

# THE INFLUENCE OF ENTREPRENEURIAL CHARACTERISTICS, ENTREPRENEURIAL COMPETENCE, AND BUSINESS LOCATION ON BUSINESS SUCCESS

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## Abstract

*This research is motivated by the importance of entrepreneurship in overcoming Indonesia's high unemployment rate. Success in building a successful economy also depends heavily on the characteristics and competencies of each entrepreneur. The purpose of this study was to determine whether there is an influence between entrepreneurial characteristics, entrepreneurial competencies, and business location on business success in the Marble Craft Industry of Gamping Village, Campurdarat District, Tulungagung Regency, both partially and simultaneously. The research method used is Quantitative with the type of Explanatory Research. The sampling technique uses Probability Sampling with a sample size of 75 Marble Craft Industry entrepreneurs, and data processing uses the SPSS version 27 program. The study results indicate that partially entrepreneurial characteristics and competencies have a significant positive effect. In contrast, business location significantly negatively affects business success in the Marble Craft Industry of Gamping Village, Campurdarat District, Tulungagung Regency. Simultaneously, entrepreneurial characteristics, entrepreneurial competencies, and business location have a significant effect together (simultaneously) on business success in the Marble Craft Industry of Camping Village, Campurdarat District, Tulungagung Regency.*

**Keywords:** *Entrepreneurial Characteristics, Entrepreneurial Competence, Business Location, Business Success*

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## 1. Introduction

The high unemployment rate in Indonesia teaches the importance of individual creativity, knowledge, and skills. Entrepreneurship allows someone to create jobs for themselves and others. Entrepreneurship plays a key role in building the economy in a

modern economy (Nurcahya & Novianti, 2019). The marble craft industry, which dominates the MSME sector in Tulungagung, significantly contributes to the regional economy (Suseno, 2021). MSMEs drive economic growth in developing countries like Indonesia and play an important role in reducing unemployment by creating jobs (Sunariani et al., 2017).

Economic success depends on entrepreneurs' characteristics and competencies (Nurcahya & Novianti, 2019). Entrepreneurial characteristics include independence, creativity, innovation, hard work, perseverance, and courage to face risks. An optimistic attitude, positive thinking, and creativity are also important in facing the dynamics of the business environment (Essel, 2019; Indarto & Santoso, 2020). Success begins with decisions made, both as employees (intrapreneurs) and entrepreneurs (entrepreneurs), with the hope of achieving success (Hendro, 2011; Sitinjak & Naibaho, 2021). Business success depends on ideas, opportunities, and entrepreneurs who can create added value for consumers and take advantage of existing business opportunities (Suarmawan, 2015). For this reason, the right strategy is needed to maintain the sustainability of business operations (Suriana et al., 2021).

Entrepreneurs' characteristics influence business success in achieving their goals. According to Geoffrey G. Meredith in Suryana (2014), entrepreneurial characteristics include self-confidence, focus on results, courage to take risks, leadership, creativity, and future orientation. These characteristics reflect individuals' values, attitudes, and unique character, directly influencing business success (Anggreyni & Santy, 2020; Suriana et al., 2021). In addition to characteristics, competence is also very important. Competence includes knowledge, skills, and abilities that impact business performance (Suryana, 2003; Anggreyni & Santy, 2020). Man and Lau (2002) identified two components of entrepreneurial competence: personal character, self-views and perceptions, and information, skills, and experiences that can be developed through theory and practice. The choice of business location is an important factor influencing a business's success, including procurement of materials to distribution to consumers. The right location supports business development while choosing the wrong location can significantly negatively impact the business (Suriana et al., 2021). According to Manahan P. Tampubolon (2004), the choice of business location provides a competitive advantage, ease of procurement of goods, and improved customer service.

Wirasamita (2013) stated that entrepreneurship and entrepreneurs are active production factors that can move and utilize other resources, such as natural resources, capital, and technology, to create wealth and prosperity by creating jobs, income, and products used by the community.

Entrepreneurial competence includes the attitude of an entrepreneur based on his knowledge, experience, and skills in managing and running his business. This competence can be developed through training and development and includes personal characteristics, special knowledge, motives, traits, self-image, and skills that support a business's establishment, continuity, and growth. Suryana (2006:88) stated that the competence or ability that the entrepreneur must possess is reflected in real terms through:

- a. Ability and willingness to start a business (start-up)
- b. Ability to do something new (creative)
- c. Willingness and ability to seek opportunities
- d. Ability and courage to bear risks (risk-bearing) (Rifa'i et al., 2019).

Aisha & Selma (2017) and (Nugroho et al., 2024) stated that business location is one of the most important factors to consider when starting a business; even a small mistake in choosing a location can have a serious impact because the location of the business can affect the smoothness and success of the business, so it is very important to plan the selection of the location well to ensure the smoothness and success of the business. The location of the business is a place to do business, including all activities, such as providing raw materials to sell to consumers (Syahputra et al., 2022).

According to Hendry Faizal Noor (2007:397) in Khasanah & Haryono (2023), business success is the success of a business in achieving its goals. Business success is a priority for a company, and all its activities aim to achieve success. Trustorini Handayani (2013:40) defines business success as an achievement that a company successfully achieves from one period to another. In general, success indicates a better or superior condition than before.

## 2. Method

This study uses a quantitative approach and a quantitative research type. It is included in explanatory research or hypothesis testing that describes causal relationships or special types of relationships. This study tests the influence of entrepreneurial characteristics, entrepreneurial competence, and business location on business success.

This study uses a method of engineering. The data collection technique used in this study is field research. This research was conducted in Gamping Village, Campurdarat District, Tulungagung Regency. The reason for choosing this location is because this study focuses on the Influence of Entrepreneurial Characteristics, Entrepreneurial Competence, and Business Location on Business Success in the Marble Craft Industry in Gamping Village, where in Gamping Village there are many Marble Craft Industry Businesses, so it is the right choice to conduct this research.

## 3. Results and Discussion

### Validity Test

The validity test in this study uses the Pearson Product Moment correlation test with the provision that the  $r$ -count value of each statement (item)  $>$   $r$ -table value, then the statement item is said to be valid; the  $r$ -table in this study is 0.227. Based on the results of the Pearson Product Moment correlation test analysis, the  $r$ -count value is obtained as follows:

Table 1. Validity Test Results

Indicator	Calculate r value	Table r Value	Information
<b>X1</b>	<b>Characteristics of Entrepreneurs</b>		
X1.1	0.653	0.227	Valid
X1.2	0.637		Valid
X1.3	0.648		Valid
X1.4	0.773		Valid
X1.5	0.648		Valid

X1.6	0.640		Valid
<b>X2</b>	<b>Entrepreneurial Competence</b>		
X2.1	0.726		Valid
X2.2	0.713	0.277	Valid
X2.3	0.778		Valid
X2.4	0.691		Valid
<b>X3</b>	<b>Business Location</b>		
X3.1	0.814		Valid
X3.2	0.822	0.227	Valid
X3.3	0.744		Valid
<b>Y</b>	<b>Business Success</b>		
Y.1	0.547		Valid
Y.2	0.672		Valid
Y.3	0.633	0.277	Valid
Y.4	0.691		Valid
Y.5	0.752		Valid

Based on the data in table 1 above, it is known that all statement indicators for each research variable have a calculated r-value (0.633 to 0.822) > r-table (0.227). Therefore, the statement indicators for each research variable are included in the valid category so that all indicators can be used to measure the variables studied.

### Reliability Test

The reliability Test shows the extent to which a measuring instrument can be trusted; the method used to see if the data is reliable is the Alpha-Cronbach method. The method used to test the reliability of the questionnaire in this study is the formula:

- a. If Cronbach's Alpha value is > 0.6, it is declared reliable.
- b. If the Cronbach's Alpha value < 0.6, then it is declared unreliable.

The results of the reliability test can be seen in the following table:

Table 2. Descriptive Test Results Based on Age

Variables	Cronbach's Alpha (a) value	Information
Entrepreneurial Characteristics (X1)	0.745	Reliable
Entrepreneurial Competence (X2)	0.701	Reliable
Business Location (X3)	0.706	Reliable
Business Success (Y)	0.667	Reliable

Based on the data results from table 2, the results of the Reliability Test can be seen that:

- a) The Cronbach's Alpha value on variable X1 (Entrepreneurial Characteristics) is  $0.745 > 0.6$ , so the results of the Entrepreneurial Characteristics variable can be said to be reliable.
- b) The Cronbach's Alpha value on variable X2 (Entrepreneurial Competence) is  $0.701 > 0.6$ , so the results of the Entrepreneurial Competence variable are reliable.

- c) The Cronbach's Alpha value for variable X3 (Business Location) is  $0.706 > 0.6$ , so the results of the Business Location variable are reliable.
- d) The Cronbach's Alpha value on the Y variable (Business Success) is  $0.667 > 0.6$ , so the Business Success variable's results are reliable.

Therefore, it can be concluded that all variables are reliable with a Cronbach Alpha value exceeding 0.6, so the next measurement can continue.

### Classical Assumption Test

#### 1. Normality Test

Normality Test aims to determine whether the data is normally distributed or not. Determining whether data is normally distributed normality can be determined by testing using the One-Sample Kolmogorov-Smirnov Test. The decision-making guidelines by taking a significance level of 5% are as follows:

- a. Significance Value (Sig.)  $< 0.05$  means the distribution is not normal
- b. Significance Value (Sig.)  $> 0.05$ , then the distribution is normal

The following are the normality test results using the One-Sample Kolmogorov-Smirnov Test, which can be seen in Table 3 below:

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		75
Normal Parameters <sup>a,b</sup>	Mean	0.0000000
	Std. Deviation	1.00981917
Most Extreme Differences	Absolute	0.053
	Positive	0.037
	Negative	-0.053
Test Statistics		0.053
Asymp. Sig. (2-tailed) <sup>c</sup>		.200 <sup>d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Based on table 3 above, the significance value (Sig.) of the normality test is 0.200, greater than the established significance level of 0.05. This is to the guidelines for decision-making regarding normally distributed data, so it is concluded that the results indicate that the data is normally distributed.

The Data Normality Test can also be known by looking at the data points spread around the diagonal line of the Normal Probability Plot image and the shape of the Histogram Curve. If the data is spread around the diagonal line and the histogram graph shows a normal distribution pattern, the basis for decision-making meets normality. The regression model meets the normality assumption.

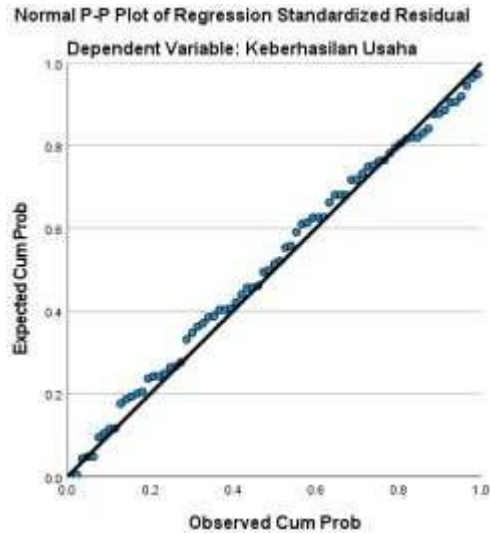


Figure 1. Normality Test Results – Normal Probability Plot

Figure 1 above shows that the data is spread around the diagonal line and follows its direction. Thus, the data is normally distributed, and the regression model with the Normal Probability Plot method has met the normality assumption.

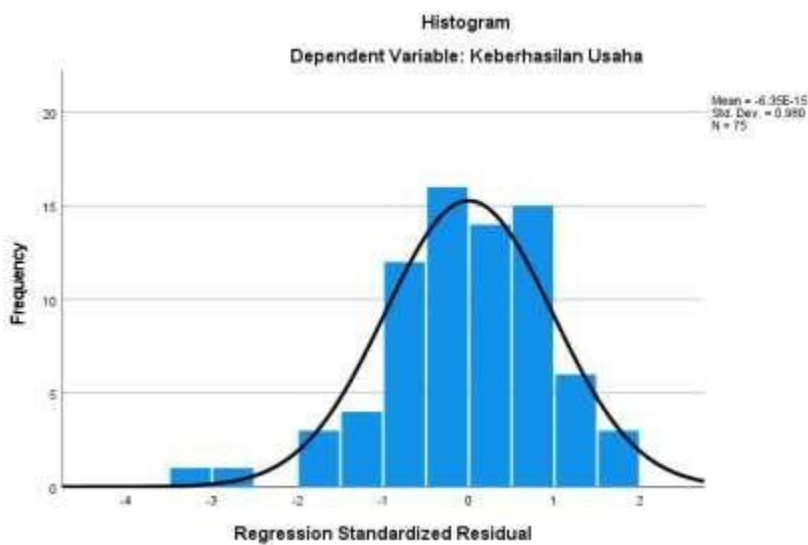


Figure 2. Normality Test Results – Histogram Curve

Based on Figure 2 above, it is known that the Histogram curve graph that forms a mountain, the graph does not tilt to the left or right, which means that the variable data is normally distributed.

## 2. Multicollinearity Test

The decision-making criteria are as follows:

- VIF > 10, then it is suspected to have a multicollinearity problem.
- VIF < 10 means there is no multicollinearity.
- Tolerance* > 0.1, then it is suspected to have a multicollinearity problem.
- Tolerance* > 0.1, then there is no multicollinearity.

VIF and Tolerance values can be seen from the Coefficients Table of the Collinearity Statistics column in the SPSS calculation results. This can be seen in Table 4 below:

Table 4. Multicollinearity Test Results

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	24,369	1,416		17,214	0,000		
	X1	0.403	0.054	0.498	7,422	0,000	0.730	1,369
	X2	0.152	0.061	0.162	2,497	0.015	0.777	1,287
	X3	-1,251	0.085	-0.920	-14,726	0,000	0.843	1,187

a. Dependent Variable: Y

Based on the data in Table 4, the VIF value <10 is X1 of 1.369, X2 of 1.287, and X3 of 1.187. The Tolerance value > 0.1 is X1 of 0.730, X2 of 0.777 and X3 of 0.843. So, it can be concluded that the regression model does not have a multicollinearity problem.

### Heteroscedasticity Test

The Heteroscedasticity Test tests if an error occurs and the residual of the regression model analyzed does not have a constant variance from an observation. The Heteroscedasticity Test in this study uses the regression standardized predicted value plot graph method with the regression standardized residual. Based on the results of the analysis with SPSS, the scatterplot graph is obtained as follows:

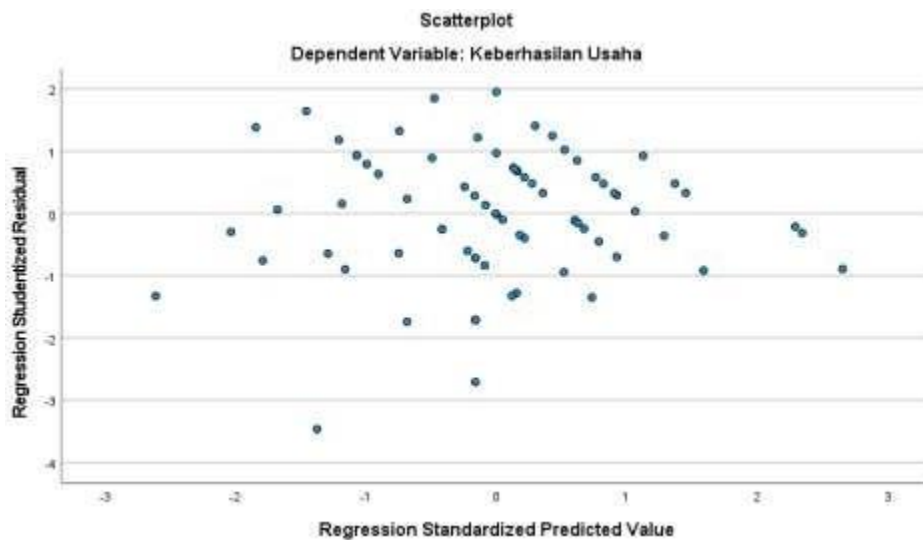


Figure 3. Heteroscedasticity Test Results – Scatterplot

A good regression equation model does not have heteroscedasticity problems if the points on the largest random scatterplot graph do not form a particular pattern, such as a triangle, rectangle, curve, etc. Figure 3 shows the scatterplot graph. The points are spread randomly and do not show a particular pattern above and below the number 0 on the Y-axis. This shows that the regression model is the basis for decision-making, so this regression does not experience heteroscedasticity.

Table 5. Results of Multiple Linear Regression Analysis

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	24,369	1,416		17,214	0,000
	X1	0.403	0.054	0.498	7,422	0,000
	X2	0.152	0.061	0.162	2,497	0.015
	X3	-1,251	0.085	-0.920	-14,726	0,000

a. Dependent Variable: Y

The table data above explains the results of the multiple linear regression test, so it can be seen that the multiple linear regression equation in this study is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 24.369 + 0.403 X_1 + 0.152 X_2 - 1.251 X_3 + e$$

#### 4. Conclusion and Suggestions

Based on the results of the analysis of the research data described in the previous chapter, the following conclusions can be drawn: 1) There is a significant partial influence between entrepreneurial characteristics and business success. This means that the higher and stronger the entrepreneurial characteristics the business owner possesses, the higher the business's success. 2) There is a significant partial influence between entrepreneurial competence and business success. This means that the higher and stronger the entrepreneurial competence the business owner possesses, the higher the business's success. 3) There is a significant partial influence between business location and business success. This means that the weaker and less strategic the business location owned by the business owner, the higher the business success will be. 4) Entrepreneurial characteristics, competence, and business location significantly influence business success simultaneously. This means that the higher the entrepreneurial characteristics supported by business competence and strategic business location owned by an entrepreneur, the higher the success of the business owned by the entrepreneur. 5) The results of multiple linear regression analysis show that of the variables studied, namely Entrepreneurial Characteristics, Entrepreneurial Competence, and Business Location, the most dominant variable influencing Business Success is Business Location. 6) The results of the determination coefficient analysis show that 0.756 variations in business success (Y) are simultaneously influenced by entrepreneurial characteristics (X1), entrepreneurial competence (X2), and business location (X3). These three variables can explain 75.6% of business success, while the remaining 24.4% is influenced by other factors not examined in this study.

The suggestions that can be conveyed to the owners of the marble craft industry in Camping Village, Campurdarat District, are as follows:



1. Marble Craft Industry Owners must hone entrepreneurial characteristics such as innovation, courage to take risks, and effective leadership to increase consumer satisfaction and loyalty.
2. Entrepreneurial competencies can be improved through training, education, or practical experience so businesses are more effective, efficient, and able to compete in the market.
3. Due to the trend of online shopping, strategic location is no longer a priority. Owners should focus on digital marketing, delivery services, and online presence to reach a wider consumer base.

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