

The Effect of Entrepreneurial Motivation on Business Performance in the Culinary Industrial Sector

¹Abd Azis Muthalib, ²Muh. Nur, ²Yulianti

¹Faculty of Business and Economics, Halu Oleo University

²STIE-66 Kendari, South East Sulawesi, Indonesia

ABSTRACT

This research was conducted on the culinary industrial that operate in the city of Kendari. The culinary industrial such as restaurants, small restaurants and food stalls. This research aims to; (1) know the entrepreneurial motivation of business culinary industrial in Kendari, (2) know the business performance of culinary industrial in Kendari, (3) know the effect entrepreneurial motivation on business performance of culinary industrial in Kendari. The population in this study was all the culinary industrial who received an operating license from the government of Kendari and registered as taxpayers in Regional Revenue Office of Kendari. Total population of 286 business units with the details; restaurant 38 units, small restaurant 81 units and food 167 units. The number of samples examined as many 30 samples, or 10.5 percent of the total population business units of the culinary industrial in Kendari. Sampling in each sub-population proportionally. Data collected by using interviews, questionnaires, and observation. Data analysis method used is simple linear regression using the program SPSS version 20.0. Research results show that: (1) Entrepreneurial motivation on business culinary industrial in Kendari very good, (2) Business performance of culinary industrial in Kendari very good, (3) Entrepreneurial motivation positive and significant effect on the business performance of the culinary industrial in Kendari, This indicates that the better entrepreneurial motivation of owned business culinary industrial, the better the performance of its business.

Keywords: *Entrepreneurial Motivation, Business Performance, Culinary Industrial.*

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I. INTRODUCTION

Development is essentially aimed at improving the living standards and welfare. Astamoen (2005) in Rianse, Usman et. al (2011) states that a State would reach the level of prosperity or welfare if entrepreneurial amount of at least 2% of the total population. Based on these opinions, the Indonesian government is now promoting the entrepreneurial spirit both among businesses and among students. As a manifestation of the government's seriousness in promoting the entrepreneurial spirit has been poured in Presidential Instruction No. 4 in 1995. Base on knowledge about the nature of entrepreneurship, it is expected that the businesses and people in general, including the student can understand the importance of entrepreneurship in solving the problem in this country is how Indonesia's population productivity so that the problem of unemployment and an increase in welfare can be solved.

Business performance is one of the indicators to measure the success of a good business trade, business services and industrial enterprises. Therefore every business organizations (business) both individual businesses and business groups are always trying to improve its business performance. Business performance measurement can be done by looking at the extent to which of the objectives its company. Work performance to achieve the company in general, linked to the objectives of the company. Business organizations generally can measure the performance of its business using financial measures (sales growth, profit growth, and asset growth or capital growth) and non-financial (employee turnover, customer satisfaction, and productivity).

According to Idrus (2004) performance is the results achieved or done something in the form of products and services supplied by a person or group. Relating to the measurement of performance can be done by looking at the extent to which the objectives of the company concerned. Indicators that can be used to measure performance is high productivity, leadership of the company, the level of employment, business stability, high growth, low production cost, develop community, and business growth.

Business performance is essentially influenced by various factors both internal and external. One of the factors that affect the performance of the business is entrepreneurship. According to Covin and Slevin (1991) found that entrepreneurial orientation contribute and influence on business performance. Meanwhile, according to Hastin (2010) in Abd.Azis (2014) entrepreneurship has no direct effect on the performance of the business, but it is immediately able to increase competitive advantage.

Entrepreneurship is a group of people who exalt human creative and innovative. The human group, is driving economic growth. Entrepreneur is the ability to think and act productively, so it can run a business that lead to the creation of employment opportunities and an increase in income and social welfare.

According to Lee and Tsang (2001) that the success of the business is dependent role of the entrepreneur or entrepreneurial itself, and in entrepreneurial human factor plays an important role in addition to other factors critical. Theoretically Collings (2003) in Darmadji (2012) leadership position as a central factor that dominates, moving, directing and coordinating various other factors within the organization. Similarly to what was stated by Suryana (2003) in Abd.Azis (2014) that the success or failure of self-employment is highly dependent on the ability of private entrepreneurs. This means that the success or failure of a business is highly dependent on the entrepreneurial ability possessed by the managers of the business.

Discuss about entrepreneurship, there are some experts who explain the theory and research on entrepreneurship such as: (Covin & Slevin, 1991; Miller, 1982) argues, companies with a high level of entrepreneurial orientation will always try to find new opportunities and strengthen its competitive position in doing business activity in the market. Furthermore, Seongbae Lim (2002) asserts, the development of the concept of entrepreneurial orientation is required in small companies. This is important because the personal attributes of the owner of that form entrepreneurial orientation have a strong influence on business performance. The dimension is reflected in the attitudes and behavior, such as: autonomy, risk, innovative, and compete aggressively with putting personal attributes that exist in the business owners.

Culinary industrial in Indonesia has grown along with the development of the city. A growing city is also a growing the culinary industrial. Besides the culinary industrial today has become one of the tourist attraction. Kendari city as one of the emerging city has encouraged the development of the culinary industrial.

Regional Revenue Office data Kendari in 2012 recorded that the number of business units in Kendari culinary industrial totaled 238 business units. The number increased in 2013 to 286 business units or an increase of 20.17 percent. Empirical evidence shows that most of the culinary industrial in Kendari City efforts progressing relatively well. But it can not be denied that there is still a small part in the culinary industry kendari city that can not develop properly, and there is even such that do not survive to continue its operations due to various constraints faced. Based on the description that has been stated above, it is necessary to do research on "The Effect of Entrepreneurial Motivation on Business Performance in the culinary industrial sector."

II. LITERATURE REVIEW AND FRAMEWORK

2.1. Literature Review

Entrepreneurial defined as: (1) those who dare to take risks, (2) people who mobilize and allocate capital, (3) the person who created the new stuff, and (4) the person who takes care of the company. Some understanding about entrepreneurship are as follows: (1) the person who changed the value of the resources, manpower, materials and other production factors to be larger than ever before, (2) the person who made the changes, innovations, and new ways, (3) The person who has the ability to see and assess business opportunities; gather the resources needed to take appropriate action and to take advantage in order to achieve success, (4) the person doing the creative efforts and by developing innovative ideas, and gathering resources to find opportunities and preparation live (Rianse, Usman et.al. 2011).

Entrepreneurship is defined as: (1) mental, attitude, spirit that has always actively trying to increase income, (2) a process of a person in order to pursue opportunities to meet the needs and desires through innovation, without regard to the resources they control (3) dynamic process for create additional prosperity, (4) the process of creating something else to use the time and activities with risk capital and services, as well as receive remuneration, satisfaction, and personal freedom (Rianse, Usman et.al. 2011).

Appendix Instruction No. 4 In 1995, the National movement to promoting and cultivating entrepreneurship (GNMMK), Enterprise is the spirit, attitude, behavior, and ability to handle business or activity directed to labor, technology, and new products to improve efficiency in order to provide services better and greater profits. Entrepreneurial individuals appear if someone dared to develop businesses and new ideas. Entrepreneurial process includes all the functions, activities, and actions related to acquisition opportunities and the creation of a business organization. Discuss entrepreneurship means discusses the person's behavior, the behavior of individuals who have personality characteristics or specific personality. Specific personality characteristics which are called by entrepreneurship, was the behavior of the individual is a person of action stemming from the reflection of the attitude of the individual. The individual attitudes are affected by the condition of the object, subject and situation (Sanjoyo, 2004) in Alma (2007).

Entrepreneurship which can be broadly defined as the process of creating something different value by using the effort and time required, as well as receive remuneration of monetary and personal satisfaction (Wiratmo, 1996) in Rianse, Usman (2011). According to Alma (2008) that the term comes from the translation entrepreneurship which means an ability to think creatively and act as the basis of innovative, resources, propulsion, objectives, tactics, tips and processes in the face of life's challenges.

Attitude entrepreneurship (entrepreneurship) appeared when someone dared to develop businesses and new ideas, being entrepreneurial process includes all the functions, activities, and actions related to acquisition opportunities and the creation of a business organization. So entrepreneurs are people who had the opportunity and creates an organization to pursue the opportunities (Bygrave, 1995 in Alma, 2007).

Drucker (1985), defines that the entrepreneur is the economic activities of moving resources from low productivity region to region higher productivity and greater results. The definition of developing up to now, so that Drucker concluded that entrepreneurship is the ability to create a product that was mediocre with the application of management concepts and management techniques (i.e by asking what value it valuable for customers), standardization of product, process and equipment design, and to base the training on the analysis of the work to be done and to set the desired standard thus improving the results of existing resources and creating new markets and customers.

Based on the opinion of Drucker can be noted that not all new businesses, small and owned his own as entrepreneurs, but the ability to increase produktivitaslah are referred to as self-employment. According to Kao (1995) mentions that entrepreneurship as a process is the process of creating something new (new creation) to create something different from existing ones (innovation), the aim is to achieve well-being of individuals and the value added to the community.

From both the above opinion can be argued that the success of the entrepreneur is largely determined by the productivity of the business that can be achieved and the ability to continuously improve productivity both start-up and developed worlds. Drucker view more emphasis on the ability to create customer-oriented creativity through the application of management concepts. Productivity and creativity is crucial entrepreneurial success is based on competencies required of both the knowledge, skills and based learning.

Abd.Azis (2014) in his research titled entrepreneurship and its influence on performance improvement and poverty alleviation micro enterprises (studies on the industrial sector in the city of Kendari) found that entrepreneurial positive and significant effect on micro enterprises performance.

Musakar Isa (2011) in his research titled analysis of entrepreneurial competencies, entrepreneurial orientation and performance of the furniture industrial in Klaten district found that entrepreneurial orientation positive and significant impact on business performance. Musakar Isa measure of entrepreneurial competencies of five indicators, namely; (1) Managerial skills, (2) Conceptual skills, (3) Human skills, (4) Decision making skills, and (5) Time managerial skills. Baheri (2011), which examines the influence of Islamic values against the performance of micro enterprises through entrepreneurship found that variable has no significant effect on the performance of micro enterprises, while the variable of Islamic values directly affects the performance of micro enterprises. Hastin research results (2010) in Abd.Azis (2014) found that entrepreneurship no direct effect on the business performance, but it is immediately able to increase competitive advantage, and shows the gap with the theory put forward by (Covin and Slevin, 1991; Lim Seongbae, 2002; Zahra, and Garvis, 2000; Wiklund and Shepherd, 2005) found that entrepreneurial orientation contribute and influence on business performance. Baum research results, et.al. (2001), entitled A Multidimensional Model Of Ventura Growth. Find that the personal aspect consisting of motivation and competence have an influence on the growth of the business.

Lee, D.Y. and Tsang (2001) in his study The Effects of Entrepreneurial, Personality, Background and Net Work Activities on Venture Growth. That found the personal aspect is illustrated by indicators of need for achievement and personal extroversion trait showed a positive correlation with performance.

2.2. framework

The development of the culinary industrial is basically intended to increase income, expansion of employment and income distribution. To achieve these objectives, the business performance in culinary industrial must be improved in order to contribute to the increase in income, expansion of employment and income distribution.

In short, the above-mentioned framework can be described as follows:

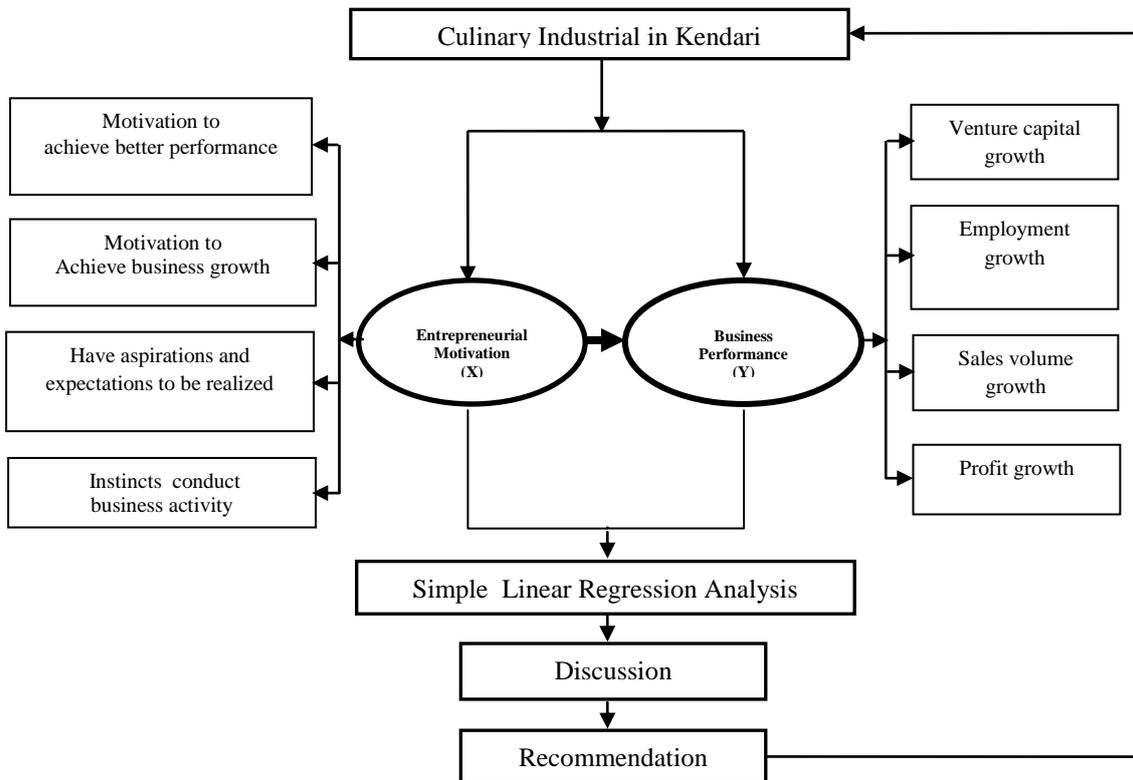


Figure 2.1. Framework Research

Captions :

○ = Latent Variables

□ = Indicators

→ = The effect of variable relationship

III. RESEARCH METHODS

This research was conducted in the city of Kendari to retrieve the object in the culinary industrial. The research population was all the culinary industrial who received an operating license from the government of the city of Kendari and registered as taxpayers in Regional Revenue Office of Kendari. Total population of 286 business units with the details; restaurant 38 business units, small restaurants 81 business units and food stalls 167 business units. the number of samples to be examined in this study were as many as 30 samples, or 10.5 percent of the total population of the culinary industrial in Kendari. Sampling in each sub-population proportionally with the details as in Table 3.1. as follows:

Table 3.1. Number of samples in each sub-population.

Sub-population) *	*Number SubPopulation	Percentage Sampling	Total Sample) **
1. Restaurant	38	10,5 percent	4
2. Small Restaurant	81	10,5 percent	8
3. Food stalls	167	10,5 percent	18
Total	286		30

Source: *) Regional Revenue Office Kendari.

**) Calculation Results.

The data used in this study are primary data and secondary data. The main data used are primary data, secondary data is only used as supporting data that aims to supplement the discussion in the study analysis. Primary data were collected with a survey method that is information or data collected directly from selected respondents as the research samples. The instrument used for the collection of primary data is a questionnaire and interview methods.

Based on the objectives to be achieved in this research, the methods used are descriptive statistical analysis and inferential statistical analysis. Descriptive statistical analysis performed by a variety of variables which describe in meticulous in this study include the entrepreneurial motivation in the culinary industrial, business performance in the culinary industrial, while quantitative analysis was conducted to analyze the effect entrepreneurial motivation on business performance in the culinary industrial. Inferential statistical analysis method used simple linear regression analysis model as follows.

$$Y = a + b X \text{ (Sudjana, 1982)}$$

where: Y = Business Performance.

X = Entrepreneurial Motivation

a = Constant

b = Regression coefficient

To determine whether there is a significant influence between the entrepreneurial motivation on the culinary industry business performance used tests of significance with the following criteria:

1. If the significance value < (0.05), then the entrepreneurial motivation significant effect on the business performance of the culinary industrial.
2. If the significance value > (0.05), the entrepreneurial motivation no significant effect on the business performance of the culinary industrial.

In this study described some of the variables under study as follows:

1. Entrepreneurial motivation is owned by the culinary industrial players to think creatively, act innovative and productive behave. Entrepreneurial motivation is measured by four indicators, namely; (1) motivation of achievement, (2) motivation to achieve business growth, (3) the ideals and expectations, (4) instincts conduct business activities.
2. Business performance of the culinary industrial is the result or achievement culinary industrial in Kendari. Culinary industry business performance measured by four indicators, namely; (1) venture capital growth, (2) employment growth, (3) sales volume growth, and (4) profits growth.
3. The culinary industrial that operate in the city of Kendari which consists of restaurants, small restaurants, and food stalls.

IV. RESULT AND DISCUSSION

4.1.Result

Results of simple linear regression analysis using SPSS version 20.00 is obtained parameter values as in table 4.1 below:

Table 4.1. Simple Linear Regression Analysis

Independent Variables	Regression Coefficients (β)	t _{Hitung}	Value Significance	Decision
Entrepreneurial Motivation (X)	0,926	13,020	0,000	Significant
Constants (a) significant t = 1.005 with 0.477				
r Square	= 0,858			N = 30 α = 0,05
r	= 0,926			
t hitung	= 13,020			
Significant value	= 0,000			
Standard error	= 0,78			

Source: Primary Data is processed 2015

Based on the results of such calculations in Table 4.1. The explanation, it can be stated as follows:

1. Value of significance = 0.000 smaller than α = 0.05 , then the statistical variables of entrepreneurial motivation (X) significantly effect of business performance in culinary industrial (Y) on the level of 95% or α = 0.05

2. The value of r-Square of 0.858 indicates that the magnitude of the direct effect of entrepreneurial motivation variable (X) on the business performance (Y) is 85.8%, so the influence of other variables that are not described in the model of 14.2%.

3. The value of (correlation coefficient 0.926 indicates that the closeness of a direct relationship between the entrepreneurial motivation variable (X) on the business performance (Y) is equal to 92.6%. This relationship is statistically classified as very strong, as presented by Sugiono (1999) that were classified as very strong relationship of 0.80 to 1.000. Therefore, the resulting regression model can be regarded as a model that "Fit" or it can be a good predictor models in explaining the effect of entrepreneurial motivation towards business performance in culinary Industrial. On this basis, the resulting regression model as an explanatory model of entrepreneurial motivation influence on business performance on the culinary industrial in Kendari can be expressed as follows:

$$Y = 1.005 + 0.926 X_1$$

Where: Y = Business Performance

X = Entrepreneurial Motivation

Research hypothesis proposed in this study that entrepreneurial motivation significantly influence business performance in culinary industrial. Based on the results of a simple linear regression analysis showed variable entrepreneurial motivation has a significance value of 0.000 is smaller when compared with $\alpha = 0.05$. This may imply that there is significant influence between the variables of entrepreneurial motivation towards business performance in culinary industrial.

4.2. Discussion

Entrepreneurial motivation impulse arising from within the business culinary industrial for creative thinking, innovative behave and act productively so that it can run the culinary industry efforts leading to enhanced business performance. Entrepreneurial motivation is a variable that affects the (exogenous variables). This variable is a latent variable that cannot be measured directly, but measured by indicators; achievement motivation, motivation to achieve business growth, have aspirations and expectations, and the instinct to do business. The study found that, all of the indicators used to measure entrepreneurial motivation variable according to the respondents' perception of business actors in the culinary industrial is in excellent Kendari city. This is proved by the statement of the majority of respondents businesses stated strongly agree and agree. This shows that entrepreneurial motivation in culinary industrial players classified as very good. Motivation is very high that businesses owned by the culinary industrial in Kendari are ideals and expectations. Business operators hope that by doing business the culinary industry they hope to may hajj for Muslims, can send their children to pursue higher education, can live well and prosper in the midst of society, and to improve their social status.

Performance is latent variable micro enterprises (construct) is a variable that can not be measured directly, but is formed through the observed indicators of the level of working capital growth, the rate of employment growth, the growth rate of business turnover and profit growth rates. Business performance variable is a variable that is affected (endogenous variable).

Results of the study found that all the indicators used to measure business performance variables corresponding perception of respondents classified as very good. This can be shown by the majority of respondents stated strongly agree and disagree, and only a fraction of all the respondents who expressed a neutral and first responder on the employment indicators that disagree. The four indicators used to measure business performance turns the culinary industry growth of venture capital is much better than the net profit growth. While employment growth and sales volume growth remained below the growth of venture capital. It shows that employers still prioritize the culinary industry in venture capital accretion. This means that the culinary industry in the city kendari still need enough capital to develop his own efforts.

The analysis showed that the variables of entrepreneurial motivation as measured by indicators of achievement motivation, motivation to achieve business growth, aspiration and hope and instinct perform business activities and significant positive effect on business performance in culinary industry. That is, that the more good entrepreneurial motivation, the better the business performance in culinary industrial.

The phenomenon is also reinforced with determinansi coefficient (r^2) of 0.858. This figure indicates that the business performance variations in culinary industrial can be explained by the entrepreneurial motivation of 85.8%. In other words, that the direct effect of the entrepreneurial motivation on business performance in culinary industrial amounted to 85.8%. Therefore, the effect of other variables that are not described in the model only 14.7%. In addition, the level of the relationship of entrepreneurial motivation variables on the business performance in culinary industrial is equal to 0.926 or 92.6%. This figure indicates that the variable entrepreneurial motivation has a direct relationship to the closeness of the level of business performance in culinary industrial amounted to 92.6%. Level of the relationship amounted to 92.6% can be said to be "very strong" (Sugiono, 1999).

This it can be interpreted that entrepreneurial motivation influence on business performance. With the motivation owned by businesses such as motivation achieve better performance, motivation to achieve business growth, have ideals and expectations to be realized, and has an instinct capable of performing a business activity, then businesses will work in earnest to realizing the dream that has implications for the improvement of business performance.

Entrepreneurial are people who have the entrepreneurial traits and generally had the courage to take risks, especially in dealing with a business or company rests on the ability and willingness of its own (Saiman 2009). The opinion shows that entrepreneurship is closely linked to the ability which includes the ability to manage a business or business performance is often referred to. Besides, it is the will itself which of course is motivation. The results support of research conducted by Abd. Azis (2014) which found that businesses that have a high motivation venture business performance far better than those who have low motivation. Moreover these results are also consistent with the results of research conducted by Baum, et.al. (2001) who found that the personal aspect consisting of motivation and competence have an influence on the growth of the business. Lee and Tsang (2011) also found that the personal aspect is illustrated by indicators of need for achievement and personal motivation showed a positive correlation with performance.

V. CONCLUSION AND SUGGESTION

5.1. Conclusion

Based on the results of research and discussion that has been stated above, some conclusions can be drawn as follows:

1. Entrepreneurial motivation in culinary industrial classified as very good. This can be evidenced by the statement of the majority of respondents stated strongly agree to all of the indicators used in measuring the entrepreneurial motivation variable. This means that entrepreneurial motivation variables that measured achievement motivation, motivation to achieve business growth, have aspirations and expectations, and has an instinct for business activities as very good.
2. Business performance in culinary industrial classified as very good. Of the four indicators used to measure business performance in culinary industrial, the majority of respondents stated strongly agree. This shows that the business performance of the culinary industry perceived the ventura capital growth, employment growth, sales volume growth i and profit growth as very good.
3. Entrepreneurial motivation positive and significant effect on the business performance in culinary industrial. This indicates that the better motivation of entrepreneurial owned business in culinary industrial, the better performance of its business.

5.2. Suggestion

Based on these results, it can be argued bebesapa suggestions are expected to be taken into consideration for the parties associated with the development of the culinary industrial in Kendari.

1. The Government of Kendari need to motivate businesses culinary industry in particular entrepreneurship motivation that they manage the culinary industry can thrive.
2. Efforts coaching and development of the culinary industrial in Kendari still needs to be improved by the city government through increased entrepreneurship and business skills for business operators culinary industrial.
3. For the businessmen in the culinary industrial need to raise the motivation of entrepreneurship in him in order to make every effort to develop his own efforts.

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