



Business Ability as a Mediating Variable of Business Motivation on the Business Performance of Agricultural MSMEs

Palahudin¹, Tini Kartini^{2*}, Egi Saputra³
Universitas Djuanda, Indonesia

Corresponding Author: Tini Kartini : tini.kartini@unida.ac.id

ARTICLE INFO

Keywords: Business Performance, Business Ability, Business Motivation

Received : 15, May

Revised : 20, June

Accepted: 17, July

©2025 Palahudin, Kartini, Saputra: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRAK

This study aims to analyze the influence of business motivation on business performance, with business capability as an intervening variable in agricultural MSMEs in Cipanas District. A sample of 100 respondents was obtained through purposive sampling. Data analysis used descriptive, verification, and path analysis methods. The results show that business motivation has a positive and significant effect on business capability and business performance. Business capability also has a significant effect on business performance and mediates the relationship between motivation and business performance. The researcher recommends that MSMEs improve their business capabilities to boost sales, profits, and work motivation.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in driving national economic growth. MSMEs are types of businesses that produce goods and/or services by utilizing natural resources, skills, as well as elements of local arts and culture as their primary raw materials (Halim, 2020). Indonesia has a large population and an abundance of natural resources. However, despite the abundance of human and natural resources, there is a lack of employment opportunities, leading to unemployment and poverty. Various efforts can be made to address this issue, one of which is through entrepreneurship.

According to Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises (MSMEs), MSMEs are defined as productive business activities owned individually, operating independently, and not part of, a subsidiary of, or a branch of a large enterprise. Furthermore, MSMEs are not under the direct or indirect control of large-scale businesses, with limitations on net assets and annual revenue as regulated by legislation.

MSMEs hold a significant and strategic role in supporting national development and public welfare. The number of MSMEs in Indonesia tends to increase annually based on societal needs. The growth of MSMEs in Indonesia is also reflected in the development of MSMEs in West Java Province. West Java is a province committed to MSME development and continues to promote entrepreneurial activities.

Data from the Central Bureau of Statistics (BPS) of West Java Province show the development of MSMEs as follows:

Table 1. MSME Development in West Java Province, 2019–2023

No	Year	Number of Businesses (Units)	Percentage (%)
1	2019	629,597	-
2	2020	625,943	(0.58)
3	2021	622,225	(0.59)
4	2022	667,795	0.73
5	2023	641,639	(0.26)
	Total	3,187,199	0.61
	Average	637,439	2.04

Source: Central Bureau of Statistics (BPS) of West Java Province, 2025

As presented in Table 1, the development of MSMEs in West Java Province from 2019 to 2023 shows an average increase of 2.04%, or an average increase of 637,439 MSME units. Meanwhile, a fluctuating decline occurred in 2020 and 2021, with growth rates dropping by 0.58% in 2020 and 0.59% in 2021. One of the main factors behind this decline was the COVID-19 pandemic. Over time, the growth of MSMEs at the provincial level in West Java has been mirrored at the regional level, including in Cianjur Regency.

Cianjur Regency is a district that consistently supports and is committed to economic development through MSME empowerment. The Cianjur Regency Government launched a program aimed at improving the welfare of MSME actors, namely the "10,000 Cianjur MSMEs Welfare Achievement Program."

MSME activities are spread across 64 regions, including Cipanas District. Cipanas District is a mountainous area with a high rainfall climate. This geographical condition contributes to the fact that the majority of people in Cipanas work as farmers or rely on the agricultural sector. Another contributing factor is the relatively vast agricultural land. According to the Central Bureau of Statistics (BPS) of Cianjur Regency, the total agricultural land in Cipanas District is approximately 2,092.3 hectares. The abundant agricultural output creates business opportunities for the local community in Cipanas District.

Table 2. Distribution of Agricultural MSMEs in Cipanas District in 2024

No	Village	MSMEs (Units)	Percentage (%)
1	Cipanas	87	25
2	Ciloto	12	4
3	Sindanglaya	34	10
4	Cimacan	15	4
5	Batulawang	45	13
6	Sindangjaya	93	27
7	Palasari	56	16
	Total	342	100

Source: MSME Office of Cianjur Regency, 2025

As presented in Table 2, agricultural MSMEs in Cipanas District are spread across seven villages. The highest number of MSMEs is in Sindangjaya Village with 93 units (27%), while the lowest is in Ciloto Village with 12 units (4%). This indicates that agricultural MSMEs in Cipanas District are relatively evenly distributed. Several factors contribute to the variation in MSME numbers among villages. Villages with higher MSME counts often host tourist attractions such as Cibodas Botanical Garden (KRC), Kota Bunga (Little Venice), flower gardens, and agropolitan areas like Artala. This shows that, aside from the vast agricultural land, the number of agricultural MSMEs in Cipanas District is also influenced by the presence of tourists visiting local attractions, since agricultural products from Cipanas are in high demand.

One of the efforts to achieve business success is to improve business performance. Business performance refers to the actions or activities carried out by a business within a certain time frame to achieve its predetermined goals, targets, vision, and mission (Mukson et al., 2020). Business performance affects the success of an enterprise, with five indicators that influence it:

1. Sales growth,
2. Customer growth,
3. Product success,
4. Asset growth, and

5. Employee growth (Mukson et al., 2020).

In relation to the business performance indicator, namely the achievement of increased sales, preliminary survey results conducted from December 2 to December 21, 2024, regarding the sales targets and realizations of 30 agricultural MSME actors in Cipanas District revealed that the average monthly sales of agricultural MSME actors in Cipanas District in 2024 was IDR 10,147,862, reaching only 85% of the set target. This indicates that the predetermined targets have not yet been achieved.

Several factors influence the sales performance of agricultural MSMEs in Cipanas District, one of which is the decline in consumers' purchasing power and fluctuating vegetable prices due to the transitional (pancaroba) season. Another factor contributing to the failure to meet sales targets is the suboptimal business performance of agricultural MSMEs in the region. To evaluate business performance, it can be assessed through several influencing factors, including business motivation, business capability, business environment, business commitment, banking support, skills, and others (Mukson et al., 2020).

Business performance can be influenced by the entrepreneurial capabilities possessed by each business actor. Business capability includes skills, knowledge, and personality traits that enable a person to complete tasks effectively and efficiently (Dessler, 2022). A business actor's capability can be measured using six indicators:

1. Cognitive ability,
2. Technical ability,
3. Interpersonal ability,
4. Managerial ability,
5. Adaptability,
6. Physical ability (Dessler, 2022).

A preliminary survey was conducted on 30 agricultural MSME actors in Cipanas District from December 2 to 21, 2024, based on these indicators, with results as follows:

Table 3. Preliminary Survey of Entrepreneurial Capabilities of Agricultural MSMEs in Cipanas District, 2024

No	Indicator	Yes	No	Interpretation
1	Cognitive Ability	6 (20%)	24 (80%)	80% of business actors lack problem-solving and decision-making abilities.
2	Technical Ability	7 (23%)	23 (77%)	77% are unable to carry out tasks effectively.
3	Interpersonal Ability	16 (53%)	14 (47%)	47% lack the ability to communicate with consumers or fellow entrepreneurs.
4	Managerial Ability	8 (27%)	22 (73%)	73% cannot manage resources to achieve targets.

No	Indicator	Yes	No	Interpretation
5	Adaptability	9 (30%)	21 (70%)	70% cannot adapt to change or new situations.
6	Physical Ability	18 (60%)	12 (40%)	40% lack the physical ability to perform tasks.
	Average	11 (36%)	19 (64%)	64% of business actors lack business capabilities across the six indicators.

Source: Preliminary survey, processed data 2025

As shown in Table 3, based on the results of the preliminary survey on entrepreneurial capability indicators among 30 agricultural MSME actors in Cipanas District, it was found that 64% or 19 business actors responded “No” to the business capability indicators. The highest deficiency was observed in cognitive ability, with 80% (24 business actors) lacking the necessary skill. This indicates that the entrepreneurial capabilities of agricultural MSME actors in Cipanas District are still considered low.

MSME actors must take strategic steps to improve their business performance. In addition to improving entrepreneurial capabilities, another factor influencing business performance is entrepreneurial motivation. Entrepreneurial motivation refers to a readiness to work as optimally as possible in achieving collective goals, influenced by the ability to meet individual needs (Saiman, 2020).

Each entrepreneur is expected to have high motivation, as it relates to business success. When an entrepreneur is already motivated in running their business activities, their business performance will improve, and the set goals can be achieved more optimally.

Motivation among agricultural MSME entrepreneurs can be measured using four indicators:

1. Profit,
2. Freedom,
3. Personal dream, and
4. Independence (Saiman, 2020).

A preliminary survey was also conducted among 30 agricultural MSME actors in Cipanas District from December 2 to 21, 2024, with results as follows:

Table 4. Preliminary Survey of Entrepreneurial Motivation of Agricultural MSMEs in Cipanas District, 2024

No	Indicator	Yes	No	Interpretation
1	Profit	4 (13%)	26 (87%)	87% do not achieve their income targets.
2	Freedom	16 (53%)	14 (47%)	47% do not have freedom in managing their business.

No	Indicator	Yes	No	Interpretation
3	Personal Dream	9 (30%)	21 (70%)	70% lack a hopeful vision for future business sustainability.
4	Independence	6 (20%)	24 (80%)	80% are not independent in terms of capital and business management.
	Average	8 (28%)	22 (73%)	73% of MSME actors lack motivation in one or more areas: profit, freedom, dreams, independence.

Source: Preliminary survey, processed data 2025

As shown in Table 4, based on the preliminary survey results on entrepreneurial motivation indicators among 30 agricultural MSME actors in Cipanas District, it was found that 73% or 22 business actors responded “No” to motivation indicators. The highest lack was in the profit indicator, where 87% (26 actors) failed to earn income in accordance with their targets. The lowest deficiency was in the freedom indicator, with 47% (14 actors), indicating that most business actors still have some freedom in managing their businesses.

Based on these various motivation indicators, it can be concluded that entrepreneurial motivation among agricultural MSMEs in Cipanas District remains relatively low.

Several studies have been conducted regarding the factors that influence business performance. However, based on these existing studies, there remains a significant research gap concerning the influence of entrepreneurial motivation and entrepreneurial capability on business performance. The findings show inconsistencies among various research results.

Research conducted by Mulyadi et al. (2024) and Hidayat et al. (2020) indicates that both entrepreneurial motivation and entrepreneurial capability have a positive effect on business performance. In contrast, other studies show that entrepreneurial capability acts as a mediator between entrepreneurial motivation and business performance (Sukarno et al., 2024). However, inconsistent findings also emerge; a study by Hidayat (2021) revealed that entrepreneurial motivation and entrepreneurial capability do not have a significant effect on business performance. Similarly, research by Nurjanah et al. (2023), supported by Ariyanto (2023), found that entrepreneurial motivation does not affect business performance even when mediated by entrepreneurial capability.

These inconsistent findings highlight the need for further research to explore the mechanism of the relationship between entrepreneurial motivation, entrepreneurial capability, and business performance, as well as to identify contextual factors that may influence the outcomes. A more in-depth investigation will provide broader insights for agricultural MSME actors in improving their business performance to achieve the expected results.

LITERATURE REVIEW

Human Resource Management

Human resources are the most crucial aspect of any enterprise. The role of human resources encompasses financial, technological, and operational aspects. Human resources must be well-managed in order to achieve high performance and contribute to the accomplishment of organizational goals. Human Resource Management is the science or art of regulating relationships and roles of the workforce effectively and efficiently to support the realization of goals of the organization, its employees, and society at large (Hasibuan, 2020).

Business Performance

Business performance refers to the actions or activities carried out by a business over a specific period to achieve its predetermined goals, objectives, vision, and mission (Mukson et al., 2020).

Entrepreneurial Capability

Entrepreneurial capability includes skills, knowledge, and personality traits that enable an individual to complete tasks effectively and efficiently (Dessler, 2022).

Entrepreneurial Motivation

Entrepreneurial motivation can be defined as a willingness to work as optimally as possible to achieve business goals, influenced by the ability to satisfy various individual needs (Saiman, 2020).

Theoretical Framework

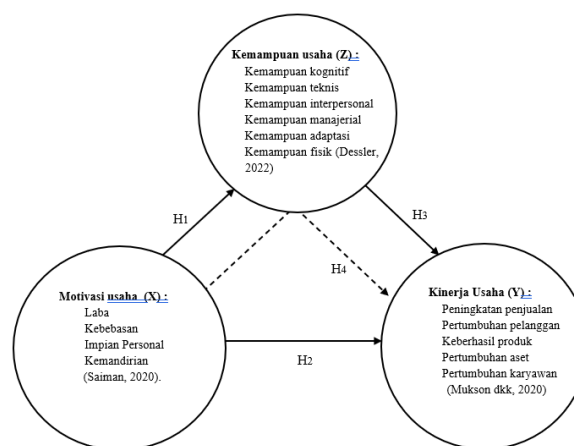


Figure 2. Research Framework

Source: Processed data, 2025

Hypotheses

- **H1:** Entrepreneurial motivation has a direct effect on entrepreneurial capability among agricultural MSME actors in Cipanas Subdistrict.
- **H2:** Entrepreneurial motivation has a direct effect on business performance among agricultural MSME actors in Cipanas Subdistrict.
- **H3:** Entrepreneurial capability has a direct effect on business performance among agricultural MSME actors in Cipanas Subdistrict.
- **H4:** Entrepreneurial motivation has an indirect effect on business performance through entrepreneurial capability among agricultural MSME actors in Cipanas Subdistrict.

Methodology

This study applies two research approaches: descriptive and verificative. The descriptive method is used to describe respondents' responses to the variables under study, while the verificative method is applied to test the relationships between variables and to verify theories through hypothesis testing. In addition, path analysis is used in this research. Path analysis is a method for evaluating both direct and indirect relationships between variables (Sugiyono, 2020). In this study, path analysis is utilized to examine the effect of entrepreneurial motivation on business performance with entrepreneurial capability as a mediating variable.

This research uses a non-probability sampling approach, which does not provide equal opportunities for all members of the population to be selected as respondents (Sugiyono, 2020). Specifically, purposive sampling is used – where sample selection is based on specific considerations or criteria relevant to the research objectives (Sugiyono, 2020). These criteria are applied to ensure the selected respondents are appropriate as data sources. The respondent criteria for this study are:

1. Agricultural MSME actors must be over 17 years old,
2. Registered and active in the Cianjur Regency MSME Office,
3. Reside in Cipanas Subdistrict.

To determine the sample size, the Slovin formula is used. Based on the calculation, a sample size of 100 respondents is obtained with a margin of error of 10%.

Data collection techniques include field studies and literature review. Primary data is gathered directly from the research site through interviews and questionnaires, while secondary data is obtained from various literature sources related to the research topic.

RESEARCH FINDINGS

This study uses three equation models analyzed using IBM SPSS version 25.00. The analysis aims to examine the relationships among the variables: entrepreneurial motivation, entrepreneurial capability, and business performance, and to identify both direct and mediating effects on the performance of agricultural MSMEs in Cipanas Subdistrict. The findings show that entrepreneurial motivation has a positive and significant effect on both entrepreneurial capability and business performance. Additionally, entrepreneurial capability acts as a mediating variable, indirectly influencing the effect of entrepreneurial motivation on business performance.

Table 5. Multiple Correlation Coefficient – First Equation

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.659a	.434	.428	5.67829
a. Predictors: (Constant), Entrepreneurial Motivation				

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
b. Dependent Variable: Entrepreneurial Capability				
Source: Processed Data, 2025				

Table 5 presents the results of the multiple correlation coefficients in the first equation, showing that entrepreneurial motivation has a correlation value of 0.659, indicating a strong relationship with entrepreneurial capability. This means that the higher the level of motivation, the greater the capability of agricultural MSME actors in Cipanas Subdistrict.

This finding is supported by interviews with MSME actors, where most respondents stated that they manage their businesses and finances independently, particularly in decision-making and business autonomy. Entrepreneurial motivation has been shown to encourage individuals to optimize their abilities to achieve business goals (Dessler, 2022). These results are consistent with previous findings by Sukarno (2024), Wastuti (2021), and Fudla (2021), which also demonstrated a significant impact of motivation on improving entrepreneurial capability.

Table 6. Multiple Linear Regression – First Equation

Coefficients

Model	Unstandardized Coefficients (B)	Std. Error	Beta	t	Sig.
(Constant)	21.510	2.666	-	8.070	.001
Entrepreneurial Motivation	.752	.087	.659	8.666	.001
a. Dependent Variable: Entrepreneurial Capability					
Source: Processed Data, 2025					

Calculation of $\rho_{Z\varepsilon}$:

$$\rho_{Z\varepsilon} = 1 - R^2 = 1 - 0.434 = 0.566$$

From this, the first equation can be formulated as:

$$Z = P_{z_x}X + \varepsilon_1 = 0.659 + 0.566$$

Table 6 presents the interpretation of the multiple linear regression analysis results. The regression coefficient for the entrepreneurial motivation variable is positive, indicating that motivation has a positive effect on entrepreneurial capability. In other words, an increase in motivation will be accompanied by a significant increase in entrepreneurial capability.

Table 7. Multiple Correlation Coefficient - Second Equation Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.644a	.415	.403	3.82638
a. Predictors: (Constant), Entrepreneurial Capability, Entrepreneurial Motivation				
b. Dependent Variable: Business Performance				
Source: Processed Data, 2025				

Table 7 presents the results of the multiple correlation coefficients in the second equation, showing that entrepreneurial motivation and capability have a correlation value of 0.644 with business performance, indicating a strong relationship. This means that higher levels of motivation and capability among MSME actors in Cipanas are associated with better business performance.

This finding supports theories stating that entrepreneurial motivation not only contributes directly to performance improvement but also indirectly by enhancing entrepreneurial capability. Strong motivation encourages individuals to develop the necessary skills and knowledge for designing strategies, making decisions, and seizing opportunities to achieve success (Mangkunegara, 2022).

These results align with previous research by Sukarno (2024), which found that both motivation and capability significantly impact business performance.

Table 8. Multiple Linear Regression - Second Equation Coefficients

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	23.085	2.317	-	9.962	.001
Entrepreneurial Motivation	.288	.078	.383	3.709	.001
Entrepreneurial Capability	.213	.068	.324	3.134	.002
a. Dependent Variable: Business Performance					
Source: Processed Data, 2025					

The calculation of $\rho_{Y\epsilon}$ is as follows:

$$\begin{aligned} \rho_{Y\epsilon} &= 1 - R \text{ square} \\ &= 1 - 0,415 \\ &= 0,585 \end{aligned}$$

Based on Table 8, it can be seen that the second equation model is as follows:

$$Y = P_{yx}X + P_{yz}Z + \varepsilon_2$$

$$Y = 0,383 + 0,324 + 0,585$$

Based on Table 8, the interpretation of the multiple linear regression analysis on the second equation reveals the following findings:

- a. The regression coefficient for the business motivation variable is positive, indicating that business motivation has a positive and significant effect on business performance. This finding confirms that increased business motivation correlates with improved performance among MSMEs. In other words, the higher the motivation level of agricultural MSMEs in Cipanas District, the more optimal their business performance tends to be.
- b. The regression coefficient for the business capability variable shows a positive value, indicating that business capability has a positive and significant influence on business performance. In other words, increasing business capability will have a direct impact on performance. This reflects that the higher the business capability of agricultural MSMEs in Cipanas District, the better their business performance..

Next, the following are the results of the Sobel test calculations to analyze the influence of business motivation on business performance through business capability as an intervening variable using the Sobel Calculator as follows:

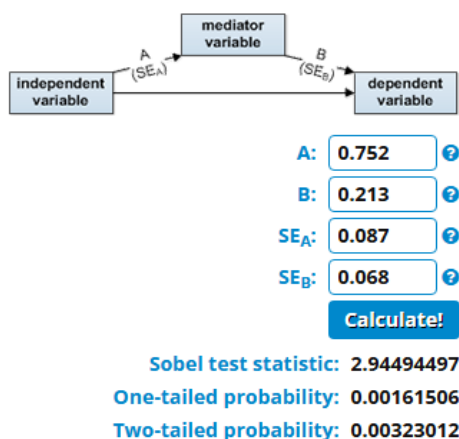


Figure 2. Calculated Sobel Test Results

Source: Sobel Test Calculator Output for the Significance of Mediation

Presented in Figure 2, the calculated Sobel test statistic yields a Z-value of 2.94. The Z-value > Z-table (2.94 > 1.96) indicates that entrepreneurial ability can mediate entrepreneurial motivation and business performance.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the study on the influence of business motivation on business performance through business capability as an intervening variable in agricultural MSMEs in Cipanas District, the following conclusions can be drawn: (1) In general, respondents' responses to each variable were in the high category. However, there are still MSMEs that have not achieved their profit targets, do not possess adequate critical thinking skills, and have not shown significant increases in assets and business income; (2) Business motivation has

been shown to influence the improvement of the business capabilities of agricultural MSMEs in the region; (3) Business motivation also influences the business performance of MSMEs; (4) Business capability contributes to improving the business performance of agricultural MSMEs in Cipanas District; and (5) Business capability acts as a mediating variable in the relationship between business motivation and business performance, thereby strengthening the indirect influence of motivation on business performance..

The author proposes suggestions for the business motivation of agricultural MSMEs in Cipanas District, MSMEs should make efforts to increase their profits, one of which is by improving the marketing aspect because most MSMEs have not marketed their agricultural products digitally. Meanwhile, to improve the business capability aspect, MSMEs should participate in training activities or workshops on business management, suggestions for the business performance aspect of agricultural MSMEs in Cipanas District, MSMEs should innovate products to increase sales. For further researchers, it is better to add other variables that might affect the business capabilities of agricultural MSMEs in Cipanas District.

REFERENSI

- Afandi, P. (2021). *Manajemen Sumber Daya Manusia (Teori, Konsep dan Indikator)*. Riau: Zanafa Publishing.
- Ariyanto. 2023. "Pengaruh Pelatihan Dan Motivasi Kerja Terhadap Kinerja Pegawai Dengan Kemampuan Kerja Sebagai Variabel Intervening Pada Dinas Tenaga Kerja Dan Transmigrasi Kabupaten Tanjung Jabung Timur." *J-MAS (Jurnal Manajemen Dan Sains)* 8 (1): 143. <https://doi.org/10.33087/jmas.v8i1.932>.
- Asmawiyah. *Meningkatkan Kinerja Usaha dalam Perspektif Kewirausahaan*. Pekalongan: Penerbit NEM
- Caliendo, Marco, Kritikos, and Stier. 2023. "The Influence of Start-up Motivation on Entrepreneurial Performance." *Small Business Economics* 61 (3): 869–89. <https://doi.org/10.1007/s11187-022-00722-6>.
- Darmanto, dkk. *Model Bauran Orientasi Strategi Berbasis Lingkungan Dalam Percepatan Peningkatan Kinerja UMKM*. Yogyakarta: Deepublish, 2018.
- Dessler, Gary. (2022). *Manajemen Sumber Daya Manusia Edisi Bahasa Indonesia Jilid 2*. Jakarta: PT Prenhallindo.
- Edison, Yohny Anwar dan Imas Komariyah. 2020. *Manajemen Sumber Daya Manusia*. Bandung: Alfabeta.
- Fudla, Rohmatul, Winarno, dan Wisnalmawati. 2021. "Pengaruh Pelatihan Dan Motivasi Terhadap Kinerja Pegawai Dengan Kemampuan Kerja Sebagai Variabel Intervening." *Sains: Jurnal Manajemen Dan Bisnis* 14 (1): 41. <https://doi.org/10.35448/jmb.v14i1.12320>.
- Ghozali. (2020). *Aplikasi Analisis Multivariate*. Semarang: Badan penerbit Universitas Diponegoro.
- Handayani, dan Nurjamilah. 2022. "Dampak Motivasi Usaha Terhadap Kinerja Usaha Pada Industri Kulit Sukaregang Kabupaten Garut." *cemerlang : Jurnal*

Manajemen Dan Ekonomi Bisnis 2 (2): 154–66.
<https://doi.org/10.55606/cemerlang.v2i2.325>

- Hasibuan, M. S. (2020). *Manajemen Sumber Daya Manusia* Edisi Revisi. Jakarta: PT Bumi Aksara.
- Hidayat, Rahmat. 2021. "Pengaruh Motivasi, Kompetensi Dan Disiplin Kerja Terhadap Kinerja." *Widya Cipta: Jurnal Sekretari Dan Manajemen* 5 (1): 16–23.
<https://doi.org/10.31294/widyacipta.v5i1.8838>
- Laia, Sri Intan. 2022. "Pengaruh Efikasi Diri Dan Motivasi Terhadap Kinerja Usaha Di Dalam (Studi Kasus Pada Pelaku Usaha Online Shop Kelurahan Pasar Teluk Dalam)." *Jurnal Ilmiah Mahasiswa Nias Selatan* 5 (1): 67–79.
<https://doi.org/10.31289/tabularasa.v2i2.308>
- Mangkunegara, A. P. (2022). *Manajemen Sumber Daya Manusia Perusahaan*. Jakarta: Remaja Rosdakarya.
- Mukson, Hamidah, Prabuwo, A.S. (2020). *Lingkungan Kerja Dan Orientasi Kewirausahaan Kinerja UMKM Melalui Komitmen Organisasi*. Klaten: Lakeisha.
- Mulyadi, Harini, dan Yuningsih. 2024. "Terhadap Kinerja Usaha Mikro Kecil Menengah (Ukm) Pada Sentra Oleh - Oleh Puncak Cisarua" 3:9592–9606.
<https://doi.org/10.30997/karimahtauhid.v3i9.15219>
- Mowisu, N. E., Syamsuddin, S., & Rais, A. (2024). Pengaruh Motivasi dan Kemampuan Kerja Terhadap Kinerja Karyawan (Studi pada Karyawan PT. Perkebunan Nusantara XIV Unit Kebun Luwu 1 Afdeling V). *Wanatani*, 4(2), 144-165. <https://doi.org/10.51574/jip.v4i2.307>
- Nurjanah, Sutrisno, dan Meriyanti. 2023. "Pengaruh Motivasi, Inovasi, Dan Kompetensi Terhadap Keberhasilan UMKM Dengan Kemampuan Usaha Sebagai Variabel Intervening." *Jurnal Rimba: Riset Ilmu Manajemen Bisnis Dan Akuntansi* 1(3): 143–52. <https://doi.org/10.61132/rimba.v1i3.95>.
- Oetama, S. (2022). *Orientasi Kewirausahaan Terhadap Keunggulan Dalam Bersaing*. Sumatera Barat: Cv. Azka pustaka
- Robbins, S. P., & Judge, T. A. (2021). *Organizational Behavior*. 18th ed. Pearson.
- Robbins, S.P. (2021). *Perilaku Organisasi*. Jakarta: Salemba Empat.
- Saiman, L. (2020). *Kewirausahaan Teori, Praktik dan Kasus-kasus*. Jakarta: Salemba Empat
- Setyaningsih, Sri. 2020. *Penguatan Sumber Daya Manajemen Pendidikan Melalui Analisis Jalur (Path Analysis) & Metode Sitorem*. CV Alfabeta: Bandung.
- Siagian, S. (2020). *Manajemen Sumber Daya Manusia*. Jakarta: Bumi Aksara
- Silaningsih, Kartini, dan Ibrahim. 2024. "Business Performance Based on Entrepreneurial Orientation, Motivation, and Organizational Commitment in Snack Food MSMEs." *Kinerja* 28 (1): 143–58.
<https://doi.org/10.24002/kinerja.v28i1.8134>.
- Soegoto, E. S. 2020. *Entrepreneurship : Menjadi Pebisnis Ulung* Edisi Revisi. PT. Elex Media Komputindo. Jakarta
- Sugiyono. (2020). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sukarno, Husein, dan Rasmini. 2024. "Pengaruh Motivasi Dan Minat Terhadap Keberhasilan Usaha Melalui Kemampuan Berwirausaha Pada Mahasiswa

- Peserta Wmk Universitas Padjadjaran." *Jurnal Lentera Bisnis* 13 (1): 497.
<https://doi.org/10.34127/jrlab.v13i1.1014>.
- Suryana, Y dan Kartib, B., (2020). *Kewirausahaan: Pendekatan, Karakteristik Wirausahawan Sukses*. Jakarta: Kencana.
- Suryana. (2019). *Ekonomi Kreatif, Ekonomi Baru: Mengubah Ide dan Menciptakan Peluang*. Jakarta: Salemba Empat.
- Suryana. (2020). *Kewirausahaan : Kiat dan Proses Menuju Sukses*. Jakarta: Salemba Empat.
- Sutrisno, E. 2020. *Manajemen Sumber Daya Manusia*. Jakarta: Kencana
- Tafonao. 2023. "Pengaruh Motivasi Terhadap Kinerja Usaha Mikro Kecil Menengah Pada Usaha Dagang Desa Orahili Gomo Kecamatan Gomo" 6 (1).
- Viviani, Mufidah, dan Fibriyani. 2020. "Pengaruh Keterampilan, Pengetahuan, Dan Kemampuan Sdm Terhadap Kinerja Umkm Mebel Di Kelurahan Sehani Kota Pasuruan." *Jurnal EMA* 5 (1): 29-37.
<https://doi.org/10.47335/ema.v5i1.46>.