

# The Role of Entrepreneur Characteristics and Entrepreneur Motivation have a significant effect on SMEs' Business Performance During Digital Era

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# The Role of Entrepreneur Characteristics and Entrepreneur Motivation have a significant effect on SMEs' Business Performance During Digital Era

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## Abstract

The purpose of this study was to analyze the relationship between Entrepreneur Characteristics and Business Performance variables, the relationship between entrepreneurial motivation variables and MSME business performance. In this study using quantitative methods. This is because the research data is in the form of numbers and analysis uses statistics, in collecting data using research instruments, data analysis is quantitative, with the aim of testing the established hypothesis, is experimental/survey, if the problem is clear. This type of research uses associative research. serves to explain, predict and control a symptom. This method is used to answer the formulation of the problem, namely knowing the effect of entrepreneurial characteristics and motivation on SMEs business performance. In this study, researchers used a questionnaire data collection technique (questionnaire). Questionnaire is a data collection technique which is done by giving a set of questions or written statements to respondents to answer. The statement questionnaire in this study was measured using a Likert 5 scale. The data analysis of this study used the smartPLS 4.0 software (Purwanto et al., 2020) and the data was obtained through the distribution of online questionnaires with social media to 300 respondents who were selected using a simple random sampling method. Based on the results of data processing and analysis that has been done, the conclusions of this study are: 1. Entrepreneurial Characteristics Affect Business Performance. In this case the characteristics of entrepreneurs are very good. Entrepreneurial characteristics can be seen from the spirit of work and hard work to realize desires. 2. Entrepreneur motivation influences business performance. In this case the motivation of entrepreneurs is very high. Entrepreneur motivation can be seen from being an entrepreneur because he has a desire to be rich. The business performance variable is also very high. This is evident from my business has the ability to compete.

Keywords: Entrepreneur, Characteristics of Entrepreneur. Entrepreneur Motivation, Business Performance, SMEs

## Introduction

According to Acosta et al. (2018); Asemokha et al. (2019) The growth of entrepreneurial interest is important in economic development given the contrast between demand and supply of labor. Micro and Medium Enterprises (MSMEs) are part of national businesses that play an important role in national development goals. MSMEs can also be considered as the locomotive of national and regional (regional) economic growth because they have the potential to empower all resources and encourage the growth of entrepreneurship. According to Chienwattanasook et al. (2019); Herlinawati et al. (2019) Entrepreneurs are agents of change, people who don't seek to perfect, or optimize ways of doing things, but rather seek out new methods and markets, to be precise, different ways of doing things. Bjerke and Hultman (2006) explain that entrepreneurship is divided into two categories including: (a) individual personalities who try to identify general psychology and social characteristics that compare entrepreneurs and non-entrepreneurs. (b) the behavior of an entrepreneur. Harini's research, et al (2019) states that entrepreneurship as someone who conceptualizes entrepreneurial marketing is basically a scientific discipline that studies the values, abilities and behavior of an entrepreneur in dealing with various problems related to getting business opportunities. According to Chienwattanasook et al. (2019); Herlinawati et al. (2019) Business actors in Indonesia are mostly dominated by MSMEs. MSMEs have quite a variety of meanings. MSMEs as economic business actors are often categorized as small-scale companies, use traditional technology, and are managed simply. According to Bauweraerts et al. (2021);

Chienwattanasook et al. (2019); Herlinawati et al. (2019) MSMEs are defined as individuals or business entities that have carried out activities/businesses that have sales or turnover per year of a maximum of IDR 600,000,000 or assets / assets of a maximum of IDR 600,000,000 (excluding land and buildings occupied) , consisting of: (1) business fields (Fa, CV, PT, and cooperatives) and (2) individuals (craftsmen/home industries, farmers, breeders, fishermen, forest encroachers, miners, traders of goods and services). According to Acosta et al. (2018);Asemokha et al. (2019) Another definition of MSMEs according to Permana (2017) states that MSMEs are individual businesses or small-scale business entities and have certain limitations in terms of the number of workers, the number of sales or turnover, and the number of assets or assets. The technology it uses is still traditional, with simple business management.

According to Herlinawati et al. (2019) The rapid development of MSMEs is inseparable from banking support in lending to MSME actors. According to data from Bank Indonesia, every year loans to MSMEs experience growth. Although in 2015, around 60%-70% of all these sectors did not have access to financing through banks. Bank Indonesia has issued regulations requiring banks to allocate credit/financing to MSMEs starting in 2015 at 5%, 2016 at 10%, 2017 at 15%, and at the end of 2018 at 20%. In this era of globalization, everyone must compete to run MSMEs and seize existing business opportunities. For this reason, good business financial arrangements are needed to support its sustainability. As already mentioned, this aspect becomes important, namely the issue of capital. In terms of marketing, the development of MSMEs can take advantage of advances in information technology that is growing rapidly at this time. The increase in internet users in Indonesia, which is quite rapid from year to year, is a huge potential to market MSME products directly to customers. According to Bauweraerts et al. (2021); Chienwattanasook et al. (2019); Herlinawati et al. (2019) explains that the development of entrepreneurial marketing through e-commerce is very necessary so that small and medium entrepreneurs are able to compete in today's internet era. MSME actors can develop their market through online shopping sites (e-commerce) which are also developing along with the development of the internet. Market expansion for MSMEs is very open considering that the reach of e-commerce is very broad because it can be reached by anyone, anytime, and anywhere as long as consumers are connected to the internet. According to Acosta et al. (2018);Asemokha et al. (2019) MSME actors can choose to market their products through one or all of the activities in e-commerce, namely first, the classified advertising model. A high challenge for MSME entrepreneurs is that they are required to have the capacity to be able to plan ahead, innovate and be willing to take risks, which will make it easier for them to develop and grow successfully. The results of this study are also supported by the theory put forward by Hadiyati (2010) which states that entrepreneurship (entrepreneurs) tend to be oriented towards innovation (innovation) which is based on new ideas and market conditions that are not consumer-oriented, or which is controlled by estimates of wants and needs. market. While Chienwattanasook et al. (2019); Herlinawati et al. (2019) stated that creativity and innovation greatly influence entrepreneurial marketing. All previous studies reflect the characteristics of entrepreneurs that will affect the performance of business enterprises (MSMEs).

MSME Business Performance is a company picture that shows the level of work output of a company that can be achieved in carrying out its business or activities. Industry/business is a group of companies that produce the same or substitute goods or services. According to Bauweraerts et al. (2021); Chienwattanasook et al. (2019); Herlinawati et al. (2019) The link between entrepreneurial marketing will directly affect the sales results that will be achieved in conducting a business that is directly related to the business. Through entrepreneurial marketing, business owners can conduct a thorough evaluation as an effort to determine the right policies in an effort to improve business performance including sales and profits. The company's performance is reflected in the perceived benefits expected from the integration of environmental management in their business operations. As supported by Chienwattanasook et al. (2019); Herlinawati et al. (2019) Meanwhile, marketing performance is a managerial perception of the company's ability to achieve market share, sales growth, and customer retention. Another factor that affects entrepreneurial business performance is motivation/drive. Entrepreneurial motivation or entrepreneurial

motivation is the drive or strength within individuals to maintain an entrepreneurial spirit in all their actions. Individuals with high entrepreneurial motivation are more likely to become entrepreneurs. Motivation is one of the key elements in the success of small businesses because motivation has an impact on business performance. Individuals who have high motivation in running their business will achieve maximum performance in business. According to Armstrong and Baron (1998) in Fahmi (2013) performance is the result of work that has a strong relationship with the organization's strategic goals, customer satisfaction and will ultimately contribute to the economy. Seeing the development of the internet and entrepreneurship that is appropriate for now is fashion. This also sees West Java being one of the provinces that has many textile manufacturing factories.

This is due to lack of innovation, expensive electricity costs, and people starting to switch to shopping for SMEs. As for the retail stores that have officially closed all of their subsidiary outlets, namely 7-Eleven (Sevel) throughout Indonesia. Then PT Ramayana Lestari Sentosa Tbk (Ramayana) closed eight of its outlets throughout Indonesia. Fashion is the basis of this research, because from a survey, fashion clothes are ranked first. In reality, fashion models are always fast changing, developing, and rolling from year to year, in accordance with the ideas of human thought, and technological developments, accompanied by the conditions of the times. recently. The development of fashion, fashion models, and others in Indonesia has very high demand, because as we know clothing is one of the primary needs needed by humans. This is a challenge for entrepreneurs engaged in fashion. Fashion in this case is not limited because the number of fashion categories is very diverse, ranging from accessories, scarves, Muslim clothing, headscarves, pashmina, sandals, shoes, analog watches, sleepwear, men's suits. SMEs can sell more than one category, for example one SMEs can sell clothes and snacks, some sell clothes and household furniture. So greetings an SMEs can't be sure that it only sells one category. One way to win the competition is to build a strong brand / product brand. In reality, building this brand requires a long process and a large amount of capital. This is certainly not suitable for beginners with minimal money capital. Finally, many beginners with minimal capital eventually go bankrupt and close their businesses because they cannot compete or because they run out of capital in the middle of the road.

## **Literature Review**

### **Entrepreneur**

Entrepreneur according to Bauweraerts et al. (2021); Chienwattanasook et al. (2019) is someone who has a creative and innovative spirit and abilities, is able to create something new and different, is able to start a business, is able to create something new, is able to find opportunities, dares to take risks and is able to develop ideas and gather resources. An entrepreneur according to Zimmerer, Scarborough and Wilson (2008) in Handaru, et al (2015) is someone who creates a new business by taking risks and uncertainties in order to achieve profit and growth by identifying significant opportunities and combining the necessary resources so that these that power can be capitalized.

### **Entrepreneurship**

Entrepreneurship is a dynamic process of creating additional wealth generated by individuals who bear major risks in terms of capital, time and or career commitment or provide value for some products or services. Herlinawati et al. (2019) Entrepreneurship is an entrepreneurial spirit built to bridge the gap between knowledge and market ability. While entrepreneurial is an activity in running a business or entrepreneurship. The young generation is a generation with high potential for entrepreneurship. This is based on the assumption that the number of young people is increasing and their quality is also improving. The research was conducted not only to focus on increasing the number of unemployed, but also to employment problems in the formal sector. This reflects how important entrepreneurship development is for young people. In developed countries, there is a lot of literature discussing the internal motivation of young people to engage in entrepreneurship. Muhammad et al. (2020); Meekaewkunchor et

al. (2021); Sadiku et al. (2019); Zhai et al. (2018) Digital media (online) is growing rapidly as a consequence of the internet and internet tariffs. Usually, affordable internet rates are great and have a unique role in providing new forms of external impetus to support the entrepreneurial spirit. From the advancement of the internet, it is easier for entrepreneurs to market their products to customers more broadly; This condition provides a great opportunity for entrepreneurs to run new businesses, however, on the other hand, high competition between entrepreneurs will be very high and this should not be ignored. Competition and the internet in the era of digitalized media provide opportunities for highly competitive developments. Bauweraerts et al. (2021); Chienwattanasook et al. (2019); Herlinawati et al. (2019) Competitiveness is very important to win the competition, so innovation is always needed. In this case, the entrepreneurial ethos refers not only to product value, but also product and market innovation. The consequence of the demand for innovation is that the offline (traditional) marketing model must be transformed into an online transaction model. Online services and online transactions are inseparable. The next impact is the ease of payment through m-banking, so cash transactions are starting to be abandoned and become an e-lifestyle

### **Business Performance**

Performance or performance is a picture of the company that shows the level of work of a company that can be achieved in carrying out its business or activities. Industry/business is a group of companies that produce the same or substitute goods or services. The link between entrepreneurial marketing will directly affect the sales results that will be achieved in conducting businesses that are directly related to the business. Bauweraerts et al. (2021); Chienwattanasook et al. (2019); Herlinawati et al. (2019) Entrepreneurial marketing has an effect on business performance from the level of sales and profit growth. Firm performance is reflected in the perceived benefits expected from the integration of environmental management in their business operations (Psomas, Fotopoulos, & Kafetzopoulos, 2011). Business performance as a success in developing markets with new products, where the company's performance can be measured through sales growth and market share Mustikowati & Wilujeng (2016). Business performance is an important element of company performance in general because a company's performance can be seen from its business performance so far. Business performance is a concept to measure the marketing performance of a company. Every company has an interest in knowing its achievements as a reflection of its business success in market competition.

### **Characteristics of Entrepreneurs**

Bauweraerts et al. (2021); Chienwattanasook et al. (2019); Herlinawati et al. (2019) Entrepreneurial characteristics are qualities or traits that remain continuous and eternal that can be used as characteristics to identify a person, an object, an event, integration or synthesis of individual traits in the form of a person or entity and a person's personality, considered from the point of view of ethical and moral views. Character is defined as character, psychological traits, morals or character that distinguishes a person from others. An entrepreneur or entrepreneur is someone who has a creative and innovative spirit and abilities, is able to create something new and innovative, and is able to find opportunities, dare to take risks and is able to develop ideas and gather resources. An entrepreneur has its own mindset, action and process. The mindset of an entrepreneur is someone whose thinking is shown to identify opportunities that can be turned into a business that can generate profits for the long term. The opportunities selected allow earning a competitive advantage. From the action aspect, an entrepreneur prioritizes "Getting Things Done" which means getting everything done. After the idea/opportunity that is considered the best is identified, an entrepreneur will immediately develop organizational tools, mobilize the inputs and resources needed to realize his business. The definition of entrepreneurship has the meaning as a "process" that is dynamic and sustainable in which it involves the establishment of a company, the process of developing ideas, and the process of increasing effectiveness and efficiency.

**1**  
*Entrepreneur Motivation*

Entrepreneurial motivation or entrepreneurship motivation is an encouragement or strength within individuals to maintain an entrepreneurial spirit in all their actions. Individuals with high entrepreneurial motivation are more likely to become entrepreneurs. Motivation is one of the key elements in the success of small businesses because motivation has an impact on business performance. Individuals who have high motivation in running their business will achieve maximum performance in business. Muhammad et al. (2020); Meekaewkunchor et al. (2021); Sadiku et al. (2019); Zhai et al. (2018) Motivation in this sense refers to something that encourages an entrepreneur to do something. Consequently, the form and strength of motivation will greatly determine the level of success of an entrepreneur. In other words, how strong the motivation will indicate the likelihood of future success. According to HZhai et al. (2018) argues that motivation is a set of attitudes and values that influence individuals to achieve specific things according to individual goals. Motivation is the willingness to make a high level of effort to achieve organizational goals conditioned by the ability of the effort to satisfy the needs of a number of individuals. Motivation is a very influential factor in a person to determine what he wants and his efforts to realize that desire.

According to Hossain et al. (2019); Kiyabo et al. (2020); Lyver et al. (2018); Maziriri et al. (2020) motivation is the basic impulse that moves a person to behave. According to Zhai et al. (2018) motivation can be understood as a state within individuals that causes them to behave in a way that ensures the achievement of a goal. Bauweraerts et al. (2021); Chienwattanasook et al. (2019); Herlinawati et al. (2019) suggests that motivation is the drive and direction of behavior. According to Muhammad et al. (2020); Meekaewkunchor et al. (2021); Sadiku et al. (2019); Zhai et al. (2018) consists of material motivation; Rational-intellectual motivation, and emotional-social motivation. Characteristics of entrepreneurship in general describe a person's personal or psychological uniqueness which consists of dimensions of values, attitudes and needs. According to Hossain et al. (2019); Kiyabo et al. (2020); Lyver et al. (2018); Maziriri et al. (2020); Muhammad et al. (2020) succeeded in finding that the psychological characteristics of entrepreneurship have a significant and positive effect on entrepreneurial competence and business performance. This shows the importance of building entrepreneurial characteristics because entrepreneurial characteristics greatly determine business success. Entrepreneurial characteristics are the key to maximizing efficiency from the use of factors for developing economic competitiveness, enabling MSMEs to have a more positive mindset, building market sensitivity and creating creative thinking. According to Meekaewkunchor et al. (2021); Sadiku et al. (2019) concludes his research that entrepreneurship will have a positive effect on performance. From the review of several journals, it is proposed.

Hypothesis 1: Entrepreneurial Characteristics (X1) have a significant effect on Business Performance (Y)

The results of this study conducted by Lyver et al. (2018); Maziriri et al. (2020); Muhammad et al. (2020); Meekaewkunchor et al. (2021); Sadiku et al. (2019); Zhai et al. (2018) shows that entrepreneurial motivation has a direct effect on business growth. According to Hossain et al. (2019); Kiyabo et al. (2020) While the research results of Meekaewkunchor et al. (2021); Sadiku et al. (2019); Zhai et al. (2018) shows that there is no significant effect between the entrepreneurial motivation variable and business performance. According to Muhammad et al. (2020); Meekaewkunchor et al. (2021); Sadiku et al. (2019); Zhai et al. (2018) stated that there was no significant and positive effect between motivation and business performance. There are differences in research results, therefore researchers are interested in researching and designing hypothesis 2.

Hypothesis 2: Entrepreneurial Motivation (X2) has a significant effect on Business Performance (Y)

### **Research methods**

In this study using quantitative methods. This is because the research data is in the form of numbers and analysis uses statistics, in collecting data using research instruments, data analysis is quantitative, with the aim of testing the established hypothesis, is experimental/survey, if the problem is clear. This type of research uses associative research. Associative research is research that aims to determine the relationship

between two or more variables. Associative research has the highest level when compared to comparative descriptive research. With this associative research it will be possible to build a theory that can function to explain, predict and control a symptom. This method is used to answer the formulation of the problem, namely to determine the effect of the characteristics and motivation of entrepreneurs on the performance of the online shop fashion business. In this study, researchers used a questionnaire data collection technique (questionnaire). Questionnaire is a data collection technique which is done by giving a set of questions or written statements to respondents to answer. Questionnaires are a more efficient data collection technique if the researcher knows with certainty the variables to be measured and knows what to expect from the respondents. Questionnaires can be in the form of closed or open questions or statements, can be given to respondents in person or sent by post or internet. The statement questionnaire in this study was measured using a Likert 5 scale. The data analysis of this study used the smartPLS 4.0 software (Purwanto et al., 2020) and the data was obtained through the distribution of online questionnaires with social media to 300 respondents who were selected using a simple random sampling method.

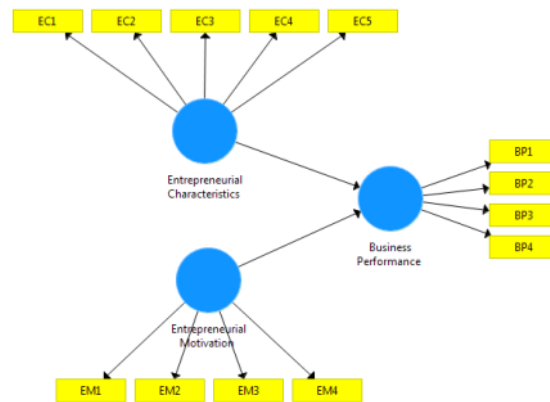


Fig 1. Research model

Hypothesis in this research are following:

Hypothesis 1: Entrepreneurial Characteristics (X1) have a significant effect on Business Performance (Y)

Hypothesis 2: Entrepreneurial Motivation (X2) has a significant effect on Business Performance (Y)

## Result and Discussion

### Reliability Instrument Test Result

Reliability instrument test uses two measurements which are Cronbach's Alpha and Composite Reliability where it is expected to have a value above 0.70 (>0.70) for it to be reliable (Hair et al., 2017).

The convergent validity test that is showed by the final value of the Cronbach's Alpha and Composite Reliability shows reliable values which exceeds 0.70 (>0.70) (Hair et al., 2017), the final result of the preliminary instrument testing shows reliable values as shown below:

Tabel 1. Reliability Test Results

	Cronbach's Alpha	Composite Reliability	Category (>0.7)
Entrepreneurial Characteristics	0.876	0.934	Reliable
Entrepreneurial Motivation	0.887	0.976	Reliable
Business Performance	0.998	0.954	Reliable

With the results from the reliability and validity testing of the data in this research, a structural model evaluation will be implemented in order to test the variables relationship in this research. This structural model evaluation will conclude the coefficient of determination, t-statistics

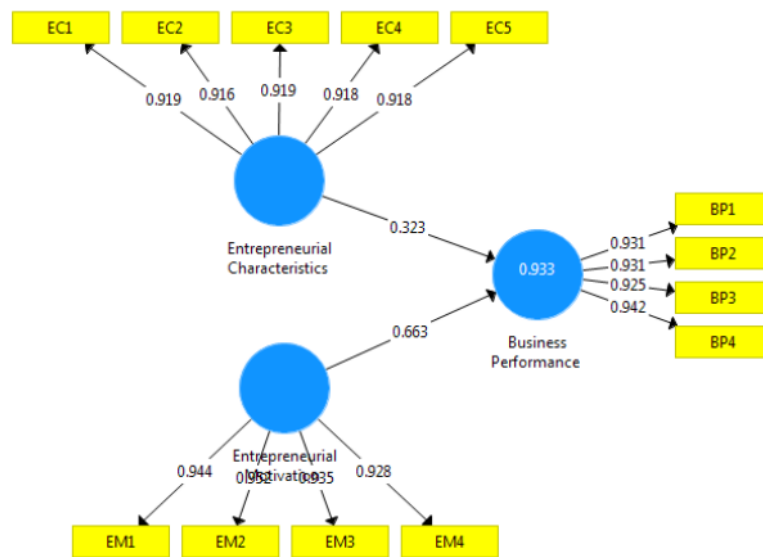


Fig 2. Hypotheses Testing

Coefficient of Determination ( $R^2$ )

The table below shows the result of the coefficient of determination ( $R^2$ ):

Table 2. Coefficient of Determination Test Results

Variable	$R^2$	Radj <sup>2</sup>
Business performance	0.933	0.912



As seen on the table above, it is stated that the variable performance has a  $R^2$  value of 0.933 and a  $R_{adj}^2$  of 0.912 which means that performance can be explained by the other variables by 91.2% whereas the rest 9.8% are influenced by other variables which are not being studied in this research.

### Hypothesis Testing

As discussed earlier in chapter two, this research includes 4 hypotheses which the following are the result of the hypotheses testing:

Table 3 . Path Coefficient

	T-statistic	P-values	Analysis Results
Entrepreneurial->Characteristics-Performance	2.482	0.000	H0: Rejected H1: Accepted
Entrepreneurial->Motivation-Performance	5.217	0.000	H0: Rejected H3: Accepted

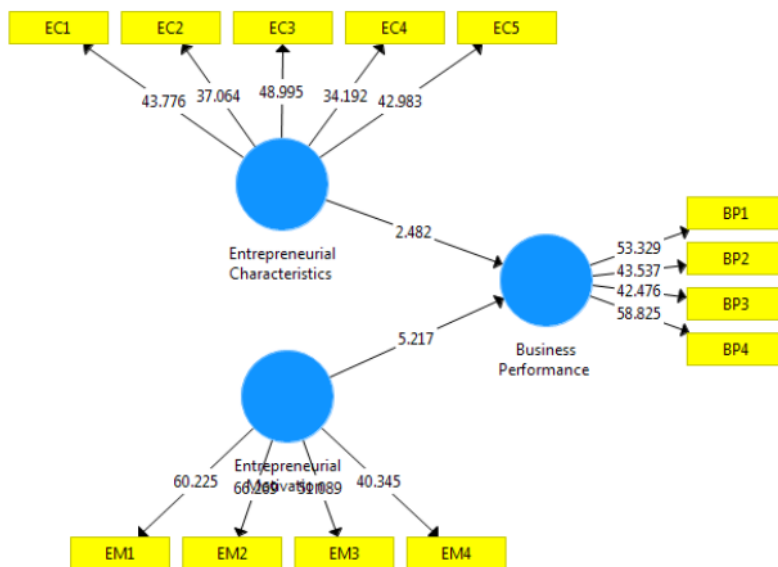


Fig 3. Hypotheses Testing

Hypothesis 1: Entrepreneurial Characteristics (X1) have a significant effect on Business Performance (Y)  
As shown on the table above, hypothesis 1 (H1) has a value of 2.482 for the t-statistics which is higher than the t-table value. This means that the Entrepreneurial Characteristics have a significant effect on performance of SMEs. Based on the results of the analysis, the Entrepreneurial Characteristics variable has a partial positive effect on company performance. Conversely, if the Entrepreneurial Characteristics is low, the company's performance will also experience a decline. This finding supports the results of of

Lyver et al. (2018); Maziriri et al. (2020) stated that Entrepreneurial Characteristics can be the most important way of measuring how a company is organized and is an important entrepreneurial contribution to company performance. This is also in line with the views of Sadiku et al. (2019); Zhai et al. (2018) which states that Entrepreneurial Characteristics has an effect on performance.

Hypothesis 2: Entrepreneurial Motivation (X2) has a significant effect on Business Performance (Y)  
As shown on the table above, hypothesis 1 (H1) has a value of 5.217 for the t-statistics which is higher than the t-table value. This means that the Entrepreneurial Motivation have a significant effect on performance of SMEs. Based on the results of the analysis, the Entrepreneurial Motivation variable has a partial positive effect on company performance. Conversely, if the Entrepreneurial Motivation is low, the company's performance will also experience a decline. This finding supports the results of Lyver et al. (2018); Maziriri et al. (2020) stated that Entrepreneurial Motivation can be the most important way of measuring how a company is organized and is an important entrepreneurial contribution to company performance. This is also in line with the views of Sadiku et al. (2019); Zhai et al. (2018) which states that Entrepreneurial Motivation has an effect on SMEs Business performance.

### **Discussion**

From this study, several points will be discussed based on research hypotheses. In the first hypothesis assessing the influence of entrepreneurial characteristics on business performance, it is accepted. These results are supported by the research of Sadiku et al. (2019); Zhai et al. (2018) which concludes in their research that entrepreneurship will have a positive effect on performance. In the second hypothesis assessing the influence of entrepreneur motivation on business performance is accepted. This supports the research conducted by Purwanto et al. (2021) showing that motivation has a significant influence on performance. However, contrary to the findings of Lyver et al. (2018); Maziriri et al. (2020); Muhammad et al. (2020); Meekaewkunchor et al. (2021); Sadiku et al. (2019); Zhai et al. (2018) shows that there is no significant effect between the entrepreneurial motivation variable and business performance. In this study, there are still many limitations in the study. The limitations of this study include that it is difficult for researchers to obtain data on the number of SMEs entrepreneurs due to the unavailability surveys of other online institutions. The next goal is to be able to see the characteristics and motivations of entrepreneurs with a wider scope. In addition, you can also add other variables such as business capital, brand image, experience, and entrepreneurial ability. For entrepreneurs, it can increase the power of product innovation in terms of creativity both in terms of social media, sales facilities and services provided to consumers such as in responding to responses quickly and well, in terms of providing product specifications, in terms of offering promos. Can increase the courage to face unexpected risks, such as goods that are not selling well will become goods that are out of season so that no consumers buy.

### **Conclusion**

Based on the results of data processing and analysis that has been done, the conclusions of this study are:  
1. Entrepreneurial Characteristics Affect Business Performance. In this case the characteristics of entrepreneurs are very good. Entrepreneurial characteristics can be seen from the spirit of work and hard work to realize desires.  
2. Entrepreneur motivation influences business performance. In this case the motivation of entrepreneurs is very high. Entrepreneur motivation can be seen from being an entrepreneur because he has a desire to be rich. The business performance variable is also very high. This is evident from my business has the ability to compete.

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