

# THE EFFECTIVENESS OF ENTREPRENEURIAL SPIRIT VALUES AGAINST SUCCESS AT UD. SIMPANG JODOH TEMBUNG PERCUT SEI TUAN

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## ABSTRACT

The purpose of this study is to evaluate the impact of entrepreneurial spirit on business success in UMKM UD. Simpang Jodoh Tembung Percut Sei Tuan, exploratory research was the method employed in this study, and a Likert scale was used to measure the variables. A questionnaire, interviews, and research documents that must be completed make up the data collection methodology. UD. Simpang Jodoh Tembung Percut Sei Tuan is the population being studied. The saturated sampling technique, also known as the census, was used to conduct 40 UMKM Sampling in total. 40 participants made up the study's relatively small population. Using SPSS version 23 software, data processing including descriptive analysis, hypothesis testing, and multiple regression analysis was done. The findings demonstrated that the factor effectiveness of the value of the entrepreneurial spirit on the success of a business has a positive and significant effect partially or simultaneously in UMKM UD. Simpang Jodoh Tembung Percut Sei Tuan.

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## 1. INTRODUCTION

Entrepreneurship is the ability to think creatively and behave innovatively which is used as a basis, resource, driving force for goals, strategies, and processes in dealing with life's challenges, according to Soemahamidjaja (1997) in Pinem (2013). An entrepreneur is someone who has the ability to create business activities. The ability to create requires continuous creativity and innovation to find something different from what existed before. Creativity and innovation are ultimately able to contribute to society at large, according to Kashmir (2006) in Pinem (2013). Entrepreneurship consists of the basic word entrepreneur which gets the prefix ke and an, so that it can be interpreted that entrepreneurship is anything related to entrepreneurship. While entrepreneurship consists of the word wira which means courage and effort which means business activity, entrepreneurship can be interpreted as someone's courage to carry out a business activity independently. Basically an entrepreneur is a person who dares to try independently in his own way to take risks and determine his own destiny for all the decisions he takes by utilizing the resources he has.

Basically everyone is an entrepreneur, because everyone has the same opportunity to carry out entrepreneurial activities. Every business or business actor also has the same risk, the risk for loss and the same risk for success in the future, all of them return to their respective responsibilities in managing the business being run because entrepreneurial activity is an independent activity. Here, business actors are required to always be responsible for their business life and what is in it. Entrepreneurs are required to have high responsibility because many things depend on the decision making of an entrepreneur. An entrepreneur has a great responsibility for every resource managed for his business. Entrepreneurs become important people for the economy, because entrepreneurs are the foundation for their own families and also for other people, one of whom is an employee. Entrepreneurs have the responsibility to provide appropriate appreciation for the performance of employees who have served them. Entrepreneurs also have responsibility for all the business management they do, therefore the government also supports entrepreneurial activities because there are so many benefits. Entrepreneurs can absorb labor which will automatically reduce the unemployment rate in each region. Entrepreneurial activity will increase the productivity of the people involved in it and also develop themselves to the fullest. Even the United Nations states that a country will be able to develop if it has entrepreneurs as much as 2% of its population. From this statement it can be seen how important the role of entrepreneurship is for a country-wide scope.

Entrepreneurial success will be achieved if you think and do something new or something old in new ways (things and doing new things or old things in a new way) (Zimmerer, 1996).

Many entrepreneurs are successful because of their creative and innovative abilities in managing the resources around them. Creative is the ability to develop new ideas and new ways of solving problems in finding opportunities. While innovation is the ability to apply creativity in order to solve problems and find opportunities. Many entrepreneurs have been successful based on their creative and innovative thinking. Many have proven that creative ideas that are realized will give birth to something different from before, and this will increase consumer interest. Something new and different will add value to the goods or services produced, this can be a profitable opportunity for creative entrepreneurs. Basically everyone has the ability to be an entrepreneur. Everyone also has opportunities that can be utilized to become entrepreneurs by utilizing what is available. To become an entrepreneur requires courage to start something new, therefore fear or doubt often arises in someone starting to become an entrepreneur because there is no certainty of profit or salary that will be obtained. Many successful entrepreneurs are also started by doubts or fear of failure, but if they are maintained, they will not achieve prosperity. Given the difficulty of employment at the present time, many workers are unemployed. If you keep waiting for work, it will be a waste of time. It is hoped that an interest in entrepreneurship will arise so that those who are unemployed can be more productive and also independent so that they do not become a burden to others.

With an interest that encourages entrepreneurship and recognizes the risks that must be taken, it will further encourage someone to be more than just interested, namely to do their own business. Becoming an entrepreneur is not an easy matter, because being an entrepreneur is required to have the courage to take risks, be good at adapting to change, and also have to be resilient in dealing with various situations. There are also many obstacles that must be faced by an entrepreneur, such as the great responsibility because he is fully responsible for the business being built, the uncertainty of income due to working independently without a salary, the pressure when a conflict occurs, which will trigger stress, the risk of loss of capital. So it takes knowledge and experience to become an entrepreneur. Knowledge and experience can be learned from other successful entrepreneurs or other people's work experience that can be useful. Someone who enters the entrepreneurial world must be motivated by various kinds of advantages that exist in the entrepreneurial world which are not found when they are workers. Many people are motivated by other entrepreneurs who have been successful in their respective fields.

There was a feeling of wanting to try to become entrepreneurs, but many failed because they were not equipped with knowledge or good management in managing capital and exploiting existing potential, and only had reckless capital. This is one of the causes of failure and has a deterrent effect on building a business again. Despite having high motivation and enthusiasm, being an entrepreneur is certainly not permissible, but must be equipped with knowledge to assist in decision making which is an important part of growing and developing a business that is built by someone. Some of the opportunities that can be taken from entrepreneurship, namely: opportunities to gain control over one's abilities, opportunities to fully utilize one's potential, opportunities to benefit financially, opportunities to contribute to society and appreciate one's efforts (Zimmerer, 1996). There are so many opportunities that an entrepreneur can take. An entrepreneur will completely determine his own destiny. An entrepreneur can also take as many opportunities as possible to take advantage of the potential around him to make a profit. If an entrepreneur begins to develop his business, new jobs will be created which will automatically absorb labor, this can make a good contribution to society and the country.

It is important to know what factors can encourage someone to become an entrepreneur because knowing these factors can be used as support for prospective entrepreneurs in starting their careers. According to Suryana (2001) in Nurain et al (2012) the driving factors for entrepreneurship consist of internal and external factors. Internal factors are factors that arise from within the individual himself, while external factors are factors resulting from the interaction of individuals with their environment.

## 2. METHOD

This type of research is associative research, where according to Sugiyono (2012: 12) associative research is research that aims to determine the effect of the independent (independent) variable on the dependent variable 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 effectiveness of the value of the entrepreneurial spirit as an independent variable on business success as the dependent variable.

### **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.

### **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.
- b. 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.
- c. 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's test  
The Glejser test proposes to regress the residual absolute values to the independent variables.

### **Multiple Linear Regression Analysis**

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

### **Hypothesis Testing**

- a. Partial Test (T test)  
The t test basically shows how far the influence of one independent variable individually explains the dependent variable.
- b. Simultaneous Test (F test )  
The F test was conducted to determine whether the independent variables

### **3. RESULT AND DISCUSSION**

UD. Simpang Jodoh Tembung Percut Sei Tuan is an UMKM 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 experienced progress and success (sustainable) until now. Tembung Bersatu UMKM is a group that has been successful both in management and financially. The success of Tembung Bersatu UMKM is of course because they have a truly entrepreneurial spirit and intention so that UMKM 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 business success of the united UD. Simpang Jodoh Percut Sei Tuan. any analysis was carried out with the help of the SPSS Statistics 23.0 program for windows.

## The Results Of Multiple Linear Regression Analysis

Table 1. The Results Of Multiple Linear Regression Analysis  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	8.773	2.555		3.433	.001		
The Value of the Entrepreneurial spirit	.442	.153	.499	2.879	.007	.705	1.418
Entrepreneurship	-.065	.175	-.064	-.370	.713	.705	1.418

a. Dependent Variable: Business Success

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. Coefficient  $X_1$  ( $\beta_1$ ) = 0,442, this shows that every time there is an increase in the variable value of the entrepreneurial spirit by one unit, it will increase the success of the business by 44,2%. If other variables are considered constant.
3. 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.

### Hypothesis Testing

a. Test F (synchronously)

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

Model hipotesis :

$$H_0 : \beta_1 = \beta_2 = 0$$

There is no effectiveness of the value of entrepreneurial spirit and entrepreneurial value on business success in UMKM Simpang Jodoh Tembung Percut Sei Tuan.

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

There is an effectiveness of the value of the entrepreneurial spirit and business success in Tembung Bersatu UMKM Sei Tuan.

$H_0$  accepted if  $F_{hitung} < F_{tabel}$  on  $\alpha = 5\%$

$H_a$  accepted if  $F_{hitung} > F_{tabel}$  on  $\alpha = 5\%$

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

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

So  $F_{tabel}$  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 the table 2.

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

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	32.167	2	16.083	5.155	.011 <sup>b</sup>
	Residual	115.433	37	3.120		
	Total	147.600	39			

a. Dependent Variable: Business Success

b. Predictors: (Constant), The Value of the Entrepreneurial spirit

Based on the ANOVA table above, the calculated F value is 5.155 with a significant level (Sig.) of 0.011<sup>b</sup>. So  $F_{count} > F_{table}$  (5,155 > 3,252) or significance (Sig.) < 5 % (0.11<sup>b</sup> < 0.05) This means that the variable

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value of the entrepreneurial spirit is very effective and significant for the success of the business at UMKM Simpang Jodoh Tembung Percut Sei Tuan, which means that  $H_0$  is rejected and  $H_a$  is accepted. Thus there is the effectiveness of the value of the entrepreneurial spirit on business success in UMKM Simpang Jodoh Tembung Percut Sei Tuan (hypothesis accepted).

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Table 3 Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	8.773	2.555		3.433	.001		
	The Value of the Entrepreneurial spirit	.442	.153	.499	2.879	.007	.705	1.418
	Entrepreneurial value	-.065	.175	-.064	-.370	.713	.705	1.418

a. Dependent Variable: business success

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

- Score  $t_{count}$  the variable value of the entrepreneurial spirit is 2,879 and  $t_{table}$  worth 1,684 so that  $t_{count} > t_{table}$  (2.879 > 1,684) and a significant value (sig) (0.001 < 0.05) so that it can be concluded that the entrepreneurial spirit variable has a positive and significant effect on the success of the Simpang Jodoh Tembung Percut Sei Tuan UMKM Business (the first hypothesis is accepted).
- Score  $t_{count}$  success variable is 0.370 and  $t_{table}$  worth 1,684 so that  $t_{count} > t_{table}$  (0.370 > 1,684) significant value (0.001 < 0.05) so that it can be concluded that the entrepreneurial value variable has a positive and significant effect on business success in Tembung Bersatu UMKM Percut Sei Tuan (the second hypothesis is accepted).

#### Koefisien Determinasi (R<sup>2</sup>)

Table 4. Model Summary<sup>b</sup>

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.467 <sup>a</sup>	.218	.176	1.76630

a. Predictors: (Constant), The Value of the Entrepreneurial spirit

b. Dependent Variable: business success

Based on the table above, it can be interpreted that the R number of 0.218 indicates that the level of correlation or relationship between Entrepreneurial Spirit Values has a fairly close and significant relationship with business success. 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 UMKM Simpang Jodoh Tembung Percut Sei Tuan can be explained by the variable value of the entrepreneurial spirit, while the remaining 83.4% is explained by other causes not examined in this study, for example training, knowledge, innovation and others.

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

The results of testing the hypothesis have proven that there is an effectiveness between the Value of Entrepreneurial Spirit and business success in UMKM Simpang Jodoh Tembung Percut Sei Tuan, through the results of calculations that have been carried out obtained 2,879 and  $t_{table}$  worth 1,684 so that  $t_{count} > t_{table}$  (2.879 > 1,684) and significant value (sig) (0.001 < 0.05) so it can be concluded that the variable value of the entrepreneurial spirit has a positive and significant effect on the success of the Simpang Jodoh Tembung Percut Sei Tuan UMKM business. .10 No.1 June 2017, Pg. 199- 210 Faculty of Economics and Business, Pasundan University Management Study Program which tests the effect of entrepreneurial spirit and entrepreneurial value 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

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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.

### The Effect of Entrepreneurial Values on Business Success

The results of testing the hypothesis have proven that there is an influence between the Value of Entrepreneurial Spirit on business success in Value  $t_{count}$  variable value of the entrepreneurial spirit is 0.370 and  $t_{table}$  worth 1,684 so that  $t_{count} > t_{table}$  ( $0.370 > 1,684$ ) and significant value ( $0.001 < 0.05$ ) so that it can be concluded that the variable value of the entrepreneurial spirit is effectiveness, positive and significant to business success in UMKM Simpang Jodoh Tembung Percut Sei Tuan (the second hypothesis is accepted). These results support previous research by: Audy Ishida Djansen 2016, the entrepreneurial value of business independence UMKM 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).

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

Based on the ANOVA table above, the value is obtained  $F_{count}$  as big 5,155 with a significant level (Sig.) of 0.011<sup>b</sup>. so  $T_{count} > F_{table}$  ( $5,155 > 3,252$ ) or significance (Sig.)  $< 5\%$  ( $0.11^b < 0.05$ ) this means that the variables of entrepreneurial spirit and entrepreneurial value have a positive and significant effect on business success at UMK Simpang Jodoh Tembung 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 City. 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 UMKM businesses.

## 4. CONCLUSION

Shows that partially the Entrepreneurial Spirit Value variable is very effective on business success in UMKM Simpang Jodoh Tembung Percut Sei Tuan. Shows that partially the Entrepreneurial Spirit Value variable has a positive and significant effect on business success in UMKM Simpang Jodoh Tembung Percut Sei Tuan. Shows that there is a positive and significant influence between the variables of Entrepreneurial Spirit Value on business success UMKM Simpang Jodoh Tembung Percut Sei Tuan.

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