not succeed if he does not have the knowledge, ability and willingness (Wiharti et al.,

2017). The provision of entrepreneurial knowledge includes knowledge about the business being run, how to run the business, knowledge about management, operations, marketing and others (Gemina & Pitaloka, 2020). Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). The success of leadership is partly determined by the ability of leaders to develop their organizational culture. (Arif, 2019).

In the context of entrepreneurship, motivation can be said as the overall driving force in an entrepreneur that gives spirit to entrepreneur that ensure the continuity of entrepreneurial activities and provide direction for entrepreneur so that the desired goals can be achieved. Motivation in entrepreneurship is a strong urge from within a person to start actualizing self-potential in creative and innovative thinking to create new and value-added products for the common good. Entrepreneurship will appear when someone dares to develop new businesses and ideas (Nuryatimah & Dahmiri, 2021).

Self-efficacy is a guide to one's attitudes and beliefs in dealing with tasks or work (Aini & Widyarfendhi, 2019). According to Adju et al (2022) people with high self-efficacy believe that they have what is needed to do a particular job, that they are able to make the necessary effort and that there are no outside events that will prevent them from achieving the desired goals.

The measure of business success is being able to provide customer satisfaction with the product. The more satisfied customers, the more they use the product, which means more product sales. The measure of being able to reach as many customers as possible is only one measure that the business being run is good enough. There are other measures, for example, the increasing level of profit, and so on (Kasmir, 2006). Based on this, business success can be indicated in five ways, namely an increase sales, number of product, profits, and business development and growth.

Culinary MSME entrepreneur in Jember Regency based on the latest data from the Jember Regency BPS (Jember, 2016) spread across 31 districts are 24,101 units. Kaliwates District has the largest number of MSMEs as many as 3,550 business units with a percentage of 14.73%, while the second is located in Summersari District with a total of 2,026 business units with a percentage of 8.41% and Patrang District is third with 1,506 business units with a percentage of 6.25%. Actually, those three districts are located in down town or city. Based on the number and percentage of MSME business units in Jember Residence, study is interested in doing study in these three sub-districts that are located in Jember City.

Purposes of this study were: (1). determining the direct effect of entrepreneurial knowledge and motivation on business success in MSMEs at Jember city ; (2) determining the total effect of entrepreneurial knowledge on business success through self-efficacy on MSMEs at Jember City; (3) determining the total effect of motivation on business success through self-efficacy on MSMEs at Jember City.

II. Research Method

Study was done in June-August 2022 at three districts at Jember City on culinary MSMEs entrepreneurs, they were Kaliwates, Summersari and Patrang District. Sampel were determined by the Slovin method that was formulated as below (Setiawan, 2017).

$$n = N / (1 + Ne^2)$$

Explanation:

n = Number of samples

N = Total population

e = Tolerable error rate (10%)

Based on this formula, the number of respondents was 286 MSMEs with the following details.

Table 1. Number of Samples

No	District	Population	Counted sample	Real Sampel
1	Kaliwates	3.550	97,26	97
2	Sumbersari	2.026	95,29	95
3	Patrang	1.506	93,77	94
Total		7.082	286,33	286

Source: primary data processed (2022)

Sample was determined using accidental sampling, which is a sampling technique based on the respondents' willingness to answer the questionnaire.

This study uses a Likert scale measurement technique. The Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono 2008). Likert scale variables are measured and translated into variable indicators. So the data used is ordinal data, a type of quantitative data using a Likert scale, so that it can be processed by statistical calculations.

2.1 Instrument Test

a. Validity test

The validity test uses Pearson's product moment correlation analysis, namely by correlating each question with a total score, then the correlation results are compared with a critical number of 5% significance level, using the formula (Ghozali, 2013):

$$r = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{n \sum X^2 - (\sum X)^2} \sqrt{n \sum Y^2 - (\sum Y)^2}}$$

Explanation:

r = Correlation coefficient

X = Question score

Y = Total score

n = Number of samples

A variable can be said to be valid if its significance value is less than 0.05 and if its significance value is greater than 0.05 then the question item is invalid (Ghozali, 2013).

b. Reliability Test

Reliability test is a tool to measure a questionnaire which is an indicator of a variable or construct (Ghozali, 2013). Testing the constraints of measuring instruments in study tools using the reliability of the alpha (α) method used is the Cronbach method, namely

$$\alpha = \frac{kr}{1 + (k - 1)r}$$

Explanation:

α = Reliability coefficient

r = Average correlation coefficient between variables

k = Number of independent variables in the equation

Measurement of reliability in this study was carried out using the Cronbach Alpha coefficient formula using SPSS version 23 software. According to Ghozali (2013) a variable is said to be reliable, if the results of Cronbach's alpha > 0.60 .

2.2 Normality test

The normality test of the data was carried out to find out whether the data obtained were normally distributed or not. The normality test of the study data used the Shapiro Wilk Test by setting the degree of confidence (α) of 5%. The test criteria using the Shapiro Wilk Test, namely the data is normally distributed if the resulting significant value is > 0.05 , while the data is not normally distributed if the resulting significant value is < 0.05 .

2.3 Classic assumption test

a. Multicollinearity Test

multicollinearity test aims to test whether the regression model found a correlation between independent or independent variables. A good regression model should not have a correlation between the independent variables. To detect the presence or absence of multicollinearity in the regression model, by looking at the VIF (Variance Inflation Factor) and the tolerance for each independent variable. If the VIF value is < 10 and the tolerance value is > 0.10 , it can be said that there is no multicollinearity.

b. Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation (Ghozali, 2013: 105). If the significance value (sig) > 0.05 , then there is no symptom of heteroscedasticity. Or if the absolute regression results for all independent variables have an insignificant t value, it can be said that the study model escapes the existence of heteroscedasticity.

2.4 Data analysis method

Data were analyzed using Path Analysis, path analysis is part of the regression analysis used to analyze the relationship between variables, where the independent variables affect the dependent variable either directly or indirectly through one or more intermediaries (Marwan Hamid, 2019). Relationship between variables in this research wis describe in Figure1.

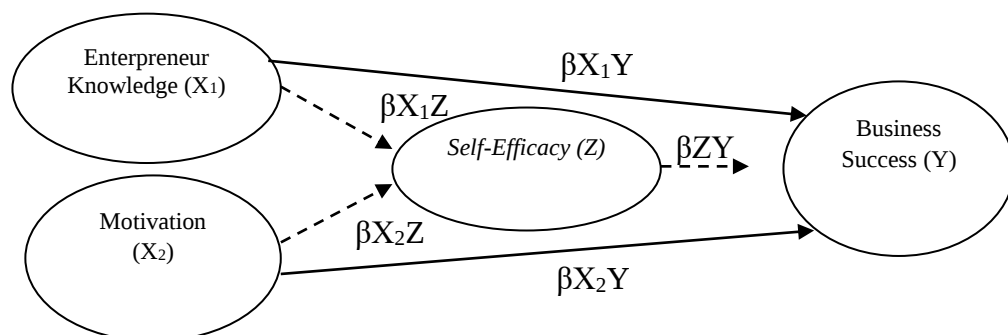


Figure 1. Path Analysis Model

Expalination:

β_{X₁Z} = Path coefficient of X₁'s influence on Z

β_{X₂Z} = Path coefficient of X₂'s influence on Z

β_{X_1Y} = Path coefficient of direct effect of X1 on Y
 β_{X_2Y} = Path coefficient of direct influence of X2 on Y
 β_{ZY} = Coefficient of direct influence path Z on Y

There were two structural equation :

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 Z + \varepsilon_2 \dots\dots\dots (\text{equation 1})$$

$$Z = \beta_1 X_1 + \beta_2 X_2 + \varepsilon_1 \dots\dots\dots (\text{equation 2})$$

Explanation:

X_1 = Entrepreneurship Knowledge

X_2 = Motivation

Z = Self-efficacy

Y = business successs

β = Coefficient of Independent Variable

III. Result and Discussion

3.1 Characteristics of respondents

Characteristics of respondents is a general description of MSMEs in the city of Jember. Table 2 describes the characteristics of respondents based on age, gender, education level, length of business, turnover, and condition of the place of business.

Table 2. Characteristics of Respondents

Respondent Charakteristics	Kaliwates	District Sumbersari	Patrang
1. Age			
26 – 35	42,11 %	46,39%	26,88%
36 – 45	44,21%	41,24%	46,24%
46 – 55	13,68%	12,37%	26,88%
2.			Gender
Male	76,84%	78,35%	19,35%
Female	23,16%	21,65%	80,65%
3. Education Level			
Primary Shcool	0	1	0
Junior High Shcool	9,28%	10,53%	13,13%
Senior Hugh Shcool	46,39%	56,84%	50,54%
Diploma	3,09%	9,47%	5,38%
Karakteristik	40,21%	23,16%	27,96%
4. Length time of Business			
5 Tahun	19,59%	21,05%	17,20%
> 5 Tahun	80,41%	78,95%	82,80%
5. Omzet			
2 – 3,9 Juta	76,63%	72,2%	67,89%
4 – 5,9 Juta	13,58%	18,05%	17,67%
6 – 8 Juta	3,88%	0	0,93%
6. Business Place Condition			
Permanen	54,64%	45,26%	35,48%
Mobile	45,36%	54,74%	64,52%

Source: primary data processed (2022).

Table 2 explained that respondents in the three areas were in the age range of 26-45 years. Based on gender, majority of respondents are male, this shows that men are the head of the family, and were motivated to be able to meet their daily needs, while women work only to raise the family income. Based on level of the study, it showed that there are variations in education levels, ranging from elementary, junior high, high school, Diploma, to Bachelor degree but the education level of the majority of respondents is at the high school level. Related to age and length of time of business, MSMEs entrepreneur have started running their business since they graduated from high school.

Table 2 also showed that most of MSMEs entrepreneur received omzet in the range 2 – 3.9 million/month in three sub-districts, both those who carry out business activities in permanent and mobile locations. Assuming 40% operational costs from omzet, the profit is estimated at 1.2 – 2.2 million / month. This amount is almost equivalent to the UMR of Jember Regency in 2022, which is 2.3 million / month. This condition implies that MSMEs were able to meet the family's needs. In the range of 4 million – 5.9 million omzet, MSMEs that occupied permanent buildings in Summersari and Kaliwates sub-districts were larger than MSMEs that carry out their business activities on a mobile basis, this condition is inversely proportional to conditions in Patrang District. As is known in Summersari and Kaliwates sub-districts, there are many students from three state universities and four private universities as well as several shopping centers that have the potential to become consumers of culinary MSMEs. This has attracted the interest of MSMEs to provide buildings for cafes, food courts, and food stall that allow them to accommodate many visitors so that omzet was higher than mobile MSMEs.

3.2 Study Instrument Test

a. Validity test

Validity test was used to measure whether or not a questionnaire is valid. Validity test is calculated by comparing r count with r table. If r count $>$ r table with a significance level of 0.05 then the statement in the questionnaire is declared valid. The results of the analysis showed that all statements in the questionnaire were valid for use in this study based on Table 3.

Table 3. Validity Test Result

No	Variable	Indicator	Corelation Value	Significantcy	Validity
1	Entrepreneur Knowledge	X1.1 (Understanding the line of business)	0,257	0,05	VALID
		X1.2 (Having simple book keeping)	0,326	0,05	VALID
		X1.3 (Able to communicate well)	0,333	0,05	VALID
		X1.4 (Having management knowledge well)	0,274	0,05	VALID
		X1.5 (Having marketing knowledge)	0,215	0,05	VALID
2	Motivation	X2.1 (Able to meet main needs)	0,335	0,05	VALID
		X2.2 (Having secure feeling in this business)	0,232	0,05	VALID
		X2.3 (Meeting Social needs)	0,337	0,05	VALID
		X2.4 (Having income and appreciation)	0,414	0,05	VALID
		X2.5 (Able to show independency)	0,353	0,05	VALID
3	Self-effycacy	Z1 (Able to manage resource well)	0,356	0,05	VALID
		Z2 (Believe to compete with another)	0,311	0,05	VALID
		Z3 (Ready fir the consequences)	0,337	0,05	VALID
4	Business Success	Y1.1 (Able to keep omzt during last 5 years)	0,432	0,05	VALID
		Y1.2 (Able to keep product quality well)	0,512	0,05	VALID
		Y1.3 (Able to stand up the business)	0,594	0,05	VALID
		Y1.4 (Will develop another business)	0,518	0,05	VALID

Source: primary data processed (2022).

b. Reliability Test

Testing the reliability of all questionnaire instruments for variables X1 (entrepreneurship knowledge), X2 (motivation), Z (self-efficacy), and Y (business success) was carried out using SPSS 25. From Table 4 could be seen, if the Cronbach's Alpha value of all variables (0.813) > 0.6 means that the questionnaire instrument is reliable or feasible to use in this study.

Table 4. Questionnaire Instrument Reliability Test Results

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.813	.313	4

Source: primary data processed (2022).

3.3 Normality test

Good data is data that has a pattern like a normal distribution. The Kolmogorov-Smirnov test using the SPSS application was used to see normality by identifying the P-value less than alpha, so the assumption of normality can be accepted by using a significance level of 0.05. Based on Table 5, it can be seen that the value of all variables is 0.000 with a significance level < 0.05, this showed that the data obtained are normally distributed.

Table 5. Normality Tes Result

Variable	Kolmogorov-Smirnov ^a		
	Statistic	Df	Sig.
Entrepreneurship_ knowledge	.151	285	.000
Motivation	.124	285	.000
Self-Efficacy	.198	285	.000
Business_ Success	.123	285	.000

Source: primary data processed (2022).

3.4 Classic assumption test

a. Multicollinearity Test

According to Ghazali (2013) a normal regression model has value of VIF (Variance Inflation Factor) between 0.10 and 10.00. If the tolerance value is less than 0.10 or more than 10.00, multicollinearity occurs. From the Table 6 can be seen that all of variable had VIF between 0.01 and 10, so it means that there were no symptoms of multicollinearity.

Table 6. Multicollinearity Test Results

Model	Collinearity Statistic	
	Tolerance	VIF
Entrepreneurship_ knowledge	0.721	1.387
Motivation	0.764	1.309
Self-Efficacy	0.848	1.179

Source: primary data processed (2022).

b. Heteroscedasticity Test

For testing heteroscedasticity, one of them is by looking at the spread of the variance on the scatterplot graph on the SPSS output. The basis for making the decision is as follows:

- If certain patterns, such as the existing dots form a certain regular pattern (wavy, widened, then narrowed), then heteroscedasticity has occurred.
- If there is no clear pattern, and the points spread above and below zero, then there is no heteroscedasticity.

Result of the scatterplot graph on the SPSS output was describe in Figure 2.

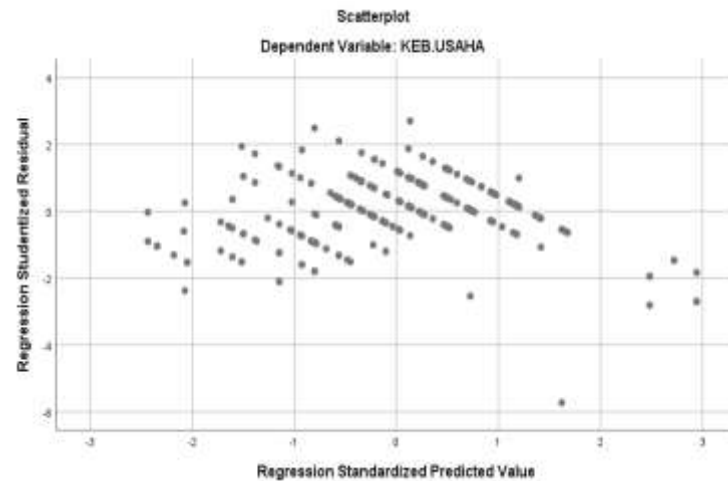


Figure 2. Scatterplot

The scatterplot in Figure 2 showed the absence of a clear pattern, the points spread above and below the number 0 on the Y axis. This means that there are no symptoms of heteroscedasticity in the regression model.

3.5 Direct Effect of Entrepreneurial Knowledge and Motivation on Business Success in MSMEs at Jember City

To answer the direct effect of entrepreneurial knowledge, and motivation on the successs businesses of MSME in the Jember city area, used path anlysis equation 1. Here is the results of the path analysis tests (Table 6):

Table 6. Test Results for Path Analysis of Equations 1

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.212	.197		-6.160	.000		
	Entre_ Knowledge	.436	.045	.343	9.582	.000	.721	1.387
	Motivation	.455	.038	.419	12.061	.000	.764	1.309
	Self-Efficacy	.427	.039	.364	11.052	.000	.848	1.179
	F value	267.544				.000 ^b		
	R Square	.741						

Dependent variable: Business Successs

Source: primary data processed (2022).

Table 6 showed that the influence of entrepreneurial knowledge, motivation and self-efficacy together has a significant effect on the success of culinary MSMEs in the city of Jember. The calculated F value is 267,544 at the 1% test level, meaning that simultaneously the roles of entrepreneurial knowledge, motivation, and self-efficacy have a significant effect at the 1% test level on business success.

To find out the extent to which the contribution of the independent variables in the regression model is able to explain the variation of the dependent variable, it is necessary to test the coefficient of determination. The value of R Square is usually used to indicate the magnitude of the coefficient of determination. Table 4.13 shows that the R Square value is 0.741, meaning that the ability of the independent variables (Entrepreneurial Knowledge, motivation, and self-efficacy,) in explaining the variance of the dependent variable (Business Success) is 74.1% and the remaining 25.9% is explained by other variables outside the model.

Partially the effect of each independent variable on business successs can be seen through the t test, which is presented in the table.

Entrepreneurship Knowledge : sig. 0.000 < 0.025 or $t_{hit} (9.582) > t_{Table} (1.960)$

Motivation : sig. 0.000 < 0.025 or $t_{hit} (12.061) > t_{Table} (1.960)$

Self-efficacy : sig. 0.000 < 0.025 or $t_{hit} (11.052) > t_{Table} (1.960)$

The results of the partial test show that the three independent variables have a significant effect on business successs in MSMEs in the city of Jember.

Based on the beta standardized coefficient value, it shows that the path coefficient value of each variable that affects business successs is as follows:

Entrepreneurship Knowledge = 0.343

Motivation = 0.419

Self-efficacy = 0.344

3.6 The Effect of Entrepreneurship Knowledge on Business Successs of MSMEs in the City of Jember Through Self-Efficacy Variables

The influence of entrepreneurial knowledge on business successs through the self-efficacy variable of MSME actors in Jember City is the sum of direct and indirect effect, so that the total influence is the sum of direct and indirect influences. To know indirect effect of entrepreneurship knowledge on business successs of MSMEs in the city of Jember through self-efficacy need equation 2 (Table 7)

Table 7. Path Analysis Test Results Equation 2

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-1.212	.197		-6.160	.000		
Entre_knowledge	.322	.067	.297	4.783	.000	.721	1.387
Motivation	.137	.058	.148	2.381	0.018	.764	1.309
F value	25.184				.000 ^b		
R Square	.152						

Dependent variabel : self efficacy

Source: primary data processed (2022).

Table 7 showed that entrepreneurial knowledge and motivation have a significant effect on self-efficacy. This is indicated by the calculated F value of 25.184 and the significance level of 0.00 which means that it has a significant effect on the 1% test level.

Partially, entrepreneurial knowledge has a significant effect on self-efficacy at the 1% test level with a path coefficient of 0.297. The motivation variable partially also has a significant effect on the self-efficacy variable, this is shown at the 1% test level with a path coefficient of 0.148. Table . shows that the R Square value is 0.152, meaning that the ability of the independent variables (Entrepreneurial Knowledge, motivation, and self-efficacy,) in explaining the variance of the dependent variable (Business Success) is 15.2% and the remaining 84.8% is explained by other variables. outside the model.

The effect of entrepreneurial knowledge on business successs through the self-efficacy variable of MSME actors in Jember City is the sum of direct and indirect influences, so that the total effect is the sum of direct and indirect influences. The total effect can be calculated by the following formula:

Total influence = indirect effect + direct influence

Direct effect	: $X1 \rightarrow Y$	=	0,343
Indirect effect	: $X1 \rightarrow Z \rightarrow Y$	= (0,297)(0,343)=	<u>0,101+</u>
Total effect	:		0,444

From these calculations, it showed that the indirect effect of entrepreneurial knowledge through the self-efficacy variable is smaller than the direct effect on business success. This kind of relationship is understandable considering that MSME actors in the city of Jember can immediately apply their knowledge in the field of management, simple bookkeeping, and marketing to run a business so that business successs can be achieved. Viewed from this point of view, the size of entrepreneurship knowledge on the successs of MSME businesses in the city of Jember needs to be moderated by self-efficacy. Good entrepreneurial knowledge supported by self-efficacy makes MSME actors more able to determine attitudes in running a business so as to obtain a business successs.

This phenomenon is in accordance with the results of study conducted by (Hasan et al., 2021), namely that entrepreneurial knowledge has a positive effect on interest in entrepreneurship through self-efficacy. Although this study does not have a direct effect on business successs, the emerging interest in entrepreneurship supported by entrepreneurial knowledge and self-efficacy can be a trigger to strive for business successs.

3.7 The Effect of Motivation on the Business Success of MSMEs in Jember City Through Self-Efficacy Variables.

Based on Table 6 and 7 the indirect effect of motivation on business success through the self-efficacy variable of MSME actors in Jember City is shown by the following calculation: Total influence = indirect effect + direct influence

Direct effect	: $X2 \rightarrow Y$	=	0,419
Indirect effect	: $X2 \rightarrow Z \rightarrow Y$	= (0,148)(0,039)	<u>0,062 +</u>
Total effect	:		0,481

From these calculations, it showed that the indirect effect of motivation on success through the business self-efficacy variable is smaller than the direct effect. This kind of relationship shows that motivation has a greater influence on MSME actors to achieve business success than self-efficacy. The desire to fulfill various needs is a motivation that encourages MSME actors to achieve business success, but the motivation supported by self-efficacy makes MSME actors more motivated in running a business so as to obtain a business success.

The results of this study supported by Atiningsih & Kristanto (2020) and Wulandari et al (2021) which state that motivation affects the performance of SNVT Housing Provision of East Java Province contract workers through self-efficacy. The research did not specifically discuss the success of MSME businesses, but good employee performance

supports the success of work programs and the success of work programs can be equated with business success. The second study conducted by Nengseh & Kurniawan (2021) showed that motivation had a positive effect on entrepreneurial interest through self-efficacy in Surabaya State University students. Interest in entrepreneurship is a potential that students have the desire to become an MSME actor. Someone who is interested in becoming an entrepreneur will certainly have a desire to succeed in his business. That desire is the motivation to achieve business success.

IV. Conclusion

- a. Entrepreneurial knowledge and motivation had a direct effect on business success by 0.343 and 0.419.
- b. Entrepreneurial knowledge had indirect effect on business success through self-efficacy by 0.011 so the total effect was 0,354.
- c. Motivation has an indirect effect on business success through self-efficacy by 0.062 so the total effect was 0,481.

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