



Analysis of Entrepreneurial Knowledge and Social Media Use on the Success of Culinary MSMEs in West Medan District

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Abstract

This study aims to determine effect of entrepreneurial knowledge and the use of social media on the success of culinary MSME businesses in Medan Barat District. The method used is quantitative descriptive wwith primary data (questionnaires) and secondary (literature). The population of the study was all culinary micro-entrepreneurs who use social media. Because the population size is not known for certain, the sample was determined using the Hair formula, which is 12 indicators \times 10, so that 120 respondents were obtained. Data analysis was carried out using multiple linear regression. The results of the study showed that both entrepreneurial knowledge and the use of social media partially had a significant effect on business success. Simultaneously, both also showed a significant effect. The regression equation obtained is: $\text{Business Success} = 11.617 + 0.305 \text{ Entrepreneurial knowledge} + 0.560 \text{ Use of Social-Media} + e$. The coefficient of determination (R^2) of 0.776 indicates that 77.6% of the variation in business success can be explained by these two variables, while the remaining 22.4% is influenced by other factors outside the model. This study emphasizes the importance of entrpreneurial knowledge and social media in driving the success of culinary MSMEs.

Keyword: *Entrepreneurial Knowledge, Social Media Usage, Business Success*

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are a concrete manifestation of entrepreneurial practices. Entrepreneurship plays a vital role in a country's economic development. The emergence of small and large businesses begins with the entrepreneurial spirit of the community. The development of new businesses through productive activities gradually stimulates output growth and expands the transaction of goods and services within a region. In other words, entrepreneurship is the driving force of the economy (Afrizal et al., 2024). With the growing number of small businesses developing in various regions, economic distribution becomes more equitable. Communities in remote areas also have the opportunity to utilize local resources and process them into high-value products.

Although the government supports the development of MSMEs, ultimately, the success and growth of a business depends on the entrepreneur themselves. To maintain business success, entrepreneurial knowledge helps entrepreneurs develop effective business strategies, adapt to market changes, and be better prepared to face challenges. Furthermore, effective use of social media can increase market reach and product sales. Social media is no longer just a means of interaction and communication; it can now be a source of inspiration for ideas to create something unique or new, enabling entrepreneurs to be more creative and innovative. Furthermore, social media also offers other benefits, including its role as an online marketing tool for entrepreneurs. Therefore, combining entrepreneurial knowledge and social media marketing strategies can help entrepreneurs face challenges and achieve sustainable success.

Medan Barat District, which is part of Medan City, North Sumatra Province, comprises six urban villages: Glugur Kota, Karang Berombak, Kesawan, Pulo Brayan Kota, Sei Agul, and Silalas. This area also boasts a wide variety of businesses, from culinary and trade businesses to creative businesses, and services, serving not only the needs of the community but also attracting visitors from outside the region. MSMEs in Medan Barat District play a vital role in driving local and regional economic growth, creating jobs, and improving community well-being. One of the most popular business sectors is the culinary sector, which is currently a popular choice for entrepreneurs.

Based on observations of several culinary MSMEs in West Medan District, it was discovered that there are challenges in business success, with some experiencing declining sales in recent years. The decline in culinary MSME sales in West Medan District is due to the increasing number of competitors in the culinary sector, which are still relatively close. Fierce competition among culinary MSMEs has led to a decline in sales for some businesses. Worse still, failure occurs if they fail to compete and adapt to change. Lack of knowledge about business management and organization, such as a lack of understanding of business planning, innovation, and management evaluation, can hinder the success and growth of their businesses. Furthermore, the suboptimal use of media, particularly in presenting information that entices consumers to try the culinary products offered, can hinder the business's continued success.

The purpose of this study was to determine whether entrepreneurial knowledge and social media usage influence the success of culinary MSMEs in West Medan District. Furthermore, the authors wanted to determine the extent of the influence of entrepreneurial knowledge and social media usage on the success of culinary MSMEs in West Medan District.

LITERATURE REVIEW

Business Success

According to Situmorang (2024), business success is a state in which a business experiences improvement from previous results and becomes a key component of a business, where all activities are aimed at achieving success. According to Nasution et al. (2021), business success is the maximum achievement of business activities, where the tangible success of entrepreneurs is material improvement. Meanwhile, Karwati et al. (2024) defines business success as the success of a business in achieving its goals.

According to Adrianto (2019), business success is the reality of the alignment between plans and their implementation processes, and the results achieved. Business success must be assessed in relation to the achievement of goals. Veron & Victor (2022) state that business success is the success of a business in achieving its goals. This success comes from entrepreneurs who are intelligent, creative, keep up with technological developments, and can implement them proactively. This is evident in entrepreneurial ventures whose business performance is better than the previous period and demonstrates superiority over others in their same or similar class. Based on the definitions of several experts, the author concludes that business success is the success of an entrepreneur who can manage and plan strategies to achieve goals, namely by improving their business to be better than before. Indicators of business success, according to Situmorang (2024), are as follows: 1) Adaptability, 2) Profit growth, 3) Operational efficiency, 4) Product and service innovation, and 5) High market share.

Entrepreneurial Knowledge

According to Merline & Widjaja (2022), entrepreneurial knowledge is a person's knowledge and skills regarding the business they are running, including innovation by adding new ideas and the courage to take risks. Meanwhile, according to Susanto (2025), entrepreneurial knowledge is the human ability to remember, learn, and apply information in the brain, so that the brain can motivate the body to engage in entrepreneurial activities.

Based on Novita's (2024) opinion, entrepreneurial knowledge is a deep understanding of the concepts, principles, skills, and strategies needed to start, run, and develop a business. Entrepreneurial knowledge can be acquired through formal education or practical experience. According to Nainggolan (2024), entrepreneurial knowledge is a person's ability to produce something new through creative thinking and innovative action, thereby creating ideas or opportunities and effectively utilizing them. Meanwhile, according to Suebbudin (2021), entrepreneurial knowledge is all information gained through training and experience, used for training and understanding, leading to the ability to recognize risks

and the courage to handle them. Entrepreneurial knowledge is knowledge gained through experience and learning. Based on the definitions of several experts, the author concludes that entrepreneurial knowledge is a person's in-depth understanding of various aspects, including concepts, principles, and strategies for starting a new business, running a business, and developing it through the ability to innovate and take risks. Indicators of entrepreneurial knowledge, according to Gultom & Agustine (2021), are as follows: 1) Knowledge of the business environment, 2) Knowledge of roles and responsibilities, and 3) Knowledge of management.

Use of Social-Media

According to Achmad et al. (2020) social media is an online medium where users can easily participate, share, and create content including blogs, social networks, wikis, forums, and virtual worlds. According to Rizal (2020), social media is a place, tool, and service that allows individuals to express themselves, meet, and share with others through internet technology. Social media has become very popular because of its convenience and the opportunity it provides for people to connect online for personal, political, and business activities. According to Armila & Veri (2025), social media is one of the most influential tools in various aspects of life, including the world of entrepreneurship. Social media is not only a platform for social interaction, but also an important tool for marketing, branding, and business development.

Meanwhile, according to Fadhillah et al. (2021), social media is a variety of platforms available on the internet that give users the opportunity to create profiles, share, and promote content. Putri & Ie (2020) state that social media is any form of interactive communication that allows for two-way interaction and feedback. Based on the definitions of several experts, the authors conclude that social media is a platform used as a means of communication and interaction by sharing and creating content to express oneself. Furthermore, social media can be used as a marketing, branding, and business development tool. Indicators of social media use, according to Maisaroh & Wibisono (2022), are as follows: 1) Interesting information, 2) User interaction, 3) Latest information, and 4) Comprehensive information.

The following is a test of the research hypotheses:

H1: Entrepreneurial knowledge influences the success of culinary MSMEs in West Medan District.

H2: Social media use influences the success of culinary MSMEs in West Medan District.

H3: Entrepreneurial knowledge and social media use influence the success of culinary MSMEs in West Medan District.

The theoretical framework in this study will explain the relationship between each variable, as shown in the figure below:

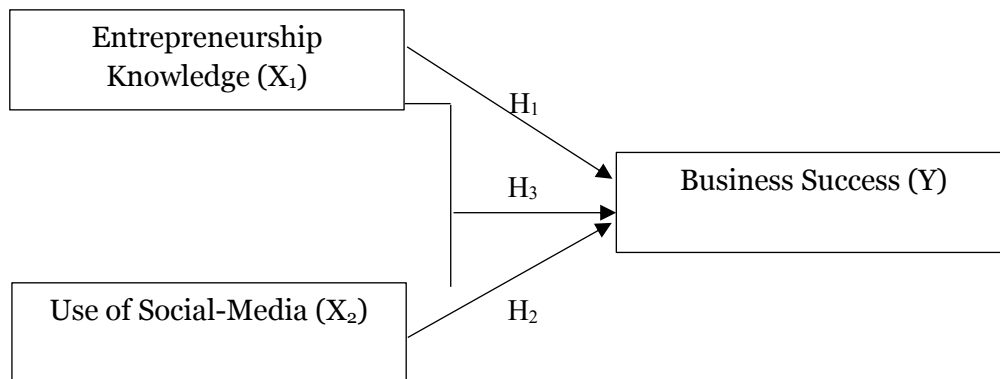


Figure 1. theoretical framework

METHODS

Research Location and Timeline

The research was conducted at MSMEs in the West Medan District, Medan, North Sumatra. The research period was from February 2025 to May 2025.

Research Method

According to Sugiyono (2022), quantitative research methods can be defined as research methods based on the philosophy of positivism, used to study specific populations or samples. Data collection uses research instruments, and data analysis is quantitative/statistical, with the aim of testing the established hypotheses.

Population and Sample

According to Sugiyono (2022), a population is a generalized area consisting of objects/subjects with a certain quantity and characteristics determined by the researcher to be studied and then conclusions drawn. Populations include not only people but also objects and other natural objects. Populations are not simply the number of objects/subjects being studied, but also encompass all the characteristics/traits possessed by those subjects/subjects. Because the research focused on micro-entrepreneurs, the population in this study was all micro-entrepreneurs in the culinary sector in West Medan District who use social media. Therefore, the exact number of participants in this study cannot be determined. According to Sinaga et al. (2022), a sample can be defined as a portion of the population used as research subjects. According to Sugiyono (2022), a sample is a subset of the population's population size and characteristics. Because the population size is not yet known with certainty, the researcher used Hair's formula to select a sample. The sample consisted of 120 respondents. The sampling technique used in this study was probability sampling. According to Sugiyono (2022), probability sampling is a sampling technique that

provides an equal opportunity for each element (member) of the population to be selected as a sample member.

Data Collection Techniques

According to Riyanto & Hatmawan (2020), there are several methods that can be used to collect research data, including: 1) Observation, 2) Documentation, and 3) Questionnaires.

Data Analysis Techniques

According to Riyanto & Hatmawan (2020), regression is divided into two types based on the number of independent variables: simple linear regression and multiple linear regression. Simple linear regression consists of only one independent variable and one dependent variable, while multiple linear regression consists of two or more independent variables and one dependent variable. The general linear regression equation is formulated as follows:

Where:

Y = Business Success (dependent variable)

X₁ = Entrepreneurial Knowledge (independent variable)

X₂ = Social Media Use (independent variable)

a = Constant

b₁, b₂ = Regression Coefficients

RESULTS

Respondent Characteristics

The respondent description is a description of the unit of analysis/observation being studied, including the characteristics or profiles of the respondents obtained from the questionnaire data processing. Data collected from 120 culinary MSMEs (Micro, Small, and Medium Enterprises) selected as respondents revealed respondent characteristics based on the length of business operation, with the majority being >5 years, and the type of social media used, with the majority being Instagram.

Validity and Reliability Test Results

The results of the validity and reliability tests are presented in the following table:

Tabel 1 Hasil Uji Validitas

Variable	Statement	r_{hitung}	r_{tabel}
Pengetahuan Kewirausahaan (X ₁)	Statement 1	0,656	0,361
	Statement 2	0,680	0,361

	Statement 3	0,576	0,361
	Statement 4	0,617	0,361
	Statement 5	0,767	0,361
	Statement 6	0,602	0,361
Penggunaan Media Sosial (X ₂)	Statement 1	0,692	0,361
	Statement 2	0,693	0,361
	Statement 3	0,737	0,361
	Statement 4	0,657	0,361
	Statement 5	0,633	0,361
	Statement 6	0,649	0,361
	Statement 7	0,593	0,361
	Statement 8	0,537	0,361
Keberhasilan Usaha (Y)	Statement 1	0,751	0,361
	Statement 2	0,661	0,361
	Statement 3	0,617	0,361
	Statement 4	0,803	0,361
	Statement 5	0,588	0,361
	Statement 6	0,686	0,361
	Statement 7	0,778	0,361
	Statement 8	0,647	0,361
	Statement 9	0,685	0,361
	Statement 10	0,670	0,361

Source: Research Results, 2025 (Processed Data)

From the results of table 1, the calculated r value for each statement item from each variable obtained is greater than r table so it can be said that the statement items used are valid.

Table 2 Reliability Test Results

Variable	<i>Cronbach Alpha</i>	<i>N of Item</i>	Result
Entrepreneurial Knowledge (X1)	0,717	6	Reliable
Social Media Use (X2)	0,803	8	Reliable
Business Success (Y)	0,877	10	Reliable

Source: Research Results, 2025 (Processed Data)

The results from Table 2 show that the Cronbach's Alpha value for each variable is above 0.6, indicating that all statements are reliable.

Classical Assumption Test Results

Normality Test Results

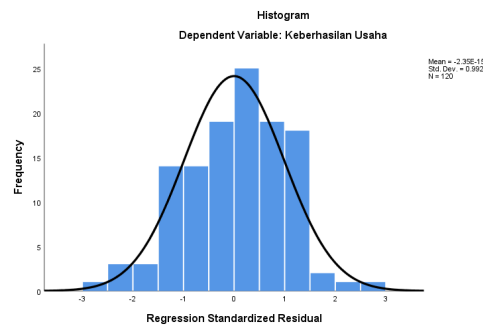


Figure 2 Histogram Graph

The results of the histogram analysis show a bell-shaped line with symmetry to the left and right. This indicates that the data is normally distributed and meets the assumption of normality.

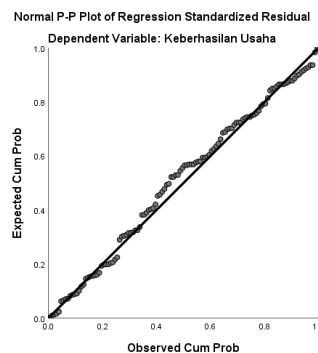


Figure 3 Normal Probability Plot of Regression Graph

The results of the normal P-P plot analysis test show that the data is spread around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, so the regression meets the normality assumption.

Table 3 Results of the One-Sample Kolmogorov-Smirnov Test

Model	Understandardized Residual
N	120
Test Statistic	0,072
Asymp. Sig. (2-tailed)	0,191 ^c

Source: Research Results, 2025 (Processed Data)

The results of the One Sample Kolmogorov-Smirnov statistical test can be seen that the results of the Kolmogorov-Smirnov normality test prove that the resulting significance level value is greater than 0.05, namely 0.191, so it can be concluded that the normality statistical test is classified as normally distributed.

Multicollinearity Test Results

Table 4 Multicollinearity Test Results

Variable	Tolerance	VIF
Entrepreneurship Knowledge	0,491	2,036
Use of Social-Media	0,491	2,036

Source: Research Results, 2025 (Processed Data)

Based on the results in table 4.8 for multicollinearity testing, it can be seen that the correlation value for the entrepreneurial knowledge and social media use variables has a tolerance value (0.491) > 0.10 and a VIF value (2.036) < 10, so it can be concluded that the entrepreneurial knowledge and social media use variables do not have any symptoms of multicollinearity.

Heteroscedasticity Test Results

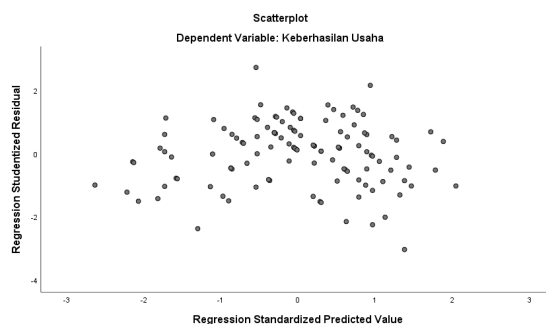


Figure 3 Scatterplot Graph Results

The scatterplot results show that the points are randomly distributed, with no clear pattern. Furthermore, the points are distributed both above and below the Y-axis value of 0, leading to the conclusion that heteroscedasticity does not occur.

Multiple Linear Analysis Results

Table 5 Results of Multiple Linear Regression Test

	Understandardized		
	Coefficients		t
	B	Std. Error	
(Constant)	11,617	1,132	10,267
Entrepreneurship Knowledge	0,305	0,60	5,097
Use of Social-Media	0,560	0,056	10,029

Source: Research Results, 2025 (Processed Data)

Based on Table 5 above, the multiple linear regression equation is obtained with the following formula: $\text{Business Success} = 11.617 + 0.305 \text{ Entrepreneurial Knowledge Motivation} + 0.560 \text{ Use of Social-Media} + e$ where if the value of the independent variable (X1) namely Entrepreneurial Knowledge and the variable (X2) namely Use of Social-Media is 0 then Business Success is fixed at 11.617. Every increase in the aspect of Entrepreneurial Knowledge (X1) by 1 unit, then Business Success will increase by 0.305. Every increase in the aspect of Use of Social-Media (X2) by 1 unit, then Business Success will increase by 0.560.

Hypothesis Testing Results

Partial Test Results (t-Test)

Table 6. Partial t-Test Results

Variable	Tcount	Ttable	Sig.	Result
Entrepreneurship Knowledge	5,097	1,98027	0,000	Berpengaruh signifikan
Use of Social-Media	10,029	1,98027	0,000	Berpengaruh Signifikan

Source: Research Results, 2025 (Processed Data)

The Entrepreneurial Knowledge variable (X1) has a calculated t value (5.097) > t table (1.98027) with a significant level of $0.000 < 0.05$ and the Social Media Use variable (X2) has a calculated t value (10.029) > t table (1.98027) with a significant level of $0.000 < 0.05$ so that it can be concluded that there is a significant positive influence partially between Entrepreneurial Knowledge and Social Media Use on the Success of Culinary MSMEs in West Medan District.

Simultaneous Test Results (F-Test)**Table 7: F-Test Results (Simultaneous)**

Model	Fhitung	Ftabel	Sig	Keterangan
Regression	203,025	3,07	0,000	Berpengaruh signifikan

Source: Research Results, 2025 (Processed Data)

Based on Table 7, it can be seen that the F count value (203.025) > F table (3.07) with a significance of $0.000 < 0.05$, so it can be concluded that there is a significant and positive influence between Entrepreneurial Knowledge and the Use of Social-Media simultaneously on the Success of MSMEs in the Culinary Sector in West Medan District.

Coefficient of Determination (R²)**Table 8. Results of the Coefficient of Determination (R²) Test**

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
Regression	0,881	0,776	0,772	1,860

Source: Research Results, 2025 (Processed Data)

Based on Table 8, the R Square value of 0.776 indicates that the Entrepreneurial Knowledge and Social Media Use variables contribute 77.6% to the Business Success variable. The remaining 22.4% is explained by other variables such as creativity, motivation, pricing, and other promotional strategies not included in the research model.

DISCUSSION***The Influence of Entrepreneurial Knowledge on Business Success***

Based on the partial hypothesis calculation, the calculated t-value was $5.097 > t$ -table 1.98045, with a significance value of $0.000 < 0.05$. This indicates that the variable "Entrepreneurial Knowledge has a positive and significant influence on the success of culinary MSMEs in West Medan District." Therefore, the first hypothesis (H1) in this study is accepted. The results of this study also align with research conducted by Nasution et al. (2021) entitled "Culinary Business Success as Seen from Characteristic Factors and Entrepreneurial Knowledge (Case Study of Ayam Penyet Culinary Business)". The results indicate that entrepreneurial knowledge has a positive and significant influence on business success. Nasution et al. also argue that entrepreneurial knowledge alone is not enough to manage a business; skills, expertise, and creativity are also needed to support business success.

The Influence of Social Media Use on Business Success

Based on the partial hypothesis calculation, the calculated t-value was $10.029 > t$ -table 1.98045, with a significance level of $0.000 < 0.05$. This indicates that the variable "Social Media Use has a positive and significant influence on the success of culinary MSMEs

in West Medan District." Therefore, the second hypothesis (H2) in this study is accepted. The results of this study also align with research conducted by Dwinov et al. (2024) entitled "The Influence of Social Media and Entrepreneurial Skills on Business Success with Innovation as an Intervening Variable in MSMEs in Tebing Tinggi City." The results indicate that social media influences business success. The study stated that some culinary MSMEs in Tebing Tinggi City have begun using social media to promote their products and increase sales. The Influence of Entrepreneurial Knowledge and Social Media Use on Business Success

Based on the partial hypothesis calculation, the calculated F value was $203.025 > F_{table} 3.07$, with a significance value of $0.000 < 0.05$. This indicates that the variable "Entrepreneurial Knowledge and Social Media Use have a positive and significant influence on the success of culinary MSMEs in West Medan District." Therefore, the third hypothesis (H3) in this study is accepted. With entrepreneurial knowledge, entrepreneurs can create short- and long-term plans, which require strategies to implement these plans. Entrepreneurial knowledge can assist entrepreneurs in developing appropriate strategies to minimize risks. In the digital era, one strategy for increasing sales is using social media. With the help of social media, entrepreneurs can increase market share, thereby ensuring the continuity of their businesses, maintaining their success, and expanding their operations.

CONCLUSION

Based on the research results, the following conclusions are drawn:

1. Partially, entrepreneurial knowledge has a positive and significant effect on the success of culinary MSMEs in the West District. This indicates that entrepreneurial knowledge can assist in achieving and maintaining business success.
2. Partially, social media usage has a positive and significant effect on the success of culinary MSMEs in the West Medan District. This indicates that social media use can assist in achieving and maintaining business success.
3. Simultaneously, entrepreneurial knowledge and social media use have a positive and significant effect on the success of culinary MSMEs in the West Medan District. This indicates that the combination of these two variables, entrepreneurial knowledge and social media use, can assist in achieving and maintaining business success.

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