



# The effect of entrepreneurial characteristics and competitive advantage on entrepreneurial success moderated by emotional intelligence (case study on processed food and grocery smes in semarang city)

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## ABSTRACT

The multidimensional crisis hit Indonesia as a result of the prolonged outbreak of the Covid-19 pandemic virus since 2020 which has not ended until now. The negative impact will paralyze the business world, destabilize the foundations of the welfare of the wider community, the world of work is getting narrower, while people who need work continue to increase, unemployment continues to increase. The phenomenon of these problems, as the right solution is to develop an entrepreneurial spirit. This research aims to analyze the variables that affect the success of entrepreneurship. Some of the variables that are thought to be able to influence it are; Characteristics of Entrepreneurship, Competitive Advantage and Emotional Intelligence as Moderating Variables. The population in this study is MSME Processed Food and Grocery in Semarang City. The sample in this study used a non-probability sampling method with purposive sampling technique, obtained a sample of 304  $(10 \times 30) + 4$ . The variables consisted of four variables; Characteristics of Entrepreneurship, Competitive Advantage (As Independent Variables), and Emotional Intelligence (As Moderating Variables), while Entrepreneurial Success (As Dependent Variables). The method of data analysis was done by testing the hypothesis (t-test), and testing the moderating variable using MRA (Moderated Regression Analysis).

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## 1. Introduction

A multidimensional crisis has hit the Indonesian nation since 2019 until the outbreak of the Covid-19 virus pandemic. This has an impact on the deterioration of the economy of a country, including the Indonesian nation. The world or job opportunities are getting narrower, while people who need work continue to increase, the emergence of unemployment continues to increase. This phenomenon is a big problem that must be addressed immediately, as part of the solution is how to develop an entrepreneurial spirit to a more adequate society. The very large population of Indonesia is a very potential market for companies to market their products. Domestic companies as well as foreign companies are trying to set up a business and create a variety of products that will be favored by potential customers. The number of companies will create an increasingly fierce business competition. This challenge also applies to entrepreneurial competition. An entrepreneur is someone who carries out entrepreneurial activities or someone who starts operating a business. In this case, he is an independent individual in pursuit of achievement, daring to take risks to start managing a business for profit (Daryanto, 2012). Entrepreneurship is a scientific discipline that studies the value and ability of a person's behavior in facing life's challenges to obtain opportunities with various risks that they may face.

The dynamics in the increasingly challenging business world make entrepreneurs have to be able to answer market challenges and take advantage of them as opportunities in order to survive in

the future. An entrepreneur is required to be able to innovate, improve product quality to create attractive marketing strategies in order to win market share. Business success is the goal of every entrepreneur (Riyanti, 2009). Entrepreneurs play a role in achieving profit and growth in business by identifying opportunities (Zimmerer & Scarborough, 2004). The government encourages various businesses in the field of entrepreneurship with the hope that the Indonesian people can create new jobs and be able to make products and services that can be sold abroad. This effort is carried out by the government in various ways, ranging from conducting seminars and workshops on entrepreneurship and creativity training to making entrepreneurship a compulsory subject in universities.

One of the tough challenges faced by the Indonesian people is the number of unemployed which continues to increase from time to time. Based on data on the number of unemployed, university graduates occupy the first position. This happens because most of the university graduates do not have non-academic skills. McClelland (in Gallyn, 2011) states that a country can be said to be prosperous if it must have a minimum number of entrepreneurs as much as 2% of the total population. Economic growth is something that is always expected by developing countries like Indonesia. Economic growth is also a measure of the success of a country's economic development. Small industry in Indonesia is a component that plays a very important role in economic growth and national development. The existence of an economic activity that has an important nature in creating economic equality and people's welfare, small industry is expected to continue its existence and must continue to be improved.

With the existence of small industries, the state has been helped in overcoming unemployment because it helps absorb labor by providing jobs. Currently, small industries in Indonesia are growing rapidly. The percentage of Gross Domestic Product (GDP) of Small and Medium Industries (IKM) to industrial GDP in 2012 was 34 percent, consisting of 4.02 million business units, 9.4 million workers, 261 trillion investment value, 609 trillion production value, 174 trillion value of raw materials, 435 trillion added value and US\$ 16 billion of exports (Ministry of Industry of the Republic of Indonesia, 2012).

Several studies that are relevant to this research, among others; Frans, et al (2020), and Bahar (2019) competitive advantage has a significant positive effect on entrepreneurial success. Balik (2020) emotional intelligence has a significant positive effect on entrepreneurial success. Herawaty, et al (2019), and Maisaroh (2018) entrepreneurial characteristics have a significant positive effect on entrepreneurial success. This study tries to provide an answer whether the characteristics of entrepreneurship and competitive advantage affect the success of entrepreneurship, then whether emotional intelligence mediates the effect of entrepreneurial characteristics on entrepreneurial success and whether emotional intelligence mediates the effect of competitive advantage on entrepreneurial success.

## 2. Method

Success is an achievement of the desire to be achieved. Noor (2007) suggests that business success is essentially the success of a business that is able to achieve its goals. A business is said to be successful if its business has increased both in capital, business scale, results or profits, type of business or management (Erliah, 2007). Based on the results of research (Mirnawati, 2019) business success is influenced by business abilities which are reflected through the knowledge, attitudes, and skills of entrepreneurs. Someone who wants to be a successful entrepreneur must have ideas, have the courage to take risks, and be able to develop relationships with customers and distributors. Entrepreneurial success is measured by indicators in accordance with research conducted by Noor (2012), including: (1) Profit; (2) Productivity; (3) Competitiveness; (4) Competence; (5) Business Ethics, and (6) Brand Image.

## 3. Results and Discussion

The number of sample quotas was determined at 304 respondents. The above was carried out on MSMEs domiciled in Semarang City, which had a minimum of 3 years of operation and MSMEs specifically for food and grocery processing. The distribution of the sample is carried out

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proportionally to MSMEs throughout the city of Semarang using a questionnaire. In this study, the measurement of reliability was carried out by means of one shot or measurement once (Ghozali, 2011), namely the measurement was only once and the results were compared with other questions or measured the correlation between the answers to questions. SPSS provides facilities with Cronbach Alpha (α) statistical test. A construct or variable is said to be reliable if it gives a value of > 0.7 (Nunally in Ghozali, 2011).

#### Validity test

Validity test is used to measure whether a measurement instrument is valid or not, meaning that it is able to reveal what will be measured. An instrument in the form of a questionnaire is said to be valid, if the questions on the questionnaire are able to express what is to be measured. Ghozali (2019) states that validity is a measure that shows the level or validity of an instrument. A valid instrument has high validity, and conversely an instrument that is less valid has low validity. Furthermore, the results of rcount are compared with rtable with a significance level of 5%. If the value of rcount > rtable is obtained, then the instrument items can be said to be valid. By looking at the table of critical product moment values with a significance level of 5% and N = 104, the rtable value is 0. Each item of the instrument is then calculated the value of rcount by comparing rcount with rtable. The calculation results are as follows:

TABLE 1.  
RESEARCH VARIABLE VALIDITY TEST RESULTS

Variabel	Items Question	rcount	rtable	Information
Entrepreneurial Characteristics (X1)	X1.1	0,879	0,1927	Valid
	X1.2	0,838	0,1927	Valid
	X1.3	0,850	0,1927	Valid
	X1.4	0,857	0,1927	Valid
	X1.5	0,876	0,1927	Valid
Competitive Advantage (X2)	X2.1	0,912	0,1927	Valid
	X2.2	0,820	0,1927	Valid
	X2.3	0,891	0,1927	Valid
	X2.4	0,873	0,1927	Valid
	X2.5	0,892	0,1927	Valid
Emotional Intelligence (Z)	Z1.1	0,862	0,1927	Valid
	Z1.2	0,860	0,1927	Valid
	Z1.3	0,812	0,1927	Valid
	Z1.4	0,872	0,1927	Valid
	Z1.5	0,845	0,1927	Valid
Entrepreneurial Success (Y)	Y1.1	0,869	0,1927	Valid
	Y1.2	0,778	0,1927	Valid
	Y1.3	0,867	0,1927	Valid
	Y1.4	0,881	0,1927	Valid
	Y1.5	0,728	0,1927	Valid

Source: Processed primary data, 2022

#### Reliability Test

Reliability is an instrument that is reliable enough to be used as a data collection tool because the instrument is already good (Arikunto, 2019). A reliable instrument is an instrument which, when used several times to measure the same object, will produce the same data. In this study, the reliability test used was the Cronbach's Alpha formula. In this study, the reliability test used was the Cronbach's Alpha formula with a standard value of 0.6. Based on the reliability test using Cronbach's Alpha, the results of the instrument reliability test are as follows:

TABLE 2.  
RELIABILITY TEST RESULTS

Variable	Reliability Value	Standard	Information
Entrepreneurial Characteristics (X1)	0,908		Reliabel
Competitive Advantage (X2)	0,924	0,6	Reliabel
Emotional Intelligence (Z)	0,894		Reliabel
Entrepreneurial Success (Y)	0,880		Reliabel

Source: Processed primary data, 2022

Classic assumption test

Classical assumption testing is needed to find out whether in a regression model, the residual value has a normal distribution or not so that it meets the normality assumption. And to find out whether the results of the regression estimation carried out are completely free from the presence of symptoms of multicollinearity and symptoms of heteroscedasticity. The classical assumption test used in this study is the normality test, multicollinearity test and heteroscedasticity test.

Normality test

This test is conducted to determine whether in a regression model, the residual value has a normal distribution or not. In the linear regression method, this is indicated by the magnitude of the random error value (e) which is normally distributed. A good regression model is normally distributed or close to normal so that the data is feasible to be tested statistically. The normality test in regression can use several methods, including the probability plot method which compares the cumulative distribution of the normal distribution.

From the results of the reliability calculation, it shows that all the variables used in this study are reliable, because they have a Cronbach's Alpha coefficient value greater than the critical value of 0.6.

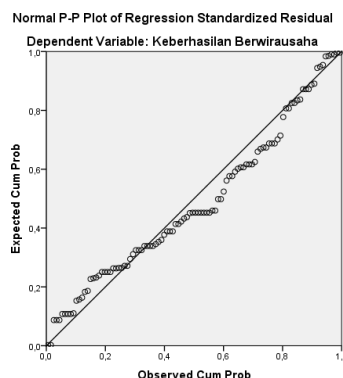


Figure 1. Normality Test Image

Source: Processed primary data, 2022

The basis for making decisions to detect normality is if the data spreads around the diagonal line and follows the diagonal direction, then the residuals are normally distributed. Meanwhile, if the data spreads away from the diagonal line or does not follow the diagonal direction, then the residuals are not normally distributed. In the output above, it can be seen that the data spread around the diagonal line and follow the direction of the diagonal line, then the residual data is normally distributed.

#### Multicollinearity Test

Multicollinearity test aims to test whether there is a correlation between the independent variables in a regression model. A good regression model should not have a correlation between the independent variables. If the independent variables are correlated with each other, then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation values between independent variables are equal to zero (Ghozali, 2019). To detect the presence or absence of multicollinearity, generally by looking at the Tolerance and VIF values in the linear regression results.

TABLE 3.

MULTICOLLINEARITY TEST RESULTS

Coefficients <sup>a</sup>		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Entrepreneurial Characteristics	,334	2,995
Competitive Advantage	,334	2,995

a. Dependent Variable: Entrepreneurial Success

Source: Processed primary data, 2022

The decision-making method is if the tolerance is more than 0.10 and the VIF is less than 10, there is no multicollinearity. The results of the calculation table above show that the VIF value of all independent variables is far below 10 and the calculation result of the tolerance value is greater than 0.10 which means there is no correlation between the independent variables. Thus, it can be concluded that there is no multicollinearity between independent variables in the regression model.

#### Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual of one observation to a fixed observation, it is called homoscedasticity and if it is different it is called heteroscedasticity or heteroscedasticity occurs. A good regression model requires the absence of heteroscedasticity problems. One way to analyze the assumption of heteroscedasticity is by using the scatterplots test.

Picture of Heteroscedasticity Test

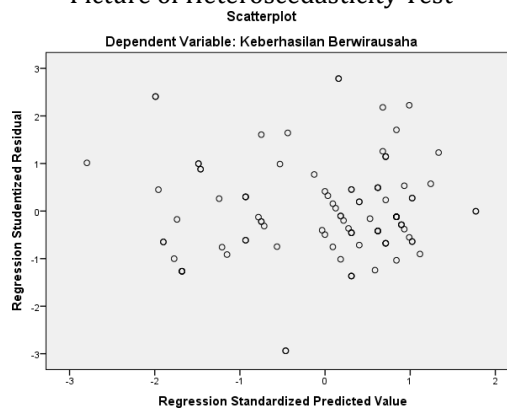


Figure 2. Picture of Heteroscedasticity Test  
Source: Processed primary data, 2022

The basis for making decisions to detect the occurrence of heteroscedasticity is that if the distribution of data is regular and forms a certain pattern, it is concluded that there is heteroscedasticity, whereas if the distribution of the pattern is irregular and does not form a certain pattern, then there is no heteroscedasticity problem. From the output above, it can be seen that the distribution of the pattern is irregular and does not form a certain pattern, so it can be concluded that there is no heteroscedasticity problem in the processed data.

#### Regression Analysis

Regression is a method in statistics that can be used to see the presence or absence of a relationship (causal or causal relationship) and is displayed in the form of a systematic model or equation. Regression can be used to predict or develop a model that is realized in the form of a regression equation. Regression analysis itself is used to determine the extent to which a variable has an effect on other variables or several other variables.

TABLE 4.  
MULTIPLE LINEAR REGRESSION RESULTS  
The Influence of Entrepreneurial Characteristics and Competitive Advantage on  
Entrepreneurial Success

Coefficients <sup>a</sup>			
Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	1,638	,644	
Characteristics Businessman	,673	,058	,670
Superiority Compete	,284	,053	,312

a. Dependent Variable: Entrepreneurial Success

Source: Processed primary data, 2022

The multiple regression equation can be explained as follows: the entrepreneurial characteristics variable (X1) and competitive advantage (X2) have a positive regression coefficient, this means that the two research variables have a positive influence on entrepreneurial success (Y), so that if there is an increase in entrepreneurial characteristics ( X1) and competitive advantage (X2) will increase entrepreneurial success (Y).

a. Constant ( $\alpha$ ) of = 1.638 Analysis:

If the entrepreneurial characteristics and competitive advantage are equal to 0 or eliminated, then the success of entrepreneurship will increase by 1.638 units.

b. Value b1 = 0.673 Analysis:

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The entrepreneurial characteristic variable has a positive influence on increasing entrepreneurial success. If there is an increase of 1 percent in the entrepreneurial characteristic variable, then the success of entrepreneurship will increase by 67.3 percent with the assumption that the competitive advantage variable is constant.

c. Value  $b_2 = 0.284$  Analysis:

The competitive advantage variable has a positive influence on increasing entrepreneurial success. If there is an increase of 1 percent in the competitive advantage variable, then the success of entrepreneurship will increase by 28.4 percent with the assumption that the entrepreneurial characteristic variable is constant.

d. Then the regression equation can be written as follows:  $Y_1 = 1.638 + 0.673 X_1 + 0.284 X_2 + e$

#### Hypothesis test

##### Partial Parameter Significance Test (t-Statistical Test)

The t test is used to test the variables that influence the independent variables on the dependent variable individually (alone), then the t test is used. The formula  $t_{table} = \text{number of respondents} - 2$  or written with the formula:  $t_{table} = 104 - 2 = 102$ , found the value of t table 1.65964.

Table 5.

T-Test Results, Effect of Entrepreneurial Characteristics and Competitive Advantage on Entrepreneurial Success

Coefficients <sup>a</sup>		
Model	t	Sig.
1 (Constant)	2,542	,013
Characteristics Businessman	11,629	,000
Superiority Compete	5,407	,000
a. Dependent Entrepreneur	Variable:	Success

Source: Processed primary data, 2022

Based on the results of the regression analysis obtained:

##### 1. Entrepreneurial characteristic variable (X1) Analysis:

The entrepreneurial characteristic variable has a t-count value of 11.629 with a significance level of 0.000, because the t-count value is  $11.629 > t_{table} 1.65964$  and a significance value (Sig.)  $0.000 < 0.05$  and is positive, it can be concluded that  $H_0$  is rejected and  $H_a$  accepted, which means that entrepreneurial characteristics (X1) partially affect entrepreneurial success (Y).

##### 2. Competitive advantage variable (X2) Analysis:

The competitive advantage variable has a t-count value of 5.407 with a significance level of 0.000, because the t-count value is  $5.407 > t_{table} 1.65964$  and a significance value (Sig.)  $0.000 < 0.05$ . So it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, which means that competitive advantage (X2) partially affects entrepreneurial success (Y).

##### Simultaneous Significance Test (F Test)

The F or ANOVA test is carried out by comparing the significance level set for the study with the probability value of the research results (Ghozali, 2019). To find F the first table needs to find the value  $df_1 (N_1) = k - 1 = 2 - 1 = 1$ ,  $df_2 (N_2) = n - k$

= 104 - 1 = 103, thus the F table value of dF1 (1) and dF2 (103) = 3.93

TABLE 6.  
F TEST RESULTS, THE EFFECT OF ENTREPRENEURIAL CHARACTERISTICS AND COMPETITIVE ADVANTAGE ON  
ENTREPRENEURIAL SUCCESS

ANOVA <sup>a</sup>						
Model		Sum Squares	of df	Mean Square	F	Sig.
1	Regression	978,231	2	489,116	399,913	,000 <sup>b</sup>
	Residual	123,528	101	1,223		
	Total	1101,760	103			

a. Dependent Variable: Entrepreneurial Success

b. Predictors: (Constant), Competitive Advantage, Entrepreneurial Characteristics

Source: Processed primary data, 2022

#### 4. Conclusion

In the SPSS output results, the regression coefficient (b) 1 shows the value is 0.673. This figure means that for every additional 1 unit of entrepreneurial characteristic level (X1), the value of entrepreneurial success (Y) will increase by 67.3 units. Because the regression coefficient value is 0.673 (positive) with a significance value of 0.000 < 0.05, then H1 is accepted, that it can be said that entrepreneurial characteristics partially have a positive effect on entrepreneurial success. Then the results of the SPSS output show the regression coefficient (b) 2 the value shows 0.284. This figure means that for every additional 1 unit of competitive advantage (X2), entrepreneurial success (Y) will increase by 28.4 units. Because the regression coefficient value is 0.284 (positive) with a significance value of 0.000 < 0.05, it can be said that competitive advantage partially has a positive and significant effect on entrepreneurial success. With Thus H2 is accepted. Next from the results of the SPSS output has a calculated F value of 399.913 with a significance level of 0.000, because the calculated F value is 399.913 > F table 3.93 and a significance value (Sig.) 0.000 < 0.05 and is positive, it can be concluded that H0 is rejected. and Ha is accepted, which means that the variables of entrepreneurial characteristics and competitive advantage simultaneously affect the success of entrepreneurship. Thus H3 is accepted. In the output, the beta value resulting from the interaction effect of X1\*Z on Y1 is positive (0.016), which means that the moderation of Z strengthens the effect of X1 on Y. Although it strengthens, the effect is not significant (0.145 > 0.05). The effect of Z on Y in the first output is significant and the effect of X1\*Y interaction on the second output is not significant, meaning that emotional intelligence as a moderating variable in the relationship between entrepreneurial characteristics and entrepreneurial success is a moderator predictor. Thus H4 can be accepted. From the output of the beta value resulting from the interaction effect of X2\* Z on Y the result is positive (0.017), which means that the moderation of Z strengthens the effect of X2 on Y. The effect of X2\*Z on Y is not significant (0.191 < 0.05). The effect of Z on Y in the first output has a significant effect and the interaction effect of X2\*Z on the second output does not have a significant effect, meaning that emotional intelligence as a moderating variable in the relationship between competitive advantage and entrepreneurial success is a moderator predictor. Thus H5 is accepted. From the test results above, in line with Kamarul (2019), entrepreneurial character plays an important role in a person's success in entrepreneurship. The better a person's characteristics, the better the business performance will be, so that it has an impact on the success of an entrepreneur. In terms of competitive advantage, the more unique the strategy used, the higher consumer interest in buying a product, so that an entrepreneur can win market competition in line with what was conveyed by Saiman (2013). These two variables, namely entrepreneurial characteristics and competitive advantage simultaneously affect entrepreneurship success, while emotional intelligence functions as a moderator predictor both in the

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relationship between entrepreneurial characteristics and entrepreneurial success and in the relationship between competitive advantage and entrepreneurial success. The purpose of this study is to answer whether entrepreneurial characteristics, competitive advantage have an influence on business success, and whether emotional intelligence moderates the relationship between entrepreneurial characteristics, competitive advantage and business success. However, business success is certainly not only influenced by these 3 variables. There are still many factors that cause a business to succeed apart from entrepreneurial characteristics, competitive advantage and emotional intelligence. Further research development can further explore the influence of other variables on business success. This research is limited to MSME businesses in Semarang City which focus on the culinary field which of course, if applied in different business contexts, and in different geographical areas can lead to different conclusions. Therefore, further research is expected to be able to develop in the context of businesses other than SMEs in the culinary field and in a wider area to get conclusions that are more generally accepted.

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