

The Influence of Entrepreneurial Competence and Personal Independence on Business Success in Micro Businesses in Tamalate Sub-District Makassar City

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ABSTRACT

This study aims to determine the effect of entrepreneurial competence and personal independence on the success of micro businesses in Tamalate Sub-District, Makassar City. This research is categorized as quantitative descriptive research with a population of 230 micro business actors in Tamalate Sub-District, Makassar City. Data collection in this study was carried out using observation, questionnaire, interview, and documentation techniques. The analysis technique used is descriptive statistics and inferential statistics. The results of this study indicate that entrepreneurial competence and personal independence together have a positive and significant effect on the success of micro businesses in Tamalate Sub-District, Makassar City. So, it can be said that there is a positive and significant influence between entrepreneurial competence and personal independence on the success of micro businesses in Tamalate Sub-District, Makassar City.

Keywords: *entrepreneurial competence, personal independence, business success*

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1. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) have role important and strategic in development economy national. Besides role in growth economy and absorption manpower, SMEs also play a role in distribute results development. SMEs have also has proven no affected to crisis. Data from BPS show, post crisis economy 1997-1998 the number of MSMEs did not reduce, in fact increase keep going, even capable absorbed 85 million up to 107 million power work until in 2012. In year that, amount entrepreneurs in Indonesian as many as 56,539,560 Units. From the amount of these, Micro, Small and Medium Enterprises (MSMEs) as many as 56,534,592 units or 99.99%. The rest, around 0.01% or 4,968 units is business big. The data this proves that SMEs are a very potential market for industry service finance, especially banks for distribute financing. Because around 60-70% of MSME actors have not own access financing banking.

Based on observation early by researchers, should be businessman micro in the Subdistrict North Galesong is a must own competence entrepreneurship and independence personal to achieve success effort. The obstacles faced by entrepreneurs micro in the Tamalate Sub-District, Makassar City traders confess that no own bookkeeping special transaction finance from results sales and no separate bookkeeping business with expenditure family, and still are many struggling merchant for increase venture capital and, there is less traders understand in knowledge technology and capabilities managerial so that activity his efforts no planned with good and results sale from his efforts always used for close need daily so that objective raising capital is difficult fulfilled.

Micro businesses in Tamalate Sub-District, Makassar City, face various challenges in achieving business success, including limited resources, lack of access to markets, and low levels

of entrepreneurial competence. To overcome these challenges, it is important to understand the influence of entrepreneurial competence and personal independence on business success. This introduction will explore the importance of entrepreneurial competence and personal independence in achieving business success in micro businesses in Tamalate Sub-District, Makassar City.

Entrepreneurial competence is a key factor in achieving business success in micro businesses. Studies have shown that increasing entrepreneurial competence can improve the performance of micro businesses, both financially and non-financially (Sungkawati, 2019). Entrepreneurial competence includes a variety of traits, such as self-learning, entrepreneurial orientation, and entrepreneurial ability (Apriyani et al., 2019; Nagaveena & Bhojanna, 2022). By developing these traits, micro business owners can improve their ability to identify and exploit business opportunities, manage resources effectively, and adapt to changing market conditions.

Personal independence is another important factor in achieving business success in micro businesses. Personal independence refers to the ability of business owners to make decisions independently and take responsibility for the outcomes of those decisions. Studies have shown that personal independence can have a positive impact on business success (Salaudeen & Sauri, 2020). By being independent, micro business owners can make decisions that are in the best interest of their business, rather than being influenced by external factors.

The success of micro businesses is also influenced by other factors, such as entrepreneurial networking, marketing, and innovation (Mufidah et al., 2020). However, the influence of entrepreneurial competence and personal independence on business success is particularly important in the context of micro businesses in Tamalate Sub-District, Makassar City. By developing these traits, micro business owners can improve their ability to compete in the market, increase sales, and achieve long-term business success.

Entrepreneurial competence and personal independence are important factors in achieving business success in micro businesses in Tamalate Sub-District, Makassar City. By developing these traits, micro business owners can improve their ability to identify and exploit business opportunities, manage resources effectively, and adapt to changing market conditions. This can lead to increased sales, improved financial performance, and long-term business success.

The phenomenon that occurs in entrepreneurs in the Tamalate Sub-District, Makassar City traders who tend always feel pessimistic because worry if the merchandise no in demand or only a little sold, so businessman the no brave take risk tall for develop business or the merchandise. This condition resulted business micro in the Tamalate Sub-District, Makassar City tends monotonous and difficult develop because lack of competence entrepreneurship, independence personal, and yet embed soul entrepreneurship should be owned by one entrepreneur. Development business micro is very helpful overcome problem unemployment remember phenomenon moment this hard look for formal work, so inhabitant around more choose entrepreneurship as eye livelihood because it, researcher interested in do studies study with title "Influence Competence Entrepreneurship and Independence Personal to Business Success (Studies on Micro Enterprises in the Tamalate Sub-District, Makassar City).

2. METHOD

Population in this study is all owner roadside stall or stall need everyday, owner business cake and owner business making shrimp crisp or chips located in the Tamalate Sub-District, Makassar City, totaling 230 businesses. So, sum whole respondent in this study was 46. Samples were taken based on technique probability sampling is simple random sampling, where researcher give equal opportunities for every member population (traders) for chosen become sample done in a manner random without pay attention to the existing strata in population that alone. Data collection techniques namely observations, questionnaires, interviews, and documentation.

a. Essence Entrepreneurship

Entrepreneurship in essence is nature, characteristics, and character someone who has will in realize idea innovative to in the real world in a manner creative. Entrepreneurship is combined from creativity, innovation and courage face the risk taken with method work hard for form and maintain business new (Anwar, 2014). According to Peter (Kasmir, 2013) entrepreneurship is ability in create something new and different. Understanding this contain meaning that a entrepreneur is the one who owns ability for create something new, different from another. Or capable create something different with those already there is before. Temporary that's it, Zimmerer interpret entrepreneurship as an implementation process creativity and innovation in solve problem and find opportunity for repair life or effort.

b. Micro Enterprises

According to Law No. 20 of 2008 micro enterprises is business productive owned by individuals or business entities compliant individuals. According to the Decree of the Minister of Finance No.40/KMK.06/2003 of 2003, micro enterprises is business productive owned by family or individual Indonesian Citizen and own results maximum sales of IDR 100,000,000.00. According to (Pandji Anoraga, 2002) effort micro own characteristics as following (1) system relative accounting administration bookkeeping simple and inclined no follow rule administration bookkeeping standard, sometimes bookkeeping not up to date so that difficult for evaluate work his efforts; (2) business margins tend to be thin considering very high competition ; (3) limited capital; (4) experience managerial in manage company still very limited; (5) economies of scale too small so that difficult expect for capable push cost reach point efficiency period long; (6) ability marketing and negotiation as well as market diversification is very limited; (7) ability for source of funds from lowest capital market, considering system greeting limitations administration. For get funds in the capital market, a company must follow system administration standard and must transparent. Indicator success business according to (Noor, 2007) is as following (1) profit is objective main from business. Profit business is difference between income with cost; (2) productivity, big its small productivity something business will determine big its small production. This will influence big its small sales and, in the end, determine big its small income, so influence big its small profit earned; (3) competitiveness is ability or toughness in compete for snatch attention and loyalty consumer. Something business can said successful, if can defeat competitor or at least still can endure face competitors; (4) his awakening image good, good image company divided into two namely, internal trust and external trust. Internal trusts is trust or trust from everyone there in company. Whereas external trust is a feeling of trust arises or believe from stakeholders, consumers, suppliers, government, as well as public broad, also competitors.

c. Competence Entrepreneurship

Competence is something ability for carry out or do something work or based task on skills and knowledge as well as supported by attitude the work required by the job the. With thus, competence show skills or knowledge characterized by professionalism in field certain as something of the utmost importance, as pre-eminent in the field the (Wibowo, 2007). Whereas according to Armstrong in (Dharma, 2005) competence refers to dimensions behavior from a role or the required behavior somebody for can carry out his job in a manner satisfying. According to (Ishak Hasan, 2011), argued that, the indicators competence entrepreneurship include (1) self-knowledge (have knowledge about effort), that is own ability about business to be he did or he practiced; (2) practical knowledge is own knowledge practical for example knowledge technical, design, processing, bookkeeping, administration, and marketing; (3) communication skills (expertise communicate), is ability for communicate, mingle, and relate with other people.

d. Independence Personal

The word independence originate from the base word self that gets prefix to and ending an which later form a state word or noun because of independence originate from the base word self, then discussion about independence no can released from discussion self that alone, deep

Rogers concept is called term self because self that is the core of independence (Ali & Asrori, 2011). According to (Riyanti, 2003) independence personal is ability for depend on self Alone in effort for create field new job without must depend on others and can face existing competition. Loyalty to the job to be face and creativity for reach opportunity as well as awareness to profession, will direct himself in a manner certain freedom think to use reach success in the business he started. However, demands independence personally has two forms that is in thoughts and obligations. Capable of being responsible answer to desire allocate source precious power from himself alone.

There are a number frequent factor called as correlation for development independence that is as following (Ali & Asrori, 2011) is (1) gene or descendants parent who have characteristic, independence tall often lower child who has independence too. However, factor descendants this still become debate because some argue that indeed no characteristic inherited independence to his son but characteristic his parents showed up based on method parent educate his son; (2) parenting parent, parental way parenting or educate child will influence development independence personal children, parents who create atmosphere safe in interaction his family will can push smoothness development child. However frequent parents issue the words "don't" without accompanied with rational explanation will hinder development child; (3) system education in schools educational process at that school, no develop democratization without argument as well as exists pressure punishment will hinder independence someone. On the contrary, there is award to potency child, gift reward and creation competitive positive will expedite development independence child; (4) system life in society environment safe society, value expression potency child in form various activities and not too hierarchical will stimulate and encourage development independence child.

3. RESULTS AND DISCUSSION

a. Analysis Regression Multiple

Testing use analysis regression multiple aims for know influence variable competence entrepreneurship (X1) and independence personal (X2) against success micro enterprises (Y) in the Tamalate Sub-District, Makassar City. Based on SPSS 21 calculation can seen as following:

Table 1. Data SPSS
Coefficients^a

Model		Unstandardized	Standardized		t	Sig.
		Coefficients	Std. Error	Beta		
1	(Constant)	13.274	7.770		1.708	.095
	Entrepreneurial Competence	.462	.165	.359	2.793	.008
	Personal Independence	.524	.174	.388	3.105	.004

a. Dependent Variable: Business Succes

Based on table on so obtained a value (constant) of 13,274, the coefficient of X1 is 0.462 and X2 is 0.524 so that if entered into the equality regression obtained equality as following : $Y = 13.274 + 0.462X1 + 0.524 X2$ Based on equality on can explained as following : (1) equality regression on can explained that mark constant of 13,274 can interpreted if variable competence entrepreneurship and independence personal the same with zero so success business will still own mark of 13.274. In other words when no there is other supporting variables so success business will still own mark of 13.274; (2) the value of the beta coefficient on competence businessman of 0.462, worth positive show exists connection positive between variable competence businessman with success effort. Mark regression coefficient of 0.462 meaning for

each increase competence businessman as big One unit will add influence success business of 0.462; (3) coefficient value how much independence personal of 0.524, positive value show exists connection positive between variable independence personal with success effort. The regression coefficient value is 0.524 meaning for each increase independence personal as big one unit will add influence success business of 0.524.

b. Coefficient of Determination

Coefficient determination at its core measure how much far deep modeling capabilities explained variation variable dependent. Results of the coefficient test determination can see in the table following:

Table 2. Coefficient Determination

No	Model	Nilai
1	Correlation (R)	0,616
2	Coefficient Determination (R Square)	0,380

Based on the Table 2 can we look that mark correlation (R) variable competence entrepreneurship (X1) and independence personal (X2) of 0.616 things, this show exists strong relationship between competence entrepreneurship and independence personal in a manner together to success business of 0.616 or by 61.6%. Whereas mark coefficient determination (R_{Square}) of 0.380 means that influence variable competence entrepreneurship and independence personal in a manner together to success enterprises of 0.380 or by 38%.

4. CONCLUSIONS AND SUGGESTION

4.1 Conclusions

- Entrepreneurial competence has a positive and significant effect on the success of micro businesses in Tamalate District, Makassar City seen from knowledge about business, practical knowledge and, communication skills.
- Personal independence has a positive and significant effect on the success of micro businesses in Tamalate District, Makassar City seen from relying on one's own abilities, relying on one's own financial capabilities and, courage to face challenges.
- Entrepreneurial competence and personal independence simultaneously have a positive and significant effect on the success of micro businesses in Tamalate District, Makassar City.

4.2 Suggestion

Based on the research results obtained, several suggestions can be made to improve the success of micro businesses in Tamalate District, Makassar City, as follows:

- For micro business actors in Tamalate District, Makassar City, it is recommended to further improve entrepreneurial competence and personal independence because they have a significant effect on business success.
- Researchers or academics, the results of this study should be used as a reference in the context of relevant economic research, especially regarding entrepreneurial competence, personal independence and business success.
- Business success is influenced by several factors. In this study only examined the factors of entrepreneurial competence and personal independence. Future researchers are expected to be able to reveal other factors that influence business success.

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