



# Analysis of the Effect of Self-Efficiency and Self-Motivation on Business Success (Case Study on Entrepreneurs Food at Cemara Asri Medan)

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## ABSTRACT

The purpose of the study was to determine the effect of self-efficacy on the business success of the Cemara Asri Medan food entrepreneur, to determine the effect of self-motivation on the business success of the Cemara Asri Medan food entrepreneur, and to determine the effect of self-efficacy and self-motivation on the success of the Cemara complex food entrepreneur business. Asri Medan. The research method uses descriptive quantitative. Methods of data collection using a questionnaire that will be measured using a Likert scale. The data analysis technique used is multiple linear regression analysis, partial testing, simultaneous testing and testing the coefficient of determination. The results of this study indicate that partially or simultaneously the variables of self-efficacy and self-motivation have a significant influence on business success at the food entrepreneur of the Cemara Asri Medan complex.

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## INTRODUCTION

In the era of globalization, today's trading world is very competitive in offering products or services. This bidding activity has a very important role in the business world, given its orientation towards the community (consumers). The state of the business world changes dynamically along with changes in consumer tastes and changes in the surrounding environment. Consumer needs continue to increase, making it a business opportunity. This is the rationale for business actors to meet the needs, desires, and expectations of consumers so as not to turn to competitors. The increasingly competitive level of competition results in consumers having a high bargaining position, regarding quality, product choice, store location, more convenient stores and more valuable services, but by paying less, faster time, with lower effort and risk.

At this time the competition in the business of traders is not only on a few aspects but involves many other things related to the way the entrepreneur runs his business. Every strategy and innovation set by marketers or entrepreneurs will affect consumer behavior. Business success is a condition where the business has increased from the previous results and becomes the main part of a business that is run where all the activities in it are aimed at achieving a success. Business success is certainly the most important thing for business actors because the success of the business

they run will make the business develop and progress quickly. To achieve success in business, it usually depends on the entrepreneur himself, where an entrepreneur must always have high self-efficacy and can also always be motivated to give the best from day to day. Thus, usually the possibility of success is greater when running a business.

Cemara Asri is a complex open to the public that can be accessed by all circles of society so that this place is one of the most visited culinary places by the public when they have free time or are on vacation. This complex is considered to be very wide so that it makes entrepreneurs look for opportunities to develop their business in the culinary field.

The phenomenon of the problem of business success in Cemara Asri where business development is not going too well because of information that many food entrepreneurs have started to close their businesses or also provide information on the low number of consumer visits to buy, making their sales continue to decline. It is considered that entrepreneurs lack confidence in themselves to find solutions and are less motivated to continue their business.

The phenomenon of self-efficacy problems that affect the success of the business being run is that the low level of business success in Cemara Asri is quite felt by entrepreneurs so that many businesses often change following changes in the situation and condition of their visitors. In this case, an entrepreneur who has good self-efficacy will maintain his business because he is confident in the business he is running, but not all entrepreneurs in Cemara Asri do this and prefer to close their business because they are afraid that the amount of losses they will experience will be even greater. .

The phenomenon of self-motivation problems that affect the success of the business being run is the low self-motivation of entrepreneurs also making entrepreneurs unable to provide the best to their consumers or trying to find solutions to the low number of visitors who come to make purchases. If this continues, then the number of entrepreneurs in the Cemara Asri complex will decrease every year.

## RESEARCH METHOD

### **Location and Time**

The research location is the Cemara Asri Medan. The research period starts from July 2022 to October 2022.

### **Population and Sample**

The population is the whole of the subject and object that will be the target of research. Population is not just the number that exists in the object or subject being studied, but includes all the characteristics or properties possessed by the subject or object. While the research sample is the part that provides a general description of the population. The research sample has the same or almost the same characteristics as the population characteristics so that the sample used can represent the observed population. The sample is part of the overall object under study which is considered to represent the entire population. Sampling research uses a certain technique so that the sample is as representative of the population as possible, which is called the sampling technique. The population used in this study were all food entrepreneurs in the Cemara Asri Medan complex whose number was unknown. Due to the unknown population, the sampling technique used is the Lemeshow formula with an error rate of 10% where 96 research samples are obtained.

### **Method of collecting data**

Data collection through questionnaires is done by asking questions to the parties related to the problem. The questionnaire is a data collection technique that is carried out by compiling closed and open statements with the answers provided, and must be filled out by the respondent by

choosing one of the available alternative answers and the reasons. To assess respondents' responses, the author uses a Likert scale that uses several question items to measure individual behavior by responding to 5 choice points on each question item.

### Validity and Reliability Test

The data obtained need to be tested for accuracy and reliability so that the results of data processing can be more precise and accurate. Therefore, it is necessary to know how high the validity and reliability of the measuring instrument (instruments) used are. Based on the research, each questionnaire item variable was tested for validity, all questionnaires had met the valid criteria and were eligible to be used as questionnaires in further research. Meanwhile, in the reliability test, all questionnaire items are reliable variables and can be used as instruments.

## RESULT AND DISCUSSION

### Validity and Reliability Test

Here are the test results:

**Table 1.** Result of Price Variable Validity Testing

Kuesioner	r <sub>count</sub>	r <sub>Tabel</sub>	Keterangan
X1.1	0.714	0.361	Valid
X1.2	0.723	0.361	Valid
X1.3	0.747	0.361	Valid
X1.4	0.816	0.361	Valid
X1.5	0.668	0.361	Valid
X1.6	0.826	0.361	Valid
X2.1	0.780	0.361	Valid
X2.2	0.772	0.361	Valid
X2.3	0.871	0.361	Valid
X2.4	0.793	0.361	Valid
Kuesioner	r <sub>count</sub>	r <sub>Tabel</sub>	Keterangan
X2.5	0.890	0.361	Valid
X2.6	0.876	0.361	Valid
Y.1	0.902	0.361	Valid
Y.2	0.909	0.361	Valid
Y.3	0.914	0.361	Valid
Y.4	0.898	0.361	Valid
Y.5	0.832	0.361	Valid
Y.6	0.925	0.361	Valid
Y.7	0.937	0.361	Valid
Y.8	0.948	0.361	Valid

Source: Research Processed Results, 2022

Based on the research, for each variable it shows that all Corrected Item-Total Correlation values are greater than the minimum correlation value of 0.361 so that all statements in the questionnaire are valid.

**Table 2.** Uji Reliabilitas Variabel

Reliability Statistics			
Variabel	Nilai Cronbach's Alpha	Jumlah Pernyataan	Keterangan
Efikasi Diri	0.840	6	Reliabilitas Baik
Motivasi Diri	0.910	6	Reliabilitas Diterima
Keberhasilan Usaha	0.969	8	Reliabilitas Baik

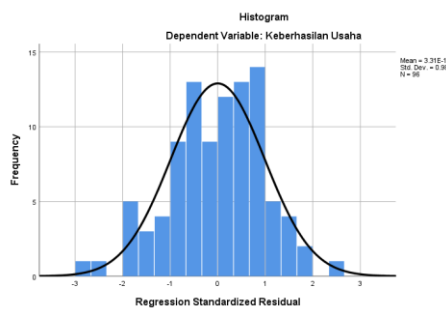
Sumber: Hasil Penelitian, 2022 (Data Diolah)

Based on the research, each item for all research variables has a Cronbach's Alpha which is above 0.6 so that the reliability of this variable can be categorized as acceptable. Each variable item

of the questionnaire that was tested for validity, all the questionnaires had met the valid criteria and were eligible to be used as a questionnaire in further research. Meanwhile, in the reliability test, all questionnaire items are reliable variables and can be used as instruments.

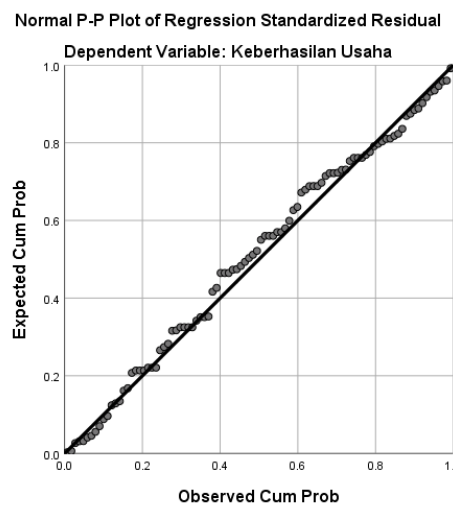
**Normality test**

The residual normality test is used to test whether the residual value resulting from the regression is normally distributed or not. A good regression model is to have residuals that are normally distributed. There are several methods to perform normality test such as histogram graph, normal probability graph regression plot and Kolmogorov Smirnov one sample statistic.



**Figure 1. Histogram Graphic**

Based on the picture above, it can be seen that the line forms a bell, neither to the left nor to the right. This shows that the data are normally distributed and meet the assumption of normality.



**Figure 2. Normal Probability Plot of Regression Graphic**

Based on the picture above, it can be seen that the data (dots) spread around the diagonal line and follow the diagonal line. So from the picture it can be concluded that the residuals of the regression model are normally distributed.

**Table 3. One-Sample Kolmogorov Smirnov Test**

		Unstandardized Residual
N		96
Normal Parameters <sup>a,b</sup>	Mean	.0000000

	Std. Deviation	1.85437375
Most Extreme Differences	Absolute	.069
	Positive	.039
	Negative	-.069
Test Statistic		.069
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- This is a lower bound of the true significance.

Source: Research Result, 2022

Based on the table above, the results of the Kolmogorov-Smirnov normality test prove that the significance value is greater than 0.05, namely 0.200, so it can be concluded that the data is classified as normally distributed.

### Multicollinearity Test

The multicollinearity test aims to test whether in the regression model there is a high or perfect correlation between the independent variables. If there is perfect multicollinearity between independent variables, then the regression coefficient of the independent variable cannot be determined and the standard error value becomes infinity. If the multicollinearity between variables is not perfect but high, then the regression coefficient of the independent variable can be determined, but it has a high standard error value, which means that the value of the regression coefficient cannot be estimated accurately. The cutoff value that is generally used to indicate the presence of multicollinearity is tolerance  $< 0.1$  or equal to the Variance Inflation Factor (VIF) value  $> 10$ .

**Table 4.** Multicollinearity Test

Model		Unstandardized Coefficients		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Coefficients			Beta	Tolerance
1	(Constant)	10.227	2.471		4.140	.000		
	Efikasi Diri	.410	.092	.384	4.446	.000	.952	1.050
	Motivasi Diri	.362	.087	.361	4.176	.000	.952	1.050

a. Dependent Variable: Keberhasilan Usaha

Source: Research Result, 2022

Based on the table above, it can be seen that all variables have a tolerance value of more than 0.1 and a VIF value of less than 10 which can be concluded that there is no problem in the multicollinearity test.

### Heteroscedasticity Test

Heteroscedasticity is a condition where in the regression model there is an inequality of variance from the residuals from one observation to another where in a good regression model there is no heteroscedasticity. Scatterplot method is a method used by looking at the graph plot between the predicted value of the dependent variable, namely ZPRED and the residual SRESID. In the Scatterplot method, the criteria in the assessment are as follows:

- If there is a certain pattern, such as dots that form a certain regular pattern (wavy, widen then narrowed), then it identifies that heteroscedasticity has occurred).

2. If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity.

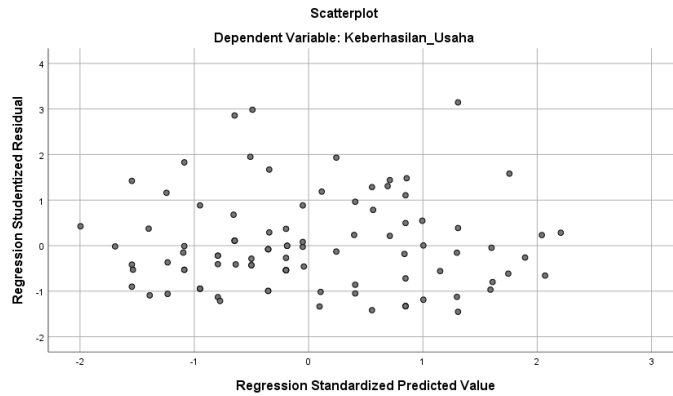


Figure 3. Scatterplot Graphic

Based on the scatterplot graph presented, it can be seen that the points spread randomly and do not form a clear pattern and spread both above and below zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model can be used to predict achievement based on input of the independent variable.

**Multiple Linear Regression Analysis**

Regression analysis is a technique for building equations and using these equations to make predictions. Thus, regression analysis is often referred to as predictive analysis. Because it is a prediction, the predicted value is not always correct with the real value, the smaller the deviation level between the predicted value and the real value, the more precise the regression equation formed. Multiple linear regression equation is a linear regression equation model with more than one independent variable. The general form of this equation:

Table 5. Multiple Linear Regression Analysis Test

Model		Unstandardized Coefficients		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10.227	2.471		4.140	.000		
	Efikasi Diri	.410	.092	.384	4.446	.000	.952	1.050
	Motivasi Diri	.362	.087	.361	4.176	.000	.952	1.050

a. Dependent Variable: Keberhasilan Usaha

Source: Research Result, 2022

$$Y = 10,227 + 0,410 X_1 + 0,362 X_2 + e \tag{1}$$

Based on the above equation, it can be described as follows:

1. The constant ( $\alpha$ ) = 10.227 indicates a constant value, if the value of the independent variable ( $X_1$ ) is: self-efficacy and the variable ( $X_2$ ) is: self-motivation is worth 0, then business success is: still worth 10.227.
2. The coefficient of  $X_1(b_1) = 0.410$  indicates that the self-efficacy variable ( $X_1$ ) has a positive effect on business success of 0.410. This means: every 1 unit increase in self-efficacy value ( $X_1$ ), the value of business success will increase by 41%.

3. The coefficient of  $X_2(b_2) = 0.362$  indicates that the self-motivation variable ( $X_2$ ) has a positive effect on business success of 0.362. This means: every increase in the value of self-motivation ( $X_2$ ) by 1 unit, then the value of business success will increase by 36.2%.

### Coefficient of Determination

The coefficient of determination is one of the statistical values that can be used to determine whether there is a relationship between 2 variables. The value of the coefficient of determination shows the percentage of variation in the dependent variable that can be explained by the resulting regression equation and the rest (100% minus the coefficient of determination) shows the magnitude of the variation in the value of the dependent variable which is influenced by factors outside the equation.

**Table 6. Model Summary<sup>b</sup>**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.582 <sup>a</sup>	.338	.324	1.874

a. Predictors: (Constant), Motivasi Diri, Efikasi Diri

b. Dependent Variable: Keberhasilan Usaha

Source: Research Result, 2022

Based on the table above, the value of R Square ( $R^2$ ) or the coefficient of determination that has been correlated with the number of variables and sample size so as to reduce the element of bias in the event of additional variables or additional sample size obtained is 0.338. This means that the effect of self-efficacy and self-motivation on business success is: 33.8% and the remaining 66.2% is influenced by other factors originating from outside this research model such as: family, venture capital, risk taking, ethos, enthusiasm and other variables.

### Simultaneous Hypothesis Testing (F Test)

The F test or regression coefficient test is used to determine whether the independent variable simultaneously has a significant effect on the dependent variable. In this case, to find out whether the independent variable simultaneously has a significant effect on the dependent variable or not. The test uses a significance level of 5%. The criteria for evaluating the hypothesis in this F test are:  $H_0$  Accepted if:  $F_{count} < F_{table}$ ,  $H_a$  Accepted if:  $F_{count} > F_{table}$

**Table 7. Anova Test**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	167.157	2	83.578	23.794	.000 <sup>b</sup>
	Residual	326.677	93	3.513		
	Total	493.833	95			

a. Dependent Variable: Keberhasilan Usaha

b. Predictors: (Constant), Motivasi Diri, Efikasi Diri

Based on the table above, it is known that the value of  $F_{count}$  (23.794)  $>$   $F_{table}$  (3.09) with a significant level of  $0.00 < 0.05$  so it can be concluded that  $H_3$  is accepted with the understanding that there is a significant influence between self-efficacy and self-motivation on business success.

### Partial Hypothesis Test (t Test)

The t test or partial regression coefficient test is used to determine whether partially the independent variable has a significant effect on the dependent variable or not. In this case, to find out whether the independent variable partially has a significant effect on the dependent variable or

not. The test uses a significance level of 0.05 and a two-tailed test. The criteria for evaluating the hypothesis in this t-test are  $H_0$  Accepted if:  $t_{count} < t_{table}$ ,  $H_a$  Accepted if:  $t_{count} > t_{table}$

**Table 8. Coefficients<sup>a</sup>**

		Coefficients <sup>a</sup>					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	10.227	2.471		4.140	.000		
	Efikasi Diri	.410	.092	.384	4.446	.000	.952	1.050
	Motivasi Diri	.362	.087	.361	4.176	.000	.952	1.050

a. Dependent Variable: Keberhasilan Usaha

Source: Research Result, 2022

Based on the table above, it can be seen that:

1. In the self-efficacy variable (X1), it can be seen that the value of  $t_{count}$  (4.446) >  $t_{table}$  (1.984) with a significance of  $0.000 < 0.05$  so it can be concluded that there is a significant positive effect between self-efficacy on business success.
2. In the self-motivation variable (X2), it can be seen that the value of  $t_{count}$  (4.176) >  $t_{table}$  (1.984) with a significance of  $0.000 < 0.05$  so it can be concluded that there is a significant positive effect between self-motivation on business success.

## CONCLUSION

The conclusions that researchers can draw from the results of this study are as follows: Self-efficacy has a positive and significant effect on business success at the food entrepreneur complex Cemara Asri Medan with that the value of  $t_{count}$  (4.446) >  $t_{table}$  (1.984) with a significance of  $0.000 < 0.05$ . Self-motivation has a positive and significant effect on business success at the food entrepreneur complex Cemara Asri Medan with a value of  $t_{count}$  (4.176) >  $t_{table}$  (1.984) with a significance of  $0.000 < 0.05$ . Self-efficacy and self-motivation have a positive and significant effect on business success at the food entrepreneur complex Cemara Asri Medan with a value of  $F_{count}$  (23.794) >  $F_{table}$  (3.09) with a significant level of  $0.00 < 0.05$ .

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