



THE IMPACT OF CHINESE CULTURE, INSTITUTIONAL SUPPORT AND BUSINESS MOTIVATION ON THE SUCCESS OF UMKM BUSINESS IN KUALA SIMEME VILLAGE, NAMORAMBE DISTRICT

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ABSTRACT

This research aims to analyze the influence of Chinese culture, institutional support and business motivation on the success of MSME businesses. The population in this study was 112 MSMEs and all of them were sampled in this study using saturated sampling techniques. The analysis technique used is multiple linear regression. The research results show that Chinese culture has a positive and significant effect on the success of MSME businesses with a value of $(2.506 > 1.982)$ and a Sig. $(0.000 < 0.05)$. Institutional support has a positive and significant effect on the success of MSME businesses with a value of $(5.510 > 1.982)$ and a Sig. $(0.000 < 0.05)$. Business motivation has a positive and significant effect on the success of MSME businesses with a ttable value $(2.864 > 1.982)$ or sig. $< 5\%$ $(0.005 < 0.05)$. Simultaneously, it shows that Chinese culture, institutional support and business motivation have a significant effect on the success of MSME businesses in Kuala Simeme Village, Namorambe District with a value of $F_{count} > F_{table}$ $(17,683 > 2,689)$ or sig $F < 5\%$ $(0.000 < 0.05)$.

Keywords: Chinese Culture, Institutional Support, Business Motivation, MSME Business Success

INTRODUCTION

According to Presidential Instruction No. 4 of 1995, entrepreneurship is the spirit, attitude, behavior and ability of a person in handling business and activities that lead to efforts to find, implement more efficient working methods, the courage to take risks, creativity, innovation and increase efficiency in order to provide better services and obtain greater profits. From the perspective of key stakeholders in society, including policy makers and academics, entrepreneurship tends to be associated with economic development and public welfare, where entrepreneurship grows and develops. The development of the economy in a country cannot be separated from the role of large, medium and small private entrepreneurs. Entrepreneurs also play a role in the growth and development of the country's infrastructure.

Currently, every business activity is required to continue to develop to face every

opportunity and threat that comes from competition between one business and another. In facing competition, a business is required to have the right strategy, so that it can help the business to continue to survive and have a competitive advantage compared to other businesses, including business fields.

The growth of entrepreneurship each year has not shown a significant number, meaning that there needs to be an increase by mobilizing young people as the next generation of the Indonesian economy. In a country, such as Indonesia, there are various cultures, including Javanese culture, Chinese culture, Minang culture, Arab culture, and others. Culture is usually used as a guideline in carrying out daily activities, including in the economic and social fields. Trade culture is very much needed to advance the country's economy.

The trade sector is one of the most sought-after sectors because it has



experienced significant growth. Trade can be done by every level of society from various tribes and cultures. Becoming an entrepreneur in the modern era is increasingly trending in order to meet every need in life. Entrepreneurship can be done in various fields, such as agriculture, plantations, mining, and trade.

The success rate is the gross increase in assets or decrease in liabilities or a combination of both during the period selected by the statement of success resulting from investment, trade, providing services or other activities aimed at making a profit. Suryana (2021). Community success is the receipt of salary or wages or services from the results of the efforts obtained by individuals or groups of Micro, Small and Medium Enterprises (MSMEs). According to Law No. 20 of 2008, the definition of MSMEs is a productive business owned by individuals or business entities that have met the criteria as micro businesses. While the definition of MSMEs is a business that can be carried out individually or by a handful of people. Although it seems the same, MSMEs and MSMEs have several things that can be different. From the definition, MSMEs focus more on the scope of micro businesses, although in the end MSMEs are used more often because they have a broader definition and include the three businesses, while MSMEs focus on small businesses. One of them is MSMEs located in Kuala Simeme Village, Namorambe District which can be seen in the following table.

In livestock farming, a business must have attention and optimization in its management, one of which is influenced by Chinese ethnicity, social support and business motivation. Currently, it is an open secret in Indonesia that the trade sector has been dominated by Chinese ethnicity.

Chinese are one of the ethnic groups whose ancestors originated from China. Chinese are people who like to migrate and are a minority where their habit of migrating is required to train themselves to survive through trading activities, with the background of avoiding natural disasters, and a difficult economy in their ancestral country (Usman, 2019). The phenomenon of the presence of Chinese ethnicity in each region can affect the economy in that area. With the presence of Chinese ethnicity, the region will economically advance and develop due to the nature of the Chinese ethnic group who are active and persistent in trying to meet their needs because they are immigrants.

Institutional support also affects business success. Someone who wants to establish a business and who is running a business really needs good social support so that the business that is created and is being run has a high level of existence. Sipahutar (2019) states that social support is information or feedback from others that shows that someone is loved and cared for, appreciated, and respected, and involved in a network of communication and reciprocal obligations. The current phenomenon is the lack of support from local governments to support SMEs. The problem that often arises is the issuance of complicated permits and the many files required so that many SMEs do not have permits.

In addition, motivation also affects the success of a business. According to Hasibuan (2020), motivation is the provision of driving force that creates a person's passion for work, so that they are willing to work together, work effectively and integrate with all their power and efforts to achieve satisfaction. The motivation of an entrepreneur to establish a business is to gain



profit, freedom, personal dreams and the desire to be independent.

The current problem is that ethnic factors indirectly affect people's mindsets in starting a business. So when starting a business, proximity to raw materials becomes important and this is generally easier to obtain if he is of Chinese ethnicity compared to other ethnicities. Likewise, the problem with the lack of support from institutions such as the government or private sector that can be used as foster fathers in increasing the success of MSME businesses. The lack of strong motivation to dare to take risks is also affected to become one of the barometers of the success of the business.

From the problems above, the author is interested in taking the title "The Impact of Chinese Culture, Institutional Support and Business Motivation on the Success of MSME Businesses in Kuala Simeme Village, Namorambe District".

Research purposes

The objectives of this research are:

1. To determine the influence of Chinese culture on the success of MSME businesses in Kuala Simeme Village, Namorambe District.
2. To determine the influence of institutional support on the success of MSME businesses in Kuala Simeme Village, Namorambe District.
3. To determine the influence of business motivation on the success of MSME businesses in Kuala Simeme Village, Namorambe District?
4. To find out the influence of Chinese culture, institutional support and business motivation on the success of MSME businesses in Kuala Simeme Village, Namorambe District?

LITERATURE REVIEW

Understanding Business Success

According to Suyanto (2020), the success of small industrial businesses is influenced by various factors. The performance of a company's business is one of the goals of every entrepreneur. The performance of a small industrial business can be interpreted as the level of success in achieving the expected goals or objectives. As a measure of the success of a company's business, it can be seen from various aspects, such as: financial performance and company image.

Understanding Chinese Culture

According to Purcell in Liem (2018:29), ethnic Chinese are all immigrants and their descendants who live within the scope of Indonesian culture and are independent of citizenship, language that encompasses Chinese culture, those who view themselves as Chinese or are considered as such by their environment. At the same time they relate to other Chinese migrants or to China socially or otherwise, regardless of nationality, language or close ties to Chinese culture.

Understanding Institutional Support

According to Presidential Decree No. 118 of 2020, institutional support or Government support is a fiscal contribution and/or other forms provided by ministers/heads of institutions/regional heads and/or ministers who carry out government affairs in the financial sector according to their respective authorities based on laws and regulations and taking into account the state's financial capacity, in order to increase the financial feasibility and effectiveness of government cooperation with business



entities and in the context of assignments to State-Owned Enterprises.

Understanding Business Motivation

Maulida & Dhania (2014) stated that "entrepreneurial motivation is a condition that encourages, moves and directs an individual's desire to carry out entrepreneurial activities, in an independent manner, self-confident, future-oriented, daring to take risks, creative and highly valuing the desire for innovation".

METHOD

Population and Research Sample

In this study, the population was UMKM farmers engaged in carp farming in Kuala Simeme Village, Namorambe District,

totaling 112 people. Therefore, the research sample was the entire research population with a population of 112 carp traders.

Research Data Analysis Techniques

Multiple Linear Regression

To determine the influence or relationship between independent variables (Chinese culture, institutional support and business motivation) with the dependent variable (success of MSME businesses), the multiple linear regression method will be used and data analysis will also use SPSS, with the following formula:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

RESULTS AND DISCUSSION

Data Quality Testing

Data Validity Test

Table 1. Results of the Y Validity Test (Success of MSME Businesses)

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	13.4196	13,885	.652	.839
VAR00002	13.3214	13,517	.677	.833
VAR00003	13.3482	13,761	.658	.837
VAR00004	13.3750	13,606	.699	.827
VAR00005	13.2500	13,018	.709	.824

Table 2. Results of Validity Test of Variable X1 (Chinese Culture)

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	16.3280	8.174	.506	.682
VAR00002	16.4560	8,702	.416	.714
VAR00003	16.4160	7,535	.599	.644
VAR00004	16.3920	8,660	.349	.741
VAR00005	16.4560	7.218	.610	.637



Table 3. Results of Validity Test of Variable X2 (Institutional Support)

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	10.0714	9,707	.699	.869
VAR00002	10.0268	10,098	.730	.857
VAR00003	10.0179	8,883	.797	.830
VAR00004	10.1696	9,584	.765	.843

Table 4. Results of Validity Test of Variable X3 (Business Motivation)

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	11.5804	6,462	.454	.604
VAR00002	11.3304	6.223	.414	.631
VAR00003	11.2857	5,503	.565	.523
VAR00004	11.3125	6,505	.383	.649

Table1 to Table 4 shows that all 4 (four) items of the X3 variable statement (business motivation) are valid because the results of the corrected item-total correlation $r_{hitung} > r_{tabel}$ (0.187) are attached. Thus, the questionnaire can be continued to the reliability testing stage.

Reliability Test

Table 5. Results of the Reliability Test of the MSME Business Success Variable (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.861	5

Table 6. Results of the Reliability Test of the Chinese Culture Variable (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.732	5

Table 7. Results of the Reliability Test of the Institutional Support Variable (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.883	4

Table 8. Results of the Reliability Test of the Business Motivation Variable (X3)

Reliability Statistics	
Cronbach's Alpha	N of Items
.671	4

Based on the reliability test of the value *Cronbach's Alpha* must be greater than 0.60 then the research instrument can be said to be reliable. From the table above it can be seen that the Cronbach's Alpha value > 0.60 means that the instrument is reliable.



Classical Assumption Testing Data Normality Testing

**Table 9. Kolmogorov Smirnov Test Results
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		112
Normal Parameters ^a , b	Mean	.0000000
	Std. Deviation	3.72280939
Most Extreme Differences	Absolute	.052
	Positive	.052
	Negative	-.034
Test Statistics		.052
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Based on the results of the normality test with *Kolmogorov-Smirnov* obtained the Asymp. Sig value of 0.200 is greater than

0.05, so it can be concluded that the data is normally distributed.

Testing Multicollinearity

**Table 13. Multicollinearity Test Results
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance VIF
1 (Constant)	-.395	3,058		-.129	.898	
Chinese Culture	.271	.119	.181	2.282	.024	.991 1,009
Institutional Support	.483	.090	.432	5.345	.000	.961 1,041
Business Motivation	.326	.116	.226	2,813	.006	.968 1,033

a. Dependent Variable: Success of MSME Businesses

In Table 13, the results of the multicollinearity test above, the results of the calculation of the tolerance value show that the Chinese culture variable (X1) has a value of 0.991, institutional support (X2) has a value of 0.961 and business motivation (X3) has a value of 0.968, so it can be stated that

there is no independent variable that has a tolerance value of less than 0.1. The results of the calculation of the VIF value also show that the Chinese culture variable (X1) has a value of 1.009, institutional support (X2) has a value of 1.041, and business motivation (X3) has a value of 1.033, so it can be



concluded that there is no independent variable that has a VIF value of more than 10. So it can be concluded that there is no

multicollinearity between the independent variables in the regression model.

Heteroscedasticity Test

**Table 14. Glejser test
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,870	1,823		1,574	.118
Chinese Culture	-.004	.071	-.005	-.056	.956
Institutional Support	-.021	.054	-.038	-.384	.702
Business Motivation	.031	.069	.043	.442	.659

a. Dependent Variable: Abs_Res

Based on the output above, the significance value (Sig.) for the Chinese culture variable (X) is known.1) is 0.956, the significance (Sig.) for the institutional support variable (X2) is 0.702, and the significance value (Sig.) for the business motivation variable (X3) is 0.659. Because

the significance value of the three variables above is greater than 0.05, then according to the basis for decision making in the Glejser test, it can be concluded that there is no symptom of heteroscedasticity in the regression model.

Multiple Linear Regression Equation

**Table 15. Results Multiple Linear Regression Test
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.395	3,058		-.129	.898		
Chinese Culture	.271	.119	.181	2.282	.024	.991	1,009
Institutional Support	.483	.090	.432	5.345	.000	.961	1,041
Business Motivation	.326	.116	.226	2,813	.006	.968	1,033

a. Dependent Variable: Success of MSME Businesses



$$Y = -0.395 + 0.271 X_1 + 0.483 X_2 + 0.326 X_3$$

- a. $a = -0.395$ or regression constant, which means if there is no independent value of variables X_1 (Chinese culture), X_2 (institutional support) and X_3 (business motivation). In this case if X_1 , X_2 and X_3 are equal to 0 (zero) then the success of MSMEs will decrease by 0.395.
- b. $b_1 = 0.271$ for the independent variable X_1 (Chinese culture) which is positive indicates that an increase in Chinese culture by 1 unit will increase the success of MSME businesses by 0.271 units.
- c. $b_2 = 0.483$ for the independent variable X_2 (institutional support) which is positive indicates that an increase in institutional support by 1 unit will increase the success of MSME businesses by 0.483 units.
- d. $b_3 = 0.326$ for the independent variable X_3 (business motivation) which has a positive sign indicates that an increase in business motivation by 1 unit will increase the success of MSME businesses by 0.326 units.

Hypothesis Testing Results

F Test

Table 16. F Test Results
ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	734,045	3	244,682	17,178	.000b
	Residual	1538.383	108	14,244		
	Total	2272.429	111			

a. Dependent Variable: Success of MSME businesses

b. Predictors: (Constant), Business Motivation, Chinese Culture, Institutional Support

From the results of the F test above, it can be seen that $F_{\text{count}} > F_{\text{table}}$ ($17.178 > 2.689$) or $\text{sig } F < 5\%$ ($0.000 < 0.05$). This means that the variables of Chinese culture,

institutional support and business motivation have a positive and significant effect on the variable of MSME business success.

t-test

Table 17. t-Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.395	3,058		-.129	.898		



Chinese Culture	.271	.119	.181	2.28 2	.02 4	.991	1,009
Institutional Support	.483	.090	.432	5.34 5	.00 0	.961	1,041
Business Motivation	.326	.116	.226	2.81 3	.00 6	.968	1,033

a. Dependent Variable: Success of MSME Businesses

From the t-table value with degrees of freedom $df = (nk-1)$ ($112-3-1 = 108$) and a real level of 5% is 1.982. The t-count value for $X1 > t\text{-table}$ ($2.282 > 1.982$) and the Sig. value. ($0.024 < 0.05$), then Chinese culture has a positive and significant effect on the success of MSME businesses. The t-count value for $X2 > t\text{-table}$ ($5.345 > 1.982$) and the

Sig. value. ($0.000 < 0.05$), then institutional support has a positive and significant effect on the success of MSME businesses. The t-count value for $X3 > t\text{-table}$ ($2.813 > 1.982$) and the Sig. value. ($0.006 < 0.05$), then business motivation has a positive and significant effect on the success of MSME businesses.

Determination Test

Table 18. Coefficient of Determination Model Summaryb

Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.568a	.323	.304	3.77416

a. Predictors: (Constant), Business Motivation, Chinese Culture, Institutional Support

b. Dependent Variable: Success of MSME businesses

From the table above, the R Square value is 0.323. This shows that the variable of UMKM business success (Y) is influenced by variables $X1$ (Chinese culture), $X2$ (institutional support) and $X3$ (business motivation) by 32.3% and the remaining 67.7% is determined by other variables not examined in this study.

The Influence of Chinese Culture on the Success of MSME Businesses

From the results of the regression test, it was found that Chinese culture has a significant effect on the success of MSME businesses with a value of ($2.282 > 1.982$)

and a Sig. value ($0.024 < 0.05$). This shows that culture is a foundation or values used as a reflection in carrying out all activities. There are various cultures in Indonesia, one of which is Chinese culture which is a minority who came from China to Indonesia and settled, almost all of the Chinese ethnic groups in Indonesia make a living in the business world, generally trade. The development of a trade business from the Chinese ethnic group is a picture of success. The business culture of the Chinese ethnic group has indeed been ingrained from generation to generation, which is known



until now that the Chinese ethnic group is identical to business (Usman, 2019: 95-96).

This is in line with research conducted by Setyawan (2015) explaining that Chinese culture passed down from generation to generation has a significant influence on the continuity of his family's business, with the provision of 'trade sense' that is inherent in the Chinese ethnic group. Research conducted by Rohmah (2017) explains that the success of a business for the Chinese ethnic group can only be enjoyed by their children and descendants, others cannot interfere in it because entrepreneurship itself is a legacy from his family. Likewise with research conducted by Elinuari & Marlina (2021) stated that Chinese culture influences the success variables of ethnic Chinese businesses.

The Influence of Institutional Support on the Success of MSME Businesses

From the results of the regression test, it was found that institutional support has a positive and significant effect on the success of MSME businesses with a value of $(5.345 > 1.982)$ and a Sig. value $(0.000 < 0.05)$. This shows that the role of the government is needed in supporting MSMEs, especially local governments. Local governments need to issue special regional regulations (Perda) that regulate all matters related to the development of small industry clusters, such as determining areas, various incentives, coordination between regional agencies, developing universities related to small industries, developing industrial associations, labor regulations, provision and maintenance of infrastructure, and spatial planning that must be clearly regulated for a region.

The results of Rehman's research (2017) stated that the provision of public infrastructure is the main responsibility of the

government in modern industry. The government must provide advice and infrastructure and other assistance to the industry. Beddig (2018) found that through small businesses, central and local governments can encourage economic growth, through a combination of externalities related to cooperation through 'collective efficiency', needing growth, innovation and increased productivity, so that it can achieve efficiency and effectiveness of the business. Likewise with the research conducted by Elshifa et al (2023), Winarni, & Mahsun (2021), Desiyanti (2014) stated that local government support has a significant influence on the success of MSME businesses.

The Influence of Business Motivation on the Success of MSME Businesses

From the results of the regression test, it was found that business motivation has a positive and significant effect on the success of MSME businesses with a t table value $(2.813 > 1.982)$ or sig. $< 5\%$ $(0.006 < 0.05)$. This shows that the business motivation possessed by business actors makes them have a sense of responsibility to develop their businesses in various aspects. A person's motives in running their business vary. One theory called the ERG Theory put forward by Clayton Alderfer (1992) in Uno (2017) states that business motivation is created from the drive or desire to be seen (existence), the desire to socialize (relatedness) and the desire to grow (growth). These results are in line with research conducted by Nagel & Suhartatik (2023), Wastuti et al. (2022), Jefferey and Handoyo (2020), Almaidah and Endarwati (2019), Yusniar (2017) which states that motivation has a significant positive effect on business success.



The Influence of Chinese Culture, Institutional Support and Business Motivation on the Success of MSMEs

From the results of the regression test, it was found that Chinese culture, institutional support and business motivation had a significant effect on the success of MSME businesses with an F_{table} value ($17.178 > 2.689$) or $\text{sig } F < 5\%$ ($0.000 < 0.05$). This shows that culture is a foundation or values used as a reflection in carrying out all activities. There are various cultures in Indonesia, one of which is Chinese culture which is a minority who came from China to Indonesia and settled, almost all of the Chinese ethnic groups in Indonesia make a living in the business world, generally trade. The development of a trade business from the Chinese ethnic group is a picture of success. The business culture of the Chinese ethnic group has indeed been ingrained from generation to generation, which is known until now that the Chinese ethnic group is identical to business (Usman, 2019: 95-96).

This is in line with partial research conducted by Setyawan (2015) explaining that Chinese culture passed down from generation to generation has a significant influence on the continuity of their family's business, with the provision of 'trade sense' that is inherent in the Chinese ethnic group. Rehman (2017) said that the provision of public infrastructure is the main responsibility of the government in modern industry. The government must provide advice and infrastructure and other assistance to the industry. Beddig (2018) found that through small businesses, the central and regional governments can encourage economic growth, through a combination of externalities related to cooperation through 'collective efficiency', the need for growth,

innovation and increased productivity, so that they can achieve business efficiency and effectiveness. The business motivation possessed by business actors makes them have a sense of responsibility to develop their business in various aspects. A person's motives in running their business vary. One theory called the ERG Theory put forward by Alderfer (1992) in Uno (2017) states that business motivation is created from the drive or desire to be seen (existence), the desire to socialize (relatedness) and the desire to grow (growth).

These results are partially in line with the results of research conducted by Elshifa et al. (2023), Winarni, & Mahsun (2021), Desiyanti (2014) which stated that local government support has a significant effect on the success of MSME businesses. Elshifa et al. (2023), Winarni, & Mahsun (2021), Desiyanti (2014) which stated that local government support has a significant effect on the success of MSME businesses. Nagel & Suhartatik (2023), Wastuti et al. (2022), Jefferey and Handoyo (2020), Almaidah and Endarwati (2019), Yusniar (2017) which stated that motivation has a significant positive effect on business success.

CLOSING

Conclusion

1. Chinese culture has a positive and significant influence on the success of MSME businesses in Kuala Simeme Village, Namorambe District.
2. Institutional support has a positive and significant influence on the success of MSME businesses in Kuala Simeme Village, Namorambe District.
3. Business motivation has a positive and significant influence on the success of



MSME businesses in Kuala Simeme Village, Namorambe District.

4. Chinese culture, institutional support and business motivation have a positive and significant influence on the success of MSME businesses in Kuala Simeme Village, Namorambe District.

Suggestion

1. It is expected that ethnic Chinese traders will continue to improve their hard work because this is in accordance with their culture. In maintaining every business and enterprise, it is necessary to have the ability to think, innovate and socialize, so that education becomes one way to maintain and even develop their business.
2. In addition, there needs to be assistance formed by the government or related agencies to develop MSMEs that have been running so that they have high competitiveness. And there needs to be further research related to factors that influence business success outside the variables that have been described in this study.
3. Suggestions for MSME actors who are members of MSME groups to increase motivation in entrepreneurship, one way is to attend various seminars and training to develop self-quality in entrepreneurship and improve marketing strategies that will have a direct impact on increasing production and business profits.
4. For future research, it is recommended to add variables that influence the success of UMKM livestock businesses engaged in the field of carp farming in Kuala Simeme Village, Namorambe District, increase the number of samples, or even use other industries as samples.

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