


The effect of entrepreneurial commitment on the success of trade businesses in Alasa district

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Article Info	ABSTRACT
Keywords: Entrepreneurial commitment, trade business success	This research aimed to investigate the impact of entrepreneurial dedication on the success of trade enterprises in Alasa District. The research methodology used is quantitative with a focus on causal relationships (cause and effect). The data was collected from trade enterprises in Alasa District using a questionnaire. The research included a total of 32 respondents, representing the population and sample. Data collecting techniques include interview and questionnaire methods. The data was analyzed using basic regression analysis. With a tcount value of 7,600 above the ttable value of 1.697, researchers may confidently infer that there is a considerable impact of entrepreneurial dedication on the development of trade enterprises in Alasa District. The study suggests that entrepreneurs need to maintain high commitment to consumers in order to build trust and a good reputation. This commitment requires personal strength, patience, togetherness, mental and physical endurance, and critical thinking skills. Without serious effort and high commitment, entrepreneurs may face failure and struggle to succeed. Therefore, commitment is crucial for entrepreneurs to achieve their goals. High commitment leads to success in entrepreneurship by increasing consumer trust and boosting staff performance via fostering a culture of dedication. Therefore, it will provide optimal business outcomes and accomplish all company and organizational objectives.
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INTRODUCTION

Entrepreneurship involves creating novel, imaginative, and inventive ventures that provide additional value to provide new prospects for reaching set objectives (Aji, Mulyadi & Widjajanta, 2018; Baene, 2019). An entrepreneur must possess the ability to effectively and responsibly manage his firm. An entrepreneur must possess a resilient mindset, unwavering determination, and a strong work ethic to reach set aims and goals (Fahrudin, F., Jufri, A., & Kamil, M. N. (2022). Entrepreneurs must possess a resilient attitude and strong dedication to fulfill their duties and obligations in order to accomplish desired outcomes. Why is dedication essential for operating an entrepreneurship? When we choose to start a company, it is a commitment we make to ourselves, as we have elected to engage in entrepreneurship (Przepiorka, 2017). This devotion is shown via offering items, delivering

them as scheduled, and giving excellent customer service. These are all instances of dedication in entrepreneurship.

Entrepreneurial commitment is a pledge made by an individual either alone or in collaboration with others. Business commitments are often documented in contract agreements, offer letters, and purchase letters, as well as informal agreements based on mutual trust (Sonitehe, 2022;). An unspoken dedication to customers in entrepreneurship, like providing exceptional service, significantly impacts one's success. A business person with a strong commitment will manage the business diligently and in line with established goals. This dedication will enhance the company's reputation among consumers, leading to increased consumer trust. This trust, in turn, can boost sales and help the company achieve its targets. Commitment serves as a motivating force that instills a sense of responsibility in individuals. Developing commitment in entrepreneurship demands personal qualities such as patience, determination, ambition, belief in progress, resilience, creativity, mental and physical stamina, responsibility, and honesty (Baene, 2021; Sari, 2021).

Firm success is when a firm managed by an individual has shown improvement compared to past outcomes (Hulu, 2022; Utama, Amnilis, & Popi, 2023). Business success may be measured by improved turnover, earnings, client base, competitiveness, and competence in the industry. Successful entrepreneurs are those who can effectively blend a positive attitude with entrepreneurial expertise, which is crucial for company operations. Various types of businesses may be established by the community, producing products such as flower boards. Many industries are being disrupted by technological advancements, yet the floral board processing industry continues to excel both historically and in the future. Entrepreneurial knowledge is essential for achieving company success as it enables entrepreneurs to steer their businesses towards maximizing profits and make informed decisions to get success (Hulu, Harefa, & Bu'ulolo, 2022; Zega, Baene, & Mendrofa, 2023).

Researchers in Alasa District conducted an initial survey on 15 trading businesses, revealing fluctuating sales in Alasa District from July to September 2023 due to a lack of business development skills. According to the sales statistics, some trading firms experience declining revenues for many months owing to competition from other dealers. Some entrepreneurs lack creativity and innovation, which may lead to a drop in sales and ultimately impair the profitability of their firm. This is evident via the decreasing corporate revenues and reduced productivity.

Business success is the consequence of aligning the strategy with the execution process and the outcomes obtained. Business success is determined by the accomplishment of objectives, particularly those that result in profitability. As to Miftah (2020: 153), business success is when a firm improves from its prior state and meets its anticipated objectives.

Adriani (2019: 4) states that the primary objective of a corporation is corporate success, with all its operations directed towards reaching this goal. According to Moch in Liswati (2018: 48), commercial success is a state that distinguishes certain individuals from others in the same category. The researcher finds that business success is the primary goal of a corporation, with all operations directed towards obtaining success.

METHODS

This study employs causal quantitative research. Quantitative research, as defined by Sugiyono (2018: 54), is a research approach rooted in positivism philosophy. It involves studying specific populations and samples, gathering data through research tools, and analyzing quantitative or statistical data to test predefined hypotheses. This research utilizes primary data, which is data collected directly from respondents. Sugiyono (2012: 225) defines primary sources as data sources that directly supply data to data collectors. The data for this research was obtained from trade business actors via the use of a questionnaire.

The research facility is located in Alasa District, North Nias Regency. Population, as defined by Sugiyono (2012: 80), is a broad region including things or individuals with certain features and characteristics determined by researchers for study and conclusion drawing. The research included a total of 32 trade enterprises in Alasa District as participants. A sample is a portion that accurately reflects the whole population, as stated by Arikunto (2010: 131). This research used a saturation sampling approach, where the whole population is included in the sample due to its small size. Sugiyono (2012: 85) defines saturation sampling as a strategy where all members of the population are included in the sample at once. In this research, the authors randomly selected 32 individuals who already possess an operating license from the whole population.

RESULTS AND DISCUSSION

Instrument Testing

a. Validity Test

Researchers administered a study instrument test to 32 trade companies in Alasa District. The statement's validity was assessed using SPSS software and the results are shown in table 1.

Table 1. Results of Validity of Research Variables

Item Number	R_{Count}		Keterangan	
	X	Y	R_{table} 32 N	Description
1	0,793	0,759	0,349	Valid
2	0,735	0,496	0,349	Valid
3	0,826	0,599	0,349	Valid
4	0,835	0,561	0,349	Valid
5	0,684	0,640	0,349	Valid
6	0,543	0,452	0,349	Valid
7	0,528	0,800	0,349	Valid
8	0,610	0,645	0,349	Valid
9	0,854	0,582	0,349	Valid
10	0,376	0,907	0,349	Valid

Source: Research Results (2023)

After conducting a validity test on the data related to the acquisition of trading businesses in Alasa District, it was found that out of 32 respondents, the value of Rhitung>

Rtabel indicates that the statements in the questionnaire regarding entrepreneurial commitment and business success variables are considered valid.

b. Test for reliability

Once the validity has been assessed, the following step is to evaluate the reliability. To get the study outcomes, reliability may be analysed using the SPSS version 22 programme and shown in table 2.

Table 2. Reability Test of Research Variables

Entrepreneurial Commitment X		Business Success Y	
Reliability Statistics		Reliability Statistics	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
0,906	10	0,894	10

Source: Research Results (2023)

Based on the results of the reliability test of the research data sourced from questionnaires that have been distributed to trading businesses in ALasa District as many as 32 respondents, the reliability test results show that the Crobach's Alpha value of entrepreneurial commitment is $0.872 > 0.6$, the Crobach's Alpha value of business success is $0.841 > 0.6$, so the researchers concluded that the results of the data in the questionnaire items for the entrepreneurial commitment and business success variables were declared reliable.

Classical Assumption Test

Classical assumption symptom testing is carried out so that the regression results meet the criteria. This classic assumption test consists of normality test and heteroscedasticity test which can be explained below.

a. Data Normality Test

The data normality test was carried out through the SPSS Version 22 program so that the results of the research data normality test can be seen in table 3.

Table 3. Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
		Standardized Predicted Value	Standardized Residual
N		32	32
Normal Parameters ^{a,b}	Mean	.0000000	.0000000
	Std. Deviation	1.00000000	.98373875
	Absolute	.177	.143
Most Extreme Differences	Positive	.077	.109
	Negative	-.177	-.143
Test Statistic		.177	.143
Asymp. Sig. (2-tailed)		.012 ^c	.093 ^c

a. Test distribution is Normal.

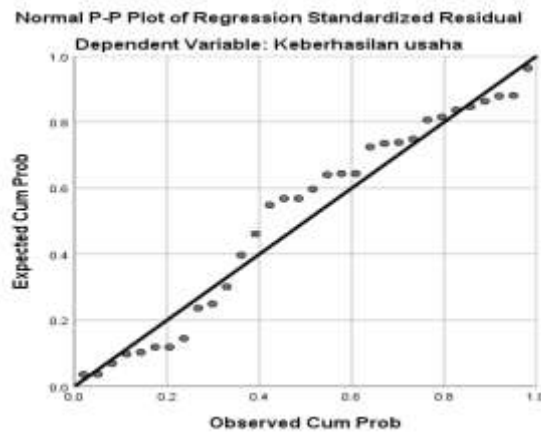
b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Research data processing results (2023)

Based on the research results that the Kolmogorov-Smirnov value is 0.143 and Asymp Sig. (2-tailed) of 0.093 > 0.05. So it can be concluded that the residual data is normally distributed.

Figure 1. Normal Probability Plot



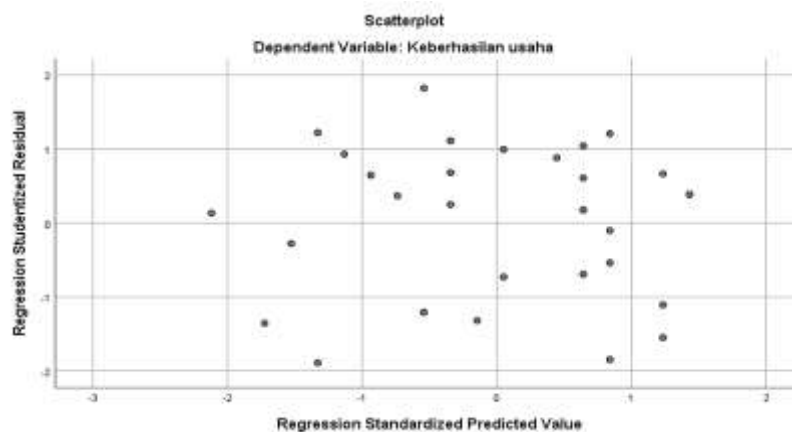
Source: Research data processing results (2023)

Based on Figure 1, it can be concluded that the regression model fulfills the classical assumptions, because the data spreads around the diagonal line and follows the direction of the diagonal line and shows a normal distribution pattern.

b. Heteroscedasticity

Based on the results of the data normality test, the results of the heteroscedasticity test can be seen in Figure 1:

Figure 2. Heteroscedasticity



Source: Research data processing results (2023)

Based on the research results, it can be seen in Figure 2 scatter plot that it does not form a certain or regular pattern from the existing points. This can be concluded that the regression model is free from the classical assumption test and has fulfilled the basic assumption that the residual variation is the same for all observations.

Data Analysis Technique

In this study, there are several parts that will be carried out for testing, namely the Partial Test, and the Coefficient of Determination.

a. Partial Test (t Test)

This partial test is processed through the SPSS 22 program, so that the partial test results can be seen in table 4.

Table 4. Partial Test (t Test) Results

Model	Unstandardized		Standardized	T	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	17.411	3.593		4.846	.000
1 Entrepreneurial Commitment	.634	.083	.811	7.600	.000

a. Dependent Variable: Business Success

Source: Research data processing results (2023)

Based on the results of the t test in this study, there is a tcount value of 7,600 > table 1.697 with degree of freedom (df) $n-k-1 = 32-1-1 = 30$ (Appendix 9) and a significant level of ,000 < 0.05, so researchers can conclude that there is a significant effect of entrepreneurial commitment on the success of trading businesses in Alasa District.

Regression Analysis Method

Based on the results of research data processing, there is a simple regression model value so that it can be seen below.

$$Y = 17.411 + 0.634X$$

The interpretation of the results of the simple linear regression equation can be described as follows:

1. The constant (a) = 17.411 indicates that the value of business success remains when the value of entrepreneurial commitment is equal to zero.
2. The price regression coefficient (X) = 0.634 shows the value of entrepreneurial commitment when it increases by 1 unit, it will increase business success by 0.634.

Research (Veron & Victor, 2022) the effect of entrepreneurial commitment on the success of Medan SME businesses. The purpose of the study was to determine the effect of entrepreneurial commitment on the success of Medan SME businesses. The data analysis technique used is simple regression analysis technique. The results showed that there was an effect of entrepreneurial commitment on the success of Medan SME businesses with a t value of 9.541 > t table 2.710.

Based on the results of this previous study, researchers can explain the relationship to the current study that there is a significant effect of entrepreneurial commitment on the success of trading businesses in Alasa District with a tcount value of 7,600 > t table 1,697.

CONCLUSION

The researcher may derive the following conclusions from the study's results: An entrepreneurial dedication has a significant influence on the performance of trade enterprises in Alasa District, with a t-count value of 7.600 in Table 1.697. The study's findings are corroborated by the regression equation $Y = 17.411 + 0.634X$. The data processing findings indicate an R-square (R²) value of 0.658, indicating that entrepreneurial dedication may account for 65.8% of the variance in the company performance variable, with the remaining 34.1% being attributed to other unmentioned factors.

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