

**“
SCIENTIFIC FRAMEWORK AS
INITIATOR OF CHANGE
IN POST-PANDEMIC CRISIS
”**



PROCEEDING

UNIKOM International Conference on Business,
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The Influence of Entrepreneurial Characteristic on Business Performance

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The existence of increasingly fierce competition due to the business environment that is experiencing rapid changes has forced business people to think of the best steps to win the competition. Efforts to empower Indonesia small business are not limited to the local market but must be brave and ready to face the global market.

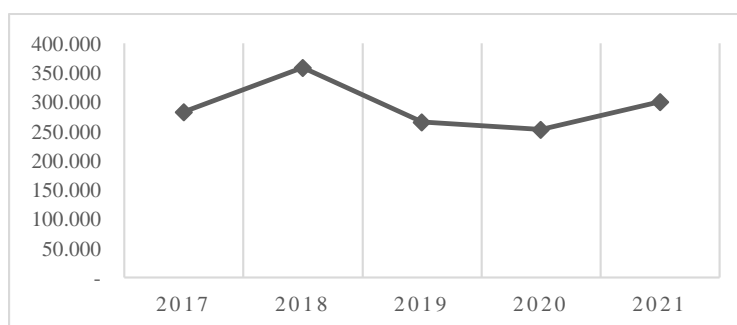


Figure 1. Unit of Small Business in Indonesia

Source: [2]

Upscale small business is one of country development indicator based on quantity and quality. However, this is still an obstacle for Indonesia, which have many small businesses as ASEAN countries. The main goal of small business is company growth to medium scale. In simple terms, small business owner are people who dare to take risks to open a business on various occasions.

Small business owner are people who always look for change, respond, and take advantage as an opportunity. The results of National Socio-Economic Survey by Central Bureau of Statistics, describe 10.54% of Indonesia's total population is below the poverty [3]. This has an impact on the high unemployment rate, especially higher education graduates [4]. Business performance can be influenced by internal and external factors. Success can be obtained depending on the ability to manage both factors through environmental analysis, formation, and implementation of business strategies. One of business performance driver is entrepreneurial character of business owner [5]. Business performance in this study based on small business concepts. Given that small businesses are supporters of Indonesia's national economy, the author needs to conduct research on the influence of entrepreneurial characteristics on business performance.

2. Literature Review

2.1 Business Performance

Performance is one of the most significant dependent variables for researchers concerned with almost all the areas of business and management, because it explains how well an entrepreneur is doing. Business performances have been studied by some researchers in several literatures and they concentrate majorly on the causes of performance and how it can be maintained business performance is defined as the ability of the entrepreneur or the organization to realize their objectives such as high profit, good quality products, good financial outcomes, long term survival and large market share, by using relevant strategies for action [6]. Business performance initiatives in any of the following: 1) capital, 2) sales, 3) profit, and 4) market [7]. Many small businesses do not separate business capital from personal money. In addition, small businesses experience a low sales growth rate which has an impact on the low growth of operating profit from. Increasing the ability of small to open opportunities through market expansion. All will not happen by chance, one of business performance driver is entrepreneurial character of business owner [5]. Therefore, we propose the following hypothesis:

H₀: There is not positive influence of entrepreneurial characteristics on business performance.

H_a: There is positive influence of entrepreneurial characteristics on business performance.

2.2 Entrepreneurial characteristic

Entrepreneurial characteristics are the possession of certain personalities that expose an individual toward entrepreneurial behaviour [8]. In the studies of entrepreneurship, there are three factors; social, individual, and environmental factors that influence the entrepreneurial behaviour. Entrepreneurial characteristic consists of six basic components: 1) innovativeness, 2) need for achievement, 3) locus of control, 4) risk taking propensity, 5) tolerance for ambiguity, and 6) self- confidence [9]. These characteristics are well attached to successful entrepreneurs and can be developed by people who want to become successful entrepreneurs in the future.

Innovativeness as the ability to create new products with better quality, innovative production method and penetration of wider market. Need for achievement forces individuals to fight for their gain and benefit in achieving perfection in their work which eventually motivates them to excel in their career. Locus of control as the basis of the propensity to entrepreneurship which is essential to the entrepreneur's attainment as well as their patience towards uncertainty. Risk taking propensity refer to the ability of a person who is involved in business to tolerate risks and endure difficulties given that the risky nature of entrepreneurship. Tolerance for ambiguity is the capacity of a person to react positively under a particular vague circumstance. Self-confidence is a required entrepreneurship characteristic [10].

3. Methods

This article is causal research at 95% of confidence interval. This design allows the researcher to collect the data and construct the data structure to perceive the cause-and-effect on the research variables [11]. The causal research aims: 1) to understand exogenous and endogenous variables towards marketing phenomena, 2) to decide the nature of the relationship among the variables, and 3) to test the hypothesis of causal relationship variable.

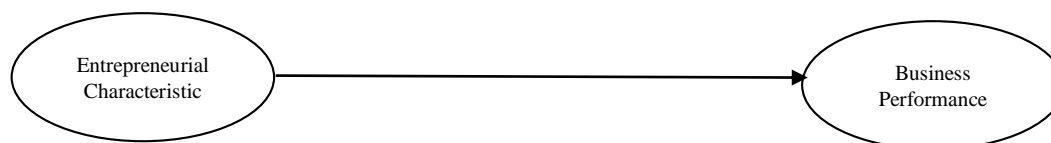


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The data analysis technique in this quantitative study utilized statistical analysis. Verifiable data analysis will be used to test hypotheses and focus on the disclosure of the behaviour of research variables. The data analysis technique used to determine the correlative relationship in this study is Partial Least Square to provide a combination of three main goals, namely: 1) to estimating path analysis using latent contracting with multiple indicators, 2) does not assume a specific distribution so that it can be used for Likert scales with a small sample count of less than 100, and 3) to confirm or predict an applied, middle, or grand theory. The program used to perform data analysis with path analysis method was SPSS.

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4. Results and Discussion

The first analysis was carried out to determine the value of the regression coefficient in each dimension of entrepreneurial characteristic to business performance. Based on the results of data processing, it shows that dimensions of variable business performance are influenced by capital, sales, profit, and market.

Table 2. Regression Coefficient of Entrepreneurial Characteristic and Business Performance

Dimension				
Entrepreneurial Characteristic	Business Performance	Regression Coefficient	Sig	Result
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The third analysis was carried out to determine whether the three dimensions of entrepreneurial characteristic affect business performance. In this study, there is a main hypothesis that will be tested, namely H_a : There is positive influence of entrepreneurial characteristics on business performance. The signification value of $0.000 < 0.05$ then H_a is accepted and can be widely applied outside the research focus. The results of this study have similarities with previous research, that business performance is positively influenced by entrepreneurial characteristic [5].

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Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	2766322	1	2766322	135,680	.000b
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This research is a development of applied theory. This research provides information that there is a concurrent influence of entrepreneurial characteristic on business performance. Further research is expected to conduct similar research on different industries.

5. Conclusion

This study demonstrates that entrepreneurial characteristic is on the one hand side very important and becomes more challenging in a business performance. The contribution of entrepreneurial characteristic is relatively high. Nevertheless, even the medium impact of entrepreneurial characteristic on business performance that company with achieve better results quality of capital, sales, profit, and market from innovativeness, need for achievement, locus of control, risk taking propensity, tolerance for ambiguity, and self-confidence.

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by Nizar Alam Hamdani

Submission date: 17-Sep-2023 05:11AM (UTC-0700)

Submission ID: 2168247315

File name: of_Entrepreneurial_Characteristic_on_Business_Performance_2.pdf (359.91K)

Word count: 2490

Character count: 14587

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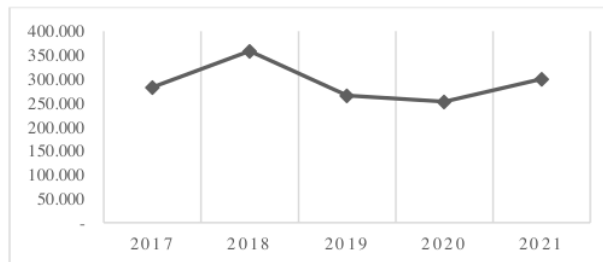


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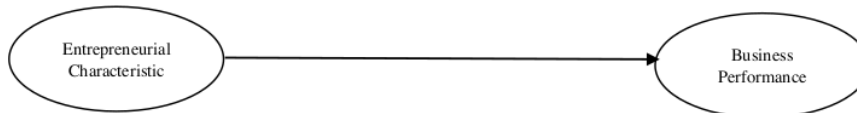


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