



## **Business Success: The Impact of Entrepreneurial Spirit and Entrepreneurial Knowledge on Grocery Business Owners in Sidorame Barat I Subdistrict**

Sabina Putri Oktapiani Sitompul<sup>1</sup>, Hommy Dorthy Ellyany Sinaga<sup>2</sup>

*Management, Sekolah Tinggi Ilmu Ekonomi Eka Prasetya*

E-Mail: [sabinaputri2902@gmail.com](mailto:sabinaputri2902@gmail.com)

### **Abstract**

*This study aims to determine the effect of Entrepreneurial Spirit and Entrepreneurial Knowledge partially and simultaneously on the Success of Grocery Business Actors in Sidorame Barat I Village. This study uses descriptive and quantitative methods and data sources in the form of primary and secondary data. The population in the study were all grocery business actors in Sidorame Barat I Village. The number of samples was 101 business actors. The sampling technique was saturated sampling. The results showed that Entrepreneurial Spirit partially had a positive and significant effect on Business Success. Entrepreneurial Knowledge partially had a positive and significant effect on Business Success. Based on the results of simultaneous hypothesis testing, it is known that the results of the F test indicate that the variables Entrepreneurial Spirit and Entrepreneurial Knowledge simultaneously influence the Success of Grocery Business Actors in Sidorame Barat I Village. The amount of adjusted R Square in the first equation is Entrepreneurial Spirit and Entrepreneurial Knowledge have an influence on Business Success and the remaining is influenced by other factors not examined in this study, such as Business Behavior, Product Innovation and Creativity.*

**Keyword:** *Entrepreneurial Spirit, Entrepreneurial Knowledge, Business Success*



## INTRODUCTION

One of the economic strengths that has long supported the Indonesian and regional economies is the presence of Micro, Small, and Medium Enterprises (MSMEs). While the global economy and the Indonesian economy experienced a recession, MSMEs were not negatively impacted. MSMEs were able to maintain and increase their contribution to regional economic growth and increase state tax revenues, supported not only by large-scale industries but also significantly by small-scale industrial groups (Febriyantoro et al. 2018). MSMEs play a vital role in the global economy, contributing to economic growth, job creation, and increasing income (Afrizal et al. 2024).

MSMEs are a concrete manifestation of entrepreneurial practice. Entrepreneurship plays a vital role in a country's economic development. The emergence of small businesses and large enterprises 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 behind the economy (Husna et al., 2024).

Sidorame Barat I Village is a strategic area for MSMEs, due to its location amidst the dense population of Medan and its proximity to the office district. Due to its strategic location, many types of businesses exist in this area, including grocery stores. According to the Head of the Neighborhood Association in Sidorame Barat I Village, there are 101 grocery stores. This indicates high public enthusiasm for opening grocery stores.

To maintain the sustainability of businesses, including MSMEs, entrepreneurship is essential. Entrepreneurship is the application of creativity and innovation to solve problems and exploit the opportunities encountered daily (Hamka et al., 2021). To become a successful entrepreneur, one must possess high creativity, be willing to take risks, and be able to generate new ideas and innovations. In addition to creativity, entrepreneurial skills can also influence business success (Syamsuri et al., 2021). The primary determinant of a successful business lies in strategic management, which relates to setting long-term organizational goals, developing, being willing to take risks, having a clear vision and mission, being motivated, constantly seeking experience and acquiring knowledge to solve problems, assuming a responsible role, and possessing knowledge and understanding of the business being initiated (Ndruru, 2023).

However, the successful implementation of strategic management depends heavily on the entrepreneurial spirit and entrepreneurial knowledge possessed by Human Resources (HR) or MSME entrepreneurs. HR is a primary factor influencing the performance and success of an organization and plays a key role in achieving competitive advantage. Organizational success can only be achieved through qualified, superior, and competitive HR (Afrizal, 2024). Effective HR requires not only technical and managerial skills but also an entrepreneurial spirit that reflects the courage to take risks, a spirit of innovation, and the ability to proactively identify business opportunities.

An entrepreneurial spirit is an attitude that can be demonstrated creatively in entrepreneurship through the character and personality of individuals who possess the will to realize innovative ideas. An entrepreneurial spirit can drive an individual's success. Having an entrepreneurial spirit will actively create and develop businesses, thereby creating more jobs and helping reduce unemployment and poverty (Amanda et al., 2022). Entrepreneurial knowledge is the knowledge needed to start or develop a business, ensuring its longevity and growth. The purpose of this study was to determine the impact of entrepreneurial spirit and entrepreneurial knowledge on the success of grocery store owners in the Sidorame Barat I sub-district.

## **LITERATURE REVIEW**

### ***Business Success***

According to Moelrine et al. (2023), business success is the achievement of a business's goals. Meanwhile, Ardiyanti (2019) defines business success as an activity that directs the workforce and minds to achieve positive change or progress, both qualitatively and quantitatively, in accordance with established goals. According to Alam et al. (2025), business success demonstrates a state of improvement or superiority over the previous period. This involves many stages that must be overcome, supported by the capabilities of the entrepreneur. Meanwhile, according to Nainggolan et al. (2023), a business is considered successful if it experiences progress or development in terms of capital/assets, increased sales volume, and profit growth over the past few years. According to Aisyah (2021), business success is a condition or state in which a goal has been achieved through the efforts of a person's body, energy, and mind. According to Aisyah (2021), indicators of business success include profit, competitiveness, business competence and ethics, and the establishment of a positive image among consumers. Entrepreneurial Spirit

According to Victor (2023), individuals with an entrepreneurial spirit will be more willing to take risks and be responsible for the trust and obligations entrusted to them. Entrepreneurial spirit is the process of doing something (creative), doing something different (innovative), and daring to take risks. Meanwhile, according to Khairinal (2022), entrepreneurial spirit is something that is invisible within a person and is influenced by internal and external factors. It can only be seen in behavior when they translate innovative ideas and concepts into the workplace and use them to improve their quality of life and economic well-being. According to Nirmayani et al. (2023), entrepreneurial spirit is a strong belief in and acceptance of entrepreneurial behavior, a willingness to work hard, and maintaining relationships between members. This means there is a strong desire among members to maintain a psychological bond with the company. Meanwhile, according to Nurjannah (2023), successful entrepreneurs are those who possess the knowledge, spirit, and interest in high achievement, consisting of commitment and responsibility to their work, remain optimistic in the face of adverse situations, and also possess the ability to act proactively. Putri et al.'s opinion also supports this. (2022) defines entrepreneurial spirit as the ability of a company owner or leader to realize a vision, recognize opportunities, demonstrate courage in facing risks, demonstrate self-confidence, and be results-oriented

for the future and success of the business. Nirmayani et al. (2023) defines several indicators of entrepreneurial spirit: self-confidence, discipline, a love of challenges, leadership, and commitment.

### ***Entrepreneurial Knowledge***

According to Ndruru (2023), entrepreneurial knowledge is essentially the nature, characteristics, and character of someone who possesses the will to creatively translate innovative ideas into the real world. Meanwhile, according to Moelrine (2023), entrepreneurial knowledge is the ability to create new things through innovative actions and creative thinking to create opportunities. According to Nainggolan et al. (2024), entrepreneurial knowledge is the science, art, and behavior, characteristics, and character of someone who creatively translates innovative ideas into the real world. The definition of someone who possesses entrepreneurial knowledge will determine their confidence to improve their achievements (Hartini et al., 2022). Meanwhile, according to Merline (2022), entrepreneurial knowledge is a person's knowledge and skills regarding the business they are running, including innovation, new ideas, and the courage to take risks. According to Gultom (2021), knowledge includes knowledge about the business they intend to enter or start, knowledge of the existing business environment, and knowledge of business management and organization.

## **METHODS**

### ***Research Location***

In this study, the researcher selected a grocery store located in Sidorame Barat I sub-district, Medan City, as the research location.

### ***Research Period***

The author conducted the research from February 2025 to March 2025.

### ***Population and Sample***

The sampling technique used in this study was saturated sampling, which involves sampling the entire population (Mardianto et al., 2023). The population in this study was 101 grocery stores in Sidorame Barat I sub-district, thus making these 101 stores the sample for this study.

### ***Data Collection Technique***

Data collection techniques are the techniques or methods used to collect the data for the study. The techniques used are (Purnomo, 2023):

1. Interviews
2. Documentation
3. Questionnaires

**Data Analysis Techniques**

This study uses a multiple linear regression model as follows:

$$Y = a + b_1 X_1 + \dots + b_2 X_2 + \dots + b_n X_n + e$$

Where:

- Y: Business Success
- a: Constant
- b1, b2: Regression coefficients
- X1: Entrepreneurial Spirit
- X2: Entrepreneurial Knowledge
- e: Percentage of Error (5%)

**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 101 grocery store entrepreneurs who served as respondents revealed respondent characteristics based on business age, with the majority of respondents aged 30-50 years.

**Validity Test**

The results of the validity test can be seen in the table below:

**Table 1.** Validity Test

Variable	Statement	R <sub>count</sub>	R <sub>table</sub>
Entrepreneurial Spirit (X1)	Statement -1	0,788	0,361
	Statement -2	0,727	0,361
	Statement -3	0,679	0,361
	Statement -4	0,553	0,361
	Statement -5	0,527	0,361
	Statement -6	0,480	0,361
	Statement -7	0,642	0,361
	Statement -8	0,425	0,361
	Statement -9	0,455	0,361
	Statement -10	0,453	0,361
Entrepreneurial Knowledge (X2)	Statement -1	0,701	0,361
	Statement -2	0,844	0,361
	Statement -3	0,853	0,361

	Statement -4	0,798	0,361
	Statement -5	0,681	0,361
	Statement -6	0,8829	0,361
	Statement -7	0,790	0,361
	Statement -8	0,843	0,361
Business Success (Y)	Statement -1	0,791	0,361
	Statement -2	0,778	0,361
	Statement -3	0,893	0,361
	Statement -4	0,820	0,361
	Statement -5	0,847	0,361
	Statement -6	0,668	0,361
	Statement -7	0,630	0,361
	Statement -8	0,472	0,361

Source: Processed data, 2025.

From the results of table 2, the calculated r value for each statement item for each variable obtained is above the calculated r so it can be said that the statement used is valid.

### **Reliability Test**

The results of the reliability test can be seen in the table below:

**Tabel 2.** Reliability Test

Variable	<i>Cronbach's alpha</i>	<i>N of items</i>	Result
Entrepreneurial spirit (X1)	0,773	10	Acceptable reliability
Entrepreneurial knowledge (X2)	0,914	8	Good reliability
Business success (Y)	0,879	8	Good reliability

Source: Processed data, 2025.

Based on table 3 obtained from each variable, it can be seen that Cronbach's alpha is above 0.6 so that all statements from each variable are declared reliable.

**Classical Assumption Test**

**Normality Test**

According to Firdaus (2021), the normality test aims to determine whether the residuals being studied are normally distributed. The data distribution is not normal because there are extreme values in the data. To determine normality, the Kolmogorov-Smirnov (K-S) test can be used.

The results of the normality test can be seen in the table below:

**Tabel 3.** One Sample Kolmogorov Smirnov Test

		Unstandardized Residual
N		101
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std.Deviation	2.56896770
Most Extreme Differences	Absolute	.040
	Positive	.030
	Negative	-.040
Test Statistic		.040
Asymp. Sig. (2-tailed)		.200c.d

Source: Processed data, 2025.

The One Kolmogorov Smirnov test which can be seen in the table shows that the significance value of 0.200 is greater than 0.05, so it can be concluded that the data tested is normally distributed.

**Multiple Linear Regression Analysis**

**Table 4.** Multiple Linear Regression Analysis

Variable	Unstandardized Coefficients	Standardized Coefficients
	B	Beta
(Constant)	.359	
Entrepreneurial Spirit	.379	.674

Entrepreneurial Knowledge	.466	.273
---------------------------	------	------

Source: Processed data, 2025.

Based on Table 5, the multiple regression linear equation is obtained, namely:  $\text{Business Success} = 0.359 + 0.379 \text{ Entrepreneurial Spirit} + 0.466 \text{ Entrepreneurial Knowledge} + e$ . Where if the value of the independent variables, namely entrepreneurial spirit and entrepreneurial knowledge, is 0, then business success remains at 0.359. Every time the entrepreneurial spirit variable increases by 1 unit, business success will increase by 37.9 units. And every time the entrepreneurial knowledge variable increases by 1 unit, business success will increase by 46.6 units.

**Hypothesis Test**

**Partial Test (t-Test)**

The results of the partial test (t-test) can be seen in the table below:

**Tabel 5. T-Test**

Variable	T	Sig
(Constant)	.079	.937
Entrepreneurial Spirit	9.468	.000
Entrepreneurial Knowledge	3.832	.000

Source: Processed data, 2025.

Based on table 6, it can be explained that the entrepreneurial spirit variable has a t-value of  $9.468 > 1.98442$  with a significant value of  $0.000 < 0.05$ . The entrepreneurial knowledge variable has a t-value of  $3.832 > 1.98442$  with a significant value of  $0.000 < 0.05$ . So it can be concluded that there is a positive and significant influence between the entrepreneurial spirit and entrepreneurial knowledge on the success of grocery business actors in Sidorame Barat I sub-district.

**Simultaneous Test (F Test)**

The results of the simultaneous test (F Test) can be seen in the table below:

**Table 6. F-Test**

Variable	Sum of Squares	Df	Mean Square	F	Sig
Regression	675.031	2	337.515	50.119	.000 <sup>b</sup>
Residual	659.960	98	6.734		

Total	1334.990	100			
-------	----------	-----	--	--	--

Source: Processed data, 2025.

Based on table 7, it can be seen that the F count value is 50.119 with a significant value of 0.000. The F count value will be compared with the F distribution table value which has a significance of 0.05. From the F distribution table, the F table value is 3.09. Therefore, the F count value > F table, namely with a value of 50.119 > 3.09 and a significant value smaller than 0.05, namely with a value of 0.000 < 0.05. The test results show that H3 is accepted, it can be concluded that all independent variables, namely entrepreneurial spirit and entrepreneurial knowledge simultaneously have a positive and significant influence on the success of grocery business actors in Sidorame Barat I sub-district.

### **Coefficient of Determination Test (R<sup>2</sup>)**

The results of the coefficient of determination test can be seen in the table below:

**Table 7.** Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Regression	.711 <sup>a</sup>	.506	.0496	2.595

Source: Processed data, 2025.

Based on table 8, the value used to see the coefficient of determination is the r square value of 0.506. This shows that 50.6 percent of business success in grocery business actors in Sidorame Barat I sub-district is influenced by the variables of entrepreneurial spirit and entrepreneurial knowledge while the remaining 49.4 percent is influenced by other variables not examined in this study.

## **DISCUSSION**

This study confirms that both Entrepreneurial Spirit and Entrepreneurial Knowledge significantly influence the success of grocery business owners in Sidorame Barat I. The t-test results demonstrate a strong individual impact of each variable, while the F-test indicates a collective influence, with over 50% of business success explained by these factors. Entrepreneurial Spirit—encompassing confidence, discipline, risk-taking, and leadership—proves essential for small business resilience and sustainability. Business owners who exhibit proactive attitudes and high motivation are more capable of navigating market challenges and maintaining customer satisfaction. Similarly, Entrepreneurial Knowledge enables business owners to apply practical skills in marketing, finance, and customer relations. Those with deeper business insights tend to innovate more effectively, adapt to change, and make informed decisions. The results highlight that personal initiative and education are key drivers of MSME success. This emphasizes the importance of fostering entrepreneurship training and knowledge-sharing platforms for small business communities.

## **CONCLUSION**

Based on the research results and discussion, the author draws the following conclusions:

1. There is an impact of entrepreneurial spirit on the success of grocery store owners in Sidorame Barat I sub-district.
2. There is an impact of entrepreneurial knowledge on the success of grocery store owners in Sidorame Barat I sub-district.
3. There is an impact of entrepreneurial spirit and entrepreneurial knowledge on the success of grocery store owners in Sidorame Barat I sub-district.

## ***Managerial Implications***

Based on the author's analysis, the following implications for companies are obtained:

1. Grocery store owners in Sidorame Barat I sub-district should maintain an entrepreneurial spirit to increase sustainable business success, such as:
  - a. Grocery store owners should be more receptive to customer criticism and suggestions and should address these shortcomings so that customers respect the business owner as a seller by continuing to purchase from the shop.
  - b. Grocery store owners should maintain self-confidence and be confident in their ability to manage their grocery store to achieve business success.
2. Grocery business owners in Sidorame Barat I sub-district need to improve their entrepreneurial knowledge to increase sustainable business success, such as:
  - a. Grocery business owners must improve their knowledge of their role as grocery business owners to run their businesses more effectively and sustainably. By understanding the market, managing finances well, implementing appropriate marketing strategies, and adapting to technological and regulatory developments, grocery businesses can continue to grow.
  - b. Business owners can maintain their knowledge of their responsibilities in running their businesses, both to customers, suppliers, and the surrounding environment. Maintaining this knowledge of responsibility helps them remain professional, maintain their business reputation, and ensure business sustainability.

## ***Academic Recommendations***

Based on the research results, it can be concluded that:

1. Exploring Research Variables  
For future researchers who wish to continue this research, it is recommended to continue the research using other variables that can influence business success in addition to entrepreneurial spirit and entrepreneurial knowledge, such as entrepreneurial skills, product innovation, and entrepreneurial creativity.
2. Expanding Geographic Coverage  
One limitation of this study is the lack of diversity in the respondents, as they were only recruited from one location: grocery store owners in Sidorame Barat I sub-

district. It is hoped that future research will expand the scope, for example, by examining grocery store owners in Medan Perjuangan sub-district.

3. Exploring the Literature

For future researchers who wish to conduct further research on this topic, it is recommended that they expand their references, especially from the many existing guidebooks. This will hopefully support students' efforts to obtain reliable and comprehensive results.

**REFERENCES**

- Afrizal. (2024). Model Bisnis Peer To Peer Lending Syariah Berbasis Ekosistem Financial Technology Dalam Meningkatkan Pembiayaan Umkm Yang Berkelanjutan. *Universitas Islam Negeri Sumatra Utara*.
- Afrizal, M. Y. M. (2024). Sharia Peer-To-Peer Lending Business Model: Improving Sustainable Msme's Financing In Indonesia. *Pena Justisia: Media Komunikasi Dan Kajian Hukum*, 23(3).
- Aisyah Nur Wastuti, W. S. A. S. P. (2021). Pengaruh Motivasi Dan Kemampuan Usaha Pengaruh Motivasi Dan Kemampuan Usaha Terhadap Keberhasilan Usaha Umkm Pengolahan Pisang Di Kelurahan Rowosari, Semarang. *Jurnal Litbang Provinsi Jawa Tengah*, 19(2), 197–210. [Http://Ejournal.Bappeda.Jatengprov.Go.Id/Index.Php/Jurnaljateng](http://Ejournal.Bappeda.Jatengprov.Go.Id/Index.Php/Jurnaljateng)
- Ardiyanti, D. A., & Mora, Z. (2019). Pengaruh Minat Usaha Dan Motivasi Usaha Terhadap Keberhasilan Usaha Wirausaha Muda Di Kota Langsa. *Jurnal Samudra Ekonomi Dan Bisnis*, 10, 168–178. <https://doi.org/https://doi.org/10.33059/jseb.v10i2.1413>
- Elisabeth Nainggolan. (2024). Pengaruh Pengetahuan Kewirausahaan Dan Motivasi Terhadap Keberhasilan Usaha Pedagang Di Asia Mega Mas Medan. *Senashtek*, Vol.2, 297–304. <https://journals.stimsukmamedan.ac.id/index.php/senashtek2/article/view/676>
- Elisabeth Nainggolan, Novita, N., & Widalicin January. (2023). Pengaruh Kreativitas Dan Inovasi Produk Terhadap Keberhasilan Usaha (Studi Kasus Ruang Kopi Koju Cabang Cemara Asri Medan). *Gudang Jurnal Multidisiplin Ilmu*, 1(2), 33–38. <https://doi.org/10.59435/gjmi.v1i2.20>
- Fadhlika Moelrine, A., & Syarif, R. (2023a). Pengaruh Pengetahuan Kewirausahaan, Karakteristik Kewirausahaan Dan Kompetensi Kewirausahaan Terhadap Keberhasilan Umkm Desa Bojong Kulur. *Jurnal Kraith-Ekonomika*, Vol.6, 127–137. <https://doi.org/https://doi.org/10.37817/ikraith-ekonomika.v6i1.2475>
- Febriyantoro, M. T., & Arisandi, D. (2018). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil Dan Menengah Pada Era Masyarakat Ekonomi Asean. *Jurnal Manajemen Dewantara*, 1(2), 62–76. [Http://Ejournal.Stiedewantara.Ac.Id/Index.Php/Jmd/Issue/View/32](http://Ejournal.Stiedewantara.Ac.Id/Index.Php/Jmd/Issue/View/32)

- Hamka, H., Marjuni, S., & Chahyono, C. (2021). Pengaruh Kreativitas Dan Inovasi Terhadap Keberlangsungan Usaha Melalui Pelaku Usaha Industri Pengolahan Makanan Dan Minuman Di Kabupaten Maros. *Indonesian Journal Of Business And Management*, 4(1), 1–6. <https://doi.org/10.35965/jbm.v4i1.1190>
- Hartini, H., Wardhana, A., Normiyati, N., & Sulaiman, S. (2022). Peran Self-Efficacy Dalam Meningkatkan Minat Berwirausaha Women Entrepreneur Yang Dimediasi Oleh Pengetahuan Kewirausahaan. *Jurnal Ekonomi Modernisasi*, 18(2), 132–148. <https://doi.org/10.21067/jem.v18i2.7036>
- Husna, A., Nasution, J., Afrizal, & Lubis, M. A. (2024). Tafsir Hadis Tematik Dan Implikasinya Dalam Ekonomi Islam (Dr. M. Ruslan,Ed). *Medan : Umsu Press*.
- Ilham Kudratul Alam Sarpan Rinaldi Syarif. (2025). Pengaruh Pengetahuan Kewirausahaan, Karakteristik Kewirausahaan, Dan Pemilihan Lokasi Terhadap Keberhasilan Usaha (Studi Kasus Umkm Ayam Geprek Di Wilayah Darmaga Bogor). *Jurnal Mitra Manajemen*. <https://doi.org/https://doi.org/10.35968/jmm.v16i1.1420>
- Khairinal Khairinal, S. S. F. (2022). Pengaruh Lingkungan Keluarga, Pendidikan Kewirausahaan, Dan Jiwa Kewirausahaan Terhadap Minat Berwirausaha Siswa Smkn 1 Kota Jambi. *Jurnal Menejemen Pendidikan Dan Ilmu Sosial*, Vol.3, 163–164. <https://doi.org/https://doi.org/10.38035/jmpis.v3i1.863>
- Mardianto, Darwis, & Suhartatik. (2023). Hubungan Pola Makan Dengan Kejadian Hipertensi Di Rs Tk Ii Pelamonia. *Jimpk : Jurnal Ilmiah Mahasiswa & Penelitian Keperawatan*, 3. <https://doi.org/https://doi.org/10.35892/jimpk.v3i2.652>
- Merline, O. H. W. (2022). Pengaruh Pengetahuan Kewirausahaan, Orientasi Kewirausahaan, Dan Inovasi Terhadap Keberhasilan Ukm Alumni Dan Mahasiswa Universitas Tarumanagara. *Jurnal Manajerial Dan Kewirausahaan*, Vol.04, 435–443. <https://doi.org/https://doi.org/10.24912/jmk.v4i2.18243>
- Nestriang Ndruru. (2023). Pengaruh Pengetahuan Kewirausahaan Dan Motivasi Bisnis Terhadap Keberhasilan Usaha Pada Mahasiswa Manajemen Fakultas Ekonomi Dan Bisnis. *Jurnal Ilmiah Mahasiswa Nias Selatan*, Vol. 6, 54–65. <https://jurnal.uniraya.ac.id/index.php/jim>
- Nirmayani, L. H., & Suastika, N. (2023). Menumbuhkan Jiwa Kewirausahaan Melalui Koperasi Mahasiswa. *Jurnal Pendidikan Ekonomi Undiksha*, 15(1). <https://doi.org/https://doi.org/10.>
- Nurjannah, F. F. (2023). Pengaruh Pengetahuan, Minat, Dan Jiwa Kewirausahaan Terhadap Kesiapan Berwirausaha Pada Mahasiswa Universitas Mulawarman. *Seiko : Journal Of Management & Business*, 6(2), 215–224. <https://doi.org/https://doi.org/10.37531/sejaman.v6i2.5818>

- Pesta Gultom, L. A. (2021). Pengaruh Motivasi Berwirausaha Dan Pengetahuan Kewirausahaan Terhadap Keberhasilan Usaha Bisnis Farmasi Di Kecamatan Medan Petisah. *Jurnal Manajemen Bisnis Eka Prasetya (Jmbep)*, Vol.7, 52–65. <https://doi.org/10.47663/jmbep.v7i1.170>
- Purnomo, B. H. (2023). Metode Dan Teknik Pengumpulan Data Dalam Penelitian Tindakan Kelas (Classroom Action Research). *Ihsan*. <https://doi.org/10.61104/ihsan.v1i2.57>
- Putri Amanda, D., & M. Nawawi, Z. (2022a). Pengaruh Jiwa Kewirausahaan Dan Inovasi Terhadap Keberhasilan Usaha. *Manbiz: Journal Of Management And Business*, 2(2), 146–149. <https://doi.org/10.47467/manbiz.v2i2.1906>
- Putri Amanda, D., & M. Nawawi, Z. (2022b). Pengaruh Jiwa Kewirausahaan Dan Inovasi Terhadap Keberhasilan Usaha. *Manbiz: Journal Of Management And Business*, 2(2), 146–149. <https://doi.org/10.47467/manbiz.v2i2.1906>
- Syamsuri, A. R., Puspita, R., Lorenza, V., Alfian, R. N., & Ekonomi, F. (2021). Kreativitas Dan Kemampuan Kewirausahaan Terhadap Keberhasilan Usaha Opak Desa Pegajahan Pada Masa Pandemi Covid-19. *Jurnal Bisnis Manajemen*, Vol 1, 236–245. <https://doi.org/10.60036/jbm.v1i2.21>
- Victor & Steven. (2023). Analisis Pengaruh Jiwa Kewirausahaan Dan Motivasi Terhadap Keberhasilan Usaha Pada Rumah Makan Padang Di Kota Medan Victor, Steven. *Jurnal Administrasi Dan Manajemen*, 127–134. <https://doi.org/10.52643/jam.v13i1.3075>