

The Influence of entrepreneurship determinants on traditional culinary business performance in The Bangkalan District

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Abstract. Traditional culinary is a product made from local raw materials processed using unique methods and has distinctive characteristics. However, despite its leading role as a potential culinary business substance, traditional culinary business players tend to pay little attention to their business performance. This research was conducted on Micro, Small, and Medium Enterprises (MSMEs) in Bangkalan District, which were selected purposively. This research was conducted with the aims of (1) Identifying and describing the characteristics of traditional culinary MSMEs in Bangkalan District and (2) Analyzing the influence of entrepreneurial characteristics, motivation, and innovation on business performance in traditional culinary MSMEs in Bangkalan District. This research was carried out using a quantitative approach with descriptive analysis methods and path analysis. The research results show that entrepreneurial motivation and innovation positively and significantly influence business performance. Entrepreneurial characteristics have entirely a direct but not significant influence on business performance. Meanwhile, the results of path analysis show that the characteristics and motivation of entrepreneurs through entrepreneurial innovation do not have a significant influence on business performance, meaning that entrepreneurial innovation cannot mediate the variables of entrepreneurial characteristics and motivation on business performance.

1 Introduction

Micro, Small, and Medium Enterprises (MSMEs) play an important role in Indonesia's economic sector, with a large number of employment compared to other business entities [1]. Labor absorption from the MSME sector reaches 96.9% of the total national labor absorption [2]. Based on Law Number 20 of 2008, Micro, Small, and Medium Enterprises (MSMEs) are productive businesses owned by individuals and/or individual business entities that meet the criteria of Micro Enterprises as stipulated in this Law [3]. In a press release from the Coordinating Ministry for Economic Affairs of the Republic of Indonesia (Number: HM.4.6/553/SET.M.EKON.3/10/2022), it is explained that the role of MSMEs in Indonesia's economic growth reaches 99% of all business units [4]. Most MSMEs run businesses by managing or reselling products from Micro and Small Industries (IMK), so it can be said that MSMEs are also part of IMK. In 2020, the Central Statistics Agency (BPS) recorded the number of Indonesian Micro-Small Scale Industries (MSMEs) engaged in the food sector was 1.51 million units or reaching 36% of all national IMK, which in total amounted to 4.21 million business units [5]. This shows that competition between culinary MSME players will continue to grow.

The term culinary is part/sub-essence of gastronomy and has a meaning that is synonymous with the term

cuisine (food). Culinary or food products have become people's daily basic needs, so the demand for these culinary products will continue to exist in society. This potential and opportunity then makes MSME players active in competing to present culinary business products [6].

Bangkalan District is one of the sub-districts in Bangkalan Regency, East Java, which has various kinds of culinary dishes that are in demand by the local community. According to sectoral data from the Bangkalan Regency Cooperatives and Micro Enterprises Service, until 2022 the number of culinary MSMEs in Bangkalan District will reach 4122 business units. This number increased by 3% compared to the number of culinary MSMEs in 2021, namely 4002 business units [7]. This number also shows that it is normal for Bangkalan Sub-district to be referred to as an area with a wide selection of distinctive culinary menu flavors, both traditional and modern food, and food sold by street vendors and exclusive restaurants and cafes.

Culinary or traditional food is a food product produced in a particular area, which is also the result of unique and distinctive local raw materials, which are then processed using methods and technology mastered by the local community [8]. However, despite its main role as one of the culinary business sectors that has the potential to be developed, traditional food tends to be underestimated by the public. The role of traditional food culinary businesses in increasing community

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income and absorbing local labor is no longer seen as something special. The essence of local and traditional culinary practices is based on specific methods and skills to survive and be protected from the onslaught of advanced industries or technological developments. Therefore, it is necessary to preserve it by maintaining, utilizing, and developing it in terms of products and business actors who run it.

An entrepreneur is a person who can see and assess business opportunities to gather the resources needed to take advantage of them and take the right actions to ensure success [9]. An entrepreneur is someone who takes the risks necessary to organize and manage a business in return for services in the form of nonfinancial profit [10]. An entrepreneur is a person who can coordinate, organize, and supervise. Entrepreneurs have extensive knowledge of the environment and make decisions about the business environment, manage a certain amount of capital, and face uncertainty to achieve profit [11]. As an entrepreneur, entrepreneurial characteristics are important because they are one of the internal factors that affect the performance of a business.

The personal motivation of entrepreneurs is one of the things that plays a significant role in shaping the characteristics of individual entrepreneurs. Motivation can increase innovation, proactivity to opportunities, and risk-taking courage of entrepreneurs. On the other hand, the higher the entrepreneur's motivation, the more significant the contribution to business performance. High and low motivation will be able to realize business performance in the form of sales growth, profit growth, and capital growth [12]. Entrepreneurial motivation is the drive or strength of the individual to maintain the entrepreneurial spirit at every step of his action. Entrepreneurial motivation is the strong internal desire or drive within an entrepreneur to take actions aimed at sustaining their business or enterprise. There are four categories of entrepreneurial motivation: financial, recognition, freedom, and operational motives, such as continuing a family business or emulating other family members. Additionally, motivational factors can be categorized as either internal or external, and motivational drivers can further be divided into four categories: extrinsic rewards, independence, intrinsic rewards, and family assurance. Motivation is also divided into three sections: material motivation, rational-intellectual motivation, and emotional-social motivation.

Furthermore, innovation serves as a mechanism to compete in a complex and dynamic environment, aiming to achieve production efficiency and improved profitability. Innovation is also described as a process involving the application of new technologies in products, services, and market development, which are then integrated to build and expand the company itself. Product innovation comprises three indicators: product expansion, product imitation, and new products. Additionally, there are three activities that characterize product innovation: the ability to identify market opportunities, marketing capabilities to respond to

identified market opportunities, and the ability to pursue opportunities quickly.

Business performance, particularly for MSMEs, is defined as the level of goal attainment based on predefined objectives. Guidelines for assessing a company's performance should refer back to the company's initial goals and purpose. The improvement of SME performance is generally measured through its marketing, financial, and human resource performance. Business performance includes metrics such as sales volume, profit, market share, or customer base.

The results of research conducted by Megracia (2021) show that the characteristics and motivations of entrepreneurs influence business performance. However, in addition to the characteristics and motivation of entrepreneurs in running a business, it is also necessary to pay attention to product innovation to support global competitiveness businesses because it allows new companies to enter the industry and gain a competitive advantage [14]. These factors can influence MSME business performance and will show the level of work results a company can achieve in carrying out its business or activities [13]. However, business activities carried out by traditional business actors who tend to be oriented towards fulfilling their daily personal needs and ignoring things that can affect their business will undoubtedly affect their business performance. Therefore, it is necessary to conduct a study to describe, interpret, and analyze the influence of entrepreneur characteristics, motivation, and innovation on business performance, especially for traditional culinary MSME players in Bangkalan District.

The objectives of this study, based on the background presented, are to identify the characteristics of traditional culinary MSME (Micro, Small, and Medium Enterprise) entrepreneurs in the Bangkalan District and to analyze the impact of entrepreneurial characteristics, motivation, and innovation on business performance within traditional culinary MSMEs in the Bangkalan District.

2 Material and methods

2.1 Data collection and procedure

This research was conducted on Micro, Small, and Medium Enterprises (MSMEs) in Bangkalan District, Bangkalan Regency, East Java. The research location was selected purposively, considering that Bangkalan District is the sub-district with the largest number of culinary MSMEs in Bangkalan Regency, with diverse traditional culinary businesses that could be developed. This research was conducted for four months, starting from September-December 2023.

The data used in this research are primary data and secondary data. Primary data was collected from respondents using a simplified structured questionnaire and discussions and interviews with respondents. Meanwhile, secondary data used as supporting data is obtained from data from related agencies and various literature sources in the form of books, journals, articles,

and so on. Secondary data is used as supporting data to determine the description of the research location and population data on the number of MSMEs.

The sample used in this study was 40 respondents determined using the accidental sampling method. Determination of the sample size is based on the minimum sample size suggestion according to Roscoe in the book *Research Methods For Business* (1982), the minimum sample used in multivariate analysis is ten times the number of variables used [15]. This study used 4 (four) variables, so the number of samples used was 40 respondents.

2.2 Measure and analysis

The questionnaire is scored using a Likert scale divided into five Likert scale classes 1 to 5. Data analysis used to determine the influence of aspects of entrepreneurial characteristics, motivation, and innovation on aspects of business performance is carried out using descriptive analysis methods to determine the characteristics of traditional culinary entrepreneurs in Bangkalan District and path analysis to determine the influence of independent variables on the dependent variable directly or indirectly [16] using IBM SPSS Statistic 26.0 software.

2.3 Hypotheses development

The characteristics of entrepreneurs refer to individuals who have the talent to recognize new products, find production methods, organize new product procurement operations, market and manage their capital operations [17]. So, suppose an entrepreneur wants to be successful in running their business. In that case, entrepreneurial characteristics such as demographic characteristics such as age and gender, educational background, work experience, and intentions and efforts in achieving business success are mandatory for every entrepreneur. The characteristics of an entrepreneur himself are considered successful if he commits to doing his daily work [18]. On the other hand, Soegoto (2010) states that an entrepreneur must have creativity and an innovative spirit in creating something new and being able to develop it, as well as being able to look for opportunities and dare to take business risks [13].

Motivation is the result or goal driven by the ability and energy produced. Motivation can be interpreted as encouragement. Motivation is one factor that influences business success because it is the main motivation for someone to become an entrepreneur. Motivation is a driving force within a person to do or achieve a goal [19]. There are four categories of entrepreneurial motivation: financial, recognition, freedom, and the motive to run (continue the family business or imitate members). Innovation is a mechanism carried out to compete in a complex and dynamic manner to achieve production efficiency and increase profitability in a better direction [20]. Three activities can characterize product innovation, including the ability to see product opportunities in the market, the ability of marketing to

respond to the results of identifying opportunities in the market, and the ability to pursue opportunities quickly [21]. On the other hand, several indicators of product innovation include technical innovation, design changes, and product development [22].

MSME performance is the result of work achieved by an individual and can be completed with the individual's duties within the company and in a certain period, and will be related to the size of the value or standard of the company that the individual works for [18]. Business performance includes sales volume, profit, market share, or number of customers [23]. The research model can be referred to in Fig. 1. Based on the literature review, this study develops four hypotheses, therefore:

- H1 : Entrepreneur characteristics significantly influence business performance.
- H2 : Entrepreneurial motivation significantly influences business performance.
- H3 : Entrepreneurial innovation significantly influences business performance.
- H4 : The characteristics and motivation of entrepreneurs through entrepreneurial innovation significantly influence business performance.

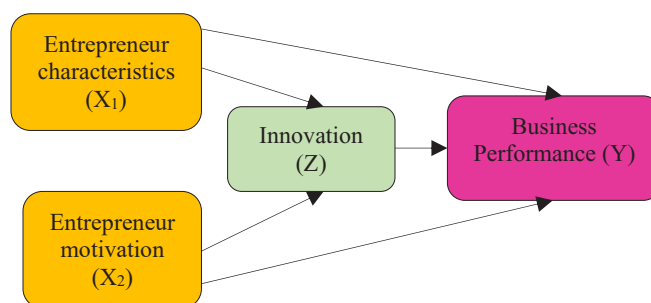


Fig 1. Research model.

3 Result and discussion

3.1 Respondent characteristics

Respondents' characteristics include gender, age, education level, length of business, workforce, and turnover. Table 1 below presents the demographic characteristics of the 40 respondents

Based on Table 1, most respondents were female (82.5%) and male (17.5%). The majority were adults aged between 37 and 43 (25%). Most of them had completed junior high school (35%). Based on the workforce and business turnover, most respondents had 1-4 workers and an annual turnover of <Rp300 million (77.5%). These results indicate that the majority of respondents have micro-scale businesses.

3.2 Classic assumption test results

The results of tests carried out using IBM Statistics SPSS 26.0 as a tool in this study found that the data in this study were normally distributed. This is evidenced

by the results of the significance value (Asymp. Sig. 2-tailed) of the Kolmogorov Smirnov test in Table 2, which shows that the value is greater than 0.05, namely (0.079 > 0.05), so it can be concluded that the data in this study are normally distributed.

Table 1. Respondent characteristics.

Characteristics	Total	Percentage
Gender	40	100
Male	7	17.5
Female	33	82.5
Age	40	100
23-29	4	10.0
30-36	7	17.5
37-43	10	25
44-50	8	20
51-57	6	15
58-64	5	12.5
Level of Education	40	100
Madrasah/Islamic School	2	5
Elementary School	9	22.5
Junior High School	14	35
Senior High School	9	22.5
Not Attending School	6	15
Long Time in Business	40	100
0-4	8	20
5-9	11	27.5
10-14	9	22.5
15-19	2	5
20-24	8	20
25-29	2	5
Labor	40	100
1-4	40	100
Omzet	40	100
<Rp300 Million	31	77.5
>Rp300 Million-Rp2.5 Billion	9	22.5
> Rp2.5Billion-Rp50 Billion	0	0

Table 2. Normality test.

One-Sample Kolmogorov-Smirnov Test		
	Unstandardized Residual	
N		40
Normal Parameters ^b	Mean	.0000000
	Std. Deviation	1.62906010
Most Extreme Differences	Absolute	.079
	Positive	.079
	Negative	-.075
Test Statistic		.079
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Furthermore, the results of the multicollinearity test in Table 3 show that the research data results are free from multicollinearity symptoms because all data have a Tolerance value > 1.00 and a VIF value < 10.00.

In the heteroscedasticity test, it is known that the scatterplot in Fig. 2 shows that the points spread randomly and cross both above and below the number 0 on the Y-axis, so it can be said that the data is free from

symptoms of heteroscedasticity. Based on the results of the normality, heteroscedasticity, and multicollinearity tests, the requirements for further testing have been met.

Table 3. Multicollinearity test.

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	.536	1.865
	X2	.711	1.406
	Z	.461	2.169

a. Dependent Variable: Y

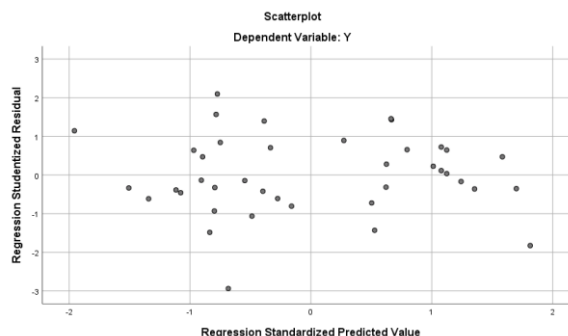


Fig. 2. Scatterplot graphic.

3.3 Path analysis of the influence of entrepreneurship determinants on business performance

The results of the first model feasibility test, looking at the adjusted R square, are presented in Table 4 below:

Table 4. Determination Test Result I.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 ^a	.539	.514	3.92669

a. Predictors: (Constant), Motivation, Entrepreneur Characteristics

Table 4 shows that the adjusted R square value of 0.539 means that the characteristics and motivation of entrepreneurs can explain 53.9 percent of entrepreneurial innovation while the remaining 46.1 percent is explained by other variables not examined in the study. Meanwhile, the value of e_1 is known through the formula $e_1 = \sqrt{1-0.539} = 0.6789$. Thus, the structural model path diagram results are obtained as shown in Fig. 3.

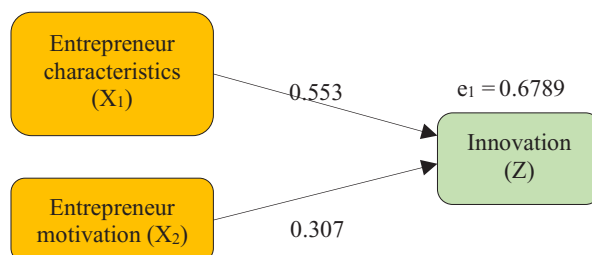


Fig 3. Path diagram I.

Table 5 shows that the characteristics and motivations of entrepreneurs significantly influence entrepreneurial innovation. This is proven by the respective coefficient values of 0.553 and 0.307, as well as the respective significance values of 0.000 and 0.017, these values are less than the same as the significance level of 5 % (≤ 0.05), meaning that the characteristics and motivation of entrepreneurs have a positive and significant direct influence on entrepreneurial innovation. The higher the entrepreneur's characteristics and motivation, the higher the entrepreneur's innovation, meaning that an entrepreneur who has a strong character and motivation to develop his business will encourage the creation of innovation from within the entrepreneur himself.

Table 5. Path analysis result I.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-34.242	8.147		4.203	.000
	Entrepreneur characteristics	1.917	.424	.553	4.519	.000
	Motivation	.789	.314	.307	2.510	.017

a. Dependent Variable: Innovation

The results of this study are relevant to the results of research conducted using the path analysis method with multiple linear regression. Previous research shows that entrepreneurial characteristics have a positive and significant effect on innovation behavior, meaning that the stronger the entrepreneurial characteristics, the more innovation behavior increases. This is because strong characteristics are indicated by strong resilience, giving rise to the behavior of continually developing new things for the success of their business [24]. On the other hand, the research results related to entrepreneurial motivation show a strong influence between intrinsic motivation and creative/innovative performance and significantly intrinsic motivation, or motivation that comes from the person of an entrepreneur, has a positive effect on the level of creativity and innovation produced. This means the higher the intrinsic motivation, the higher the creative and innovative spirit within [25].

Table 6 shows that the adjusted R square value of 0.728 means that the characteristics and motivation of entrepreneurs can explain 72.8 percent of entrepreneurial innovation while the remaining 27.2 percent is explained by other variables not examined in the study. Meanwhile, the value of e2 is known through the formula $e2 = \sqrt{(1-0.728)} = 0.5215$. Thus, the structural model path diagram results are obtained as shown in Fig. 4.

Table 6. Determination test result II.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.866 ^a	.749	.728	1.69558

a. Predictors: (Constant), Innovation, Motivation, Entrepreneur Characteristics

Table 7. Path analysis result II.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-7.750	4.276		1.812	.078
	Entrepreneur characteristics	.452	.228	.226	1.981	.055
	Motivation	.315	.147	.212	2.143	.039
	Innovation	.324	.071	.561	4.569	.000

a. Dependent Variable: Business Performance

Table 7 shows that entrepreneurial motivation positively and significantly influences business performance, this is evidenced by the coefficient value of 0.212 and a significance value of 0.039, the significance value is ≤ 0.05 , meaning that entrepreneurial motivation positively and significantly directly influences business performance at the 5% significance level. The results of this study are relevant and in line with research analyzed using multiple linear regression on MSMEs on culinary tourism in Labuan Bajo and culinary businesses in Tondano, the study proves that there is a positive and significant influence between work motivation and/or intrinsic motivation on the performance of business actors and culinary business development. [26, 27].

The entrepreneur innovation variable also shows a significant positive effect on business performance, with a coefficient value of 0.561 significance and a significance value of $0.000 \leq 0.05$, meaning that entrepreneur motivation positively and significantly directly affects business performance at the 5% significance level. In MSMEs, the Indonesian Small and Micro Entrepreneurs Association in Banjarmasin conducted research using multiple linear regression analysis, and the study showed the results that innovation has a significant effect on the performance of MSMEs [28]. These results are relevant to the research results obtained, but other studies show results that contradict this research, research conducted on D'Besto Fast Food SMEs analyzed using multiple linear regression analysis, showing that innovation has no significant effect on business performance [29].

In research related to the effect of entrepreneurial motivation on SME business performance moderated by innovation, the results show that entrepreneurial motivation has a significant impact on innovation and performance. Entrepreneurial motivation can improve innovation capabilities and business performance. The higher the individual motivation, the easier it will be to achieve maximum performance. This is relevant to the efforts of SMEs to increase innovation in producing new processes to produce optimal business performance. The latest innovation process can drive business performance. This proves that the latest innovation process makes organizational processes more effective and efficient. This shows that business motivation factors, which include achievement motivation, and courage contribute to increasing innovation and

business performance. In addition, innovation variables contribute to improving business performance. This shows that improving business performance can be done by increasing innovation supported by motivation [30].

On the other hand, in this study, the value of entrepreneur characteristics on performance shows a coefficient value of 0.226 and a significance value of $0.055 \geq 0.05$, meaning that entrepreneur characteristics positively affect business performance but the effect is insignificant. There are differences in the results of this study with research conducted using multiple linear regression analysis methods, which show the results that entrepreneurial characteristics have a positive and significant effect on the performance of MSMEs [31, 32]. However, an increase in entrepreneurial characteristics will still increase MSME performance, although the increase that occurs is insignificant.

In this study, it is known that the higher the characteristics, motivation, and innovation of entrepreneurs, the higher the performance of the business being run, meaning that entrepreneurs who have strong character, motivation, and innovation in themselves to develop their business will encourage progress in the performance of the business being run.

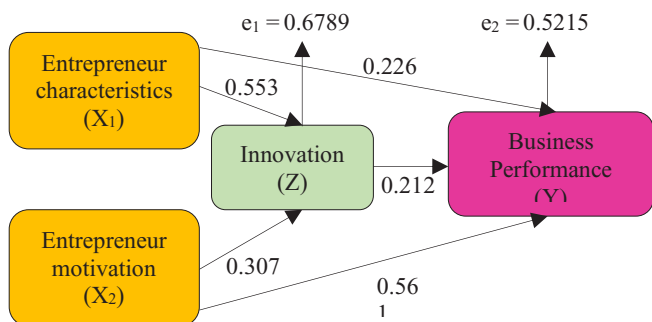


Fig 4. Path Diagram II.

Based on Fig. 4, it is known that the direct effect given by entrepreneur characteristics (X1) on business performance (Y) is 0.226. While the indirect effect of entrepreneur characteristics (X1) on business performance (Y) through innovation (Z) is the multiplication of the beta value of entrepreneur characteristics (X1) on innovation (Z) with the beta value of innovation (Z) on Y, namely 0.553 multiplied by 0.212 equal to 0.117. Then, the total effect given by entrepreneur characteristics (X1) on business performance (Y) is the direct effect plus the indirect effect of 0.343. Based on the results of these calculations, it is known that the value of the indirect effect is smaller than the value of the direct effect, this result indicates that indirectly entrepreneur characteristics (X1) through innovation (Z) has no significant impact on business performance (Y).

The direct effect entrepreneur motivation (X2) has on business performance (Y) is 0.561. Meanwhile, the indirect effect of entrepreneur motivation (X2) on business performance (Y) through innovation (Z) is the multiplication of the beta value of entrepreneur motivation (X2) on innovation (Z) by the beta value of innovation (Z) on business performance (Y), namely

0.307 times 0.212 equal to 0.065. Then, the total effect that entrepreneur motivation (X2) has on business performance (Y) is the direct and indirect effects, which is 0.626. Based on the results of these calculations, it is known that the value of the indirect effect is smaller than the value of the direct effect, this result indicates that indirectly entrepreneur motivation (X2) through innovation (Z) has no significant impact on business performance (Y).

4 Conclusion

Culinary products or food have become the basic needs of everyday people, so the demand for these culinary products will continue to exist in the community. Traditional culinary MSME players should consider this potential and opportunity to be more active in competing to present culinary business products and maintain business performance to provide optimal benefits for business development.

Entrepreneurial characteristics, motivation, and innovation can influence business performance. The results showed that entrepreneur motivation and innovation have a positive and significant direct influence on business performance. Entrepreneur characteristics have a direct but insignificant influence on business performance. Meanwhile, the results of path analysis show that the characteristics and motivation of entrepreneurs through entrepreneur innovation do not significantly affect business performance, meaning that entrepreneur innovation cannot mediate the characteristics and motivation of entrepreneurs on business performance.

There are several limitations to this study. First, this study used a small sample size, and second, this study used non-probability sampling. For future research, we recommend increasing the sample size to represent the population and provide more optimal results. The method technique used is better to use probability sampling to obtain more accurate results. In addition, future research can apply causality models, such as SEM (structural Equation Model).

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