

CHARACTERISTICS OF ENTREPRENEURSHIP AND ENTREPRENEURIAL MOTIVATION ON BUSINESS SUCCESS AT STREET VENDORS AT AL-AKBAR MOSQUE SURABAYA

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Abstract: This research was conducted with the aim of knowing the effect of entrepreneur characteristics and motivation on business success for street vendors around Al-Akbar Surabaya Mosque. The sample in this study amounted to 127 respondents, non probability sampling method was applied, and the sample type is purposive sampling using the slovin formula. The method of research by quatitative techniques using multiple linear regression analysis techniques. The characteristics of entrepreneurship partially positively and significantly affect the success of the business obtained a count value of 2,951 with a significant value of 0.004. Furthermore, entrepreneurship motivation partially positively and significantly affects the success of the business to obtain a count value of 6,670 with a significant value of 0.000. After that, in the results of the F test it is known that the characteristics of entrepreneurship and entrepreneurship motivation simultaneously have a positive and significant effect on the success of the business

Keywords: *Characteristics of Entrepreneurship, Motivation, and Business Success*

1. Introduction

BPS data information on the population of Indonesia with a total of 273.5 million people, of which 19.10 million are people of working age (Karina, 2021) . The high population in Indonesia certainly cannot match the many jobs available. The lack of available jobs can cause many problems, one of which is unemployment. The high unemployment rate experienced in Indonesia today forces people to find a way out to support themselves and their families, one of which is entrepreneurship.

Entrepreneurship can be carried out by individuals or groups to create jobs that manage, produce and carry out the sale of services and goods in order to obtain profits or profits. Regarding business, an entrepreneur would expect his business to run well, smoothly and successfully. To achieve an achievement, an entrepreneur must have good business characteristics, this is important for the smooth running of the business because it establishes business relationships with other people. For people who have bad characteristics can cause harm to themselves, as well as their business. In addition to the characteristics, entrepreneurs are motivated also in the environment of entrepreneurs. Entrepreneurs have a high spirit, so they can develop and support the will to develop various innovative ideas in order to produce something that is able to create and sell the goods.

Surabaya as an urban area known as a city with a complete shopping center in East Java. Starting from cheap to expensive prices can be found in malls and markets traded by street

vendors (PKL). The market in Surabaya is the Sunday market which is in the square of the Surabaya Al-Akbar Mosque. The traders are the majority of Pagesangan and Jambangan people. The various reasons why traders choose to become entrepreneurs are very diverse, because it has been their livelihood for a long time, and they do not have job opportunities, so they must become entrepreneurs. Street vendors in the Surabaya Al-Akbar Mosque field have various characters in serving customers.

For the problems that are often experienced by some traders after the research conducted observations in the field, namely, the traders complained that the merchandise they sold was not selling well compared to other traders who had the same product, even though the prices they offered were quite competitive and affordable. When observations were made, not a few customers who would buy products at one merchant moved to another trader who sold the same product as the merchant. One of the reasons is the lack of friendliness of traders in serving their customers. Because of this, some traders are often not enthusiastic about selling. However, because the traders have strong motivation and reasons for entrepreneurship and have a dream for their business to succeed and develop, the street vendors continue to sell and compete in a healthy manner.

Referring to the background, so that the formulation of the problem is :

Do entrepreneurial characteristics affect the business success of street vendors. Does entrepreneurial motivation affect the business success of street vendors? Do the characteristics of entrepreneurship and entrepreneurial motivation have a simultaneous effect on the business success of street vendors.

2. Literature Review

Entrepreneurs must have several strong characters to reflect their level of competence, namely tolerance for ambiguity, high commitment, flexibility, and tenacity . Characteristics of entrepreneurship are constant and eternal characteristics or qualities that can be used as characteristics in carrying out individual identification, events, objects, synthesis or integration of various individual traits in the form of personality and individual unity, taking into account through normal and ethical perspectives. Entrepreneurial characteristics can be used to an effect on business success. The educational background of business people said that (72%) of successful businessmen had a minimum level of technical qualification, while the majority (67%) of businessmen who experienced failure had no technical background. He concluded, the businessman with a technical background and business education is in a better position in forming the entrepreneurial characteristics of Jefferey and Sarwo, (2020) .

The motivation to carry out entrepreneurship is support that arises from the individual in carrying out or determining activities related to the field of entrepreneurship , Aini and Oktafani, (2020) . To realize success in business or business, motivation is something that is quite a vital role for individuals for the business they run. Good business motivation can support them in having an active behavior in running their entrepreneurship . Ardiyanti and Mora, (2019) .

Business success has the essence of being successful in business to achieve goals, a business is declared successful if it gains profit, namely the goal of individuals carrying out business activities Ginting, (2017) . Business success is the main thing in the industry with all the activities contained in it are aimed at achieving success or success.

Hypothesis

The following research was carried out in the city of Surabaya, East Java Province, namely every Sunday in the field of the Al-Akbar Mosque in Surabaya. Determination of the location of research activities based on considerations, namely the location as a place that is indeed strategic which is one of the activities where entrepreneurs trade in goods and services in the city of Surabaya.

Researchers use quantitative methods, namely research methods based on the philosophy of positivism used to examine certain populations or samples, data collection using research/statistical instruments with the aim of testing, Sugiyono, (2019) . In this research, the population is street vendors who are in the field of Masjid Al-Akbar Surabaya, totaling 186 traders. Samples were taken using a *non-probability sampling technique* in the type of *purposive sampling* using the slovin formula . *Purposive sampling* is sampling based on considerations. The reason for using the purposive sampling technique is because not all of the samples have criteria that are in line with those specified. This research has a sample of street vendors whose age range is 21-50 years. The number of samples in this research activity was 127 respondents who were determined through several street vendors in the Al-Akbar Mosque Surabaya field.

Conducting this research activity, that is, data is collected using techniques that include observation or observations, as well as distributing questionnaires. The instruments in this research activity used a direct questionnaire and an *online web google form*. The distribution of questionnaires to respondents has previously been tested for reliability and validity levels with the aim of creating consistent and accurate research based on the results of the questionnaire data.

The research variables studied used two kinds of variables. The first variable is the dependent variable (Y), namely business success. And the second is the independent variable (X1), namely entrepreneurial characteristics and Entrepreneurial Motivation (X2) .

In solving problems, the use of analytical techniques to carry out data analysis results from the questionnaire, namely through classical assumption testing which includes multicollinearity testing, autocorrelation testing, normality testing, and heteroscedasticity testing. Then performed the analysis using multiple linear regression. After that, the coefficient of determination (R^2) is used in measuring the extent of the model's skills when explaining the variation in the dependent variable , Sugiyono, (2019) . Finally, to test the hypothesis, using partial testing (t test) and simultaneous testing (F test).

3. Research result

a. By Gender

Table 1 Respondents by Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	71	55.9%	55.9%	55.9%
	Woman	56	44.1%	44.1%	100%
	Total	127	100%	100%	

Source: Primary data processed 2022

In table 1 there is data on respondents based on their gender, which includes men and women. The total number of female gender is 56 individuals or if the calculation is carried out the percentage means 44.1%. Meanwhile, the data of respondents who

have male sex are 71 individuals or if the calculation is carried out the percentage means 55.9%. So it can be concluded that the difference between men and women is 15 individuals. So that the total number of samples used in research activities that trade in the Surabaya Al-Akbar Mosque field is 127 people.

b. Characteristics of Respondents Based on Age

Table 2 Respondents by Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-30 years old	25	19.7%	19.7%	19.7%
	31-40 years old	48	37.8%	37.8%	57.5%
	41-50 years old	37	29.1%	29.1%	86.6%
	> 50 years	17	13.4%	13.4%	100%
	Total	127	100%	100%	

Source: Primary data processed 2022

In table 2 it is understood that based on age or age indicates that aged 21 to 30 years a number of 25 individuals or if a calculation is carried out on a percentage it means 19.7%, aged 31-40 years a number of 48 individuals or when a calculation is carried out on a percentage it means 37.8 %, aged 41-50 years as many as 37 individuals or if the calculation is carried out the percentage means 29.1% and aged over 50 years is 17 individuals or if the calculation is carried out the percentage means 13.4%.

c. Characteristics of Respondents Based on Education Level

Table 3 Respondents Based on Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Junior High School	39	30.7%	30.7%	30.7%
	Vocational High School	63	49.6%	49.6%	80.3%
	S1 Equivalent	25	19.7%	19.7%	100%
	Total	127	100%	100%	

Source: Primary data processed 2022

In table 3 it is understood that the respondent's data is based on the latest education at the junior high school level as many as 39 people or 30.7%, respondents based on the last education at the SMK/SMA equivalent level as many as 63 people or 49.6%, respondents based on the last education at the undergraduate level or equivalent as many as 25 people or 19.7%.

Validity Test

Table 4 Entrepreneurial Motivation Validity Test

Indicator	Rcount	Rtable	Information
X2_1.1	0.781 ** _	≥ 0, 1743	Valid
X2_1.2	0.774 ** _	≥ 0, 1743	Valid
X2_1.3	0.672 ** _	≥ 0, 1743	Valid
X2_1.4	0.605 ** _	≥ 0, 1743	Valid
X2_2.1	0.361 ** _	≥ 0, 1743	Valid

X2_2.2	0.552 ** _	≥ 0, 1743	Valid
X2_2.3	0.515 ** _	≥ 0, 1743	Valid
X2_2.4	0.602 ** _	≥ 0, 1743	Valid
X2_3.1	0.473 ** _	≥ 0, 1743	Valid
X2_3.2	0.318 ** _	≥ 0, 1743	Valid
X2_3.3	0.587 ** _	≥ 0, 1743	Valid
X2_3.4	0.560 ** _	≥ 0, 1743	Valid

Source: Primary data processed 2022

Table 5 Test of the Validity of Entrepreneurial Characteristics

Indicator	Rcount	Rtable	Information
X1_1.1	0.631 ** _	≥ 0, 1743	Valid
X1_1.2	0.523 ** _	≥ 0, 1743	Valid
X1_1.3	0.591 ** _	≥ 0, 1743	Valid
X1_1.4	0.443 ** _	≥ 0, 1743	Valid
X1_2.1	0.700 ** _	≥ 0, 1743	Valid
X1_2.2	0.552 ** _	≥ 0, 1743	Valid
X1_2.3	0.593 ** _	≥ 0, 1743	Valid
X1_2.4	0.725 ** _	≥ 0, 1743	Valid
X1_3.1	0.692 ** _	≥ 0, 1743	Valid
X1_3.2	0.546 ** _	≥ 0, 1743	Valid
X1_3.3	0.816 ** _	≥ 0, 1743	Valid
X1_3.4	0.567 ** _	≥ 0, 1743	Valid

Source: Primary data processed 2022

Table 6 Test the Validity of Business Success

Indicator	Rcount	Rtable	Information
Y_1.1	0.534 ** _	≥ 0, 1743	Valid
Y_1.2	0.644 ** _	≥ 0, 1743	Valid
Y_1.3	0.583 ** _	≥ 0, 1743	Valid
Y_1.4	0.428 ** _	≥ 0, 1743	Valid
Y_2.1	0.425 ** _	≥ 0, 1743	Valid
Y_2.2	0.434 ** _	≥ 0, 1743	Valid
Y_2.3	0.485 ** _	≥ 0, 1743	Valid
Y_2.4	0.513 ** _	≥ 0, 1743	Valid
Y_3.1	0.529 ** _	≥ 0, 1743	Valid
Y_3.2	0.596 ** _	≥ 0, 1743	Valid
Y_3.3	0.200 ** _	≥ 0, 1743	Valid
Y_3.4	0.506 ** _	≥ 0, 1743	Valid

Source: Primary data processed 2022

In tables 4, 5, and 6 it can be understood that the overall research data for each variable is said to be valid, because rcount exceeds the value of rtable.

Reliability Test

Table 7Var Reliability Test. X1

Cronbach's Alpha	Items
0.855	12

Table 8Var Reliability Test. X2

Cronbach's Alpha	Items
0.811	12

Table 9Var Reliability Test. Y

Cronbach's Alpha	Items
0.715	12

Source: Primary data processed 2022

In table 7, table 8, and table 9 it is known that each variable is declared reliable. Because the value of *Cronbach's Alpha* questionnaire is greater than 0.01. That is, the variable X₁ has a value of 0.855. Variable X₂ has a value of 0.715. And the Y variable has a value of 0.822.

Normality test

Table 10Normality Test

One Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		126
Normal Parameters ^{a,b}	mean	0.0000000
	Std. Deviation	4.18951559
Most Extreme Differences	Absolute	0.078
	Positive	0.043
	negative	-0.078
Test Statistics		0.078
asympt. Sig. (2-tailed)		.056 ^c

Source: Primary data processed 2022

In table 10, the results from the normality test are understood to be the sig value. 0.056 0.05 , it can be concluded that the residual value in this research activity is normally distributed.

Multicollinearity Test

Table 11Multicollinearity Test

Collinearity Statistics	
Tolerance	VIF
1,000	1,000
1,000	1,000

Source: Primary data processed 2022

In table 11, it is known that the VIF value for the Entrepreneurial Characteristics variable (X1) is 1,000 (<10), and the Entrepreneurial Motivation Variable (X2) is 1,000 (<10). Through these results, it indicates that there are no symptoms of multicollinearity.

Heteroscedasticity Test

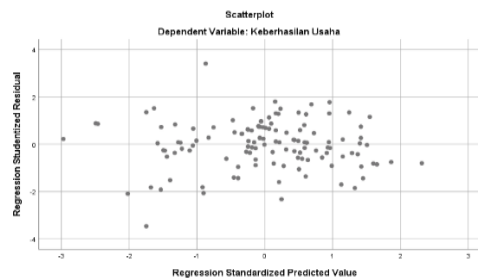


Figure 1 Heteroscedasticity Test

The heteroscedasticity test has a purpose, namely to test whether in the model there is an inequality of variance and residuals from one observation to another observation. A good regression model means a model that does not have heteroscedasticity. In figure 1 of the Scatter Graph. The point does not create a pattern and does not only exist in region 0, it is evenly distributed, which means that there are no symptoms of heteroscedasticity.

Autocorrelation Test

Table 12 Autocorrelation Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std Error of the Estimate	Durbin-Watson
1	.540 ^a	0.292	0.280	4,223	1,930

Source: Primary data processed 2022

The results of the autocorrelation test can be observed, namely the DW value of 1.930 if $dl < d_{count} < (4 - du)$ there is no autocorrelation. So, in this calculation, the DW is $1.7424 < 1.930 < 2.2576$. It means that there is no autocorrelation in this research activity.

Multiple Linear Regression Analysis Test

Table 13 Multiple Linear Regression Test

Coefficients ^a			
Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	2,929	0.353	
Characteristics of Entrepreneurship	0.195	0.066	0.222
Entrepreneurial Motivation	0.427	0.064	0.502

Source: Primary data processed 2022

In table 13 it is understood that the regression equation is $Y = 2.929 + 0.195 + 0.427 + e$. The constant value in this linear regression analysis model is 2,929 which states that if the variables X_1 and X_2 are equal to 0, it means that the value of the Y variable can increase by 2,929. The Entrepreneurial Characteristics Variable (X_1) has a value of 0.195 and Entrepreneurial Motivation (X_2) has a value of 0.427. It can be concluded that the effect is positive and significant.

t test

Table 14T . Test

Coefficients ^a		
Model	t	Sig.
(Constant)	8,287	0.000
Characteristics of Entrepreneurship	2,951	0.004
Entrepreneurial Motivation	6,670	0.000

Source: Primary data processed 2022

test (partial) is used to understand whether the independent variable has an effect on the dependent variable partially. In table 14 it is known that Entrepreneurial Characteristics (X₁) has a positive and significant impact on Business Success (Y), having a sig level. $0.004 < 0.05$. Then the variable of Business Motivation (X₂) has a real and positive effect on Business Success (Y) which has sig. $0.000 < 0.05$.

F Uji test

Table 15F . Test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	904,035	2	452,017	25,341	.000 ^b
Residual	2194.005	123	17,837		
Total	3098,040	125			

Source: Primary data processed 2022

In table 15 the results from the F test are obtained by the value of sig testing f of 0.000, so the value is sig. < 0.05 . Due to the value of sig. < 0.05 means that H₀ is rejected and H₁ is accepted. This indicates that the independent variable is the variable entrepreneurial characteristics and entrepreneurial motivation variables simultaneously give a real and positive influence on the success variable of his business.

4. Conclusion

Based on the data that has been collected and analyzed for the formulation of the problem, so that the conclusion can be determined, namely referring to the results of the t-test, the results are that entrepreneurial characteristics partially have a positive and significant influence on the business success of street vendors in the field of Masjid Al-Akbar Surabaya. Meanwhile, referring to the results of the t-test, namely the entrepreneurial motivation in part, it has a positive and significant influence on the business success of street vendors. As for the results of the f test, namely the entrepreneurial characteristics and motivation to carry out entrepreneurship simultaneously, it has a positive and significant impact on the success of the street vendors in the Al-Akbar Mosque Surabaya field.

Based on this conclusion, the suggestions that can be given by the author are related parties, such as street vendors (PKL) and administrators of the Pagesangan Peduli Citizens Forum (FWP2), it is hoped that they will continue to hold regular meetings between traders so that kinship is maintained and harmonious, always competes in a healthy manner. trade and increase the motivation of traders in their business.

Thank-you note

Praise be to Allah SWT, I am a lecturer from the Management Study Program, Faculty of Economics and Business, Universitas PGRI Adi Buana Surabaya, thank you very much to the Manager of the International Journal of Basic and Applied Research (IJ E BAR) who has accepted me to publish an International Journal . Hopefully this International Journal is useful for people in need and for other countries. Once again I thank you very much , I hope the international publications run smoothly and blessings for all of us Amen.

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