

THE INFLUENCE OF ENTREPRENEURIAL SOUL AND BUSINESS CAPABILITY ON BUSINESS SUCCESS THROUGH BUSINESS MOTIVATION AS AN INTERVENING VARIABLE IN MSMEs IN CICURUG DISTRICT, SUKABUMI DISTRICT

Ardelia Ulina Sunandar¹, Dwi Gemina, SE., M.Si², Tini Kartini, SE., MH., MM³

¹, Djuanda University, Indonesia ;

², Djuanda University, Indonesia ;

³, Djuanda University, Indonesia ;

¹; ²; ³;

Abstract

Background - Business success is not only the final goal, but also the starting point for achieving greater success, both on a business scale, personal development and social contribution. Every success is an opportunity to innovate, grow and have a broader positive impact.

Purpose - This research aims to identify the direct, indirect and total influence of entrepreneurial spirit and business ability on business success through business motivation.

methodology - The research sample consisted of 105 MSME business actors in Cicurug District, Sukabumi Regency, selected using a non-probability sampling method with a saturated sampling technique. Data analysis includes descriptive, verification, validity, reliability, classical assumption test, path analysis, and Sobel test for mediating variables.

Findings - The findings of this research indicate that partially the entrepreneurial spirit and business ability have a direct positive effect on business motivation. Entrepreneurial spirit, business ability and business motivation directly and positively influence business success. The entrepreneurial spirit and business ability also have an indirect and positive influence on business success through business motivation.

Originality - It is hoped that this research will be able to provide benefits as information and input for consideration for MSMEs to develop their businesses

Keywords: Entrepreneurial Spirit, Business Ability, Business Motivation, Business Success
