

ENTREPRENEURIAL KNOWLEDGE, ENTREPRENEURIAL CHARACTERISTICS TO THE SUCCESS OF SMALL AND MEDIUM ENTERPRISES GUITAR INDUSTRY CENTER IN KEMBANGAN VILLAGE, BAKI, SUKOHARJO

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Abstract: *This research is used to determine the magnitude of influence and significance between entrepreneurial knowledge variables and entrepreneurial characteristics to the success of small and medium enterprises in the guitar industry center in Kembangan Village, Baki, Sukoharjo. The population in this study was obtained from village data of 80 guitar speakers in Kembangan Village, Baki District, Sukoharjo Regency. Because the population is less than 100 respondents, the sample used is the entire population of 80 who responded as a Guitar Industry Center Business Actor in Kembangan Village, Baki, Sukoharjo. The technique in this study uses non-probability sampling with saturated sampling types. The data analysis technique in this study is a multiple linear regression using SPSS software. Before analyzing data with multiple linear regression, instrument tests and classical assumption tests have been conducted first in concluding this research data so as not to be biased so that research is feasible. From the research results, it is known that entrepreneurial knowledge and characteristics have a positive and significant influence. The Result of Anaisis Coefficient of Determination (R²) obtained a result of 0.674 or 67.4%. This means that the ability of independent variables (entrepreneurial knowledge, characteristics) in this study affected dependent variables by 67.4%. The remaining 32.6% is explained by other variables not included in the regression model.*

Keyword : *entrepreneurial knowledge, entrepreneurial characteristics, success, guitar industry*

1. Introduction

Business success can be interpreted as an activity by exerting energy and thoughts so that there is a better change or increased forward, qualitatively and quantitatively, by the goals set (Ardiyanti & Mora, 2019). The measure of business success is being able to provide satisfaction to customers. The more customers who receive or buy the products or services offered, the more satisfied they are, and it means that the strategy implemented is quite successful (Aidina & Rudini, 2021)

A business's success can be achieved by several factors: the entrepreneurial knowledge factor. When someone decides to start a new business, the provision of entrepreneurial knowledge becomes the main basis that must be learned first to run well and grow according to the wishes of the business owner (Ginting, 2017). From the research that has been obtained, the results of variable knowledge have a positive and significant effect on the business's success. Business owners need to understand knowledge starting with the ability to acquire, develop businesses, manage, utilize knowledge information and organizational understanding and manage workers' knowledge (Chairifa, 2017). Research has obtained the results of variable knowledge has a positive and significant effect on the business's success.

Achieving the success of the knowledge supply business alone is not enough; an entrepreneur must have a leadership spirit. The business's success is also determined by its leader in managing and being responsible for the business carried out. The characteristics of entrepreneurship can be seen as confident and optimistic business actors, daring to take risks and like challenges, and leadership spirit (Nasution et al., 2021). The research conducted by Apriliani and Widiyanto (2018) obtained the results of characteristic variables having a positive and significant effect on business success.

From the research conducted by Pradipta and Iffan (2021), the results of skill variables have a positive and significant effect on business success. Likewise, Iskandar & Safrianto (2020) research obtained variable skill results that have a positive and significant effect on business success.

For this study to be more targeted, researchers provide limits on problems that focus on small and medium-sized micro-enterprises research at the Guitar Industry Center in Kembangan Village, Baki District, Sukoharjo Regency for six months from August 2021 to January 2022 by testing the influence of independent variables of entrepreneurial knowledge (X1), skills (X2) on dependent variables of business success (Y).

Hypothesis

- 1) Entrepreneurial knowledge affects the success of small and medium enterprises in the center of the guitar industry in Kembangan Village.

When someone decides to start a new business, the provision of entrepreneurial knowledge becomes the main basis that must be learned first to run well and grow according to the wishes of the business owner (Ginting, 2017). The research conducted by Chairifa (2017) obtained the results of variable knowledge having a positive and significant effect on business success. Based on this description, the proposed hypothesis is:

(H1): Entrepreneurial knowledge has a significant influence on the success of small and medium enterprises guitar industry center in Kembangan Village, Baki, Sukoharjo.

- 2) Entrepreneurial characteristics affect the success of small and medium enterprises sentra guitar industry in Kembangan Village.

The business's success is also determined by its leader in managing and being responsible for the business carried out. Entrepreneurial characteristics can be seen as confident and optimistic business actors who dare to take risks and like challenges and leadership spirit (Nasution, et al. 2021). The research conducted by Apriliani and Widiyanto (2018) obtained that characteristic variables have a positive and significant effect on business success. Based on this description, the hypothesis proposed is

(H2): Entrepreneurial characteristics have a significant influence on the success of small and medium enterprises Guitar Industry Center in Kembangan Village, Baki, Sukoharjo.

2. Research Methods

The type of research conducted in this study is quantitative descriptive. This research is used to determine the influence and significance between entrepreneurial knowledge variables and entrepreneurial characteristics to the success of small and medium enterprises in guitar industry centers in Kembangan Village, Baki, Sukoharjo.

The population in this study was obtained from village data of 80 guitar speakers in Kembangan Village, Baki District, Sukoharjo Regency. While determining the number of samples, according to Arikunto (2019: 104) if the population is less than 100 people, then the number of samples is taken as a whole, but if the population is greater than 100 people, then it can be taken 10-15% or 20-25% of the population. Because the population is less than 100 respondents, the sample used is the entire population of 80 respondents as a Guitar Industry Center Business Actor in Kembangan Village, Baki, Sukoharjo. The technique in this study uses non-probability sampling with saturated sampling types, namely samples that, when added to the number, will not increase representation so that it will not affect the value of information that has been obtained (Sugiyono, 2019: 113)

The data analysis technique in this study is a multiple linear regression using SPSS software. Before analyzing data with multiple linear regression, instrument tests and classical assumption tests have been conducted first in concluding this research data so as not to be biased so that research is feasible.

3. Results And Discussions

1) Instrument Test

a. Validity Test

According to Situmorang and Lufti (2014: 86), validity indicates how a measuring device measures what it wants to measure. If the researcher wants to measure the questionnaire in it, the collection of research data, then the questionnaire he compiled must measure what he wants to measure.

According to Khairinal (2016: 347) to test whether the instrument used is valid or not with, the product-moment correlation formula is used as follows:

$$r = \frac{n\sum XY - (\sum x)(\sum Y)}{\sqrt{n\sum x^2 - (\sum X)^2(\sum Y)^2}}$$

Information:

r_{xy} = Correlation coefficient between variables X and Y

N = Number of Respondents

$\sum xy$ = The number of multiplications between variables X and Y

$\sum x^2$ = Sum of the squares of the value of X

$\sum y^2$ = Sum of Y squares

$(\sum X)^2$ = The number of X values is then squared

To find out whether the questionnaire used is valid or not, the r_{xy} that has been obtained (r_{count}) is indicated by the magnitude of the product moment r_{table} at α 5%. The criteria for the validity test if the $r_{count} > r_{table}$ then it can be said that the questionnaire is valid and if the $r_{count} < r_{table}$ then the questionnaire is said to be invalid. Based on the results of the validity test table above, it can be concluded that all items of the business success variable statement are valid. Because the value of r_{count} is greater than 0.444 (r_{table}). At the same time, the entire item Statement variable entrepreneurial knowledge is valid because the value of r_{hitung} is greater than 0.444 (r_{table}). all items The variable statement of entrepreneurial knowledge is valid. Since the value of r_{count} is greater than 0.444 (r_{table}). And the whole item The variable statement of entrepreneurial knowledge is valid. Since the value of r_{count} is greater than 0.444 (r_{table}).

b. Reliability Test

Based on the results of the research reliability test of 80 respondents, each variable is Business Success (Y) of 0.715, Entrepreneurial Knowledge (X1) of 0.659, and Entrepreneurial Characteristics (X3) of 0.686, it is known that the test results used for all variables in reliable research with Cronbach's alpha are more than 0.6. So that the instrument can be used as a measure

Where:

Y: Business Success

X1: Entrepreneurial Knowledge

X2 : Entrepreneurial Characteristics

a : Constant

b1-b3: Regression coefficient

e : Error standard

Based on the results of the linear regression test obtained:

$$\alpha = 0,318$$

$$\beta_1 = 0,281$$

$$\beta_2 = 0,520$$

Linear regression equations are as follows:

$$Y = 0.318 + 0.281 X_1 + 0.520 X_2 + e$$

Means:

- a. The constant value (α) of 0.318 is positive, meaning that if the independent variable of entrepreneurial knowledge (X1), characteristics (X2), the value does not increase or equal to zero, then the business success dependent variable (Y) is 0.318 units.
- b. The variable value of entrepreneurial knowledge (b1) shows a positive sign of 0.281 meaning that each entrepreneurial knowledge increases by one unit, while the variable characteristics and skills remain (zero), then the success of the business will increase by 0.281 units.
- c. The value of the characteristic variable (b2) shows a positive sign of 0.520 meaning that each characteristic variable increases by one unit, while the variable of entrepreneurship and skill knowledge remains (zero), then the success of the business will increase by 0.520 units.

Discussion

- 1) The influence of entrepreneurial knowledge on the success of small and medium enterprises is the center of the guitar industry in Kembangan Village, Baki, Sukoharjo.

Entrepreneurial knowledge has a positive and significant effect on the success of small and medium-sized micro-enterprises in the guitar industry center in Kembangan Village. This research supports the results conducted by Chairifa (2017) stated that the results of variable knowledge have a positive and significant effect on the success of business in Culinary Tax Usu Karona Padang Bulan Medan.

Entrepreneurial knowledge is not only obtained from formal education, many factors, in addition to educational factors, can increase knowledge. This can be seen in the characteristics of respondents based on education, including speakers with education, not until high school / vocational school (56.2%) are more likely to be the speaker of the Guitar Industry Center in Kembangan Village.

Most educated speakers do not reach the high school / vocational level due to limited funds and lack of knowledge. Even with limited knowledge and courage to start a business, many entrepreneurs make a turnover of several million rupiahs per month.

- 2) Characteristic influence on the success of small and medium enterprises guitar industry centers in Kembangan Village, Baki, Sukoharjo

Characteristics have a positive and significant influence on the success of small and medium-sized micro-enterprises in the guitar industry center in Kembangan Village. The research conducted by Apriliani and Widiyanto (2018) stated that characteristic variables have a positive and significant effect on the success of small and medium enterprises in Batik Pekalongan. Entrepreneurial characteristics are influential because the good characteristics can impact the success of the business Characteristics owned by the speaker have greatly helped the growth of the Guitar Industry Center business in Kembangan Village.

4. CONCLUSION

Based on the results of research and discussion, it can be outlined several conclusions as follows:

- 1) Entrepreneurial knowledge has a positive and significant influence on the success of small and medium enterprises Guitar Industry Center in Kembangan Village, Baki, Sukoharjo.
- 2) Characteristics have a positive and significant influence on the success of small and medium enterprises Guitar Industry Center in Kembangan Village, Baki, Sukoharjo.
- 3) The Result of Anaisis Coefficient of Determination (R^2) obtained a 0.674 or 67.4%. This means that the ability of independent variables (entrepreneurial knowledge, characteristics) in this study affected dependent variables by 67.4%. The remaining 32.6% is explained by other variables not included in the regression model.

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