

# THE INFLUENCE OF ENTREPRENEURSHIP SPIRIT AND ENTREPRENEURSHIP VALUE ON BUSINESS SUCCESS IN TEMBUNG BERSATU PERCUT SEI TUAN

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## ABSTRACT

The purpose of this study is to determine and analyze the influence of entrepreneurial spirit and entrepreneurial values on business success in UKM Tembung Bersatu, Percut Sei Tuan District. The research method used is exploratory research, where variables are measured using a Likert scale. Methods of data collection are done by interview (interview), with a list of statements (Questioner) and study documentation. The population in this study were all Tembung Bersatu UKM. a total of 40 SMEs. Sampling using the saturated sampling method or better known as a census. In this study, the population was relatively small, namely 40 people. Processing data using SPSS software version 23, with descriptive analysis and hypothesis testing multiple regression analysis.

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## 1. INTRODUCTION

Strengthening the economic sector does not only build a large-scale manufacturing sector, but with all available resources, with all the principles of the planned master plan, this master plan must also build strong communities in the real sector. Because it is impossible to involve this complex Indonesian society in a large-scale system. Therefore, the economic process in a smaller but real context in the community needs to be strengthened, so that this master plan does not only cover large-scale businesses, but also businesses that can be undertaken by the community in a simpler context. In everyday language we often call it Small and Medium Enterprises. The existence of SMEs in Indonesia is still very much needed to support the economy on it which is of course on a larger scale. In the 1997 global crisis, it was proven that SMEs were one of the sectors that were able to survive the onslaught of the crisis (Depkop, 2008). In addition, in 2008 it was also noted that SMEs showed an increase in the amount of Gross Domestic Product in 2008 reaching a value of Rp. 1,013.5 trillion (56.7% of GDP), with the number of SMEs reaching 42.4 million (Setyawan, 2009).

Afiah Research (2009) shows that the SME sector has contributed to Indonesia's economy and development, there are factors that pose challenges to SME development, and entrepreneurial factors play an important role in increasing the competitiveness of SMEs in Indonesia, although there are several factors that must be considered in strengthening this sector. Entrepreneurship will be needed by many people because economic growth and development in a country cannot be separated from the role of large, medium and small private entrepreneurs. Entrepreneurship plays a very important role in Indonesia, because being an entrepreneur will of course have an impact on improving the economic situation in Indonesia. At this time, Indonesia is still lagging behind in economic problems, this is due to low economic growth, large numbers of unemployed, poverty, and income inequality. In the business context, entrepreneurship is the result of a discipline and a systematic process of applying creativity and innovation in meeting market needs and opportunities.

The economic growth of Southeast Asian countries (ASEAN), especially Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam, reached 5 percent in 2011, and is targeted to be 5.6 percent during 2012-2016, 2 percent lower than in 2010. External demand did not grow too much, so ASEAN economies turned to domestic growth drivers in the medium term and began to explore alternative strategies for long term development. Global uncertainties and new challenges, the nature of growth in Asia is changing to become more balanced. A new type of economic growth is needed in Southeast Asia, global uncertainty is an opportunity to re-create growth (Pezzini, 2012). To achieve economic growth in Indonesia amidst global uncertainty, need to empower small businesses that are considered capable of developing production. In accordance with the government's program, it is targeted to have 5 million new

entrepreneurs by 2025 by developing human resources for the advancement of national entrepreneurs. There are four main problems in the development of national entrepreneurship, especially the small and medium sectors, including those related to access to financing, access to marketing, bureaucratic regulations, and the capacity of SMEs.

In efforts to increase entrepreneurial capacity, the government seeks to improve the quality of human resources in entrepreneurship with three stages, namely nursery, forging, and development. Entrepreneurship is contained in the Regulation of the State Minister for Cooperatives and SMEs, Number: 06/Per/M.KUKM/VIII/2012 with the hope of encouraging and accelerating the empowerment of Cooperatives and SMEs and increasing competitiveness. Small business is the foundation that is expected to adopt a strategy by making businesses that are independent, healthy, strong, competitive and develop themselves to increase economic growth, as well as support the expansion of employment opportunities in realizing economic democracy, to realize the ability of SMEs is of course highly expected in accordance with all activities carried out to achieve its business goals, namely the success of MSE businesses. Business success is the success of a business in achieving its goals, where success is obtained from several things, namely increased sales, increased production results, increased profits or profits, fulfilled capital, productive distribution and achieved organizational goals. A business can be said to be successful if it has advantages compared to the previous period or with other businesses. The success of a business cannot be achieved easily, but business success can be achieved by someone who has the spirit and values of independent entrepreneurship. productive distribution and the achievement of organizational goals. A business can be said to be successful if it has advantages compared to the previous period or with other businesses. The success of a business cannot be achieved easily, but business success can be achieved by someone who has the spirit and values of independent entrepreneurship. productive distribution and the achievement of organizational goals. A business can be said to be successful if it has advantages compared to the previous period or with other businesses. The success of a business cannot be achieved easily, but business success can be achieved by someone who has the spirit and values of independent entrepreneurship.

To realize this, it is necessary to have small business growth based on entrepreneurial values and an entrepreneurial spirit in the hope of being able to shape the behavior of small businesses in increasing national economic growth. Therefore it is necessary to have a small business empowerment strategy towards an entrepreneurial spirit approach, entrepreneurial values and entrepreneurial behavior. The purpose of this study is to provide empirical evidence to what extent the entrepreneurial spirit and values influence the formation of business success from the aspects of entrepreneurial spirit, entrepreneurial values, entrepreneurial behavior, and business independence. The results of the study will provide output on empowering small businesses towards business success, which includes strategies for managing entrepreneurial spirit, strategies for managing entrepreneurial values, and strategies for managing behavior.

## 2. METHODS

This type of research is associative research, according to Sugiyono (2012: 12) associative research is research that aims to determine the effect of the independent (independent) variable on the dependent variable (dependent) and how strong the influence or relationship is and whether or not this relationship is meaningful. This research was conducted to find out and prove the effect of entrepreneurial spirit and entrepreneurial value as independent variables on business success as the dependent variable.

### 2.1. Data collection technique

#### a. Library Research

Data collection was carried out in this study through reading materials, including literature, books and various other reading materials related to titles that can assist researchers in preparing their final assignment.

#### b. Field Research

The data collection carried out by this research was directly on the object under study or directly involved in the field using several techniques, namely interviews and questionnaires.

### 2.2. Data analysis technique

#### a. Data Quality Test

##### 1. Validity test

The validity test is used to measure whether or not a questionnaire is valid or valid. A questionnaire

is said to be valid if the questions on the questionnaire are able to reveal something that the questionnaire will measure.

2. Reliability Test

Reliability is an index that shows the extent to which a measuring instrument can be trusted or relied on and remains consistent if the measurement is repeated, the measuring instrument shows the same results under the same conditions.

**b. Classic assumption test**

1. Normality test

The Normality test aims to determine whether the distribution of a data follows or approaches a normal distribution.

2. Multicollinearity Test

Multicollinearity means that there is a perfect or definite linear relationship between some or all of the variables described from the regression model.

3. Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance and residuals from one observation to another.

4. Glejser test

The Glejser test proposes to regress the residual absolute values to the independent variables.

**c. Multiple Linear Regression Analysis**

Multiple linear regression analysis is used to determine the influence of the independent variables (Entrepreneurial Spirit and Entrepreneurial Values) on the dependent variable (business success).

**d. Hypothesis testing**

1. Partial Test (t test)

The t test basically shows how far the influence of one independent variable individually explains the dependent variable.

2. Simultaneous Test (Test F)

The F test was conducted to determine whether the independent variables simultaneously affect the dependent variable.

**3. RESULTS AND DISCUSSION**

Tembung Bersatu is an UKM engaged in the culinary or food sector. Culinary business actors in Tembung Village have been established since 2012, the business that Peacock has been doing until now has progressed and has been successful (sustainable) until now. Tembung Bersatu UKM is a group that has been successful both in management and financially. The success of Tembung Bersatu UKM is of course because they have a truly entrepreneurial spirit and intention so that UKM can become (sustainable) entrepreneurs.

The multiple linear regression model was carried out to find out how much influence the variables Entrepreneurial Spirit and Entrepreneurial Values both partially and simultaneously have on the success of the Tembung United UMK business. any analysis was carried out with the help of the SPSS Statistics 23.0 program for windows.

**3.1. Results of Multiple Linear Regression Analysis**

Table 1. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	std. Error	Betas	Q	Sig.	tolerance	VIF
1 (Constant)	8,773	2,555		3,433	001		
Soul_Entrepreneurship	.442	.153	.499	2,879	007	.705	1,418
Value_Entrepreneurshi	-.065	.175	-.064	-.370	.713	.705	1,418

a. Dependent Variable: Success\_Business

Based on the table above, the multiple linear regression equation model obtained in this study is:  
 $Y = 8.773 + 0.442 X_1 + 0.065 X_2 + e$

Based on these equations can be described as follows:

1. A constant value of 8.773 indicates that if there is no influence from the independent variables ( $X_1, X_2$ ) then business success ( $Y$ ) will be worth 8.773.
2. The coefficient  $X_1$  ( $\beta_1$ ) = 0.442, this shows that every time there is an increase in the entrepreneurial spirit variable by one unit, it will increase business success by 44.2%. If other variables are considered constant.
3. The coefficient  $X_2$  ( $\beta_2$ ) = 0.065, this shows that every time there is an increase in the entrepreneurial value variable by one unit, it will increase business success by 6.5%. If other variables are considered constant.

### 3.2. Hypothesis testing

#### a. F test (simultaneous test)

The F test was carried out to see together (simultaneously) the influence of the variables namely ( $X_1, X_2$ ) in the form of entrepreneurial spirit and entrepreneurial value variables on business success ( $Y$ ).

Hypothesis model:

$H_0 : \beta_1 = \beta_2 = 0$

There is no influence of entrepreneurial spirit and entrepreneurial value on business success in UKM Tembung Bersatu Percut Sei Tuan.

$H_a : \beta_1 \neq \beta_2 \neq 0$

There is an influence of the entrepreneurial spirit and entrepreneurial values on business success in UKM Tembung Bersatu Percut Sei Tuan.

$H_0$  is accepted if  $F_{count} < F_{table}$  at  $\alpha = 5\%$

$H_a$  is accepted if  $F_{count} > F_{table}$  at  $\alpha = 5\%$

Error rate ( $\alpha$ ) = 5% and degrees of freedom ( $df$ ) =  $(nk); (k-1)$  Degrees of freedom quantifier =  $k - 1 = 3 - 1 = 2$

Denominator degrees of freedom =  $n - k = 40 - 3 = 37$

Then  $F_{table} 0.05 (2; 37) = 3.252$

The results of the F test (simultaneous test) using the SPSS Statistics 23.0 program for windows can be seen in Table 2.

Table 2. ANOVA<sup>a</sup>

ANOVA <sup>a</sup>		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	32,167	2	16,083	5.155	.011b
	residual	115,433	37	3,120		
	Total	147,600	39			

a. Dependent Variable: Success\_Business

b. Predictors: (Constant), Value\_Entrepreneurship, Soul\_Entrepreneurship

Based on the ANOVA table above, the calculated F value is 5.155 with a significant level (Sig.) of 0.011b. So  $F_{count} > F_{table}$  ( $5.155 > 3.252$ ) or significance (Sig.)  $< 5\%$  ( $0.11b < 0.05$ ) means that the variable entrepreneurial spirit and entrepreneurial value have a positive and significant effect on business success in UKM Tembung Bersatu Percut Sei Tuan which means that  $H_0$  rejected  $H_a$  accepted. Thus there is the influence of the entrepreneurial spirit and entrepreneurial value on business success in UKM Tembung Bersatu Percut Sei Tuan (hypothesis accepted).

Table 3. t test

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
		B	std. Error	Betas	t		tolerance	VIF
1	(Constant)	8,773	2,555		3,433	.001		
	Soul_Entrepreneurship	.442	.153	.499	2,879	.007	.705	1,418
	Value_Entrepreneurship	-.065	.175	-.064	-.370	.713	.705	1,418

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a. Dependent Variable: Success\_Business

In the table above (t test results) it can be seen that:

- a. The tcount value of the entrepreneurial spirit variable is 2,879 and the ttable is 1.684 so that  $t_{count} > t_{table}$  ( $2,879 > 1.684$ ) and a significant value (sig) ( $0.001 < 0.05$ ) so it can be concluded that the entrepreneurial spirit variable has a positive and significant effect on the success of the Tembung Bersatu Percut Sei SME Business Sir (The first hypothesis is accepted).
- b. The tcount value of the entrepreneurial value variable is 0.370 and the ttable is 1.684 so that  $t_{count} > t_{table}$  ( $0.370 > 1.684$ ) and a significant value ( $0.001 < 0.05$ ) so it can be concluded that the entrepreneurial value variable has a positive and significant effect on business success in Tembung Bersatu UKM Percut Sei Tuan ( second hypothesis is accepted).

Table 4. The coefficient of determination (R<sup>2</sup>)

**Summary modelb**

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.467a	.218	.176	1.76630

a. Predictors: (Constant), Value\_Entrepreneurship, Soul\_Entrepreneurship

b. Dependent Variable: Success\_Business

Based on the table above, it can be interpreted that the R number is 0.218 indicating that the level of correlation or relationship between Entrepreneurial Spirit, entrepreneurial value has a fairly close relationship. The results of this study indicate that the adjusted value (R<sup>2</sup>) is 0.176 or 17.6%. This means that the success of the business at Tembung Bersatu Percut Sei Tuan UKM can be explained by the variables of entrepreneurial spirit and entrepreneurial value, while the remaining 83.4% is explained by other causes not examined in this study, for example training, knowledge, innovation and others.

### 3.3. The Influence of Entrepreneurial Spirit on Business Success

The results of testing the hypothesis have proven that there is an influence between the Entrepreneurial Spirit on business success in UKM Tembung Bersatu Percut Sei Tuan, through the calculation results obtained 2,879 and ttable is 1.684 so that  $t_{count} > t_{table}$  ( $2,879 > 1.684$ ) and a significant value (sig) ( $0.001 < 0.05$ ) so it can be concluded that the entrepreneurial spirit variable has a positive and significant effect on the success of the Tembung Bersatu UKM Percut Sei Tuan business. These results support previous research by: Audy Ishida Djansen 2016, The influence of entrepreneurial spirit and entrepreneurial values on business independence in UMKM Mandiri Bandung Regency in Journal Vol.10 No.1 June 2017, Hal. 199- 210 Faculty of Economics and Business, Pasundan University Management Study Program which tests the effect of entrepreneurial spirit and entrepreneurial values on business independence in UMKM Mandiri Bandung Regency,

The entrepreneurial spirit is something abstract, which is studied only statements that appear with the body, or symptoms that appear as movements so that the soul is a spirit, every human being has abstract characteristics and symptoms that occur from feelings, thoughts, dreams and so on. Entrepreneurial spirit is the soul of life in entrepreneurship which is basically an entrepreneurial attitude and behavior shown through the nature, character and character of a person who has the will to bring innovative ideas into the world creatively.

### 3.4. The Effect of Entrepreneurial Values on Business Success

The results of hypothesis testing have proven that there is an influence between Entrepreneurship Value on business success on the tcount value of the entrepreneurial value variable is 0.370 and ttable is 1.684 so that  $t_{count} > t_{table}$  ( $0.370 > 1.684$ ) and significant value ( $0.001 < 0.05$ ) so it can be concluded that the entrepreneurial value variable has an effect positive and significant impact on business success in Tembung Bersatu Percut Sei Tuan SMEs (the second hypothesis is accepted).

These results support previous research by: Audy Ishida Djansen 2016, the entrepreneurial value of business independence in MSMEs has a very positive and significant effect. Meanwhile, entrepreneurial values are prerequisites related to entrepreneurial behavior, (Frederick et al., 2016; Kickul & Gundry, 2002; Schein 2014). These values consist of creativity, risk taking, innovation, achievement oriented, ambition, and independence Boohene et al. (2018).

### 3.5. The Influence of Entrepreneurial Spirit and Entrepreneurial Values on Business Success

Based on the ANOVA table above, the calculated F value is 5.155 with a significant level (Sig.) of 0.011b. So  $F_{count} > F_{table}$  ( $5.155 > 3.252$ ) or significance (Sig.)  $< 5\%$  ( $0.11b < 0.05$ ) means that the variable entrepreneurial spirit and entrepreneurial value have a positive and significant effect on business success at UMK Tembung Bersatu Percut Sei Tuan.

This is in line with Najib and Ainun's research (2018) with the research title The Influence of Entrepreneurial Spirit, Personal Independence, and Motivation on the Success of Night Snack Business at Pasar Kaget Jalan Jendral Ahmad Yani Binjai Kota. The city of Binjai, where this research shows the highest business success, is influenced by motivation, but entrepreneurial values and spirit must also be present as a balancing variable. In line with Sinaga and Reza Arisyandi's research (2019) The Effect of Entrepreneurial Spirit and Personal Independence on the Success of Culinary Merchant Businesses at Usu Tax Jalan Jamin Ginting Medan City, meaning that a strengthened entrepreneurial spirit will strengthen the success of SME businesses.

## 4. CONCLUSION

The results showed that partially the Entrepreneurial Spirit variable had an effect on business success at Tembung Bersatu UKM Percut Sei Tuan. The results showed that partially the Entrepreneurship Value variable had a positive and significant effect on business success at Tembung Bersatu UKM Percut Sei Tuan. The results showed that there was a positive and significant influence between the Entrepreneurial Spirit and Entrepreneurial Value variables on the success of the Tembung Bersatu Percut Sei Tuan UKM business.

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