

THE EFFECT OF ENTREPRENEURSHIP AND INNOVATION TOWARDS BUSINESS SUCCESS

IN BREAD INDUSTRY IN SUB-DISTRICT

EAST BATURAJA OGAN KOMERING ULU DISTRICT

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This study discusses the influence of entrepreneurial spirit and innovation on business success in the bakery industry in the form of questionnaires totaling of 18 for X variables and 10 statements for variable Y which are scored based on Likert scale and distributed to 20 respondents. The analysis is performed quantitatively using multiple linear regression to show whether there is an influence of entrepreneurial spirit (X_1) and innovation (X_2) on business success (Y), hypothesis testing is done by partial and simultaneous testing. Based on the result of the analysis, it can be concluded: first, there is a positive and significant influence between entrepreneurial spirit (X_1) and innovation (X_2) on the business success (Y) in the bakery industry in Baturaja sub-districts, Ogan Komering Ulu Regency; second, that the analysis results The coefficient of determination (R square) shows that there is a positive and significant influence between entrepreneurial spirit (X_1) and innovation (X_2) on business success (Y) of 0,657 or 65,7% while the rest remaining 34,3% is influenced by other factors that are not included in this study. like motivation and education.

Keywords: *Entrepreneurial spirit, Innovation, Business Success*

PRELIMINARY

The era of globalization in the business world is characterized by the increasing number of products and services sold in the market. The changes that occur are marked by the mindset of the developing community, technological advancements, and lifestyles that cannot be separated from the influence of globalization. The influence of the development of time, namely, the advantages and uniqueness of each of these products and services. This makes consumers have many alternative choices in using products and services offered by producers. For the Micro Small Business Unit continues to develop, but moreover the business owner of a business unit is the main key to the success of a business unit in an increasingly competitive industry.

According to Noor (2007: 401), revealed that, "Business success in essence is the success of a business reaching its goal. According to Suryana (2013: 48), entrepreneurial success or failure is influenced by various factors, both external and internal, internal factors that have an influence on entrepreneurial success are willingness, ability, and weakness, while factors originating from external actors are opportunities or opportunities.

Entrepreneurial spirit is the result of the formation of characters who will deliver on achieving the goals of the business itself. Suryana (2006: 3) argues that people who have entrepreneurial spirit are people who are confident (confident, optimistic, and full of commitment), take

initiative (energetic and confident), have achievement motives (results oriented and forward-looking), have leadership skills (dare to be different) and dare to take risks with calculation.

Innovating for an entrepreneur is the key to success. Innovation is an entrepreneurial action to achieve success in competition. Through research and development (entrepreneurship), entrepreneurs find novelty, usefulness and usefulness as added value and competitiveness (Suryana, 2013: 74).

The city of Baturaja is one area that consistently preserves SMEs, even though they are aware of the conditions of their business, sometimes up and down. So that the entrepreneur must be able to run the business well and full of calculations. As stated by Hamali namely, Entrepreneurs do not recognize the term loss as long as someone does business with full courage and calculation, this is what is called the entrepreneurial spirit (Hamali, 2016: 11). Their competitiveness will certainly be good if they follow developments through innovation. Entrepreneurship success will be achieved if someone thinks creatively and innovatively creates something new or something old in new ways (Zimmerer in Suryana, 2013: 16). Therefore SMEs in the bakery industry in Baturaja City, Ogan Komering Ulu Regency must continue to strive to develop effective and innovative strategies to build, maintain their business.

Based on OKU Regency Trade and Industry Office Data, the Bread Industry in East Baturaja Subdistrict, Ogan Komering Ulu Regency has decreased in number, can be seen from the number of Bread Industry in 2015 recorded 24 Bread Industry then in 2017 there were 24 Bread Industries, in 2017 recorded as 20 Bread Industries, (Department of Trade and Industry of OKU Regency, 2018).

Bread Industry Data in East Baturaja Subdistrict, Ogan Komering Ulu Regency from 2015 - 2017 can be seen below:

Table 1

**Bread Industry Data in East Baturaja District
Ogan Komering Ulu Regency**

Years	Total
2015	24
2016	24
2017	20

Source: Department of Trade and Industry Kab. OKU, 2018

Based on observations, bread industry entrepreneurs feel the difficulty in achieving business success, through interviews with 20 bakery industry entrepreneurs in the East Baturaja area of Ogan Komering Ulu Regency, as many as 15 entrepreneurs experienced a decrease in profit in terms of turnover earned, and a decrease in consumers who bought the product. The tightness of competition in grabbing consumer attention is felt by entrepreneurs, so that the entrepreneurial spirit needs to be strengthened and innovation is needed to maintain business and achieve business goals.

The phenomenon that occurs in bread entrepreneurs is that, despite having an attitude of confidence in their abilities, the bread industry entrepreneurs have not dared to take risks to look for opportunities to improve product quality or expand the market. Entrepreneurs prefer their business to run mediocre for fear of experiencing losses. As well as there are not many bakers who have developed innovations to support the success of their businesses, through interviews with 20 bakery industry entrepreneurs in East Baturaja Subdistrict, Ogan Komering Ulu Regency, it turned out that only 7 entrepreneurs made unique bread forms such as crocodile bread, micky mouse, turtle and make bread mixed with pizza to make Pizza bread, and dry bread. So far only a few bakery industry businesses have made innovations. Only a few of the bread industry entrepreneurs are creative in creating new ideas and the latest innovations in the bakery industry.

Based on the phenomena described earlier, the researcher is interested in conducting research with the title "The Influence of the Entrepreneurship Soul and Innovation on the Success of the Bread Industry Business in the East Baturaja District of OKU Regency".

LITERATURE REVIEW

1. Definition of Entrepreneurship Soul

According to Hamali (2016: 11) Entrepreneurs do not recognize the term loss as long as someone does business with courage and calculation, this is what is called the entrepreneurial spirit. According to Suryana (2013: 29), An Entrepreneur always has the principle that what is done is an optimal effort to produce maximum value. That is, Entrepreneurs do things in an arbitrary way, even if they can be done by someone else. Value and achievement are things that distinguish between the results of his work as an entrepreneur and other people who do not have the soul of entrepreneurship.

According to Suryana (2006: 3) the spirit of entrepreneurship has an important meaning in business development including in any field. Therefore, to measure the entrepreneurial spirit, an indicator is needed as a measure, namely:

a. Confidence

is a blend of attitudes and beliefs in dealing with tasks or work, self-confidence is determined by self-reliance and self-ability, which is able to face and resolve own problems without waiting for help from others, and have a strong, confident, optimistic, disciplined and committed personality.

b. Initiative

always want to start and look for opportunities with full energy, and agility in acting

c. Achievement motives

always prioritizing tasks and results in achieving goals and forward-looking.

d. Have a Soul of Leadership

Having a leadership spirit always makes use of differences as a value added, trustworthy, and resilient in acting in response to suggestions and criticisms which are opportunities not made as an offense

e. Dare to take risks

Willingness and ability to deal with risks in a calculated manner and are willing to face challenges to achieve the desired success.

2. Definition of innovation

Innovating for an entrepreneur is the key to success. Innovation is an entrepreneurial action to achieve success in competition. Through research and development (entrepreneurship), entrepreneurs find novelty, usefulness and usefulness as added value and competitiveness (Suryana, 2013: 74). Innovation is the ability to use creative solutions to fill opportunities that bring benefits to people's lives (Alma, 2014: 71).

According to Suryana (2013: 15) Innovation is the ability to apply creativity in order to solve problems and find opportunities, many new and different things that can be created by entrepreneurs, such as processes, methods, goods, and services.

Entrepreneurs have a role in finding new combinations which are a combination of five Innovation processes, namely finding new markets, introducing new goods, new production methods, sources of supply of new raw materials and new industrial organizations (Suryana, 2013: 46).

Companies can innovate in the fields of:

1. Product innovation, can be goods, services, and places.
2. Management innovation, including work processes, production, marketing finance.

In innovating it is necessary to carry out the following principles:

1. Analyzing opportunities
2. What is done to satisfy customers
3. Simple and purposeful
4. Start small

According to Suryana and Bayu (2010: 230) in an effort to develop their business including maintaining the viability of their business, companies both small and large in innovating need to pay attention to the following indicators:

1. Financial dimension

Where to pay attention to the return of innovation investments, market share, cost savings, and total work costs.

2. Consumer dimensions

Namely by paying attention to customer users in development, customer satisfaction, consumer retention rates, and the addition of new consumers.

3. Dimensions of internal business processes

Taking into account the overall success of the development team, development time, total employee / employee working hours.

4. Dimensions of learning and growth

In the form of new skills introduced by the company, the development of core technology, the average time employees / workers take part in the training.

3. Definition of Business Success

According to Noor (2007: 397) reveals that the success of a business is essentially the success of a business reaching its goals. Indicators of business success are:

1. Ability to get profit (profitability)

Profit is the main goal of the business operating profit is the difference between income and costs. The income of a company comes from the sale of goods and services produced or produced.

2. Productivity and Efficiency

The size of the productivity of a business will greatly determine the size of a production. This will affect the size of a sale and ultimately determine the size of income, thus affecting the size obtained. Furthermore, the costs incurred by the company to produce goods and services that become its business, depending on the level of production efficiency produced. The higher the level of efficiency, the lower the production costs incurred. Thus this efficiency will affect costs, which ultimately affects the achievement of profits from the company concerned.

3. Competitiveness

Competitiveness is the ability or toughness in competing to win attention and consumer loyalty. A business can be said to be successful, if it can beat a competitor or at least still be able to survive against competitors. Consumer attention and loyalty can be taken if a company can satisfy a customer's needs and desires. Therefore, the core of the competitiveness that must be owned by the company is the ability to innovate to create and seize new market opportunities that have emerged in the community.

4. Competence and business ethics

Competence is an accumulation of knowledge, results of research and experience both quantitatively and qualitatively in their fields so that they can produce innovations in accordance with the guidance of the times.

5. Establishment of trust or trust from the wider community

The good image of the company is divided into two, namely: internal trust and external trust. Internal trust is a trust from all people in the company. Internal trust growth indicators are low employee absenteeism, low employee turnover, increasing company productivity and efficiency and so on. While external trust is the emergence of trustworthiness or trust from all company stakeholders, both consumers, suppliers, government and the wider community, even competitors. The indicators are the establishment of a good corporate image, increased sales, low levels of complaints, increased orders, and so on.

RESEARCH METHODOLOGY

1. Multiple Linear Regression

In this study, regression analysis was used to determine the effect of entrepreneurial spirit (X1) and innovation (X2) on the success of the Bread Industry Business in East Baturaja District, OKU Regency.

According to Priyatno (2011: 249) the formulations used are:

$$Y = a + b_1X_1 + b_2X_2 + e \dots\dots\dots (1)$$

Information :

Y: Business Success

a: Constants

X1: Entrepreneurial spirit

X2: Innovation

b: Variable regression coefficient X1,2

e: error term

To facilitate analysis, researchers used the SPSS 16.0 for Windows program.

2. Hypothesis Testing

A. Testing individually (partially) with t-test

Partial t test or regression coefficient is used to determine whether the independent variables partially have a significant effect on the dependent variable (Priyatno, 2012: 92). The steps in the t test are as follows: Testing variable coefficients:

1. Formulate a hypothesis

a. Entrepreneurial spirit (b1) for business success:

Ho: $b_1 = 0$, meaning that there is no influence on the entrepreneurial spirit on the success of the business in the bakery industry in East Baturaja, OKU Regency.

Ha: $b_1 \neq 0$, meaning that there is an influence of entrepreneurial spirit on the success of the business in the bakery industry in East Baturaja, OKU Regency.

b. Innovation (b2) for Business Success:

Ho: $b_2 = 0$, meaning that there is no innovation effect on the success of the bakery industry in East Baturaja, OKU Regency.

Ha: $b_2 \neq 0$, meaning that there is an influence of innovation on the success of the bakery industry in East Baturaja, OKU Regency.

Determining the calculated t obtained from the regression results through SPSS version 16.00 software

2. Determine t table

t table can be seen in the statistical table at the significance of $\alpha = 5\%$ (0.05) 2-sided test then $\alpha / 2 = 5\% / 2 = 2.5\%$ (0.025) with degrees of freedom ($df = n-k-1$). The results obtained for t table can be seen in attachment t table.

3. Test criteria:

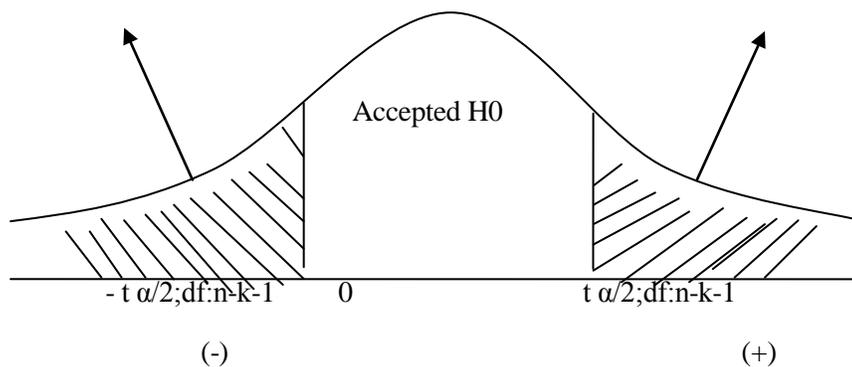
If $-t_{hitung} \leq -t_{tabel}$ or $t_{hitung} \geq t_{tabel}$ then, H_0 is accepted as significant.

If $-t_{hitung} > -t_{tabel}$ or $t_{hitung} < t_{tabel}$ then, H_0 is rejected meaning not significant.

Determining the area receiving H_0 and rejecting H_0 is as follows:

Rejection Area H_0

Rejection Area H_0



Picture 1

T Test of 95% Belief Rate

B. Simultaneous Testing of the F Test (overall)

The F test is used to find out whether the independent variables together have a significant effect on the dependent variable (Priyatno, 2012: 137). In this study, the F-test was used to determine the significance level of the influence of entrepreneurial spirit and innovation on the success of

the bakery industry in the East Baturaja District of OKU Regency. The hypothesis used in the overall test (simultaneous) with this F-test is:

1. Formulate a hypothesis

Ho: $b_1, b_2 = 0$, meaning that there is no influence of entrepreneurial spirit and innovation on the success of the bakery industry in East Baturaja District, OKU Regency.

Ha: $b_1, b_2 \neq 0$, meaning that there is an influence of entrepreneurial spirit and innovation on the success of the bakery industry in East Baturaja District, OKU Regency.

2. Determine the calculated F obtained from the regression results through SPSS version 16.00 software

3. Determine F table

F table can be seen in the statistical table (attachment) at the significance level of 0.05 with df 1 (number of variables-1), and df 2 (n-k-1) n is the amount of data and k is the number of independent variables

4 . Testing Criteria

If $F_{\text{count}} \leq F_{\text{table}}$ then Ho is accepted

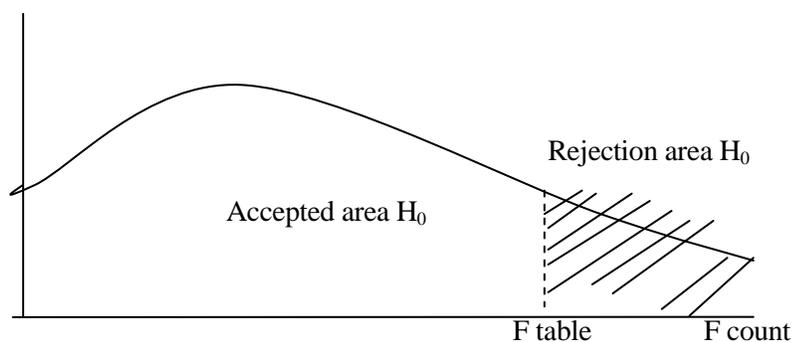
If $F_{\text{count}} > F_{\text{table}}$ then Ho is rejected

5. Make conclusions

1. If $F_{\text{count}} > F_{\text{table}}$ then Ho is rejected

2. If $F_{\text{count}} < F_{\text{table}}$ then Ho is accepted

Determine the region accepts H_0 and rejects H_0 (Priyatno, 2012: 50):



3. Analysis of the Coefficient of Determination (R^2)

According to Priyatno (2011: 521), the analysis of the coefficient of determination in multiple linear regression is used to determine the contribution percentage of the effect of independent variables (X1, X2, ...) simultaneously on the dependent variable (Y). The coefficient of determination is zero and one. A small R2 value means the ability of the independent variables to provide almost all the information needed to predict the variation of the dependent variable.

The coefficient of determination (R2) is intended to determine the best level of accuracy in regression analysis, where things are indicated by the magnitude of the coefficient of determination (R2) between 0 (zero) and 1 (one). The coefficient of determination (R2) zero independent variables has no effect on the dependent variable at all. If the coefficient of determination is getting closer to one, it can be said that the independent variable influences the dependent variable. In addition, the coefficient of determination is used to determine the percentage change in the dependent variable (Y) caused by the independent variable (X).

To get the coefficient of determination the problem statement is used as follows:

$$R = r^2 \times 100\% \dots\dots\dots (2)$$

Where: R = Determination

r = Correlation

ANALYSIS RESULTS AND DISCUSSION

1. Results of Multiple Linear Regression Analysis

The regression equation is used to see the effect of each independent variable (X) on the dependent variable (Y). Calculations with multiple linear regression models are carried out using program assistance while the summary results of multiple linear regression calculations can be seen in Table 2.

Table 2
Results of Multiple Linear Regression Analysis
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.346	4.235		.790	.440
Entrepreneurship Soul (X1)	.457	.154	.479	2.961	.009
Inovation (X2)	.572	.199	.465	2.874	.011

a. Dependent Variable: Effort Successful (Y)

Based on table 2, the multiple linear regression equation is as follows: $Y = 3.346 + 0.457X_1 + 0.572X_2$ (3)

Based on the above equation can be described as follows:

1. The constant value of 3.346 means that if the entrepreneurial spirit variable (X1) and innovation (X2) value is zero then Y (business success) is worth 3.346.
2. Regression coefficient of 0.457. This means that if the entrepreneurial spirit (X1) increases by one unit, it will increase business success (Y) by 0.457 units assuming the innovation value (X2) does not change or remain constant.
3. Regression coefficient of 0.572. It means that if innovation (X2) increases by one unit, it will increase business success (Y) by 0.572 units assuming entrepreneurial soul value (X1) does not change or remain constant.

2. Hypothesis Testing

a. Partial testing (t-test)

Partial testing is used to test partially whether each entrepreneurial spirit variable and innovation variable have a significant influence on business success. The testing of the influence of each independent variable on the dependent variable can be seen in table 3.

Table 3

Partial test results (t-test)

Model	B	T _{count}	t _{table}	Sig
Constanta	3,346	0,790		0,440
Entrepreneurship soul (X ₁)	0,457	2,961	2,110	0,009
Inovation (X ₂)	0,572	2,874	2,110	0,011

Source: primer data, 2018 (processed)

Based on the results of data processing obtained t-count entrepreneurial spirit (X1) of 2,961 and innovation (X2) of 2,874. With t-table 2.110 ($0.05 / 2 = 0.025$ df $20 - 2 - 1 = 17$, which means that each variable X has an effect on business success (Y). As for testing the effect of each independent variable on the dependent variable can be explained as follows :

1. Soul of Entrepreneurship (X1) on Business Success (Y)

thitung is 2,961 with t table of 2,110 because tcount > t table is $2,961 > 2,110$ then H0 is rejected and Ha is accepted, meaning that the Soul of Entrepreneurship has an effect on business success and can be described as follows:

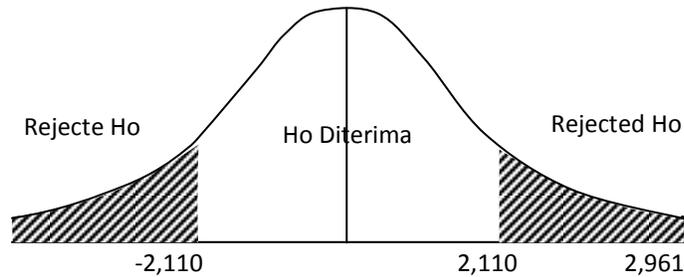


Figure 3

95% confidence interval for two-sided tests

2. Innovation (X2) on Business Success (Y)

thitung is 2,874 with t table is 2,110 because $t_{count} > t_{table}$ is $2,874 > 2,110$ then H_0 is rejected and H_a is accepted, meaning that innovation influences the success of the business. the significant influence of Innovation on Business Success can be described as follows:

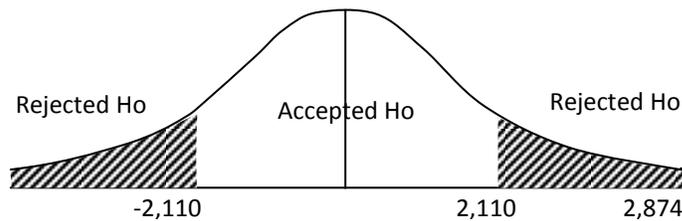


Figure 4

95% confidence interval for two-sided tests

b. Simultaneous testing (Test F)

The F test examines whether entrepreneurial spirit and innovation together have a significant influence on business success. The F test is done by comparing F-count with F-table.

Determining the F-table can be seen in the statistical table at a significant level of 0.05 with df number of variables-1 = 2, and $df_2 (n-k-1) = 20-1-2 = 17$ n is the amount of data and k is the number of independent variables. The results of the F Test Calculation can be seen in table 4.

Table 4

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	528,501	2	264,250	16,285	,000a
	Residual	275,847	17	16,226		
	Total	804,348	19			

a. Predictors : (Constant), Inovation (X2), Entrepreneurship Soul (X1)

b. Dependent Variabl: Effort Suksesful (Y)

Source: *Primer Data, 2018 (Processed)*

Based on table 4 above, shows $F\text{-count} > F\text{-table}$ $16,285 > 3,592$ then H_0 is rejected and H_a is accepted, meaning that simultaneously there is a significant effect of entrepreneurial spirit (X1) and innovation (X2) jointly on the business success variable (Y) which can be described as follows:

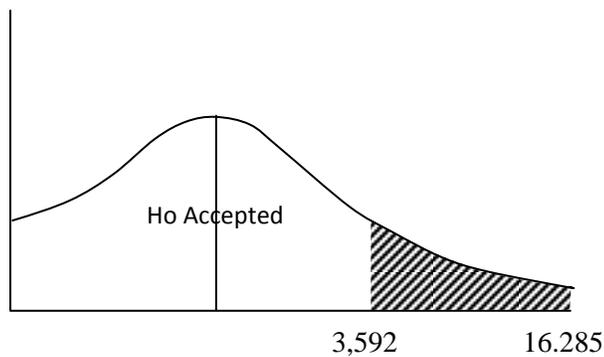


Figure 5

95% confidence interval for the right side

3. Determination Test (R^2)

Hasil pengolahan data diperoleh nilai koefisien determinasi dapat dilihat pada tabel 5 sebagai berikut :

Table 5
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,811a	,657	,617	4,02819	,657	16,285	2	17	,000

a. Predictors: (Constant), Inovation (X2), Entrepreneurship Soul (X1)

b. Dependent Variabel: Effort succesful (Y)

Source: Primer Data,2018(processed)

Based on the results of data processing, the R Square determination coefficient is 0.657. This means that the percentage of entrepreneurial spirit and innovation contributions to business success is only 65.7% while the remaining 34.3% is influenced by business success variables not examined in this study such as motivation and education (Kurniati, 2015: 84). 2009: 290).

DISCUSSION

Based on the results of the analysis carried out with multiple linear regression analysis techniques, it shows that the entrepreneurial spirit and innovation affect the success of the business in the Bread Industry Business in East Baturaja Subdistrict, Ogan Komering Ulu Regency. Both partially and simultaneously. This shows that the importance of entrepreneurial spirit and innovation in achieving business success.

Opinions expressed by Suryana (2006: 3), that people who have entrepreneurial spirit are people who are confident (confident, optimistic, and full of commitment), initiative (energetic and confident), have achievement motives (results oriented and forward-looking), have leadership (dare to be different) and dare to take risks with calculation. According to Suryana (2013: 29), an entrepreneur always has the principle that what is done is an optimal effort to produce maximum value. That is, Entrepreneurs do things carelessly, By having an entrepreneurial spirit it will affect the success of the business, as stated by Bije Widjajanto (2009: 116), that the higher the spirit of entrepreneurship and the higher skills in running a business, the closer the entrepreneur with success, this illustrates that the entrepreneurial spirit will affect how much success the business.

Innovation for an entrepreneur is the key to success. Innovation is an entrepreneurial action to achieve success in competition. Through research and development, entrepreneurs find novelty, usefulness and usefulness as value added and competitiveness (Suryana, 2013: 74), rapid changes and complex competition demands continuous or continuous innovation, innovation that continuously is a strength for entrepreneurs to achieve success in their business (Suryana, 2013: 204). From here we can illustrate that innovation has an influence on business success.

The value of the R Square determination coefficient is 0.657. This means that the percentage of entrepreneurial spirit and innovation contributions to business success is only 65.7% while the remaining 34.3% is influenced by business success variables not examined in this study such as motivation and education (Kurniati, 2015: 84).

The results of this study are also supported by previous research, namely Sulastri (2017) conducting research on the influence of entrepreneurial spirit on the success of the Soybean Milk Business in Braja Selehah District, East Lampung. The method used is a quantitative method using a simple linear regression analysis tool. The results of the analysis explain the entrepreneurial spirit variable (X) has an effect on business success (Y). The coefficient of determination is 44.4% can be explained by independent variables while the rest, 56.6% can be explained by variables outside the variables mentioned in this study.

This research is also supported by previous research Arifudin (2016) conducted a study on the influence of creativity, innovation and promotional media on the success of the Free Wifi Coffee Shop Business in Wates District. The method used is a quantitative method by using multiple linear regression analysis tools. The results of the analysis explain the entrepreneurial spirit variable (X) has an effect on business success (Y). The coefficient of determination is 92.1%, it can be explained by independent variables while the remaining 7.9% can be explained by variables outside the variables mentioned in this study.9: 29

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

From the results of the analysis and discussion that has been done, conclusions can be drawn as follows:

1. Partially the spirit of entrepreneurship and innovation has an influence on the success of the business in the Bread Industry business in the District of East Baturaja, Ogan Komering Ulu Regency.
2. Simultaneously the spirit of Entrepreneurship and innovation has an influence on Business Success in the Bread Industry Business in the District of East Baturaja, Ogan Komering Ulu Regency.

3. The R square determination coefficient in this study is 0.657. This means that the contribution of the influence of entrepreneurial spirit and innovation on business success is 65.7% while the remaining 34.3% is influenced by business success variables not examined in this study such as motivation and education (Kurniati, 2015: 84).

Suggestion

Based on the previous conclusions, there can be some suggestions that might be possible and useful for the Bread Industry entrepreneur in the East Baturaja Subdistrict, Ogan Komering Ulu Regency, while the suggestions that can be proposed are as follows:

1. Entrepreneurs in the Bread Industry in achieving success to further strengthen their entrepreneurial spirit with courage in realizing what they want to do in achieving their business success without having to wait for large capital accumulation, by having a positive mental attitude and ability to utilize available funds to start and look for opportunities that exist.
2. Entrepreneurs innovate to produce innovative products by buying equipment and machines that are able to make unique shapes on bread, and look for inspiration about what bread is not yet available in baturaja through industrial businesses in other cities.

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