

FLAVORS OF FREEDOM: HOW ENTREPRENEURIAL SPARK, PERSONAL AUTONOMY, INNOVATION, AND MOTIVATION CONTRIBUTE TO BAKSO SUCCESS IN KALIWATES JEMBER

Dimas Kertanegara 1, Muhammad Naely Azhad 2 and Rusdiyanto 3*

¹University of Muhammadiyah Jember 1; author's e-mail dimaskertanegara46@gmail.com

²University of Muhammadiyah Jember 2; author's e-mail naelyazhad52@gmail.com

³University of Muhammadiyah Jember 3; author's e-mail rusdiyanto@unmuhjember.ac.id

*Correspondence: Dimas Kertanegara

Email: dimaskertanegara46@gmail.com

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Abstract: Understanding entrepreneurship is essential to running a successful company. Everything that is understood or connected with everything is generally called knowledge. Humans can acquire lifelong skills through knowledge. The science, art, behavior, characteristics, and character of individuals who imaginatively bring new concepts into the real world are all considered components of entrepreneurial skills. Data obtained through distributing questionnaires or questionnaires. The sampling technique used saturated samples and obtained 70 respondents. The approach method is quantitative with multiple linear regression tests. The results state that the success of the meatball business in Kaliwates District, Jember, is influenced by the entrepreneurial spirit, personal independence, innovation and motivation

Keywords: entrepreneurial spark, personal autonomy, innovation, and motivation contribute to bakso success.

INTRODUCTION

The imaginative and inventive capacity to seek opportunities for success is the foundation and resource of entrepreneurship. Only those with creative and inventive personalities-that is, those with entrepreneurial spirit, attitude, and behavior-are capable of the creative process. These individuals include those with the following characteristics: full of self-confidence, signs of full belief, optimism, dedication, self-control, and accountability; have initiative, signs of abundant vitality, skillful action, and activity; have goals to achieve, as evidenced by signs of future understanding and results orientation; have a leadership attitude indicated by a willingness to try new things, dependability, and resilience; take opportunities that count with courage (Suryana, 2011).

Entrepreneurial values are prerequisites associated with entrepreneurial behavior These values consist of creativity, risk-taking, innovation, achievement-oriented, ambition, and independence. When it comes to managing companies, values are better than behaviors or forms of kindness or resistance because they take into account the factors that drive social and personal concepts. Understanding attitudes and motivations is valuable, and values have the power to influence how behavior is perceived when running a company. Therefore, learning these values is crucial to managing organizational behavior. Understanding entrepreneurship is essential to running a successful company. Everything that is understood or connected to everything is generally called knowledge. Humans can acquire lifelong skills through knowledge. According to Nurbaya and Moerdiyanto (2012), entrepreneurial knowledge includes the behaviors, attributes, and science and art of an indi-

vidual who creatively brings innovative ideas into the real world. Personal independence is someone who does not like to depend on others, but rather optimizes all his efforts (Suryana 2013: 34).

Motivation is an individual's internal and external drive that manifests as needs and wants, drives and interests, hopes and aspirations, respect and appreciation, and rewards. The basics of starting and running a successful business require an entrepreneur to have certain entrepreneurial resources and knowledge. Because this is one of the factors that drive commercial success for entrepreneurs. Having the knowledge to grow a business and make it last longer is essential in running a successful business.

The company will expand and generate higher revenues if it continues to present new breakthroughs and innovative concepts. According to Noor (2007:379), a company is considered successful if it makes a profit. That is, success in business refers to the company's ability to achieve its goals. People can only be successful if they put in their best effort in everything. iSuccess is only possible with significant effort. The ultimate goal of every successful person is to find happiness within themselves. The culmination of a person's self-satisfaction is happiness. A person feels satisfied with his own self when he does something. A person's level of happiness is based on his level of self-satisfaction, which reaches its peak when he achieves his goals and experiences joy and pride in his results. The company's ability to succeed depends on its employees, opportunities, and ideas. To provide greater value to customers, business people must become innovative thinkers. In addition, business people must also be able to recognize emerging business prospects (Suryana, 2011).

According to Suryana (2011), "To be a successful entrepreneur, you must have a clear business idea or vision, then have the will and the courage to face the risks of both time and money." A business is considered successful when its performance exceeds the previous benchmark." A business is considered a success when its performance exceeds the previous measurement. The company's main goal is business success, and every action it takes is aimed at achieving that result. iMany internal and external factors have a significant impact on the success or failure of an entrepreneurial venture. The conclusion is that individuals who are successful in entrepreneurship are those who can combine the important qualities of creativity, self-control, and entrepreneurial spirit with personal independence, ingenuity, and drive to achieve business success.

The city of Jember has a nickname as the city of culinary. The culinary business that has developed in the city of Jember is very diverse. One of the most popular culinary products is bakso. Some types of meatballs that can be found are bakso mercon, bakso kabut, bakso beranak, bakso kikil, bakso sum-sum, bakso kuah pedas, bakso aci and others. The meatball business has grown rapidly and there are more and more business actors, giving rise to intense competition in the Jember area, especially in the Kaliwates sub-district.

We can find bakso business in various cities, especially in the Kecamatan Kaliwates. One of the most popular meatball products among the general public is bakso. Although bakso is usually made from cattle meat, nowadays you can find many different types of bakso on the market. In Indonesian cuisine, the most popular type of meatball is called bakso. Although ground beef and rice flour are usually used to make meatballs, other ingredients include chicken, fish, or shrimp. Meatballs are usually served hot with a clear broth of beef, combined with noodles, cucumber, bean sprouts, tofu, and occasionally eggs, and topped with fried onions and onions. In Indonesia, bakso is

a popular food that can be obtained in various places, including restaurants, bakso stalls that are pulled by five-legged vendors, and bakso stalls with motorized bicycles.

Based on preliminary observations carried out by researchers on meatball businesses in Kaliwates District, there are several problems faced by meatball businesses, one of which is the decline in the number of meatball businesses in Kaliwates Regency. This is caused by entrepreneurs who fail in managing their business. It is suspected that the lack of knowledge of entrepreneurial spirit and personal independence regarding the business that is being run is such as knowledge of production and marketing of products. However, the lack of application of innovation and motivation towards the product is causing some meatball businesses to experience a decline and it is not consistent when opening their business, such as often being closed at certain times. Meatball business in the Kaliwates sub-district is still unable to apply entrepreneurial spirit, personal independence, innovation and motivation to the sustainability of its business. Therefore, the bakso business in the Kaliwates sub-district needs the right marketing strategy so that the marketing process can run optimally and provide benefits to the ibakso business in the Kaliwates sub-district.

METHOD

Research Design

This research is quantitative in nature. The purpose of the quantitative research design based on the ipositivist philosophy is to test hypotheses by studying a specific population or sample, collecting data through the use of research instruments, and analyzing data in a quantitative or statistical manner. The purpose of the quantitative approach is to test hypotheses, establish facts, illustrate the relationship between variables, provide statistical explanations, analyze, and predict results (Sugiyono, 2017). The variables studied in this research are the independent variables, namely entrepreneurial spark (X1), personal autonomy (X2), innovation (X3), and motivation (X4). While the independent variable in this research is business success (Y).

Population, Sample, Sampling

The population in this research is a total of 70 meatball businesses in the Kecamatan Kaliwates. Then, the sampling technique used is by using a full sample. The samples in this research are 70 meatball businesses in the Kecamatan Kaliwates.

Instrument

Primary and secondary data sources are the sources used. In this research, questionnaires, interviews, and observations are used as data collection methods. To measure data, a Likert scale approach is used. Multiple regression analysis and hypothesis testing are the two statistical analysis tools used in the quantitative data analysis techniques used in this research.

RESULTS AND DISCUSSION

Data Testing

1. Validity Test

The validity test verifies that the tool is able to measure the things that are intended. The suitability of the data measurement tool with the object that will be measured is illustrated by the validity that is used in this research (content validity), (Ferdinand, 2014). The basis for making a decision to test the validity of the questionnaire items is:

- a. If the count is $> id$ from the table then the items of the variable are said to be valid.
- b. If the calculation is less than the table, then the items of the variable are said to be invalid.

Variable	R Table	R Count	Description
Entrepreneurial Spark (X1)			
X1.1	0,235	0,572	Valid
X1.2	0,235	0,770	Valid
X1.3	0,235	0,783	Valid
X1.4	0,235	0,818	Valid
X1.5	0,235	0,753	Valid
Personal Autonomy (X2)			
X2.1	0,235	0,567	Valid
X2.2	0,235	0,629	Valid
X2.3	0,235	0,716	Valid
X2.4	0,235	0,676	Valid
X2.5	0,235	0,584	Valid
Innovation (X3)			
X3.1	0,235	0,710	Valid
X3.2	0,235	0,714	Valid
X3.3	0,235	0,743	Valid
X3.4	0,235	0,501	Valid
Motivation (X4)			
X4.1	0,235	0,692	Valid
X4.2	0,235	0,846	Valid
X4.3	0,235	0,778	Valid
Bussiness Succes (Y)			
Y.1	0,235	0,717	Valid
Y.2	0,235	0,816	Valid
Y.3	0,235	0,626	Valid
Y.4	0,235	0,771	Valid
Y.5	0,235	0,474	Valid

Based on the table above shows that all variables are valid, because the calculation of each question on the variables used in this research has a value greater than the value of the table, which is more than 0.235, so the instrument of this research is entrepreneurial spark, personal autonomy, innovation, motivation and business success is declared

2. Reliability Test

Variable	Standard Alpha	Cronbach's Alpha	Description
Entrepreneurial Spark (X1)	0,60	0,788	Reliabel
Personal Autonomy (X2)	0,60	0,612	Reliabel
Innovation (X3)	0,60	0,596	Reliabel
Motivation (X4)	0,60	0,644	Reliabel
Bussiness Success (Y)	0,60	0,697	Reliabel

Based on the table above shows that all variables from the reliability test show a total value of more than 0.60, so they can be said to be reliable or consistent. Therefore, the questionnaire or questionnaire, namely entrepreneurial spark, personal autonomy, innovation, motivation and business success, is said to be reliable or consistent.

Classical Assumption Tes Result

1. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		70
Normal Paramete	Mean	.0000000
	Std. Deviation	1.66841997
Most Extreme Differenc	Absolute	.092
	Positive	.054
	Negative	-.092
Kolmogorov-Smirnov Z		.773
Asymp. Sig. (2-tailed)		.589
a. Test distribution is Normal.		
b. Calculated from data.		

Based on table it can be seen that the data in this research has an Asymp.Sig (2-tailed) value of 0.482 where $0.589 > 0.05$. so it can be concluded that the data in this research is normally distributed.

2. Multicolinierity Test

Variable	Tolerance	VIF	Description
Entrepreneurial Spark (X1)	0.886	1.129	There'snt
Personal Autonomy (X2)	0.846	1.182	There'snt
Innovation (X3)	0.853	1.172	There'snt
Motivation (X4)	0.934	1.071	There'snt

Based on the table above, it can be seen that the tolerance value is > 0.1 and the value of VIF is < 10 , so it can be concluded that the variables of entrepreneurial spark, personal autonomy, innovation, motivation do not occur imulticollinearity or free from imulticollinearity.

3. Heteroscedasticity Test

Model	<i>Unstandardized</i>	<i>Coefficients</i>	<i>Unstandardized</i>	t	Sig.
	B	Std. Error	Coefficients		
1(Constant)	-.473	2,294		-.206	.837
X1	-.052	,085	-.079	-.611	,543
X2	,161	,097	,215	1,659	,102
X3	,097	,111	,108	,871	,387
X4	-.052	,058	-.112	-.895	,374

Based on table above, it can be seen that the isig value of each variable, namely the entrepreneurial spark variable (X1) is 0.543, the personal autonomy variable (X2) is 0.102, the innovation variable (X3) is 0.387, the motivation variable (X4) is 0.374. From these results, it can be concluded that the regression equation model does not experience heteroscedasticity. This is because the value of each variable has a value greater than 0.05.

Data Analysis Results

1. Multiple Linear Regression Results

If the value of one variable increase or decreases, then multiple linear regression analysis is used to determine whether there is a positive or negative relationship between the independent and independent variables.

Model	Unstandardized		Coefficients	Unstandardized	
	B	Std. Error		T	Sig.
1.(Constant)	12.557	3,925		3,199	,002
Entrepreneurial Spark (X1)	,353	,100	,391	3,535	,001
Personal Autonomy (X2)	,420	,146	,327	2,872	,005
Innovation (X3)	,072	,166	,050	,437	,664
Motivation (X4)	,465	,190	,266	2,443	,017

Based on the table above, it can be seen that the regression equation is as follows:

$$Y = 12,557 + 0,353X1 + 0,420X2 + 0,072X3 + 0,465 + e$$

- A. The constant value shows 12,557 from the equation above, it is obtained a positive constant value which means that the value of the independent variables of entrepreneurial spirit (X1), personal independence (X2), innovation (X3), motivation (X4) and the value of the coefficient, the success of the business (Y) in this research has a positive relationship.
- B. The coefficient value of the entrepreneurial spark variable (X1) is 0.353 and shows a positive value towards business success (Y). This proves that the entrepreneurial spirit has a positive relationship with the independent variable, namely the success of the meatball business in the Kaliwates Jember sub-district. If the entrepreneurial spirit increases, the value of business success will also increase, and vice versa, if the entrepreneurial spirit decreases, the value of business success will decrease. It can be known that the presence of entrepreneurial spirit can increase the success of the meatball business in the Kaliwates district Jember city.
- C. The coefficient value of the variable of personal autonomy (X2) is 0.420 and shows a positive value on the success of the business (Y). This proves that personal independence has a positive relationship with the independent variable, namely the success of the meatball business in the Sub-district of Kaliwates Jember. If the value of personal independence increases, the value of business success will also increase, and vice versa, if the value of personal independence decreases, the value of business success will decrease. It can be known that the presence of personal independence can increase the success of the meatball business in the Kaliwates district Jember city.
- D. The coefficient value of the innovation variable (X3) is 0.072 and shows a positive value on the success of the business (Y). This proves that innovation has a positive relationship with the dependent variable, namely the success of the meatball business in the Kaliwates Jember sub-district. If the value of innovation increases, the value of business success will also increase, and vice versa, if the value of innovation

decreases, the value of business success will decrease. It can be known that the presence of innovation can increase the success of the meatball business in the Kaliwates distric Jember city.

- E. The coefficient value of the variable motivation (X4) is 0.465 and shows a positive value on the success of the business (Y). This proves that motivation has a positive relationship with the dependent variable, namely the success of the meatball business in the Kaliwates Jember sub-district. iIf the value of motivation increases, then the value of the success of the business will also increase, and vice versa, if the value of motivation decreases, then the value of the success of the business will decrease. Thus it can be known that the presence of motivation can increase the success of the meatball business in the Kecamatan Kaliwates Jember.

2. Hypothesis Test Results

Variable	t count	Significance
Entrepreneurial Spark (X1)	3,535	0,001
Personal Autonomy (X2)	2,872	0,005
Innovation (X3)	,437	0,664
Motivation (X4)	2,443	0,017

Based on table It is known that there are several things among them, For H1 From the results of the test it shows that the calculation of the variable of entrepreneurial spark is equal to 3.535 and has a significance value of $0.001 < 0.05$ ($=5\%$), so that can conclude that H_0 is rejected and H_1 is accepted. 0.05 ($=5\%$) then H_0 is rejected and H_1 is accepted, so it can be concluded that the variable of entrepreneurial spirit has a significant influence on the success of meatball business in the Kecamatan Kaliwates Jember. Then for H2 From the results of the test it shows that the calculation of the variable of personal autonomy is equal to 2.872 and has a significance value of $0.005 < 0.05$ ($=5\%$). 0.05 ($=5\%$) then H_0 is rejected and H_2 is accepted, so it can be concluded that the variable of personal independence has a significant effect on the success of the meatball business in the Kecamatan Kaliwates Jember. Then for H3 From the results of the test it shows that the calculation of the variable of innovation is equal to 0.437 and has a significance value of $0.664 > 0.05$ ($=5\%$) then H_0 is accepted and H_3 is rejected, so it can be concluded that the innovation variable does not affect the success of the meatball business in the Kecamatan Kaliwates Jember. And for H4, From the results of the test it shows that the calculation of the variable of motivation is 2.443 and has a significance value of $0.017 < 0.05$ ($=5\%$). 0.05 ($=5\%$), then H_0 is rejected and H_2 is accepted, so it can be concluded that the variable of motivation has a significant effect on the success of the meatball business in the Kecamatan Kaliwates Jember.

3. Determination Coefficient Results R

Model	R	R Square	R Square Adjusted	Std. Error of the Estimate
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1	0.805 ^a	0.648	0.627	0.516
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Based on the results of the analysis in table above, the result of the coefficient of multiple determination (R^2) is 0.627, which gives an understanding that the variation that occurs in the variable of business success (Y) is 62%, which is explained by the variables of entrepreneurial spark (X1), personal autonomy (X2), innovation (X3), motivation (X4). The remaining 38% is explained by other factors outside the model of this research.

Discussion

A. Entrepreneurial Spark to Business Success

The test results show that the entrepreneurial spirit variable has a significant effect on the success of the meatball business. It is proven by the calculation of 3.535 from the entrepreneurial spirit variable and has a significance value of $0.001 < 0.05$ ($=5\%$) so H_0 is rejected and H_1 is accepted. The ability to create something fresh and unique through imaginative thinking and creative activity to generate opportunities is known as the spirit of entrepreneurship. Daryanto, (2012). Hendro (2011) defines entrepreneurship as the ability to manage innate talents that should be utilized and improved so that they are useful in the future. The characteristics that an entrepreneur should have are related to the characteristics of the entrepreneurial spirit, namely: having an entrepreneurial spirit, freedom, the ability to take any risk, familiarity with the organization, the ability to endure in the face of difficulties, entrepreneurial traits, and the ability to be inventive and creative in managing the company. With indicators: self-confidence (95%), task-oriented and results-oriented (88%), leadership (87%), future-oriented (83%). This research shows that the better the entrepreneurial spirit is, the more successful the business will be. The results of this research are in line with the research conducted by Ainun Najib (2018) which shows that entrepreneurial spirit has a significant effect on business success. And the research conducted by Eni Farida and Rahayu (2015) which states that entrepreneurial spirit has an influence on business success.

B. Personal Autonomy to Business success

The results of the test show that the variable of personal independence has a significant effect on the success of the meatball business. It is proven by the count of 2.872 from the variable of personal independence and has a significance value of $0.005 < 0.05$ ($=5\%$), so H_0 is rejected and H_2 is accepted. A person with personal independence will maximize his efforts rather than depending on other people (Suryana 2013: 34). According to Desmita (2012), personal independence is the capacity to freely manage one's own ideas, feelings, and behavior and to overcome self-doubt and feelings of shame. With indicators: desire to compete (92%), learn new things (88%), make decisions (80%), trust myself (82%), take responsibility (80%). Personal independence is the ability to rely on oneself in an effort to create a new field of work without having to depend on others, starting from creating ideas, setting goals, to achieving satisfaction. Personal independence is reflected in the form of the ability to do an issue of work that is good and right is in accordance with the capacity that exists in itself. The results of this research are in line with the research conducted by Fadila Azmi Ludis (2018) which shows that personal independence has a significant effect on business success, and the research conducted by Ainun Najib (2018) which shows that personal independence has a significant effect on business success.

C. Innovation to Business Success

The test results show that the innovation variable does not have a significant effect on the success of the meatball business. This is evidenced by the count of 0.437 from the innovation variable and has a significance value of $0.664 > 0.05$ ($=5\%$), so H_0 is accepted and H_3 is rejected. New goods or services that are released to the market to meet consumer demand are called innovative. More than just attracting the attention of consumers to new products that are developed, innovation also aims to satisfy their needs and desires. As stated by Rogers, Everett M. (2010). Innovation is any concept, idea, object, or behavior that is based on something that is new and accepted, or that is specific to the issue of a group to be used or adopted. With indicators: product development (92%), creation of new products (81%), addition of creative touches to products (78%), combination of production factors and new methods (81%). The results of this research show that the innovation variable has no significant effect on the business performance variable. The results of this research are not in line with the research conducted by Karimah Tauhid (2023) which shows that innovation has a significant effect on business success.

D. Motivation to Business Success

The results of the test show that the variable of motivation has a significant effect on the success of the meatball business. It is evidenced by the count of 2.443 from the variable of motivation and has a significance value of $0.017 < 0.05$ ($=5\%$), so H_0 is rejected and H_4 is accepted. What is meant by entrepreneurial motivation is everything that drives a person to act and gives energy to fulfill a desire, create satisfaction, or reduce imbalance through starting a business or farming business. Etymologically, the word "motivation" comes from the English language. It denotes motivation or the force of motivation. Therefore, everything that drives or motivates a person to work in order to achieve a certain goal is called motivation. A person can find motivation from other people or from within himself. An enthusiastic person can achieve anything with motivation. with indicators: motivation (88%), hope (82%), incentive (83%). The results of this research show that the variables of motivation affect the success of the meatball business. This research is in line with the research conducted by Marsinta Uli Simanjuntak (2019) which shows that motivation has a significant effect on business success, and the research conducted by Siti Nur Azizah (2017) which states that motivation has a significant effect on business success.

CONCLUSION

Based on the results of the analysis that has been carried out, the researcher concluded several things including: 1) The entrepreneurial spark has a significant effect on the success of the meatball business in the Kaliwates Jember sub-district. This research obtained the result that the better the entrepreneurial spirit, the more the success of the business will increase. 2) Personal autonomy has a significant effect on the success of the meatball business in the Kaliwates Jember sub-district. This research obtained the result that personal independence is the ability to rely on one's own self in an effort to create a new field without having to depend on other people, starting from creating ideas, setting goals, to achieving satisfaction. 3) Innovation does not affect partially the success of the meatball business in the Kecamatan Kaliwates Jember. According to the researcher's view, there are several things in the innovation that are not done optimally, such as the service is not good, the appearance of the product is not attractive. This is what causes the lack of optimal management in

the innovation variable. 4) Motivation has a significant effect on the success of the meatball business in the Kaliwates Jember sub-district. This research obtained the result that entrepreneurial motivation is defined as something that motivates or encourages someone to do activities and gives energy that leads to the achievement of needs, gives satisfaction or reduces imbalance by opening an entrepreneurial and business issue.

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