

Influence of Characteristics Businessman to Business Success in MSMEs Keris Roundabout in Pekanbaru City

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Abstract: The research conducted by the author aims to see the influence of entrepreneurial characteristics toward business success at UMKM Bundaran Keris in Pekanbaru City, a survey of which was conducted on MSME owners. The indicators of entrepreneurial characteristics used are having the courage to start something, being directly responsible for one's own capital or borrowed capital, an innovator, and discovering opportunities and taking advantage of them, and having managerial abilities. Meanwhile, the business success indicators used are business resilience, workforce growth and sales growth. The population in this study was 67 UMKM owners, using census techniques, the data in this study was obtained through questionnaires, and using simple regression analysis with the SPSS 25.0 for Windows Application. The research results show that entrepreneurial characteristics have a significant effect toward business success. The results of the coefficient of determination show that business success is influenced by entrepreneurial characteristics by 60.7%, while the remaining 39.7% is influenced by other factors not included in this regression model.

1. Introduction

The development of Indonesia's economy, rooted in a people-based framework, is significantly driven by the Micro, Small, and Medium Enterprises (MSMEs) sector. This sector plays a substantial role in both national and regional economies. The successful development of the economy serves as a foundation for advancements in other sectors, ultimately contributing to the welfare of the population. MSMEs, as stipulated in Law No. 20 of 2008, encompass productive economic activities conducted independently by individuals or entities that are not subsidiaries or branches of larger businesses. Medium enterprises are defined as productive, standalone economic units that meet specific criteria outlined in the law.

MSMEs are considered a strategic national economic sector, deeply embedded in the livelihoods of many, thereby functioning as the backbone of the national economy. As the largest economic player in Indonesia, MSMEs have consistently demonstrated resilience, serving as a safeguard during economic crises and a catalyst for growth during recovery periods (Medriyansah, 2017). The local MSME sector faced significant challenges in 2020 and 2021 due to the COVID-19 pandemic. A survey conducted by UNDP and LPEM UI involving 1,180 MSME respondents revealed critical impacts during this period. The findings indicated that over 48% of MSMEs faced raw material shortages, 77% experienced revenue declines, 88% saw a drop in product demand, and 97% suffered asset devaluation (Limanseto, 2022).

Financial constraints remain a key challenge for MSMEs, prompting the government to introduce various financial support initiatives. These include the Partnership and Community Development Program (PKBL), Mekaar PNM, Micro Waqf Banks, Ultra Micro Financing (UMi), and

the People's Business Credit (KUR) program. Since January 19, 2022, the KUR scheme has been expanded to include Super Micro, Micro, Small, Special, and PMI (Indonesian Migrant Worker) KUR categories. Notably, Super Micro and Micro KUR loans do not require additional collateral. MSME credit continues to grow, reaching IDR 1,275.03 trillion by April 2022, with an annual growth rate of 16.75% (yoy), while the Non-Performing Loan (NPL) ratio remains stable at approximately 4% (<https://www.ekon.go.id>). With the gradual economic recovery post-COVID-19, the number of MSMEs in Pekanbaru City increased significantly in 2022. Official records indicate 25,335 MSME operators in the city, marking a 26.40% increase from the previous year (<https://bertuahpos.com/>). This growth underscores the resilience of the MSME sector as a pivotal driver of local economic development. This analysis highlights the critical role of MSMEs in ensuring sustainable economic recovery and fostering long-term growth, particularly in challenging post-crisis environments.

The presence of Micro, Small, and Medium Enterprises (MSMEs) in Pekanbaru plays a strategic role in driving economic development. MSMEs have demonstrated resilience as an economic safety net. Therefore, the development of MSMEs in Pekanbaru warrants greater attention to enhance their competitiveness in regional and international markets. One of the rapidly growing sectors is the creative economy, with its growth evident in various MSME activities, particularly at Bundaran Keris. Bundaran Keris is a prominent location in Pekanbaru, known for offering a variety of beverages, snacks, and meals sold by local MSME operators. Situated at the heart of the city on Jalan Diponegoro, it is commonly referred to as "BK" by Pekanbaru residents. This street food hub operates in the late afternoon and evening, providing a vibrant culinary atmosphere that showcases a diverse array of MSME offerings.

MSMEs are businesses operated by individuals, groups, or entities. In Indonesia, MSMEs are classified into Micro, Small, and Medium enterprises, as outlined in Law No. 20 of 2008. The criteria for each category are specified in Chapter V, Article 6, as follows:

1. Micro Enterprises. Micro enterprises are productive economic activities owned by individuals or entities with specific characteristics. An enterprise qualifies as a micro business if it has net assets (excluding land and buildings) of up to IDR 50 million and annual revenues not exceeding IDR 300 million.
2. Small Enterprises. Small enterprises are productive economic activities that operate independently and are not subsidiaries or branches of larger enterprises. These businesses are owned and controlled directly or indirectly by individuals or groups. A small enterprise must have annual revenues between IDR 300 million and IDR 2.5 billion, with net assets ranging from IDR 50 million to IDR 500 million.
3. Medium Enterprises. Medium enterprises are productive economic entities that are not branches or subsidiaries of larger corporations. These businesses have net assets exceeding IDR 500 million and up to IDR 10 billion (excluding land and buildings). Their annual revenues range from IDR 2.5 billion to IDR 50 billion, as regulated by law.

The MSME sector in Pekanbaru, exemplified by the culinary activities at Bundaran Keris, underscores its importance in fostering economic growth and improving community livelihoods. As the backbone of the local economy, MSMEs contribute significantly to the city's economic resilience and provide a platform for creative economic activities. With continued support and development, MSMEs in Pekanbaru have the potential to expand their reach and competitiveness in broader markets. Based on empirical data gathered by the author at Bundaran Keris in Pekanbaru, there are approximately 150 MSME operators currently active in the area. These operators offer a variety of beverages and snacks. Since the legalization of MSME operations at Bundaran Keris at the end of 2020, the culinary businesses have experienced rotation and turnover among operators. From the data collected at Bundaran Keris, the following phenomena were observed:

1. MSME operators face difficulties in expanding their businesses.
2. MSME operators tend to lack consistency in managing their ventures, leading to the short lifespan of their businesses.

Observations also revealed that since Bundaran Keris was officially designated as a location for MSMEs to sell beverages and snacks under various management entities, some culinary businesses have managed to sustain operations and generate profits. However, several MSME operators have adjusted their menus to ensure business continuity. One way to assess the success of MSMEs is by evaluating the increase in their business revenue. Based on empirical data collected at Bundaran Keris from a survey of 67 MSME operators, insights were obtained regarding the development of their business revenue over the past two years, as detailed below:

Table 1. Overview of Revenue Growth for MSME Operators at Bundaran Keris

No	Turnover Category	Amount (person)	Percentage (%)
1	Increase > 30%	6	8.96
2	Increase 0-30%	9	13.43
3	Decrease 0-30%	13	17.91
4	Decreased > 30%	14	16.42
5	Do not change	25	43.28
Amount		67	100.00

Source: Researcher Processed Data, 2023

Based on the table, it can be observed that the profits (revenue) of MSME operators at Bundaran Keris, Pekanbaru, over the past two years (2022–2023) remained largely unchanged for the majority. Some operators reported a decline in revenue, while only a small number experienced an increase. An initial survey conducted with 67 operators revealed that the majority of businesses generated a monthly revenue ranging between IDR 10,000,000 and IDR 15,000,000 from their operations, with the following breakdown:

Table 2. Overview of the Total Turnover of MSME Business Actors at the Keris Roundabout

No	Category Turnover Per month	Number of people)	(%)
1	< Rp 5 million, -	12	17.91
2	Rp 5 million, - to < Rp 10 million,-	29	43.28
3	Rp. 10 million, - to < Rp. 15 million, -	18	26.87
4	Rp. 15. jt, - to < Rp. 20. jt, -	8	11.94
5	≥Rp. 20 million, -	0	0.00
Amount		67	100.00

Source: Researcher Processed Data, 2023

The success of MSMEs in running their businesses can also be seen from the sustainability of the ventures they have established. Based on empirical data collected at Bundaran Keris, Pekanbaru, from a survey of 67 MSME operators, some businesses have been running for up to five years, while others are newly established. Success in business fundamentally refers to achieving the goals set by the venture. A business is considered successful if it generates profit, as profit is one of the primary objectives of entrepreneurship. The success of MSMEs is often associated with hard work, dedication, and a commitment to service and quality. Therefore, individuals need to foster a strong dedication to learning, starting new ventures, and maintaining a drive to move forward, which becomes a positive pressure pushing them to innovate and create.

The success of a business can be seen in the individual entrepreneurs themselves, yet success does not come easily. Entrepreneurs who are intelligent, creative, curious, and able to keep up with technological advancements and apply them productively contribute to the success of their ventures. Success in entrepreneurship is influenced by various factors, including capability and willingness, strong determination, hard work, precision, and skill (Pradana, 2019).

The contribution of entrepreneurship to the economic development of a country is undeniable. The presence and role of entrepreneurs positively affect the economy and improve the economic conditions of a country. Entrepreneurship can create jobs, increase income equality, enhance the quality of life, and mobilize resources to improve national productivity. It also serves as an alternative in efforts to reduce unemployment and poverty (Hidayati & Rosmita, 2022).

MSMEs must rely on an entrepreneurial spirit coupled with the ability to create creative marketing programs in order to grow. Only with a clear vision and strategies can a business thrive. The success of MSMEs is tied to hard work, dedication, and a commitment to service and quality. Therefore, an individual must be dedicated to learning and embarking on new endeavors, as the desire to progress can be a motivating force that pushes them to continue growing and creating.

According to Indarto & Santoso (2020), the characteristics of entrepreneurs include demographic characteristics, individual characteristics, personal behavior, and readiness to become an entrepreneur. Pradana (2019) defines entrepreneurial characteristics as those related to distinctive traits, character, behavior, habits, and attitudes of individuals in striving for a fulfilling life, both materially and spiritually.

Entrepreneurial characteristics are qualities or traits that remain consistent and permanent, serving as identifiers for individuals, objects, events, or integrative aspects of personality. These traits, viewed from an ethical and moral perspective, contribute to identifying one's entrepreneurial identity (Setyawati et al., 2013).

Based on the various definitions above, it can be concluded that entrepreneurial characteristics relate to an individual's traits, behavior, habits, and attitudes, distinguishing them from others in entrepreneurship.

Economics and management experts (Cantillon, Say, Knight, Schumpeter, Kirzner, and Drucker in Kusumaningrum et al., 2022) identify five key characteristics of a successful entrepreneur:

1. **Courage to Start Something.** Entrepreneurs are driven by a strong internal desire to compete, excel, and meet self-established standards. They assess situations, determine how to improve their chances of success, and take the initiative to start their ventures.
2. **Responsibility for Uncertainty and Risk.** Entrepreneurs assume direct responsibility for risks and their actions, whether using personal capital or borrowed funds. They take on all business uncertainties and strive to control them. Entrepreneurs carefully weigh the advantages and disadvantages of various investments and choose those with the lowest risks and quickest returns.
3. **Innovators.** Innovative entrepreneurs introduce new combinations, such as new products, production processes, markets, or industries. They disrupt existing products, processes, or markets and replace them with new ones—a process referred to as creative destruction.
4. **Opportunity Finders and Exploiters.** An entrepreneurial orientation towards opportunities involves constant awareness of potential opportunities in everyday life. Entrepreneurs are alert to profit-making opportunities. They predict the future, recognize emerging innovations, such as new products or cost-effective technologies, that are not yet known to other market players.
5. **Possess Managerial Skills.** Entrepreneurs are also seen as managers who handle small-scale family businesses or startups. They perform routine tasks related to employees, product development, market expansion, and more, ensuring the growth and success of their businesses (Kusumaningrum et al., 2022).

According to Suryana & Bayu (2011), business success is the achievement of a business in reaching its goals. A business is considered successful if it generates profit, as profit is the primary goal of engaging in business (Suhartini, 2021). Business success can be marked by an increase in sales, production volume, profits, and the continuous development of the business

(Merdekawati & Rosyanti, 2020). Based on the opinions above, it can be concluded that business success is the achievement of a business characterized by increased sales, production volume, profits, and the development of the business itself.

Tambunan (in Bustan, 2016) states that the success of small businesses can be measured using indicators such as business sustainability, workforce growth, and sales growth. Business sustainability reflects how long a business can survive, which is one of the success indicators for small businesses. Business sustainability is measured by the age of the business, from its founding year to the current year. The failure and success of small businesses have prompted several researchers to conduct studies linking small business success with the type of strategies implemented. In achieving business success, there are many factors that influence it. According to Hendro in Suhartini (2021), four factors affect business success:

1. The courage to control and overcome risks.
2. The ability to minimize the risks faced or borne.
3. Strong determination with high self-confidence and a far-reaching vision.
4. The ability to capitalize on momentum with strong intuition and the right timing to seize opportunities.

2. Research Methods

This study uses a quantitative approach. A quantitative approach is a method used to test specific theories by researching the relationship between variables with the aim of connecting or finding cause-and-effect relationships between two or more concepts (variables) to be studied. Data collection was conducted by distributing questionnaires to the UMKM (Small and Medium Enterprises) entrepreneurs at Bundaran Keris in Pekanbaru.

The population used in this study consists of all UMKM entrepreneurs at Bundaran Keris in Pekanbaru, totaling 67 entrepreneurs. The researcher has designated the entire population as the research sample, which amounts to 67 individuals. The technique used for sampling is the census method. A census study is a research method that selects an entire population group as the sample and uses structured questionnaires as the primary data collection tool to obtain specific information (Sugiyono, 2017).

Data collection was carried out using questionnaires and interviews. In analyzing the data and information obtained in this study, the researcher used a quantitative approach with simple linear regression formula, which involves statistical analysis through calculations performed using SPSS software.

3. Result and Discussion

3.1 Entrepreneurial Characteristics

Entrepreneurial characteristics are traits, behaviors, dispositions, and attitudes of an individual that distinguish them from others in entrepreneurship. Based on the findings above, the data on the entrepreneurial characteristics of MSMEs in Bundaran Keris, Pekanbaru City, can be summarized in the following table:

Based on the table above, the total score of respondents' responses regarding the entrepreneurial characteristics of MSME owners at Bundaran Keris in Pekanbaru City is 2,381, which falls within the interval of 2,278–2,456. This indicates that the business owners of MSMEs at Bundaran Keris in Pekanbaru City exhibit good entrepreneurial characteristics, as the majority of respondents agreed overall.

Table 3. Data Characteristics Businessman at the Keris Roundabout UMKM in Pekanbaru City

Indicator	Frequency					Total Score	Criteria
	SS	S	CS	TS	STS		
Dare to Start Something	3	102	29	0	0	510	Agree
Responsible for bearing uncertainty and risk	8	83	43	0	0	501	Agree
A innovator	1	47	80	6	0	445	Quite Agree
Inventor opportunities and take advantage of them	2	48	83	1	0	453	Quite Agree
Own ability managerial	0	70	64	0	0	472	Agree
						2381	Agree

Source: Research Data Field, 2023

3.2 Business Success

Business success refers to the achievements of a business, characterized by an increase in sales volume, production volume, and profitability, along with business growth. Based on the findings above, the data on business success among MSME actors at Bundaran Keris in Pekanbaru City can be summarized. The indicators reviewed include business sustainability, workforce growth, and sales growth during their business operations at Bundaran Keris in Pekanbaru City. The details can be seen in the following table:

Table 4. Entrepreneurial Characteristics Data of MSMEs at Bundaran Keris

Indicator	Frequency					Score	Criteria
	SS	S	CS	TS	STS		
Resilience business	3	42	61	28	0	422	Quite Agree
Labor force growth	2	53	72	7	0	452	Quite Agree
Sales growth	5	46	73	10	0	448	Quite Agree
Amount						1322	Quite Agree

Source: Research Data Field, 2023

Based on the table above, the total score of respondents' responses regarding business success at MSMEs in Bundaran Keris, Pekanbaru City, is 1,322, which falls within the interval of 1,045–1,367, categorized as "agree." This indicates that the business actors at MSMEs in Bundaran Keris, Pekanbaru City, generally agree that they have achieved a moderate level of success in running their businesses at Bundaran Keris.

3.3 Normality Test Results

The normality test can be conducted by observing statistical values using the Kolmogorov-Smirnov formula to determine whether the data distribution is normal. Based on the Kolmogorov-Smirnov test results, the asymp sig (2-tailed) value for the entrepreneurial characteristics variable is 0.200 and for the business success variable is 0.085. Both values are greater than 0.05 ($0.200 > 0.05$ and $0.085 > 0.05$), indicating that the data distribution for both variables is normal.

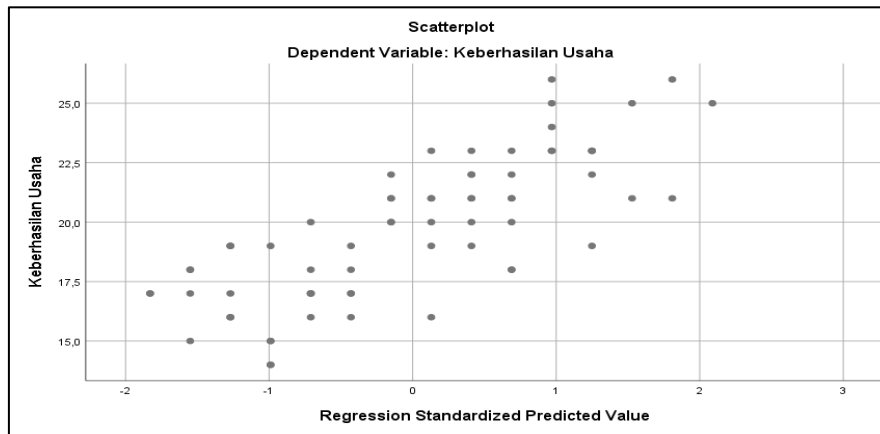
3.4 Linearity Test Results

The linearity test is used to determine whether the data relationship between two variables is linear. This test is a prerequisite for Pearson correlation or linear regression analysis. The SPSS Test for Linearity was conducted at a significance level of 0.05. Two variables are considered to have a linear relationship if the linearity significance value is less than 0.05. Based on the data analysis, the F-value is 126.307 with a linearity significance of 0.000. Since the

linearity significance value is less than 0.05, it can be concluded that the two variables have a linear relationship.

3.5 Heteroscedasticity Test Results

A good regression model should not exhibit heteroscedasticity. The heteroscedasticity test was conducted using a graphical method by observing the pattern of dots in the regression graph. The results of the heteroscedasticity test are shown in the following scatterplot graph:



Source : Research Data Field , 2023

Figure 1. Heteroscedasticity Test Results

Based on the scatterplot above, it is observed that the points form no specific pattern and are spread both above and below the Y-axis. Therefore, it can be concluded that the regression model in this study does not exhibit heteroscedasticity, making the regression model suitable for use.

3.6 Simple Linear Regression Analysis

The regression equation can be derived from the coefficients test table based on the output from SPSS version 25.0 for Windows. This analysis examines the relationship between the independent variable (cooperative members' participation) and the dependent variable (marketing decisions). The results are presented in the following table:

3.7 Analysis Simple Linear Regression

Table 5. Simple Linear Regression Analysis Results

Model		Coefficients ^a		t	Sig.
		Unstandardized Coefficients	Standardized Coefficients		
	B	Std. Error	Beta		
1	(Constant)	3,619	2,341		
	Characteristics Businessman	,657	,066	,779	,127

a. Dependent Variable: Business Succes

Source: Research Data Field , 2023

3.8 Based on the table above, the interpretation is as follows:

The value in column B, row 1, represents the constant (aa), and row 2 represents the independent variable. Using the values from the table, the simple linear regression equation can be formulated as:

$$Y=3.619+0.657X+eY = 3.619 + 0.657X + e$$

3.9 Explanation of the Regression Equation:

1. Constant (a) = 3.619. This value indicates that when the entrepreneurial characteristics variable is constant or zero (0), the business success variable will remain at 3.619. This represents the baseline level of business success when entrepreneurial characteristics do not contribute to the success.
2. Coefficient (b) = 0.657. The positive value of 0.657 shows that for every 1-unit increase in the entrepreneurial characteristics variable, the business success variable will increase by 0.657 units. This indicates a direct, positive relationship between entrepreneurial characteristics and business success, meaning that stronger entrepreneurial traits are associated with greater business success.

3.9 t-Test (Partial Variable Testing)

The t-test is conducted by comparing the calculated t-value with the critical t-table at a significant level of 5%.

Interpretation:

The interpretation of the t-test results will depend on the specific t_{calct_calc} , t_{table_table} , and significance (pp-value) obtained from the SPSS output. (These values should be filled in based on the SPSS analysis.).

Table 6. T-Test Results

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,619	2,341		-1,546	,127
	Characteristics Businessman	,657	,066	,779	10,023	,000

a. Dependent Variable: Business Success

Source : Research Data Field , 2023

3.10 t-Table Value:

With a sample size (nn) of 100, one independent variable (kk = 1), a significance level (α) of 5% or 0.05, and degrees of freedom (df) = $n - k - 1 = 100 - 1 - 1 = 98$, the t-table value is 1.997. The 0.05 significance level is the standard used. Based on the SPSS version 25.0 for Windows results from the simple linear regression analysis table, the calculated t-value (t_{calct_calc}) is 10.023, while the t-table value (t_{table_table}) is 1.997. Since t_{calct_calc} (10.023) > t_{table_table} (1.997) and the significance level (0.000) are lower than $\alpha = 0.05$, the hypothesis stating that the entrepreneurial characteristics variable significantly influences the business success variable is accepted. This means that entrepreneurial characteristics significantly affect business success.

3.11 Coefficient of Determination (R^2)

The coefficient of determination aims to measure how well the independent variable explains the variation in the dependent variable.

Table 7. Coefficient Test Results Determination

Model		Model Summary ^b			
		R	R Square	Adjusted R Square	Std. Error of the Estimate
1		,779 ^a	,607	,601	1,903

a. Predictors: (Constant), Characteristics Businessman

b. Dependent Variable: Business Success

Source: Research Data Field, 2023

Based on the results of the coefficient of determination test from the table above, the R-square value obtained in the regression model is 0.607. This indicates that the influence of the independent variable, namely entrepreneurial characteristics, explained by this regression equation is 60.7%. Meanwhile, the remaining 39.3% is influenced by other factors not included in this regression model.

4. Conclusion and Suggestion

4.1 Conclusion

1) The average responses from respondents regarding entrepreneurial characteristics at UMKM Bundaran Keris in Pekanbaru fall under the "agree" category, particularly on the indicators of bravery in starting something, responsibility for managing uncertainty and risk, and possessing managerial skills. Meanwhile, the indicators of being an innovator and identifying and leveraging opportunities fall into the "fairly agree" category. 2) The average responses from respondents regarding business success at UMKM Bundaran Keris in Pekanbaru are categorized as "agree," measured based on business sustainability, labor growth, and sales growth. 3) The regression analysis results confirm that entrepreneurial characteristics significantly influence business success at UMKM Bundaran Keris in Pekanbaru, meaning the hypothesis proposed is accepted. This indicates that as entrepreneurial characteristics improve, business success will also increase. The coefficient of determination results show that business success is influenced by entrepreneurial characteristics, particularly in the indicators of bravery in starting something, responsibility for managing uncertainty and risk, and possessing managerial skills.

4.2 Suggestion

1) It is expected that the evaluation of entrepreneurial characteristics can be revisited, such as the courage to innovate, identify opportunities, and leverage them for the advancement of the business being pursued. 2) The results of this study indicate that the entrepreneurial characteristics variable influences business success. Therefore, it is expected that UMKM (Small and Medium Enterprises) at Bundaran Keris in Pekanbaru can further improve their entrepreneurial characteristics, including enhancing innovation capabilities, so that the businesses they start can survive and grow. 3) For future research, it is recommended to examine other variables that may have a more significant impact on business success.

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