



## THE ROLE OF SELF-EFFICACY, ENTREPRENEURIAL KNOWLEDGE, AND BUSINESS MOTIVATION ON BUSINESS SUCCESS OF CULINARY BAREFOOT ENTREPRENEUR IN BANJARBARU CITY

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### Article Info

Article history:

Received: *February 27, 2025.*

Accepted: *March 28, 2025.*

Published: *April 1, 2025.*

Keywords:

Self-Efficacy, Entrepreneurial Knowledge, Business Motivation, Business Success, Culinary Barefoot Entrepreneur

### ABSTRACT

This study aims to determine and analyze the effects of self-efficacy, entrepreneurial knowledge, and business motivation on the business success of culinary barefoot entrepreneur in Banjarbaru City. This study uses quantitative methods with variables of Self-Efficacy, Entrepreneurial Knowledge, Business Motivation, and Business Success. The population of this study were all owners or managers of culinary barefoot entrepreneur in Banjarbaru City. The sampling technique in this study used purposive sampling with a sample size of 80 respondents. The data were processed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with SmartPLS4.0 software. The results of this study prove that self-efficacy, entrepreneurial knowledge, and business motivation have a positive and significant effect on the business success of culinary barefoot entrepreneurs in Banjarbaru City.

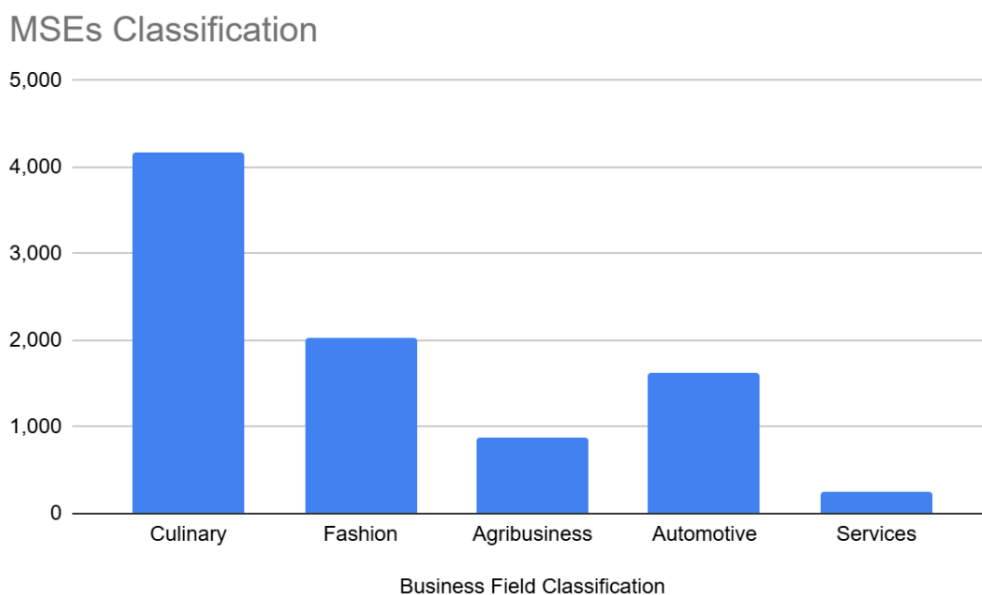
### INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) in South Kalimantan play an important role in the regional economy by providing employment for millions of people. The sector covers a wide range of business fields, such as fashion, agribusiness, automotive, and culinary, with the culinary sector growing rapidly (Asvia & Supriyanto, 2022). According to Malihah et al. (2024), culinary businesses are in demand because the capital is relatively small and can be started from a home scale, making it an attractive option for business actors. The contribution of MSMEs, particularly in the culinary sector, has a significant impact on the social and economic welfare of local communities. Banjarbaru City, as the centre of MSME development in South Kalimantan, is the main motor of the culinary sector. Growing local demand, entrepreneurial innovation, and the sector's huge potential drive its role as an employment provider, source of income, and economic driver. Barefoot entrepreneurs, or street vendors, are increasingly recognised as part of the microenterprises in this sector. As per Wahyudianto (2018), this term refers to small traders who sell on sidewalks or other public places with all their limitations (Anisah et al., 2021).

Barefoot entrepreneurs, which usually start at the household or small community scale, play an important role in the local economy by providing goods and services at affordable prices (Roever & Skinner, 2016). Despite their great potential, culinary entrepreneurs face challenges such as limited capital, intense competition, and economic uncertainty. In the face of these challenges, self-efficacy is an important factor to help them keep trying and be confident (Bandura, 1997). Entrepreneurs with high self-efficacy tend to be more persistent in running a business and overcoming obstacles (Srimulyani & Hermanto, 2022). Entrepreneurial knowledge also plays a crucial role in determining business success, as explained by Hisrich et al. (2008) and Kasmir (2017), that understanding business concepts and their application greatly supports readiness to face competition. In addition, business motivation is also an important aspect in business success, as explained by Sudirwo & Shaddiq (2023) and Saiman

(2014), that business motivation that encourages business actors to achieve profit and independence plays an important role in achieving business success. This research was conducted in Banjarbaru, South Kalimantan, with a focus on barefoot entrepreneurs in the culinary sector. Data obtained from the South Kalimantan Office of Cooperatives, Small and Medium Enterprises shows an increase in the population of culinary MSMEs in the city between 2021 and 2024, which supports the smooth running of this research.

Data on the number of MSMEs in Banjarbaru City shows a significant increase every year, with the total number of MSMEs in 2024 reaching 12,356 units, an increase from 6,201 units in 2021 (Source: <https://data.banjarbarukota.go.id/>). This increase occurs in various sub-districts, such as South Banjarbaru and North Banjarbaru, which show rapid growth of MSMEs, including in the culinary sector, which is very dominant. The culinary sector is one of the most common types of MSMEs in Banjarbaru City, as this business always has a consistent market. Culinary is a basic need that will never disappear, and opening a business in this field offers great profit potential. This is driven by the high demand for food and beverages from the community that always exists, making the culinary sector a promising business opportunity.



**Figure 1.** Classification of MSMEs in Banjarbaru

Source: Data processed by author (2024)

Based on data from the Department of Cooperatives, Small and Medium Enterprises, and Labor, culinary MSMEs are the largest population of MSMEs in Banjarbaru compared to MSMEs in other fields. There are 4,161 MSMEs in the culinary sector. Second, the fashion sector, as many as 2,039 units. The rest are various other kinds of business units starting from other fields, for example, the automotive sector, agribusiness, and services. Therefore, the culinary field is an interesting field to research. Initial observations are carried out to obtain data or information from an object to be observed. This initial observation was conducted at barefoot culinary entrepreneurs in Banjarbaru city represented by 10 respondents. This initial observation was carried out to see how business actors' opinions on self-efficacy, entrepreneurial knowledge, business motivation, and business success.

**Table 1. Preliminary Observation Data**

Variables	Indicator	Mean Score
<b>Self-Efficacy (X1)</b>	1. Confidence	4.20
	2. Action	4.27
	3. Cognitive Resources	4.25
<b>Entrepreneurial Knowledge (X2)</b>	1. Knowledge of the business to be started	4.10
	2. Knowledge of the business to be started	4.15
	3. Knowledge of personality and abilities	3.95
	4. Knowledge of business management and organization	4.20
<b>Business Motivation</b>	1. Profit	4.20

<b>(X3)</b>	2. Freedom	3.90
	3. Personal Dreams	4.13
	4. Independence	4.15
	1. Total Sales	4.15
<b>Business Success (Y)</b>	2. Production Results	4.25
	3. Business Profit	4.40
	4. Business Growth	3.75
	5. Business Development	3.75

**Source:** Data processed by author (2024)

The table above shows that the self-efficacy factor is very important for business success, with an average self-efficacy indicator score of 4.24, which is included in the very high category. Indicators such as self-belief, action, and cognitive resources obtained scores of 4.20, 4.27, and 4.25, respectively, indicating that entrepreneurs believe in their ability to achieve business goals. This confirms the importance of self-efficacy in driving success in the business world. Entrepreneurial knowledge and business motivation also influence business success. The average score of the entrepreneurial knowledge indicator was 4.10, with the highest score on knowledge of business management and organization (4.20). Meanwhile, business motivation obtained an average score of 4.10, with the profit indicator getting the highest score (4.20). Lastly, business success reveals that business owners are quite successful in managing their businesses with an average score of 4.06, although they still face challenges in business growth and development.

Initial observations show that the culinary sector in Banjarbaru City has experienced a significant increase in sales and profits, reflecting the high market demand. Many culinary businesses are able to maintain good business operations and continue to increase production to fulfil the growing market demand. However, the biggest challenge is in terms of long-term business growth and development. Several indicators such as business growth and development show lower numbers, indicating difficulties in scaling up, possibly due to limited resources and lack of access to capital. This phenomenon is relevant for research that explores the relationship between self-efficacy, entrepreneurial knowledge and business motivation to business success. Although many culinary entrepreneurs in Banjarbaru have self-efficacy and basic knowledge of business management, some still face difficulties in business development, especially in creating added value and long-term planning.

The gap between increased profits and sales versus lower business growth and development is the primary reason this research is necessary. This study explores how these three factors interrelate and their impact on driving the success of barefoot culinary entrepreneurs, not only in daily operations but also in long-term development and competitiveness in broader markets. While research on business success in Indonesia has been conducted by various parties, in-depth studies on business success in Banjarbaru remain limited. This research is expected to provide greater insight into these factors and their impact on the success of culinary businesses in Banjarbaru, and provide input for the government, educational institutions and businesses to improve their competitiveness in the wider market. Based on the background description, this study takes the title ‘The Role of Self-Efficacy, Entrepreneurial Knowledge, and Business Motivation on Business Success (Study on Barefoot Culinary Entrepreneurs in Banjarbaru City)’ with the objectives of this study to determine and analyze the role of self-efficacy, entrepreneurial knowledge, and business motivation on business success of barefoot culinary entrepreneurs in Banjarbaru City.

## LITERATURE REVIEW

### Theoretical and Conceptual Background

#### Self-efficacy

Self-efficacy is an individual's belief in his or her ability to complete tasks and achieve certain goals, which has a direct effect on commitment to the goals set. People with high levels of self-efficacy tend to set more challenging goals and have a greater likelihood of achieving them (Luthans, 2011: 186). Self-efficacy is also related to personal beliefs about what can be achieved with the skills possessed, and how these beliefs affect behaviour and actions in the face of challenges (Fattah, 2017: 56). The three dimensions of self-efficacy, namely magnitude, strength, and generality, reflect the level of difficulty of tasks that can be completed, the strength of individual beliefs, and the ability to complete tasks in various situations. In addition, self-efficacy is also influenced by individual beliefs, actions taken, and cognitive resources possessed (Luthans, 2011: 203). Overall, self-efficacy plays an important role in performance achievement, overcoming obstacles, and maintaining perseverance in achieving goals despite difficulties.

#### Entrepreneurial Knowledge

Entrepreneurial knowledge is the ability to create business opportunities through creative and innovative thinking that underlies strategies and resources in achieving success. Important elements that entrepreneurs must

have are knowledge, skills, and willingness, which enable them to identify business opportunities and challenges effectively (Suryana, 2013: 80). Entrepreneurial knowledge includes an understanding of the business field, business environment, and business management and organisation, which enables entrepreneurs to manage the business properly (Dharmawati, 2019: 195). Indicators of entrepreneurial knowledge include an understanding of the business to be run, knowledge of roles and responsibilities, personality and self-ability, and business management and organisation. Entrepreneurs who have this knowledge are better able to manage their business and make the right decisions to face competition and make optimal use of opportunities (Suryana, 2013: 81). Overall, good entrepreneurial knowledge is an important factor in overcoming challenges and developing a business effectively.

### **Business Motivation**

Business motivation is the main driver for entrepreneurs to develop their business. This is related to the desire to act and achieve it through the encouragement of needs, desires, or impulses that exist within the individual (Alma, 2016: 89). Motivation provides the basis for a person to take actions that help them achieve goals and self-satisfaction, both in terms of hard work and high productivity (Handoko, 2015: 250; Hasibuan, 2016: 216). With the application of effective communication, motivation can increase the enthusiasm of entrepreneurs in running a business (Dharmawati, 2019: 216). Indicators of business motivation include profit, freedom, personal dreams, and independence. Profit encourages entrepreneurs to achieve financial benefits, freedom to manage the business independently, personal dreams to achieve life goals, and independence to make decisions without depending on other parties (Saiman, 2014: 26-27). Overall, business motivation is the drive that drives entrepreneurs to act and achieve business goals, not only in relation to financial gain, but also with freedom, personal dreams and independence.

### **Business Success**

Business success is the result of ability, willingness, and strong determination, as well as the ability to take advantage of opportunities (Suryana, 2013: 108). Business success depends on innovation, creative solutions to challenges, and new perspectives on existing opportunities, with the aim of improving people's lives (Zimmerer et al., 2008: 48). Some important steps to achieve success in business include having a clear vision, readiness to take risks, structured planning, hard work, and a sense of responsibility for the results achieved (Suryana, 2013: 113). Indicators of business success include the number of sales, production results, business profits, business growth, and business development (Kasmir, 2017: 172). The number of sales reflects the attractiveness of the business to consumers, production results measure the capacity to meet market demand, and business profits indicate financial health. Business growth is measured by an increase in the number of customers and market expansion, while business development is reflected in additional locations and facilities. Business success involves achieving objectives through effective management, strategic planning, and efficient use of resources.

### **Barefoot Entrepreneur**

Barefoot entrepreneur, or street vendor, are individual who operate businesses in public places such as sidewalks, roadsides, or other locations, either by staying in one place or moving around. They sell consumer goods such as food, beverages, or other retail products directly to consumers (Cardona, 2020:32). These vendors generally have a low level of education, rely on small capital, and merchandise that comes from small producers or their own production (Cardona, 2020:33-34). Street vendors have certain characteristics, such as commercial relationships with buyers, low incomes, and difficulties in managing and developing businesses (Wahyudianto, 2018:11; Purwosutjipto, 2007:10). They often do not have official licences to operate and face limitations in terms of capital management and business development. Barefoot entrepreneurs play an important role in providing daily necessities in the community, despite the challenges faced regarding business management.

### **Relationship between Self-Efficacy and Business Success**

High self-efficacy is closely related to business success, as it encourages entrepreneurs to believe in their ability to complete tasks and face challenges (Srimulyani & Hermanto, 2022). Fattah (2017: 56) also emphasises that self-efficacy is related to a person's competence in running a business, so those with high confidence are more likely to show better performance. Luthans (2011:186) adds that self-efficacy plays an important role in improving business performance and success, by encouraging individuals to take risks, innovate, and seek new opportunities.

### **Linkages between Entrepreneurial Knowledge and Business Success**

In-depth entrepreneurial knowledge has a positive impact on business success, because it gives business actors a strong provision in starting and managing a business (Alfiannur & Winarso, 2023). Kasmir (2017: 104) asserts that without sufficient knowledge, entrepreneurs will find it difficult to manage and develop their businesses. Tambunan (2021) added that continuously improved education and training will increase the business's chances of success in a competitive market. Thus, entrepreneurial knowledge plays an important role in identifying opportunities, managing risks, and devising effective business strategies, which directly affect business success and growth.

### **Relationship between Business Motivation and Business Success**

Business motivation plays an important role in encouraging entrepreneurs to expand market reach and

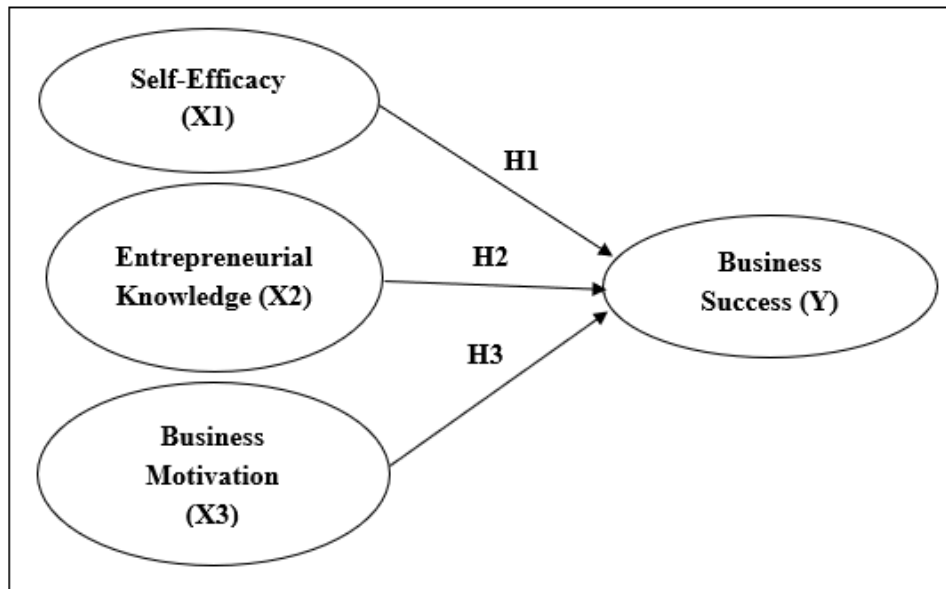
maintain business continuity (Baihaqi et al., 2023; Nur Wastuti et al., 2021). High motivation will encourage entrepreneurs to set targets, overcome challenges, and remain enthusiastic in achieving the goals that have been set. Saiman (2014: 26) states that business motivation often comes from the hope of obtaining rewards, such as profit, freedom, and independence. Therefore, strong motivation contributes directly to business success and sustainability by encouraging entrepreneurs to achieve goals and improve business performance.

### **Empirical Review and Hypothesis**

Self-efficacy plays a crucial role in shaping an entrepreneur's belief in their ability to complete specific tasks, which is closely tied to their commitment to achieving goals (Luthans, 2011:186). Several studies have shown that self-efficacy influences business success across. Aprilianti & Abidin (2021) found that self-efficacy positively impacts the success of photocopy businesses in North Banjarmasin District, while Aini & Widyarendhi (2019) stated that self-efficacy contributes to the success of SME owners and managers in Gadabung Village, Central Kalimantan. Similarly, Alwi & Wijaya (2024) highlighted that the confidence of MSME actors influences the success of small micro-enterprises in East Padang District, which is further supported by Hamhij et al. (2024), who identified a significant positive relationship between self-efficacy and business success in Bumi Waras District. Additionally, Srimulyani & Hermanto (2022) demonstrated that MSME players in the food and beverage sector in Madiun and Magetan with high self-efficacy tend to be more successful in increasing sales, production output, profits, and business growth. However, in contrast to these findings, Anggoro & Saputra (2023) found that self-efficacy had no significant impact on the success of pottery craftsmen in Kasongan during the Covid-19 pandemic.

Entrepreneurial knowledge is another critical determinant of business success. Hariyanto & Ie (2023) stated that entrepreneurial knowledge has a positive and significant impact on MSME business success. Similarly, Alfianur & Winarso (2023) found that increasing entrepreneurial knowledge among business owners contributes positively to business success and serves as a valuable asset when starting a new venture. Puddin et al. (2021) also confirmed that entrepreneurial knowledge has a significant partial effect on the success of pharmaceutical businesses in Medan Petisah District. Additionally, Handoyo & Vavensy (2022) highlighted that motivation, business capital, entrepreneurial knowledge, and business networks positively influence business success. However, Lai & Widjaya (2023) reported that entrepreneurial knowledge does not significantly impact the success of coffee shops in West Jakarta.

Motivation has also been widely recognized as a key driver of business success (Dharmawati, 2019:216). Baihaqi et al. (2023) found that motivation has a positive impact on business success, indicating that motivation plays a crucial role in determining the success or failure of a business. For this reason, the shrimp paste MSMEs in Puger Jember must be motivated to improve aspects such as packaging and sales techniques, which can help expand market reach and increase consumer awareness of the industry. In contrast, Wijaya & Handoyo (2023) found that motivation has a negative and insignificant effect on business success. Wastuti et al. (2021) observed high levels of business motivation, capability, and success among MSMEs in Mekarsari, with the drive to build relationships—referred to as "growth" in ERG motivation theory—being the most dominant factor. Motivation is fundamental for entrepreneurs to ensure the sustainability of their businesses, as individuals with clear targets or strong motivation are more likely to persist and achieve their business goals. Similarly, Zulfikar & Bawazir (2022) found that both business motivation and capability significantly influence business success, either partially or simultaneously. Their study on clothing retail businesses in Citarum, Bandung, categorized business success as moderately high, with production output being the strongest indicator, while workforce-related factors received the lowest score. Furthermore, Eliyana et al. (2020), using partial least squares (PLS) analysis, confirmed that motivation has a positive and significant effect on business success, as demonstrated by bag artisans in Morokrembangan, who generally exhibit a sufficient level of motivation in running their businesses to achieve their desired success.



**Figure 2.** Conceptual Model of the Study

Source: Data processed by author (2024)

The proposed hypotheses for this research are as follows:

H1 : Self-efficacy has a positive and significant effect on business success.

H2 : Entrepreneurial knowledge has a positive and significant effect on business success.

H3 : Business motivation has a positive and significant effect on business success.

## RESEARCH AND METHODOLOGY

This study focuses on the effect of self-efficacy, entrepreneurial knowledge, and business motivation on business success in culinary barefoot entrepreneur in Banjarbaru City. Respondents of this study were owners or managers of barefoot culinary entrepreneurs in Banjarbaru, who were selected through distributing questionnaires. This research uses quantitative methods with a causality approach to analyse the causal relationship between variables. The research location was chosen because Banjarbaru has a rapidly growing culinary MSME sector and fits the population criteria, and is easily accessible to researchers. The sample in this study was taken using purposive sampling technique with the criteria of barefoot entrepreneur culinary business owners or managers who have been operating for at least one year, are at least 20 years old, and have a maximum profit of two billion rupiah

**Table 2. Research Instrument Table**

Variables	Indicator	Source
<b>Self-Efficacy (X1)</b>	1. Confidence	Luthans (2011:203)
	2. Action	
	3. Cognitive Resources	
<b>Entrepreneurial Knowledge (X2)</b>	1. Knowledge of the business to be started	Suryana (2013:81)
	2. Knowledge of roles and responsibilities	
	3. Knowledge of personality and abilities	
	4. Knowledge of business management and organization	
<b>Business Motivation (X3)</b>	1. Profit	Saiman (2014:26-27)
	2. Freedom	
	3. Personal Dreams	
	4. Independence	
<b>Business Success (Y)</b>	1. Total Sales	Kasmir (2017:172)
	2. Production Results	
	3. Business Profit	
	4. Business Growth	
	5. Business Development	

**Source:** Data processed by author (2024)

This study uses a questionnaire as a data collection technique, which refers to Sekaran & Bougie's (2017) definition of a questionnaire as a list of written questions prepared to be filled in by respondents. This questionnaire is designed using a Likert scale consisting of five alternative answers that measure the respondent's level of agreement (Sugiyono, 2022). The data obtained were analysed using a variance-based Structural Equation Modeling (SEM) method, namely Partial Least Squares (PLS), which is suitable for models with latent variables and small samples. Data testing was carried out using SmartPLS version 4.0 software, which tests the validity and reliability of data through outer and inner model analysis. Hypothesis analysis was conducted by testing path coefficients and t-statistic values to determine the effect of self-efficacy, entrepreneurial knowledge, and business motivation on business success. PLS was used because of its ability to handle ordinal scale data and complex models with latent variables (Mustakni & Abdillah, 2015).

## RESULT AND DISCUSSION

### Result

#### Validity Test

The validity test in this study was carried out using SmartPLS 4.0 software, which aims to evaluate the extent to which the indicators used in the study can measure the intended construct. One way to assess validity is to measure the loading factor value on each construct indicator. Loading factor measures the strength of the relationship between the indicator and the latent construct it represents. Based on references from Hair et al. (2019), the loading factor value that is considered valid must exceed 0.70. This means that the higher the loading factor value, the stronger the relationship between the indicator and the construct, which indicates the validity of the indicator in measuring the intended construct.

**Table 3. Outer Loading Test Result**

Statement Item	T-count	T-critical	Decision
<b>Self-efficacy (X1)</b>			
Statement 1	0,805	0,7	Valid
Statement 2	0,838	0,7	Valid
Statement 3	0,823	0,7	Valid
Statement 4	0,845	0,7	Valid
Statement 5	0,845	0,7	Valid
Statement 6	0,831	0,7	Valid
Statement 7	0,831	0,7	Valid
Statement 8	0,905	0,7	Valid
Statement 9	0,898	0,7	Valid
<b>Entrepreneurial Knowledge (X2)</b>			
Statement 1	0,825	0,7	Valid
Statement 2	0,785	0,7	Valid
Statement 3	0,746	0,7	Valid
Statement 4	0,789	0,7	Valid
Statement 5	0,744	0,7	Valid
Statement 6	0,807	0,7	Valid
Statement 7	0,816	0,7	Valid
Statement 8	0,818	0,7	Valid
<b>Business Motivation (X3)</b>			
Statement 1	0,854	0,7	Valid
Statement 2	0,816	0,7	Valid
Statement 3	0,814	0,7	Valid
Statement 4	0,869	0,7	Valid
Statement 5	0,817	0,7	Valid
Statement 6	0,834	0,7	Valid
Statement 7	0,814	0,7	Valid
Statement 8	0,830	0,7	Valid
Statement 9	0,844	0,7	Valid
Statement 10	0,840	0,7	Valid
Statement 11	0,838	0,7	Valid
<b>Business Success (Y)</b>			

<b>Statement 1</b>	0,842	0,7	Valid
<b>Statement 2</b>	0,818	0,7	Valid
<b>Statement 3</b>	0,831	0,7	Valid
<b>Statement 4</b>	0,825	0,7	Valid
<b>Statement 5</b>	0,846	0,7	Valid
<b>Statement 6</b>	0,824	0,7	Valid
<b>Statement 7</b>	0,870	0,7	Valid
<b>Statement 8</b>	0,884	0,7	Valid
<b>Statement 9</b>	0,824	0,7	Valid
<b>Statement 10</b>	0,812	0,7	Valid

Source: Data processed by author (2024)

Based on the table above, it can be seen that all statement items for each research variable have a loading factor value that exceeds 0.70, which indicates that all statements are considered valid. In the Self-Efficacy variable (X1), all statements from statement 1 to statement 9 have a loading factor value between 0.805 to 0.905, all of which are declared valid. Likewise, in the Entrepreneurial Knowledge variable, each statement item has a valid loading factor value, ranging from 0.744 to 0.825. For the Business Motivation variable, all statements are also valid, with loading factor values ranging from 0.814 to 0.869. Finally, on the Business Success variable, the loading factor value for each statement is also valid, with a range between 0.812 to 0.884. Overall, this table shows that all statement items tested in this study are valid, because their loading factor values exceed the established threshold of 0.7.

### Realibility Test

**Table 4. Realibility Test Result**

<b>Variables</b>	<b>Cronbach's alpha</b>	<b>Composite reliability</b>
<b>Self-Efficacy</b>	0,951	0,957
<b>Entrepreneurial Knowledge</b>	0,915	0,925
<b>Business Motivation</b>	0,956	0,963
<b>Business Success</b>	0,953	0,955

Source: Data processed by author (2024)

Based on the table above, it can be seen that the results of instrument reliability testing show very good values for each research variable. In the Self-Efficacy variable, the Cronbach's Alpha value of 0.951 and Composite Reliability of 0.957 indicate a very high level of reliability. Likewise, in the Entrepreneurial Knowledge variable, the Cronbach's Alpha value of 0.915 and Composite Reliability of 0.925 indicate good internal consistency. For the Business Motivation variable, the Cronbach's Alpha value of 0.956 and Composite Reliability of 0.963 confirmed that the instruments used in this study were highly reliable. Finally, for the Business Success variable, the Cronbach's Alpha value of 0.953 and Composite Reliability of 0.955 also indicate that this instrument is very consistent in measuring the variable in question. Overall, all Cronbach's Alpha and Composite Reliability values obtained are greater than the recommended threshold of 0.70, indicating that this research instrument is reliable.

### Evaluation of the Measurement Model (Outer Model)

The measurement model is tested with the aim of assessing the indicator variables that reflect a construct (latent variable). Empirically, this analysis aims to validate the model and construct reliability that reflects the parameters of the indicators and latent variables built based on theory and empirical studies. The following will present the results of the measurement model evaluation to test the validity and reliability of items, indicators, and research variables

#### 1. Convergent Validity

**Table 5. Outer loading of each item of the indicator**

<b>Variables</b>	<b>Item</b>	<b>Testing Result</b>
<b>Self-Efficacy (X1)</b>	X1.1	0,805
	X1.2	0,838
	X1.3	0,823
	X1.4	0,845
	X1.5	0,845
	X1.6	0,831

	X1.7	0,831
	X1.8	0,905
	X1.9	0,898
<b>Entrepreneurial Knowledge (X2)</b>	X2.1	0,825
	X2.2	0,785
	X2.3	0,746
	X2.4	0,789
	X2.5	0,744
	X2.6	0,807
	X2.7	0,816
	X2.8	0,818
<b>Business Motivation (X3)</b>	X3.1	0,854
	X3.2	0,816
	X3.3	0,814
	X3.4	0,869
	X3.5	0,817
	X3.6	0,834
	X3.7	0,814
	X3.8	0,830
	X3.9	0,844
	X3.10	0,840
	X3.11	0,838
<b>Business Success (Y)</b>	Y.1	0,842
	Y.2	0,818
	Y.3	0,831
	Y.4	0,825
	Y.5	0,846
	Y.6	0,824
	Y.7	0,870
	Y.8	0,884
	Y.9	0,824
	Y.10	0,812

**Source:** Data processed by author (2024)

Based on the table above, it can be concluded that the outer loading value of each indicator item on the research variable shows valid results. For the Self-Efficacy variable (X1), the outer loading value of all items ranges from 0.805 to 0.905, which indicates that all indicators are valid. Likewise, in the Entrepreneurial Knowledge variable (X2), the outer loading value of each item is above 0.70, with a range between 0.744 to 0.818. The Business Motivation variable (X3) also shows similar results, with an outer loading value between 0.814 to 0.869, while the Business Success variable (Y) has an outer loading value ranging from 0.812 to 0.884. Thus, all outer loading values are greater than 0.70, which indicates that the reflective indicators used in this study meet the convergent validity criteria and can be considered valid.

## 2. Average Variance Extracted (AVE)

**Table 6. Average Variance Extracted (AVE) Test Result**

<b>Variables</b>	<b>AVE</b>
<b>Self-efficacy</b>	0,718
<b>Entrepreneurial Knowledge</b>	0,702
<b>Business Motivation</b>	0,695
<b>Business Success</b>	0,627

**Source:** Data processed by author (2024)

Based on the table above, it can be concluded that the results of convergent validity testing using the Average Variance Extracted (AVE) value show that all variables in this study are valid. For the Self-Efficacy variable, the AVE value is 0.718, for Entrepreneurial Knowledge it is 0.702, Business Motivation is 0.695, and Business Success is 0.627. The AVE values of all these variables are greater than 0.50, which is in accordance with the standards set by Hair et al. (2019) to indicate good convergent validity. Therefore, it can be said that all variables tested in this study meet the criteria for convergent validity.

### 3. Discriminant Validity

**Table 7. Cross Loading Test Result**

Indicators	X1	X2	X3	Y
X1.1	0,805	0,241	0,107	0,464
X1.2	0,838	0,270	0,142	0,407
X1.3	0,823	0,226	0,102	0,334
X1.4	0,845	0,448	0,113	0,452
X1.5	0,845	0,419	0,216	0,447
X1.6	0,831	0,336	0,159	0,405
X1.7	0,831	0,352	0,037	0,386
X1.8	0,905	0,439	0,129	0,469
X1.9	0,898	0,479	0,169	0,543
X2.1	0,422	0,825	0,294	0,502
X2.2	0,442	0,785	0,337	0,413
X2.3	0,338	0,746	0,261	0,325
X2.4	0,325	0,789	0,372	0,331
X2.5	0,297	0,744	0,128	0,311
X2.6	0,249	0,807	0,170	0,364
X2.7	0,348	0,816	0,283	0,401
X2.8	0,266	0,818	0,181	0,406
X3.1	0,151	0,338	0,854	0,353
X3.2	0,123	0,216	0,816	0,123
X3.3	0,163	0,196	0,814	0,163
X3.4	0,228	0,285	0,869	0,228
X3.5	0,090	0,328	0,817	0,090
X3.6	0,075	0,246	0,834	0,075
X3.7	0,112	0,278	0,814	0,112
X3.8	0,157	0,335	0,830	0,157
X3.9	0,009	0,212	0,844	0,009
X3.10	0,576	0,736	0,725	0,622
X3.11	0,756	0,779	0,800	0,593
Y.1	0,483	0,459	0,383	0,842
Y.2	0,407	0,292	0,342	0,818
Y.3	0,437	0,446	0,299	0,831
Y.4	0,443	0,381	0,258	0,825
Y.5	0,497	0,429	0,310	0,846
Y.6	0,353	0,471	0,348	0,824
Y.7	0,425	0,385	0,299	0,870
Y.8	0,449	0,440	0,270	0,884
Y.9	0,508	0,460	0,270	0,824
Y.10	0,310	0,315	0,334	0,812

**Source:** Data processed by author (2024)

Based on the table above, it can be explained that the results of testing discriminant validity using the Cross Loading value show that each construct indicator item has a higher value on the related variable compared to other variables. For example, for the Self-Efficacy variable (X1), all Cross Loading values such as X1.1 to X1.9 have higher values than the values in other variables (X2, X3, and Y), which indicates that these indicators are significantly more correlated with the Self-Efficacy variable. The same is true for the Entrepreneurial Knowledge (X2), Business Motivation (X3), and Business Success (Y) variables, where the Cross Loading value of each item is higher on these variables compared to other variables. This test shows that each variable in this study has good discrimination, which means that each construct can be clearly distinguished from other constructs. In addition, discriminant validity testing also uses the Fornell-Larcker Criterion and Heterotrait-Monotrait Ratio (HTMT) values, where the resulting values show that discriminant validity between constructs also meets good criteria, namely with the HTMT value being below 0.90, which indicates that each variable is able to distinguish itself effectively.

#### Evaluasi Model Struktural (Inner Model)

**Table 8. R-square dan Q-Square Test Result**

Variable	R-square	Q-square
Y	0,406	0,271

Source: Data processed by author (2024)

Based on the table above, it can be explained that the results of structural model testing conducted using the Partial Least Squares (PLS) approach show the R-square and Q-square values for the Business Success variable (Y). The R-square value of 0.406 indicates that this model is able to explain 40.6% of the variability or changes that occur in the Business Success variable (Y), while the rest is influenced by other factors that are not measured in the model. Meanwhile, the Q-square value of 0.271 indicates that this model has a fairly good predictive ability, where the Q-square value greater than 0 indicates that the model has significant predictive relevance. Thus, this structural model shows feasible results to be used in further research, although there are still other factors affecting the Business Success variable that are not included in the model.

### 1. R-square

The structural model or inner model in this study is evaluated by looking at how much variance can be explained by the model, as measured by the R-square ( $R^2$ ) value. This R-square value provides an overview of how much the independent variable contributes to explaining the dependent variable in the model. Based on table 5.24, the R-square for the dependent variable, namely Business Success, is 0.406. This value indicates that the influence between the independent variables and Business Success is relatively weak, in accordance with the criteria given by Hair et al. (2014), where small  $R^2$  is categorized as 0.025, medium  $R^2$  as 0.50, and large  $R^2$  as 0.75. Therefore, the results of this study indicate that although there is a relationship between these variables, the influence exerted on Business Success is not very large.

### 2. Q<sup>2</sup> Predictive Analysis

In addition to evaluating the  $R^2$  value to measure the predictive accuracy in the structural model, this study also considered the Stone-Geisser  $Q^2$  value which is used to measure predictive relevance or how well the model can predict the dependent variable based on the available data. The  $Q^2$  value is calculated using the blindfolding procedure in PLS analysis. Based on the analysis results, the Business Success variable shows a  $Q^2$  value of 0.271. According to Ghazali and Latan (2015), if the  $Q^2$  value is greater than 0, then the model is considered to have good predictive ability and is relevant to the construct being tested. Thus, the  $Q^2$  value found shows that this model is quite accurate in predicting the Business Success variable.

### 3. F-square

Table 9. F-square Test Result

Variables	Effect Value	Effect Category
Self-efficacy □ Business Success	0,191	Medium
Entrepreneurial Knowledge □ Business Success	0,083	Small
Business Motivation □ Business Success	0,079	Small

Source: Data processed by author (2024)

Based on the table above, the test results show the F-square value for the relationship between the variables of Self-Efficacy, Entrepreneurial Knowledge, and Business Motivation to Business Success. The F-square value for the relationship between Self-Efficacy and Business Success is 0.191, which indicates that the effect is moderate. Meanwhile, Entrepreneurial Knowledge has an impact on Business Success with an F-square value of 0.083, which shows a relatively small influence. Likewise with Business Motivation, which has an impact on Business Success with an F-square value of 0.079, which is also relatively small.

### 4. Goodness of Fit (GoF) Index

The Goodness of Fit (GoF) index is used to evaluate the overall quality of the measurement model and structural model in the study. This index provides a simple measure of how well the model predicts the data. To assess GoF, there are certain criteria set, namely 0.10 for small effects, 0.25 for medium effects, and 0.36 for large effects (Cohen, 1988). In this study, GoF is calculated using the average AVE (Average Variance Extracted) and R-square values of the model. Based on the calculations carried out, the GoF value is 0.528, which indicates that this research model has a relatively large level of fit, which is more than 0.36, which indicates that this model has good and reliable predictions.

## Discussion

### **The Effect of Self-Efficacy on Business Success**

The first hypothesis in this study states that self-efficacy has a positive and significant effect on business success. This hypothesis testing was conducted using the bootstrapping method in the SmartPLS 4.0 programme. The results obtained show that the original sample value for the effect of self-efficacy on business success is 0.373. This means that self-efficacy has a positive influence of 37.3% on business success, which indicates that the higher the level of self-efficacy of an entrepreneur, the higher the business success that can be achieved. In addition, the t-statistic value of 3.128 is greater than 1.96, and the p-value of 0.001 is smaller than  $\alpha = 0.05$ , which indicates that these results are significant. Thus, the first hypothesis is accepted, which means that self-efficacy does have a positive and significant effect on business success. In measuring the self-efficacy variable, there are nine items divided into three indicators. Based on the results of the questionnaire, the lowest-scoring item was 'I am confident that I can overcome problems in doing business,' while the highest-scoring item was 'I am able to compete with other traders.' This reflects that entrepreneurs are confident that they can overcome problems in doing business. This reflects that entrepreneurs have high confidence in their ability to compete in the market, although they feel less confident in dealing with problems that arise in business. This confidence may stem from a good understanding of the products or services they offer and the ability to attract customers. However, there are also doubts about their readiness to face emerging challenges, which could be due to a lack of experience or market uncertainty. This research is in line with previous findings, as revealed by Aprilianti & Abidin (2021), Aini & Widyafendhi (2019), Hamhij et al. (2024), and Alwi & Wijaya (2024), which state that self-efficacy has a positive effect on business success.

### **The Effect of Entrepreneurial Knowledge on Business Success**

The second hypothesis in this study states that entrepreneurial knowledge has a positive and significant effect on business success. Based on the test results using the bootstrapping method in the SmartPLS 4.0 programme, the original sample value is 0.257, which indicates that entrepreneurial knowledge has a positive effect of 25.7% on business success. This means that if an entrepreneur's entrepreneurial knowledge increases, the success of the business being run will also increase. The test results show that the t-statistics of 2.447 is greater than 1.96, and the p-value of 0.007 is smaller than  $\alpha = 0.05$ , which indicates that these results are significant. Therefore, the second hypothesis is accepted, which means that entrepreneurial knowledge does have a positive and significant effect on business success in the context of this study. The entrepreneurial knowledge variable consists of eight items developed from four indicators. Based on the distributed questionnaires, it was found that the lowest-scoring item was the statement 'I know my responsibilities as a business owner,' while the highest-scoring item was 'I feel that I fit into the business now.' These results suggest that entrepreneurs feel a strong sense of attachment to their businesses, which can increase commitment and resilience in the face of challenges. However, there is a lack of understanding of their responsibilities as an entrepreneur. This lack of understanding may be due to factors such as limited education or training, and lack of experience. Therefore, it is important for entrepreneurs to deepen their understanding of the responsibilities attached to their role. A good knowledge of these responsibilities will help them make better decisions, manage risks more effectively, and fulfil existing obligations, ultimately contributing to the long-term success of the venture. This research is in line with previous studies by Hariyanto & Ie (2023), Alfianur & Winarso (2023), Puddin et al. (2021), and Handoyo & Vavensy (2022), which show that entrepreneurial knowledge has a positive effect on business success.

### **The Effect of Business Motivation on Business Success**

The third hypothesis in this study states that business motivation has a positive and significant effect on business success. Based on the test results using the bootstrapping method in the SmartPLS 4.0 programme, the original sample value is 0.230, which indicates that business motivation has a positive effect of 23% on business success. In other words, the higher the business motivation of an entrepreneur, the greater their chances of succeeding in their business. The t-statistics value of 2.290 is greater than 1.96, and the p-value of 0.011 is smaller than  $\alpha = 0.05$ , which indicates that this effect is significant. Therefore, the third hypothesis is accepted, which means that business motivation does have a positive and significant effect on business success in the context of this study. The business motivation variable consists of eleven items developed from four indicators. Based on the results of the distributed questionnaires, it was found that the lowest-scoring item was the statement 'being an entrepreneur has always been my dream,' which indicates that for some business owners, the motivation to become an entrepreneur does not come from long-held aspirations, but rather from urgent needs or conditions, such as job loss or limited job opportunities. Meanwhile, the highest-scoring item was 'I feel that entrepreneurship teaches me to manage my own business,' which indicates that entrepreneurs value the learning process that occurs through the entrepreneurial experience. This realisation is important as entrepreneurial experience can improve managerial and entrepreneurial skills, and help entrepreneurs overcome the challenges they face. This finding is in line with previous research by Baihaqi et al. (2023), Wastuti et al. (2021), Zulfikar & Bawazir (2022), which show that business motivation has a positive effect on business success. Thus, the higher the motivation of business actors,

the more likely they are to achieve success in their business.

## CONCLUSION

The findings of this study highlight the importance of self-efficacy, entrepreneurial knowledge, and business motivation in determining the success of culinary barefoot entrepreneurs in Banjarbaru City. Entrepreneurs with higher self-efficacy tend to set more ambitious goals and remain persistent in overcoming challenges, which aligns with previous studies emphasizing the role of confidence in entrepreneurial achievement. Self-efficacy has the strongest influence (37.3%), enabling entrepreneurs to compete effectively and innovate despite obstacles. Entrepreneurial knowledge also plays a crucial role (25.7%), as business owners equipped with relevant information and skills are more likely to make informed decisions and adapt to market dynamics. However, gaps in understanding responsibilities suggest the need for self-directed learning or community-based training. Business motivation (23%) serves as the driving force that sustains entrepreneurial efforts and enhances resilience in competitive environments, though many entrepreneurs are driven by necessity rather than long-term aspirations.

Although the study provides valuable insights into the factors influencing business success, several limitations should be acknowledged. The research focuses exclusively on barefoot entrepreneurs in the culinary sector within Banjarbaru City, which may not fully represent other industries or regions. Additionally, external factors such as economic policies, market fluctuations, and technological advancements were not incorporated into the analysis. Future research should expand to include these elements, explore other sectors, and employ longitudinal designs to better understand the long-term dynamics of business success among barefoot entrepreneurs.

Based on the findings, it is recommended that culinary barefoot entrepreneurs focus on practical steps to enhance their business success. This includes improving their understanding of business management and financial planning through self-learning or community-based training. Entrepreneurs can also leverage social media and digital tools to market their products more effectively and reach a wider audience. Additionally, forming cooperatives or partnerships with other vendors can help them pool resources, reduce costs, and negotiate better terms with suppliers. By adopting these strategies, barefoot entrepreneurs can strengthen their businesses, overcome challenges, and achieve greater sustainability. Local governments and stakeholders can further support these efforts by simplifying licensing processes, providing access to affordable microfinancing, and creating safe vending zones to facilitate their operations.

## Acknowledgements

We extend our deepest gratitude to our academic advisor, Dr. Hastin Umi Anisah, S.E., M.M. from Lambung Mangkurat University for the insightful guidance and constructive feedback throughout this research process. We also sincerely appreciate the participation of the respondents and business owners who took the time to provide data and share their experiences, which greatly enriched this study. Furthermore, we acknowledge the support from family, friends, and colleagues whose encouragement and motivation played a crucial role in the successful completion of this research.

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