

The Effect of Entrepreneurial Environment, Training, and Attitude on Entrepreneurial Success of Msmes on Convection and Embroidery Businesses in Agam Regency and Bukittinggi City

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ABSTRACT

The purpose of this study was to examine the influence of entrepreneurial environment, training and attitude on entrepreneurial success of MSMEs in Agam Regency and Bukittinggi City. The population in this study was all MSMEs on convection, embroidery and lace in Bukittinggi City and Agam Regency. The sampling method used was proportional random sampling. The number of samples used in the data analysis was 90 samples. The techniques of data analysis in this study included descriptive analysis, classical assumption test with SPSS 25 and multiple regression analysis. The findings of this study revealed that: (1) environment had a significant effect on entrepreneurial success of MSMEs in Agam Regency and Bukittinggi City; (2) there was a significant effect of training on entrepreneurial success of MSMEs in Agam Regency and Bukittinggi City; (3) there was a significant effect of attitude on entrepreneurial success of MSMEs in Bukittinggi City and Agam Regency; (4) there was a significant effect of environment, Training, and attitude on entrepreneurial attitude of MSMEs in Bukittinggi City and Agam Regency. The managerial implications of this study will be discussed later.

Keywords: *Entrepreneurial Environment, Entrepreneurship Training, Entrepreneurial Attitude, Entrepreneurial Success.*

1. INTRODUCTION

At present, the existence of entrepreneurship is very important in driving the economy. In recent years, entrepreneurship has developed quite rapidly, which is driven by the advancement of technology and knowledge as driving force for entrepreneurial practices that are able to create product and service discovery. Higher education, especially the education focusing on entrepreneurship, will enhance knowledge so that it can advance business and increase productivity. This is in line with the idea of Sumarsono [1] Training are some of the important factors in developing human resources. The training that someone does will have an impact on the development of the business that is being undertaken.

Undeniably, micro and small enterprises contribute to the advancement of economy of a region. There are several main reasons why a region should encourage the existing micro and small enterprises to continue to grow. The first reason is because in general, micro and small enterprises tend to have better performance in terms of producing a productive workforce. Entrepreneurial spirit is the underlying emotion needed to succeed in business, while entrepreneurial passion is

an essential component of successful entrepreneurship. Goeffrey G. Merredith in Suryana [2] suggests six entrepreneurial traits that reflect the attitude of an entrepreneur, namely: convinced and optimistic, task and result oriented, daring to take risks and fond of challenges, leaderly, original, and future-oriented. Then, for the second reason, micro and small enterprises often achieve increased productivity through investment and technological changes. Lastly, micro and small enterprises are flexible and able to adapt to rapidly changing market conditions compared to large-scale enterprises which are generally bureaucratic. Environment is one of the determinants of the success of MSMEs in running businesses Indarto and Djoko Sumanto [3]. The same thing is also stated by Rustini et al (2019). They mention that environment is a major factor in growing entrepreneurial interest, so with this intention and also being in a supportive environment for entrepreneurship, a person will continue to develop and achieve success in his/her own way.

Referring to the background above, the researchers intended to study more deeply the effect of entrepreneurial environment, training, and attitude on entrepreneurial success of MSMEs on convection, and

embroidery businesses in Agam Regency and Bukittinggi City, with a consideration that in Agam Regency and Bukittinggi City, undoubtedly, there were many MSMEs in food and souvenir industries. These two regions made the government prioritize micro and small enterprises in advancing the economy in Agam Regency and Bukittinggi City. In these regions, micro and small enterprises on convection, embroidery and lace were the three micro and small enterprises that were in great demand by people or tourists either in Indonesia or abroad. Convection, embroidery and lace businesses are the businesses in which all forms of clothes and various embroidery products are made using hands or aid of technology or the businesses carried out through processing semi-finished products or raw materials into finished products with plus value in order to get profits. This study has empirical contribution, because referring to previous studies, the role of entrepreneurial environment, training and attitude in entrepreneurial success had not been widely simultaneously examined. For future researchers, hopefully, this study can be used as a reference and supporting literature.

2. LITERATURE REVIEW

2.1 The Concept of Small and Medium Enterprise (MSME)

According to Law No. 20 of 2008, a small enterprise is defined as a productive economic enterprise which is stand-alone and run by a business entity or an individual; it is not a branch or subsidiary of a company which is owned, controlled or becoming a part of a medium or large enterprise either directly or indirectly; and it fulfills criteria of a small enterprise stated in this law. Meanwhile, a medium enterprise is defined as a productive economic enterprise which is stand-alone and run by a business entity or an individual; it is not a branch or subsidiary of a company which is owned, controlled or becoming a part of a small or large enterprise; and it has total net assets or annual sales revenue. Based on these definitions, small and medium enterprises have 3 different aspects, namely: employees, assets and sales, which make it easier to distinguish between micro, small and medium enterprises.

2.2 Entrepreneurial Success

Aliyu [4] states that entrepreneurial success is indicated by an increase in the number of customers and employees. If applied to MSMEs, it can be indicated by an increase in the scale of MSMEs. Entrepreneurial success indicates the success in the market. The characteristic of business performance is the company's ability to create outputs and actions that are acceptable to consumers and society. Entrepreneurial success, according to Abdullah and Mansor [5], is the success of business which is indicated by the smoothness of cash flow and the increase in turnover, profitability, assets, and the number of customers and employees.

2.3 Environment

According to Adeoye [6], demographic environment, culture and lifestyle are dimensions of business environment that greatly affect the success of a business. An entrepreneur must be observant to see business opportunities based on lifestyle, people's tastes, and structure and demographic composition of population. An entrepreneur needs to understand the trends of the demographic environment in the future, and anticipate these trends on strategic decisions in his/her business.

Indarto and Djoko Susanto [3,7] state that environment is one of the determinants of the success of MSMEs in running their businesses. Rustini et al [8] also state the same thing that environment is the main factor in growing entrepreneurial interest so, with this intention and also being in a supportive environment for entrepreneurship, a person will continue to develop and achieve success in his/her own way. Yosif Aftan Abdullah mentions that entrepreneurial environment affects skills in running a business so that it makes the business more easily develop. Wahyuni [9] says that environment affects entrepreneurial attitude. It is supported by Chen & Lai [10] who found in their study that environment was one of the factors that influenced entrepreneurial attitude.

2.4 Training

According to Bernardin & Russell [11], training is every effort to improve the performance of workers of certain jobs or jobs related to their work. Training is more related to skill improvement of workers who already occupy or have certain jobs or tasks so the emphasis is more on skills. Training is an integrated way that is oriented to actual work demands so that the emphasis is on developing skills, knowledge, and abilities. Soeprihanto [12] states that training is an activity to improve employee abilities by increasing knowledge of operational skills in carrying out a job, and it can also be said that training is defined as a process of enhancing knowledge and understanding of methods, rules and facts and operational coaching is the priority. Raden and Wismar deliver an idea that the training a person undertakes will have an impact on the development of the business he/she runs. This is in line with a study of Brahmasari and Suprihanto [12][13] which found that there was a positive effect of training on small enterprises' development. Kisubi & Korir [14] in their study suggest that entrepreneurship training affects the formation of entrepreneurial attitude of a person. It is supported by a study conducted by Adekola & Abdulrahamon ishola [15] who suggest that entrepreneurship training obtained by a person forms his/her entrepreneurial attitude.

2.5 Entrepreneurial Attitude

According to Islam et.al [16], entrepreneurial characteristics show demographic characteristics, individuals' characteristics, personal traits,

Entrepreneurial Success

Entrepreneurial success is the success of a business as indicated by the smoothness of cash flow and the increase in turnover, profitability, assets, and the number of customers and employees. If applied to MSMEs, it can be said that MSMEs' entrepreneurial success is an increase in MSMEs' businesses Abdullah and Aliyu [4,5,23]. The indicators measured were: the increase in customers, the increase in employees, the increase in profits, the increase in assets and the goodness of company image.

Data Analysis

The questionnaires, totaling 90 questionnaires, were distributed to MSMEs that had convection, and embroidery businesses in Bukittinggi City and Agam Regency. The general description of research sites in Agam Regency and Bukittinggi City is that there were undoubtedly many MSMEs in food and souvenir industries there. These two regions made the government prioritize micro and small enterprises in advancing the economy in Agam Regency and Bukittinggi City. In these regions, micro and small enterprises on convection, and embroidery were the three micro and small enterprises that were in great demand by people or tourists either in Indonesia or abroad. Convection and embroidery businesses are the businesses in which all forms of clothes and various embroidery products are made using hands or aid of technology or the businesses carried out through processing semi-finished products or raw materials into finished products with plus value in order to get profits. The monthly turnover in Bukittinggi City was 12 mil

4. RESULTS

Measurement Model

For the data analysis, this study employed inductive and descriptive analyses using Statistical Product and Service Solution (SPSS 25). In descriptive analysis, the authors described the answers to the questionnaires from the respondents. The authors also performed the data analysis as a prerequisite to perform multiple linear regression analysis; the analyses carried out were: 1) normality test for determining data distribution where this study used One Sample Kolmogrov-Smirnov Test with $\alpha > 0.05$; and 2) multicollinearity test seen through the values of Variance Inflation Factor (VIF) and Tolerance where if $VIF < 10$ then multicollinearity did not occur, while if $VIF > 10$ then multicollinearity occurred. Finally, hypothesis test was carried out, namely: partial correlation analysis (t test), simultaneous test (F test), and coefficient of determination (R^2). In partial correlation analysis, the reference used was that H_0 was rejected if the value of $sig. \leq \alpha = 0.05$ and H_0 was accepted if the value of $sig. \geq \alpha = 0.05$, or H_0 was rejected and H_a was accepted if $t\text{-calculated} > t\text{-table}$ and $t\text{-calculated} < t\text{-table}$ with significance value < 0.05 .

For F test (simultaneous test) with significance level of 5%, if $F_{\text{calculated}} > F_{\text{table}}$, then H_0 was rejected, meaning that, simultaneously, each independent variable had significant influence on dependent variable. If $F_{\text{calculated}} < F_{\text{table}}$, then H_0 was accepted, indicating that, simultaneously, each independent variable did not have significant influence on dependent variable. For Coefficient of Determination (R^2), the value of $R^2 = 1$ meant a perfect match, while the value of $R^2 = 0$ meant that there was no relationship between independent variable and dependent variable.

Based on normality test with Kolmogorov Smirnov statistical test, the value of Asymp. Sig. (2-tailed) was 0.945. This indicated that the value of Sig. (2-tailed) ≥ 0.05 . Therefore, the data in this study could be continued for testing because they were normally distributed.

Table 1. Summary of the results of data normality test model

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		90
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	3.78196120
Most Extreme Differences	Absolute	0.086
	Positive	0.051
	Negative	-0.086
Test Statistic		0.086
Asymp. Sig. (2-tailed)		.094 ^c

Next, in the multicollinearity test, the values of tolerance and VIF (Variance Inflation Factor) of each independent variable were constant. The variable of Environment (X1) had the VIF value of 1,507. Meanwhile, Training (X2) had the VIF value of 1,239. and Entrepreneurial Attitude (X3) had the VIF value of 1,587. So, there was no correlation among the independent variables or it was free of multicollinearity.

Table 2. Summary of Multicollinearity Test results

Model	(Constant)	Collinearity Statistic	
		Tolerance	VIF
	X1	0.663	1.507
	X2	0.807	1.239
	X3	0.630	1.587

Then, the authors performed multiple linear regression analysis. This study analyzed the influence of

independent variables, namely Environment (X₁), Training (X₂), and Entrepreneurial Attitude (X₃) on Entrepreneurial Success (Y).

Table 3 Multiple Regression Analysis of Entrepreneurial Success

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.243	3.223		1.937	0.056
X ₁	0.364	0.087	0.335	4.189	0.000
X ₂	0.239	0.119	0.146	2.010	0.048
X ₃	0.374	0.064	0.477	5.812	0.000

From the table above, the following is the multiple regression model:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

$$Y = 6.243 + 0.364X_1 + 0.239X_2 + 0.374X_3$$

- Y = Entrepreneurial Success
- a = Constant
- X₁ = Environment
- X₂ = Training
- X₃ = Entrepreneurial Attitude

The following is the explanation of the equation above:

- 1) The Constant value was 6.243, meaning that if the values of variables of environment, training, education and entrepreneurial attitude were zero, then the value of variable of entrepreneurial success was 6.243.
- 2) The value of regression coefficient of Environment (X₁) was positive (0.364), indicating that every increase in one unit of the variable of environment resulted in the increase in the variable of entrepreneurial attitude by 0.364.
- 3) The value of regression coefficient of Training (X₂) was positive (0.239), indicating that every increase in one unit of the variable of training resulted in the increase in the variable of entrepreneurial success by 0.239.
- 4) The value of regression coefficient of Entrepreneurial Attitude (X₃) was positive (0.374), indicating that every increase in one unit of the variable of entrepreneurial attitude resulted in the increase in the variable of entrepreneurial success by 0.374.

Table 4 t Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.243	3.223		1.937	0.056
	X ₁	0.364	0.087	0.335	4.189	0.000
	X ₂	0.239	0.119	0.146	2.010	0.048
	X ₃	0.374	0.064	0.477	5.812	0.000

a. Dependent Variable: Y

Based on Table 5, the Environment variable (X₁) had an effect on the Entrepreneurial Success variable (Y). This was indicated by the t-calculated value which was higher than the t-table value (4.189 > 1.960) and the significance value which was 0.000 < 0.05. With these results, it can be said that partially Environment (X₁) had an effect on Entrepreneurial Success (Y).

Next, the Training variable (X₂) had an effect on the Entrepreneurial Success variable (Y). This could be indicated by the t-calculated value which was higher than the t-table value (5.812 > 1.960) and the significance value which was 0.048 < 0.05. With these results, it can be said that partially Training (X₂) had an effect on Entrepreneurial Success (Y).

Furthermore, the Entrepreneurial Attitude variable (X₃) had an effect on the Entrepreneurial Success variable (Y). This could be indicated by the t-calculated value which was higher than the t-table value (5.812 > 1.960) and the significance value which was 0.000 < 0.05. With these results, it can be said that partially Entrepreneurial Attitude (X₄) had an effect on Entrepreneurial Success (Y).

Table 5 Simultaneous Test (F Test) on the Effect of Environment, Training, and Entrepreneurial Attitude on Entrepreneurial Success

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2209.912	3	736.637	49.765	.000 ^b
	Residual	1272.988	86	14.802		
	Total	3482.900	89			

As seen in Table 7, there was an influence of the independent variables, namely Environment (X₁), Training (X₂), and Entrepreneurial Attitude (X₃) on Entrepreneurial Success (Y). According to the results of the processed data presented in Table 7, the significance level of 0.000 was obtained (lower than the significance level determined in this study (0.05)). Therefore, H₀ was rejected. It has proved that simultaneously

Environment (X_1), and Entrepreneurial Attitude (X_3) had an effect on Entrepreneurial Success (Y).

Table 6 Test of Coefficient of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797 ^a	0.635	0.622	3.84736
a. Predictors: (Constant), X3, X2, X1				

As presented in Table 6, the value of coefficient of determination was 0.635, meaning that the independent contribution of Environment (X_1), Training (X_2), and Entrepreneurial Attitude (X_3) to Entrepreneurial Success (Y) was 63.5% while the remaining 36.5% was determined by other factors not included in this study.

5. DISCUSSION

The discussion on the results of the hypotheses test is presented below.

The Effect of Environment on Entrepreneurial Success of MSMEs on Convection and Embroidery in Agam Regency and Bukittinggi City

According to the results of hypotheses testing, there was a significant effect of environment on entrepreneurial success of MSMEs on convection and embroidery businesses in Agam Regency and Bukittinggi City. This result indicates that better environment will encourage MSMEs more to move forward in entrepreneurship so that it will result in the MSMEs' entrepreneurial success. This result of study is in line with a previous study conducted by Indarto and Djoko Sumanto [3,7,20,23] which found that environment was one of the determinants of the success of MSMEs in running their businesses. The same thing was also found by Rustini et al [8,24] that environment was the main factor in growing entrepreneurial interest. They conclude that with this intention and also being in a supportive environment for entrepreneurship, a person will continue to develop and achieve success in his/her own way.

This study has proved that a good environment that supports a person in growing and developing in the field of entrepreneurship will foster a sense of pleasure and a desire to continue to move forward so as to achieve his/her success. In addition, environment in which an entrepreneur runs his/her business which has competitive condition will provide spirit for him/her in carrying out the business.

The Effect of Training on Entrepreneurial Success of MSMEs on Convection and Embroidery Businesses in Agam Regency and Bukittinggi City

According to the results of hypotheses testing, there was a significant effect of training on entrepreneurial success of MSMEs on convection and embroidery businesses in Agam Regency and Bukittinggi City. This result indicates that entrepreneurs who get good and right training will have an impact on their entrepreneurial success. This result of study is in line with a previous study conducted by Raden and Wismar [25] who argue that the training a person undertakes will have an impact on the development of the business he/she runs. This is supported by a study of Brahmasari and Suprayento [26] which found that training had a positive effect on the development of small enterprises.

This study has proved that a person who gets training from the right instructors will have an impact on the progress of his/her business. Besides, the training activities and materials obtained which suit the business he/she carries out will have an impact on the business he manages, such as an increase in turnover every year as well as an increase in the number of customers and transactions.

The Effect of Attitude in Entrepreneurship on Entrepreneurial Success of MSMEs on Convection and Embroidery in Agam Regency and Bukittinggi City

According to the results of hypothesis testing, it was found that there was a significant influence of attitude in entrepreneurship on success in entrepreneurship of SMEs in Agam Regency and Bukittinggi City in convection and embroidery businesses. These results indicate that someone who has a character or attitude in him will help him in running and developing the business he is living. Bhatt and Shankla's study [18,27] found that entrepreneurial character or attitude had a significant impact on the success of MSMEs in India. The other research finding strengthening the conclusion that entrepreneurial attitude affects business success is the study of Karunanithy and Jeyaraman [19,28]. They conclude that there is a strong correlation between entrepreneurial attitude and the success of small-scale businesses.

This study proved that a good entrepreneurial attitude of a person will help in running and developing the business he is running. One example of an entrepreneurial attitude is to have a goal in entrepreneurship. This helps a person in achieving these goals, so it requires the ability and responsibility to achieve these goals, and achieve the success he wants. Also a person's creative attitude will help develop his business, thus achieving the success he wants.

6. CONCLUSIONS

According to the analyses results and the discussion explained earlier, important conclusions are made which are the answers to the problems discussed in this study. (1) Environment has a significant effect on Entrepreneurial Success of MSMEs on convection, and embroidery businesses in Agam Regency and Bukittinggi City. This means that a good and right environment will result in entrepreneurial success of MSMEs on convection and embroidery businesses in Agam Regency and Bukittinggi City. (2) Training has a significant effect on Entrepreneurial Success of MSMEs on convection and embroidery businesses in Agam Regency and Bukittinggi City. This means that good and right training will increase entrepreneurial success of MSMEs on convection and embroidery businesses in Agam Regency and Bukittinggi City. (3) Entrepreneurial attitude has a significant effect on entrepreneurial success of MSMEs on convection and embroidery businesses in Agam Regency and Bukittinggi City. The entrepreneurial attitude possessed will be able to assist in every process of achieving entrepreneurial success of MSMEs on convection and embroidery businesses in Agam Regency and Bukittinggi City.

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