

Increasing Business Success Through Business Competence and Motivation (study on MSMEs in Cicurug Sukabumi Indonesia)

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Abstract

Background - MSMEs still play an important role in the household economy in Indonesia, this is because MSMEs are able to absorb both skilled and non-skilled workers so that community income increases and the regional economy can grow well. Therefore, the success of MSME businesses is important in improving the welfare of MSME actors

Purpose - This study aims to test the effect of Competence and Business Motivation on the Success of MSMEs in Cicurug

methodology - The sample in the study was Cicurug business actors totaling 105 people with saturated sampling techniques. The analysis method used is multiple linear regression

Findings - The results of the study showed that Competence and Motivation had a positive and significant effect on the Success of MSMEs both partially and simultaneously. This shows that if Competence and Motivation are increased, it will increase the Success of MSMEs in Cicurug

Originality - This study has not been widely studied in MSME Cicurug with these variables, so this study is original

Keywords: Business Success, Business Competence, Motivation
