

THE INFLUENCE OF ENTREPRENEURIAL MOTIVATION AND ENTREPRENEURIAL CHARACTERISTICS ON THE SUCCESS OF RONO DANGE MICRO BUSINESS IN LERO VILLAGE, SINDUE DISTRICT, DONGGALA REGENCY

Imel Amanda¹, Lina Mahardiana², Andi Indriani Ibrahim³, Moh Ali Murad⁴

Tadulako University, Faculty of Economics and Business, Palu, Indonesia

E-mail: imelamandaamanda62@gmail.com¹, Lina.Okey@yahoo.co.id², andi.indriani.ibrahim@gmail.com³,
alimrdplw@gmail.com⁴

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Abstract

This study aims to analyze the influence of entrepreneurial motivation and entrepreneurial characteristics on the success of rono dange micro businesses in Lero Village, Sintue District, Donggala Regency. This study uses a quantitative method with an associative approach. The research population consisted of 30 rono dange entrepreneurs and the entire population was sampled through saturated sampling techniques. Data collected through a distribution questionnaire and analyzed using multiple linear regression with the help of SPSS version 25. The results of the study show that entrepreneurial motivation has a positive and significant influence on business success, then entrepreneurial characteristics also show a positive and significant influence on business success. Thus, entrepreneurial motivation and entrepreneurial characteristics have a simultaneous influence on the success of the Rono Dange Micro business in Lero Village. This study shows that 93.2% of the variation in business success can be explained by these two variables, and the rest is influenced by variables outside this research model. These findings show that increasing entrepreneurial motivation and entrepreneurial characteristics can increase the success of rono dange micro businesses in Lero Village, Sindue District, Donggala Regency.

Keywords: Entrepreneurial Motivation, Entrepreneurial Characteristics, Business Success

INTRODUCTION

The micro business sector plays an important role as a key pillar of the national economy in Indonesia. Data from the Ministry of Cooperatives and SMEs shows that micro enterprises not only contribute significantly to the Gross Domestic Product (GDP) but also function as the largest absorber of labor, contributing to economic stability at the grassroots level (SMEs of the Ministry of Cooperatives, 2023). In addition, the adaptive nature of micro-enterprises and their relative resilience to economic pressures make them strategic instruments in efforts to reduce poverty and equalize well-being, especially in rural areas. Lero Village, located in Sindue District, Donggala Regency, is a coastal area with great potential for fisheries development, especially anchovies. The village consists of five hamlets, with the majority of the population working as farmers (225), followed by fishermen (125), civil servants (67), laborers (31), private workers (21), and traders (10) (M. Amin & Laapo, 2021). However, according to data from the Central Statistics Agency (BPS), as many as 243 people, or 11% of the total population of Lero Village, are categorized as poor or less prosperous, including those who work as fishermen (Donggala Regency Statistics Center 2023). The development of rono dange culinary tourism on the Lero coast in recent years has encouraged the emergence of micro-businesses based on processed anchovies, or rono (Santi et al., 2024, p. 1071). Rono dange, a processed anchovy wrapped in sedge leaves and grilled over charcoal, is a popular and sought-after product, contributing to the income of the local community in Lero Village. However, field observations show that the success rate of these businesses is uneven. Often it is not only determined by financial capital but also by internal factors such as entrepreneurial motivation and entrepreneurial characteristics to face business challenges. Several previous similar studies on fish processing MSMEs in other coastal areas have shown that seafood abundance does not automatically guarantee business success; success is strongly influenced by the internal factors of the actors, particularly entrepreneurial motivation, entrepreneurial characteristics, experience, and business ability (Illahi Santoso & Reskiputri, 2025). On the other hand, studies on motivation, competence, and entrepreneurial characteristics in culinary and F&B MSMEs have shown a positive influence on business success. (Nurjanah et al., 2023). This finding is also in line with the research of Hasanah et al. (2025) which found that entrepreneurial motivation has a positive and significant influence on the success of MSME businesses. However, previous research

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did not specifically examine MSMEs based on traditional processed micro-enterprises and small fisheries such as anchovies (rono) in villages such as Lero Village. Therefore, this study was conducted to analyze the influence of entrepreneurial motivation and entrepreneurial characteristics on the success of rono micro businesses in Lero Village, Sindue District, Donggala Regency to fill the literature gap in the field of MSMEs, especially those based on micro businesses in traditional culinary-based coastal fish processing. This research contributes academically by expanding the literature on entrepreneurship based on local wisdom. In addition, it offers practical implications as evaluation material for rono dange entrepreneurs to increase their entrepreneurial motivation and product innovation. Managerially, the results of this research can be an empirical basis for the Lero Village Government and the Donggala Regency Government in formulating empowerment policies. MSMEs that are more effective and on target to strengthen the community's economy and preserve the potential of local culinary areas.

LITERATURE REVIEW

Entrepreneurial Motivation

Entrepreneurial motivation is the internal and external drive in a person to start, manage, direct, and develop a business with the goal of achieving business success (Krishna 2020). Strong motivation can increase a person's desire to face challenges in the world of entrepreneurship and achieve predetermined goals (Eliyana et al., 2020). Motivation that comes from social support and recognition from the surrounding community also has a positive effect on the entrepreneurial spirit (Pinkovetskaia et al., 2020). This shows that entrepreneurial motivation and social support are the main factors driving micro entrepreneurs in Lero Village to develop the potential of local fisheries into productive culinary businesses. Efforts to achieve business success in these coastal areas require a strong psychological commitment so that entrepreneurs can survive in market competition and be responsible for creating innovative and sustainable anchovy processing. (Harmoko & Apriani, 2023)

A strong commitment to entrepreneurship in the seafood processing sector ultimately creates sustainable business resilience and creates jobs for the surrounding community (Clair et al., 2023). The success of micro businesses in the fisheries sector is inseparable from the ability of entrepreneurs to maintain their motivation in the midst of various operational challenges, such as fluctuating raw material prices, weather changes, and market demand dynamics (Syamsari et al., 2022). The development of entrepreneurial motivation can also be strengthened through entrepreneurship training programs designed to increase managerial capacity and product innovation for micro-entrepreneurs in coastal areas (Masrun et al., 2022). According to Qustolani & Hernita (2023), there are a number of indicators that can be used to measure entrepreneurial motivation variables, namely: 1) Independence, 2) Encouragement of living needs, 3) Profit orientation.

Characteristics of Entrepreneurship

Entrepreneurial characteristics refer to certain traits that are generally possessed by individuals or groups involved in entrepreneurial activities. This forms the basis of behaviors and attitudes that support efforts to develop and manage businesses effectively (Ranti et al., 2024). Entrepreneurial characteristics are the characteristics or forms of disposition or character, behavior patterns, or special signs that are inherent in every entrepreneur in running and managing a business effectively to achieve the desired goals (Ramadhan et al., 2024). Based on the Theory of Nature (Theory of Nature) explained by Stephen P. Robbins and Timothy A. Judge (2019), individual success in business is influenced by internal characteristics, such as self-efficacy, proactivity, and achievement orientation. These characteristics are the determining factor for the success of micro-entrepreneurs in Lero Village, where proactive and self-efficacy are needed to face the challenges of traditional culinary businesses and optimize local potential competitively. This confirms that the unique character and behavior of entrepreneurs in coastal areas are internal instruments that drive business operations towards the desired success. According to (Suryana, 2022) there are a number of indicators to measure the variables of entrepreneurial characteristics, namely: 1) Confidence, 2) Courage to take risks, 3) Tenacity and persistence, 4) Innovation and creativity.

Business Success

Business success is a reflection of an entrepreneur's ability to manage resources to achieve predetermined business goals, both financially and non-financially. (Priyaa et al., 2025). Based on the Growth Theory proposed by Edith Penrose (1959) and reviewed in a contemporary strategic management study by Jay Barney and Delwyn Clark in 2021, business success is influenced by the managerial ability to manage and utilize internal resources effectively to achieve sustainable business growth. The success of the rono dange micro business in Lero Village is greatly influenced by the entrepreneurial motivation and entrepreneurial characteristics of business actors in managing the potential of anchovies to become products with high economic value. Therefore, motivation and entrepreneurial characteristics play a role as the main factor that encourages the use of internal resources to achieve business success

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in the coastal area of Lero Village. According to (Mulyani et al., 2021) The indicators to measure the variables of business success are: 1) Increase in sales, 2) Capital increase, 3) Customer growth, 4) Business sustainability.

The Relationship Between Entrepreneurial Motivation and Business Success

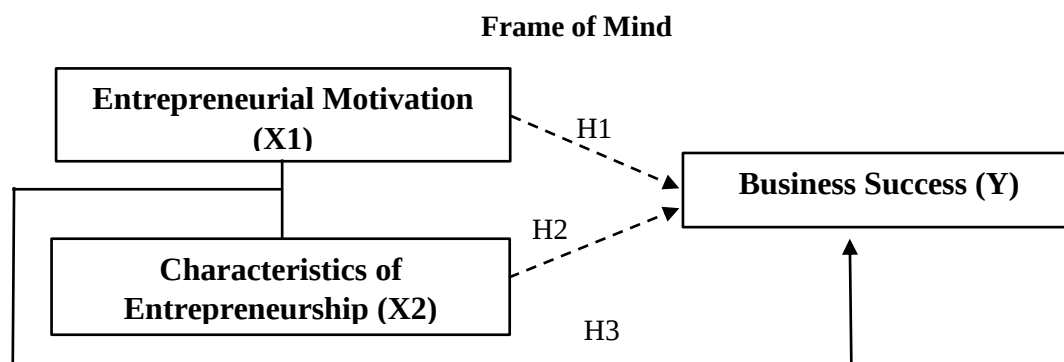
Motivation is a driver for business actors to work harder, be diligent in face challenges, and continue to develop their businesses. When an entrepreneur has high commitment and motivation, he will exert all his best efforts to achieve business targets, so that the probability of increasing sales turnover and business success will increase significantly (Rakib et al., 2020). Entrepreneurial motivation will have an optimal impact on business competitiveness if mediated by Human Resources (HR) innovation. The high motivation of entrepreneurs acts as "fuel" that encourages MSME owners to continue to improve workforce skills, create a creative work climate, and implement new and more efficient ways of working (Ibrahim et al. 2024).

The Relationship between Entrepreneurial Characteristics and Business Success

Entrepreneurial characteristics inherent in a business actor such as confidence, creative mindset, innovative ability, and the courage to take risks to help business actors in managing and developing their business. The better the entrepreneurial characteristics have, the better the ability of business actors to take advantage of opportunities and overcome various obstacles so that business success can increase (Manafe et al., 2023).

The Relationship between Entrepreneurial Motivation and Entrepreneurial Characteristics on Business Success

Entrepreneurial motivation and entrepreneurial characteristics have complementary relationships in increasing business success. Motivation encourages business actors to achieve goals, while entrepreneurial characteristics support the ability to manage businesses effectively. If business actors have high motivation and good entrepreneurial characteristics, then the opportunity to achieve business success will be greater and more sustainable (Budiarto & Pratiwi, 2023).



Source: Processed by the author 2026

Hypothesis:

H1: Entrepreneurial Motivation (X1) has a positive and significant influence on Business Success (Y).

H2: Entrepreneurial Characteristics (X2) have a positive and significant influence on Business Success (Y).

H3: Entrepreneurial Motivation (X1) and Entrepreneurial Characteristics (X2) simultaneously affect Business Success (Y).

METHODS

This study uses a quantitative method with an associative approach to analyze the influence of entrepreneurial motivation and entrepreneurial characteristics on the success of Rono Dange's micro business in Lero Village, Sindue District, Donggala Regency. The associative approach is used because this study aims to examine the relationship and influence between independent and dependent variables (Sugiyono, 2023). The population in this study amounted to 30 Rono Dange micro business actors in Lero Village. Given the relatively small population, all members of the population were used as a research sample using saturated sampling techniques so that the sample number was 30 respondents.

The data used consists of primary data and secondary data. Primary data was obtained through the distribution of questionnaires to all respondents who were research samples. In addition, the data is also supported by the results of field observations and documentation related to Rono Dange's micro business activities. Meanwhile, secondary data is obtained from various scientific sources, such as books, journals, articles, and other documents relevant to entrepreneurial motivation, entrepreneurial characteristics, and business success.

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The data analysis technique in this study uses SPSS version 25. The first phase of research instrument testing was carried out, including validity testing and reliability testing. To ensure that the instrument used has met the conditions as data collection. Next, a test of classical assumptions consisting of the above (normality test, multicollinearity test, and heteroscedasticity test) was carried out to find out whether the regression model met the necessary assumptions. After that, multiple linear regression analysis was carried out to determine the influence of independent variables on dependent variables. Then hypothesis testing was carried out consisting of a partial test (t test) and a simultaneous test (F test). and finally determine the coefficient test (R2) to find out the independent variable of the size contribution in explaining the dependent variation variable.

RESULTS AND DISCUSSION

Results of instrument validity and reliability tests

Validity and reliability tests are performed to ensure that the research instrument accurately and consistently measures variables, ensuring the data obtained is suitable for further analysis. Data processing and analysis is carried out using SPSS software version 2.5. The results of the validity and reliability tests are presented in the following table.

Table 1. Validity and Reliability Test Results

Variable	Item	R count	Table r	Validity statement	Alpha Cronbach Values	Reliability Description
Entrepreneurial Motivation (X1)	X1	0.663	0.444	Valid	0,909	Reliable
	X2	0.879	0.444	Valid		
	X3	0.673	0.444	Valid		
	X4	0.765	0.444	Valid		
	X5	0.823	0.444	Valid		
	X6	0.801	0.444	Valid		
	X7	0.844	0.444	Valid		
	X8	0.801	0.444	Valid		
Characteristics of Entrepreneurship (X2)	X1	804	0.444	Valid	0.942	Reliable
	X2	798	0.444	Valid		
	X3	807	0.444	Valid		
	X4	822	0.444	Valid		
	X5	754	0.444	Valid		
	X6	880	0.444	Valid		
	X7	853	0.444	Valid		
	X8	720	0.444	Valid		
	X9	804	0.444	Valid		
	X10	857	0.444	Valid		
Business Success (Y)	Y1	630	0.444	Valid	0.935	Reliable
	Y2	822	0.444	Valid		
	Y3	761	0.444	Valid		
	Y4	902	0.444	Valid		
	Y5	609	0.444	Valid		
	Y6	770	0.444	Valid		
	Y7	832	0.444	Valid		
	Y8	732	0.444	Valid		
	Y9	680	0.444	Valid		
	Y10	833	0.444	Valid		
	Y11	892	0.444	Valid		
	Y12	706	0.444	Valid		

Source: Processed data from SPSS 2.5 (2026)

Based on table 1 above, it can be seen from the results of data processing that have been tested on 20 respondents who have the same characteristics as the original respondents to be studied, namely from 8 questions on the Entrepreneurial Motivation variable (X1), 10 questions on the Entrepreneurial Characteristics variable (X2), and 12 questions on the Business Success variable (Y) Overall, the item is declared valid. This is evidenced by the value of the

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calculated correlation coefficient (r), which exceeds the value of the table r 0.444 (r -calculated $>$ r -table). Furthermore, the results of the data analysis showed that the Alpha Cronbach value for Entrepreneurial Motivation, Entrepreneurial Characteristics, and Business Success was greater than 0.60. Therefore, it can be stated that these valid items demonstrate reliability, so that the next stage of data processing can be resumed.

Classical Assumption Test Results

Normality Test

According to Gunawan (2020) in Lesmana, (2021), data normality is a test used to determine and measure whether the data obtained has a normal distribution or not, and whether the data comes from a normally distributed population. A regression model that is normally distributed or close to normal is considered a good regression model. The normality test used in this study is Kolmogorov-Smirnov.

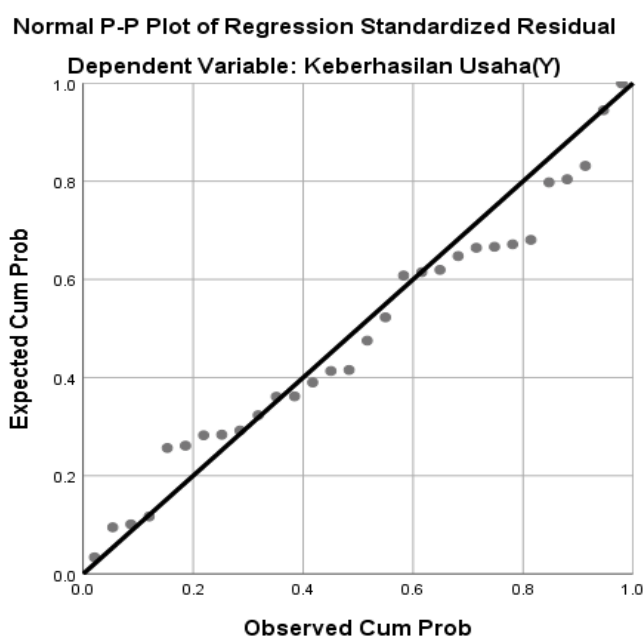


Figure 1. Normality Test Results (P-P Plot)
Source: Processed data from SPSS 2.5 (2026)

Based on the results of the normality test in the PP Plot displayed, the points are distributed around the diagonal line, and the distribution follows the direction of the diagonal line. This suggests that regression models are suitable for use because they meet the assumption of normality.

Multicollinearity Test

The multicollinearity test is a regression model test used to determine whether there is a correlation between variables. To detect the presence or absence of multicollinearity, the values of Variance Inflation Factor (VIF) and Tolerance are used.

Table 2. Multicollinearity Test

Variable	Statistical Colleticide	
	Tolerance	VIVID
Entrepreneurial Motivation (X1)	0, 143	7,009
Characteristics of Entrepreneurship (X2)	0.143	7,009

Source: Processed data from SPSS 2.5 (2026)

Based on Table 2, the results of the multicollinearity test showed that the variables of Entrepreneurial Motivation and Entrepreneurial Characteristics had a tolerance value greater than 0.10 which was 0.143, and a VIF value of less than 10 which was 7.009. This shows that there is no problem of multicollinearity among independent variables.

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Heteroscedasticity Tests

Heteroscedasticity is a condition in which there is an inequality of residual variance across observations in a regression model (Subariyanto & Yulianto, 2021). Heteroskedasticity tests were performed to determine whether there was an inequality of residual variance in the regression model.

Heteroscedasticity Test using Scatterplot

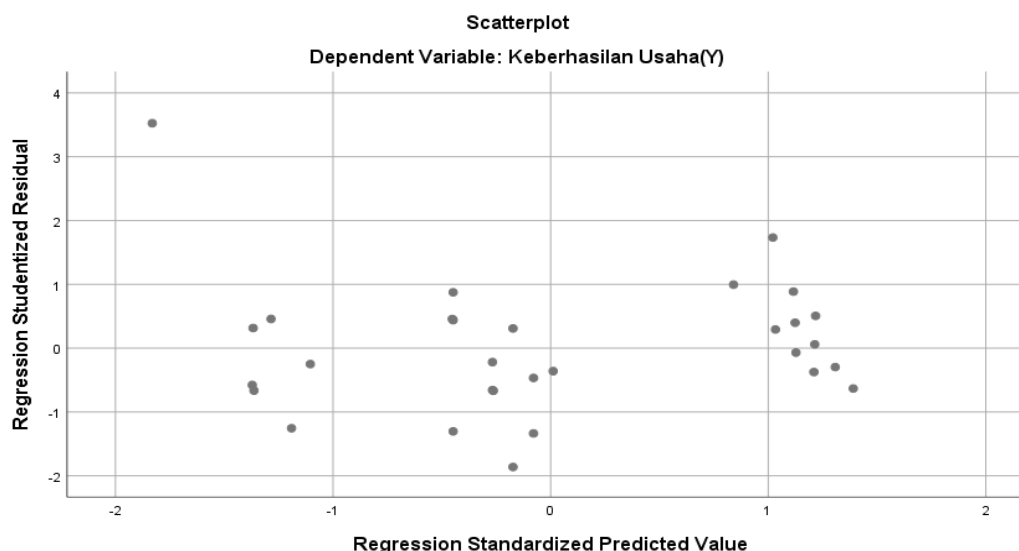


Figure 2. Heteroscedasticity Test Results using Scatterplot

Source: Processed data from SPSS 2.5 (2026)

Based on Figure 2, the results of the heteroscedasticity test using scatterplots show that the data points do not form a clear pattern. The data points are scattered and distributed randomly, both above and below the number 0 on the Y axis.

Results of Multiple Linear Regression Analysis

Multiple linear regression is a mathematical equation that represents the relationship between one dependent variable or response (Y) and two or more independent variables or predictors (X). The main purpose of applying multiple linear regression analysis is to estimate the value of dependent variables based on the value of predictive variables that are already known (Risnawati & Hamdani, 2025). In addition, this method is also used to determine the direction of the relationship between the dependent variables and each of the independent variables involved.

Table 3. Results of double linear regression analysis

Models		Non-Standard Coefficients		Standard Coefficients	t	Sig.
		B	Std. Error	Beta version		
1	(Constant)	-6,750	3,307		-2,041	.051
	Entrepreneurial Motivation (X1)	0.787	0.211	0.498	3,736	.001
	Characteristics of Entrepreneurship (X2)	0.754	0.207	0.486	3,645	.001

Source: Processed data from SPSS 2.5 (2026)

Based on table 3, the results of the multiple linear regression calculation produce the following equation:

Notes :

$$Y = \alpha + b_1 X_1 + b_2 X_2 + e$$

Y = Business Success

a = Constant

X1 = Entrepreneurial Motivation

X2 = Entrepreneurial Characteristics

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b_1 = Entrepreneurial Motivation

b_2 = Entrepreneurial Characteristics

e = Standard error $Y = a + b_1 X_1 + b_2 X_2$

$Y = -6.750 + 0.787X_1 + 0.754X_2$ Based on the regression equation, the following explanation can be given:

- 1) The constant value of -6,750 has a negative value due to two things. First, statistically, the variables of Entrepreneurial Motivation (X_1) and Entrepreneurial Characteristics (X_2) were measured using a likert scale with the lowest score of 1, so that conditions where the values of X_1 and X_2 are really zero never occurred in the field. This negative constant is purely the result of mathematical extrapolation of regression models. Second, in substance, this negative value is logical because it shows that without entrepreneurial motivation and entrepreneurial characteristics at all ($X_1 = 0$ and $X_2 = 0$), then the success of the business (Y) will never be achieved or has a negative value (failure/loss). These two variables are absolute requirements for the sustainability of the Rono Dange Micro business in Lero Village.
- 2) The Entrepreneurial Motivation Variable (X_1) has a regression coefficient value (B) of 0.787 with a positive direction. The results of the partial test showed a t-count value = 3.736 with a significance level (Sig.) of 0.001. Since the Sig. value is < 0.05 , it can be concluded that Entrepreneurial Motivation (X_1) has a positive and significant partial effect on the dependent variable. An increase in motivation will be followed by a significant increase in dependent variables.
- 3) The Entrepreneurial Characteristics variable (X_2) shows a regression coefficient value (B) of 0.754 with a positive direction. The t-statistical value obtained was 3.645 with a significance level (Sig.) of 0.001. Considering the Sig. $<$ value of 0.05, these results prove that the Entrepreneurial Characteristics (X_2) have a positive and significant partial effect on the dependent variables.

Overall, the results of this study show that entrepreneurial motivation and entrepreneurial characteristics have a positive relationship with business success. An increase in both variables will be followed by an increase in business success. In addition, entrepreneurial motivation is a variable that has a relatively greater influence than entrepreneurial characteristics in explaining the variation in the success of Rono Dange's micro business in Lero Village, Sindue District, Donggala Regency.

Hypothesis Test Results

Partial Test (t-Test)

The t-test is used to determine the partial effect of each independent variable on the dependent variable. The test was performed at a significance level of 5% ($\alpha = 0.05$) using a bidirectional test. The value of degrees of freedom is calculated using the formula $df = n - k - 1$, where n is the sum of the samples and k is the sum of independent variables. Based on research data with a sample of 30 respondents and 2 independent variables, the value $df = 30 - 2 - 1 = 27$ was obtained. With a significance level of 0.025 in the bidirectional test and a df of 27, a table value of t was obtained of 2.052. The test criterion is that if the t-value calculated $>$ the table t and the significance value $<$ 0.05, then the hypothesis is accepted.

Table 4. Partial Test Results

Coefficient ^a						
Models		Non-Standard Coefficients		Standard Coefficients	t	Sig.
		B	Std. Error	Beta version		
1	(Constant)	-6,750	3,307		-2,041	0.051
	Entrepreneurial Motivation (X_1)	0.787	0.211	0.498	3,736	0.001
	Characteristics of Entrepreneurship (X_2)	0.754	0.207	0.486	3,645	0.001

Source: Processed data from SPSS 2.5 (2026)

Based on table 4, the results of the partial test showed that the Entrepreneurial Motivation variable (X_1) obtained a t value of 3.736 with a significance value of 0.001. Since the t-value (3.736) $>$ the t-table (2.052) and the significance value of 0.001 $<$ 0.05, H_1 is accepted. This means that Entrepreneurial Motivation has a positive and significant effect on Business Success. The Entrepreneurial Characteristics variable (X_2) obtained a t-value of 3.645 with a significance value of 0.001. Since the t-value (3.645) $>$ the t-table (2.052) and the significance value of 0.001 $<$ 0.05, H_2 is accepted. This means that Entrepreneurial Characteristics have a positive and significant effect on Business Success.

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Simultaneous Test (F-Test)

The F test is used to determine whether the independent variable is simultaneously or has an effect on the dependent variable. In this study, the F test was conducted to test the simultaneous effect of Entrepreneurial Motivation (X_1) and Entrepreneurial Characteristics (X_2) on Business Success (Y). The value of table F is determined based on the degree of freedom of the numerator (df_1) k , which is the sum of independent variables (2), and the degree of freedom of the denominator (df_2) $n - k - 1$, i.e. $30 - 2 - 1 = 27$. At a significance level of 5% ($\alpha = 0.05$), the value of table F is 3.35.

Table 5. Simultaneous Test Results

CHANGE ^{TO}					
Models	Number of Squares	df	Square Average	F	Sig.
1 Regression	2021,439	2	1010.720	183,857	0.000 ^b
Rest	148,427	27	5,497		
Quantity	2169.867	29			

Source: Processed data from SPSS 2.5 (2026)

Based on the results of the F test, the calculated F value was 183,857 with a significance level of 0.000. The calculated F-value (183.857) is greater than the F table (3.35) and the significance value (0.000) is less than 0.05. Thus, H_3 is accepted. This shows that Entrepreneurial Motivation and Entrepreneurial Characteristics simultaneously have a positive and significant influence on Business Success.

Test Determination Coefficient (R^2)

The determination coefficient is used to determine how much independent variables are able to explain the variation of dependent variables in a regression model.

Table 6. Determination Coefficient Test Results (R^2)

Model ^b Summary				
Model s	R	R Square	Customized R Box	Forecast Standard Errors
1	0.965 ^A	0,932	0,927	2.34463

Source: Processed data from SPSS 2.5 (2026)

Based on the test results in table 6, the value of the determination coefficient (R Square) was obtained as 0.932 (or 93.2%). This value shows that the contribution or proportion of variation in the dependent variable, namely Business Success (Y), which can be explained simultaneously with the independent variables Entrepreneurial Motivation (X_1) and Entrepreneurial Characteristics (X_2) is 93.2%. The rest (6.8%) was influenced by other variables outside of this research model.

DISCUSSION

The Influence of Entrepreneurial Motivation on the Success of Rono Dange Micro Business in Lero Village

The results of the study showed that entrepreneurial motivation had a positive and significant effect on the success of Rono Dange's micro business in Lero Village, Sindue District, Donggala Regency. This is evidenced by the results of the partial test which obtained a regression coefficient value of 0.787, a t-calculation value of 3.736 which is greater than the t-table of 2.052, and a significance value of 0.001 which is smaller than 0.05. These results show that the first hypothesis is accepted. This means that the higher the entrepreneurial motivation that business actors have, the higher the level of business success achieved. These results show that motivation is one of the main factors that encourage business actors to maintain and develop their businesses. High motivation makes business actors have the spirit to continue running a business, improve product quality, retain customers, and face various business challenges. Business actors who have high motivation tend to have an orientation towards achieving business goals, obtaining profits, and improving family welfare.

In the object of the research, most of Rono Dange's business actors make the anchovy processing business as the family's main source of income. This condition encourages business actors to maintain their businesses despite facing various obstacles, such as fluctuations in raw material prices, business competition, changes in consumer

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demand, and limited capital. The encouragement to meet the economic needs of families is a factor that strengthens the motivation of business actors so that they remain consistent in running their businesses in a sustainable manner. Based on the indicators of entrepreneurial motivation used in this study, namely independence, encouragement of living needs, and profit orientation, it can be seen that these three indicators are able to encourage an increase in business success. Business actors who have a high level of independence are more able to make business decisions independently. The encouragement to meet the needs of life also increases the spirit of work so that business actors are more diligent in carrying out production activities. Meanwhile, profit orientation encourages business actors to improve product quality, maintain customer satisfaction, and expand marketing.

The results of this study also support research (Hasanah et al., 2026) which states that entrepreneurial motivation has a positive and significant effect on the success of MSME businesses. These findings are also in line with research (Nurjanah et al., 2023) which explains that motivation is an important factor in improving the ability of business actors to achieve business success. The similarity in these results shows that entrepreneurial motivation has an important role in increasing business success in various types of MSMEs, including Rono Dange micro business in Lero Village.

The Influence of Entrepreneurial Characteristics on the Success of Rono Dange Micro Business in Lero Village

The results of the study show that entrepreneurial characteristics have a positive and significant effect on the success of Rono Dange's micro business. This is evidenced by a regression coefficient value of 0.754, a t-calculation value of 3.645 which is greater than the t-table of 2.052, and a significance value of 0.001 which is smaller than 0.05. Thus the second hypothesis is accepted. These results show that entrepreneurial characteristics are a very important factor in determining business success. The better the entrepreneurial characteristics that business actors have, the higher their ability to develop their business. These characteristics are reflected in confidence, courage to take risks, tenacity, and the ability to innovate.

In Rono Dange's micro business in Lero Village, the characteristics of entrepreneurship can be seen from the ability of business actors to maintain their business for a long period of time despite facing increasing business competition. Business actors continue to strive to produce quality products by utilizing local raw materials and maintaining the distinctive taste of Rono Dange which is the culinary identity of Lero Village. In addition, some business actors have begun to make simple innovations in product packaging and marketing strategies so that products become more attractive to consumers. The confidence possessed by business actors can also be seen from their courage to run a business independently even with limited capital. The courage to take risks is shown through the decision to maintain production when market demand is changing. Meanwhile, tenacity and persistence can be seen from the consistency of business actors in maintaining product quality and serving customers. These characteristics are important capital in increasing business success.

The Influence of Entrepreneurial Motivation and Entrepreneurial Characteristics on the Success of Rono Dange Micro Enterprises in Lero Village

The results of the study show that entrepreneurial motivation and entrepreneurial characteristics simultaneously have a positive and significant effect on the success of Rono Dange's micro business in Lero Village. This is evidenced by the results of the F test which obtained an F-calculation value of 183.857 which is greater than the F-table of 3.35 with a significance value of 0.000 which is smaller than 0.05. Thus the third hypothesis is accepted. In addition, the results of the determination coefficient test showed an R Square value of 0.932 which means that 93.2% variation in business success can be explained by entrepreneurial motivation and entrepreneurial characteristics, while the remaining 6.8% is influenced by other factors outside the research model. The high value of the determination coefficient shows that the two independent variables have a very large contribution in explaining the success of Rono Dange's micro business. This shows that the success of a business is not only determined by economic factors or business capital, but also influenced by internal factors that come from business actors.

In the object of research, business success can be seen from increasing sales, increasing customers, business sustainability, and the ability of business actors to maintain their business in the long term. This condition is inseparable from the high motivation of business actors to earn income and improve family welfare, and is supported by good entrepreneurial characteristics, such as confidence, creativity, tenacity, and daring to take risks. Entrepreneurial motivation and entrepreneurial characteristics complement each other in supporting business success. Motivation provides the impetus to achieve business goals, while entrepreneurial characteristics are the ability needed to manage a business effectively. The combination of these two factors makes business actors able to maintain their businesses, improve product quality, meet consumer needs, and face changing market conditions.

THE INFLUENCE OF ENTREPRENEURIAL MOTIVATION AND ENTREPRENEURIAL CHARACTERISTICS ON THE SUCCESS OF RONO DANGE'S MICRO BUSINESS IN LERO VILLAGE, SINDEUE DISTRICT, DONGGALA REGENCY

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RECOMMENDATIONS

Based on the results of the research on the influence of entrepreneurial motivation and entrepreneurial characteristics on the success of Rono Dange's micro business in Lero Village, Sindue District, Donggala Regency, the author provides the following suggestions.

1. For Rono Dange Micro Business Actors in Lero Village

Business actors are expected to continue to increase entrepreneurial motivation by setting clear business targets, having an orientation to increasing profits, and maintaining the spirit to develop businesses sustainably. In addition, business actors need to strengthen entrepreneurial characteristics through increasing confidence, courage in taking measurable risks, tenacity in facing competition, and the ability to create product innovations. These efforts are expected to increase business competitiveness, expand market share, and support long-term business success.

2. For the Lero Village Government and related agencies

The Lero Village Government together with related agencies are expected to provide more optimal support to Rono Dange micro business actors through entrepreneurship training, business assistance, improving business management skills, product innovation, packaging, digital marketing, and expanding access to capital. This support is expected to increase the motivation and entrepreneurial characteristics of business actors so that the success of micro businesses based on local potential can continue to develop and contribute to improving the economy of the Lero Village community.

3. For the next researcher

The next research is expected to develop this research by adding other variables that are suspected to affect the success of the business, such as product innovation, market orientation, digital marketing capabilities, business capital, entrepreneurial competence, and service quality. The next research is also suggested to use a larger number of respondents or expand the research location on MSMEs in the fishery product processing sector in other regions so that more comprehensive research results are obtained and have a better level of generalization.

CONCLUSION

Based on the results of research on the influence of entrepreneurial motivation and entrepreneurial characteristics on the success of Rono Dange micro business in Lero Village, Sindue District, Donggala Regency, it can be concluded that entrepreneurial motivation has a positive and significant effect on business success. This shows that the higher the motivation that business actors have, the greater the motivation to develop their business, face challenges, and achieve business goals so that business success also increases. Entrepreneurial characteristics also have a positive and significant effect on business success. Business actors who have entrepreneurial characteristics, such as confidence, daring to take risks, creative, innovative, and tenacious in running a business, tend to be more able to manage and develop their businesses so that they can increase business success. Simultaneously, entrepreneurial motivation and entrepreneurial characteristics have a positive and significant effect on the success of Rono Dange's micro business in Lero Village. These results show that these two variables are important factors that support each other in increasing business success. Thus, increasing entrepreneurial motivation followed by strengthening entrepreneurial characteristics can be an effective effort in encouraging the success and sustainability of Rono Dange micro businesses in Lero Village, Sindue District, Donggala Regency.

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