

The Influence of Entrepreneurial Interest, Business Motivation and Business Capital on The Success of Food and Beverage Businesses

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Abstract

This study aims to determine the influence of interest on business success, determine the influence of motivation on business success, and the influence of business capital on the success of food and beverage business actors in the city of Semarang. The population in this study is all food and beverage business actors in the city of Semarang. The number of samples was obtained as many as 120 food and beverage business actors in the city of Semarang. The research methods used are descriptive analysis methods, statistical analysis methods consisting of multiple linear regression analysis, partial significant testing (t-test) and coefficient of determination testing (R²). The results showed that there was a significant positive influence between entrepreneurial interest (X1), entrepreneurial motivation (X2) and business capital (X3) on business success (Y). The advice in this study is the importance of supervisors to increase interest, motivation, and business capital. This is done so that employee morale can increase. For example, by providing bonuses for employees who have motivation. In addition, it is necessary to strictly assess the work environment and work communication in order to obtain an evaluation of whether this work environment and work communication are conducive in accordance with the work results of employees.

Keywords: *Entrepreneurial Interest, Business Motivation, Business Capital*

INTRODUCTION

Each region in Indonesia has its own characteristics and characters that are influenced by environmental, social and cultural factors. The difference is clearly seen from the attitudes and behaviors of the community, including the type of food and drinks consumed. This food and beverage business can develop because of two factors, namely the food and beverage has a local characteristic that develops specifically in the area or this food and beverage develops because of the potential in an area. Semarang City is a big city which is also the capital of Central Java Province. This is a great opportunity for Semarang City as one of the tourist destinations that must be visited when in Central Java, which means that this city also has a level of food and beverage tourism. Wastuti et al., (2021) mentioned that Semarang City has now become a tourism icon in Central Java, especially its food and beverage products. Although the food and beverage business in Semarang has become a well-known tourist destination, it still leaves some problems. The problems faced are generally related to human resources (HR). Although they cannot maintain the success of the business (Muna et al., 2021; Saputro & Atmaja, 2021). Even though the success of the business is something that needs to be maintained as long as you have a business.

The success of the business itself can be judged by the amount of profit obtained, competitiveness, competence and business ethics which are accumulated from knowledge and experience results during the business, as well as the building of a good image in the eyes of consumers. Success itself comes from the basic word result which means something that is held, made or made by effort, and success means the achievement of a purpose or goal, while effort means activities by exerting energy, mind or body to achieve a goal (Ardiyanti & Mora, 2019; Wastuti et al., 2021). Therefore, the success of the business can be summed up into a condition or state of achievement of a goal that has been done by a body, energy and mind. There are several factors that can affect the success of a business seen from its internal factors which include entrepreneurial interest, entrepreneurial motivation and business capital.

Understanding business success is a condition where the business has increased from the previous results. business success is the main goal of a company where all the activities in it are aimed at achieving success. The success or failure of entrepreneurship is strongly influenced by various factors both external and internal. According to Ardiyanti & Mora, (2019) influential internal factors are willpower, ability and lethargy. The factors that come from external self-

behavior are opportunities or opportunities. This is in line with the statement put forward by Arliani et al., (2019) which states that business success is a condition that describes more than others who are equal or in their class. Business success indicators According to Saputro & Atmaja, (2021) business success indicators are as follows: Increase in operating income, employee needs and well-being are met, the business is growing, and the value of production output increase.

Interest in entrepreneurship is the impulse to entrepreneurship. Interest can be formed, one of which is from a person's attitude towards something (Mujilan & Purbandari, 2015). Similarly, interest in entrepreneurship can be determined by how a person's attitude towards entrepreneurial activities. A positive attitude, among others, can be indicated by an attitude of acceptance, positive thinking, and looking favorably at entrepreneurial activities. For example, in the daily case, even though someone's business loses money, but because their attitude is positive towards entrepreneurial activities, they can have a high interest in staying firm in entrepreneurship. According to Faisal & Anthoni, (2020) the indicators of entrepreneurial spirit are as follows: Want to earn independently, free time, give work to others, and desire to contribute to the economy. Interest in entrepreneurship is the impulse to have a business. This drive will lead someone to dare to face obstacles that occur when entrepreneurship. The higher the interest in entrepreneurship, the more he will try to maintain his business. The higher the business interest, the higher the success of the business (Arliani et al., 2019).

Motivation questions how to direct the power and potential possessed by someone so that someone is willing to work productively to achieve and realize predetermined goals. Motivation is important because motivation can be a cause, channel, or supporter of a person's behavior so that the person wants to work hard and enthusiastically to achieve optimal results. According to Mardiana et al., (2020), motivation is "getting a person to exert a high degree of effort" which means "Motivation can make someone work more comfortable at work. In line with this, Erica et al., (2020) stated that motivation is a drive shown to meet certain goals. Business success that is considered unsatisfactory is often caused by low motivation (Sudarso et al., 2020). Motivation can certainly affect business success, although it is not the only factor that shapes business success (Erica et al., 2020). Wastuti et al., (2021) in the results of their research stated that work motivation consisting of achievement needs, interaction needs with others and power needs affect business success. Motivation indicators According to Erica et al., (2020) motivation indicators are as follows: Physical needs, security, social, and achievement.

Business capital is defined as capital used to finance daily operations, especially those with a short period of time (Tambunan, 2020). Working capital is also defined as all current assets owned by a company or current assets after deducting current debt or in other words working capital is an investment invested in current assets such as cash, banks, securities, receivables, inventories, and other current assets. Usually, business capital is used for several activities in one period. Capital is a legal condition that a business can be established. Thus, no one can deny the importance of capital owned in business. Even when the business is already running, often additional capital is needed for business development (Sholahuddin et al., 2020). Capital plays an important role in business, because business without capital will be difficult to do. If a business is not started with sufficient capital, both material, concrete and abstract capital, the results of the business will also be difficult to develop, because the capital owned by small entrepreneurs is often insufficient for their business activities, especially for expanding business capacity so that business capital affects the success of the business. According to Tambunan, (2020) the indicators of working capital are as follows: Ability to provide own capital, ability to access external funding, barriers to external capital access, and State of business after increasing capital.

Interest in entrepreneurship is very influential on business success because with interest, an entrepreneur will have the desire, confidence, enthusiasm and prayer in realizing a business (Arliani et al., 2019; Sholahuddin et al., 2020). When there are fewer jobs, entrepreneurship becomes very attractive to the community. In addition to business interest, business motivation can also increase business success. Motivation comes from the word motive which is a sense encompassing all the movers, reasons or drives in humans that cause someone to do something. Motivation is the drive contained in a person to try to change behavior for the better in meeting his needs, it is also a psychological process that can explain a person's behavior which is essentially a

goal orientation. It can be concluded that motivation is a force from within a person that encourages someone to do something in achieving goals (Tambunan, 2020). In addition, there are also financial problems in the determining factors for the success of a business, in the form of financial or capital support. A new business actor can run his business when the business actor feels he has enough funds to be the initial capital in his business. But in fact, not a few traders who start their businesses do not have much capital, this can be seen from the type of trading that is less attractive and the location of stalls that do not use tents. The amount of capital for every business actor is the most important problem, capital that is too large than needed will increase the financing burden, especially if the capital obtained is not its own capital. Conversely, too little capital (from its needs) will also make it difficult for the business to be carried out (Arsiati & Yulaika, 2021).

Previous research on business success still shows inconsistent results. Muna et al., (2021) found that entrepreneurial interest does not affect business success, but Ardiyanti & Mora, (2019) found that entrepreneurial interest has a significant positive effect on business success. Then Ardiyanti & Mora, (2019) found that business motivation has no effect on business success, but Wastuti et al., (2021) found that business motivation has a significant positive effect on business success. Arliani et al., (2019) found that business capital has a significant positive effect on business success, but Sholahuddin et al., (2020) found that business capital has no effect on business success. Then this research will take the object of research on food and beverage businesses in the city of Semarang because based on initial interviews conducted, it was found that several businesses were difficult to survive during the pandemic. This shows that they have not had strong and consistent business success. This research was conducted in small businesses in the food and beverage sector in the city of Semarang. The object of research is focused on food and beverage business actors who are embers on the side of the road. Based on the background of the problem that has been described, the research problem will analyze the effect business interest, motivation, and business capital on the success of food and beverage businesses in Semarang.

Conceptual Framework

The framework of thought in this study consists of the dependent variable is business success and the independent variable is business interest, business motivation and business capital. The relationship between the variables of business interest (X1), business motivation (X2) and business capital (X3) with the variable of business success (Y).

H1: There is an influence of business interest on the success of food and beverage businesses in Semarang City.

H2: There is an influence of business motivation on the success of food and beverage businesses in Semarang City

H3: There is an influence of business capital on the success of the food and beverage business in Semarang

RESEARCH METHOD

The method of this research is quantitative research. Population is an object that is studied as a whole consisting of a number of individuals, this is a limited number of individuals or not (Hair et al., 2019). The population in this study is food and beverage business actors in the city of Semarang such as restaurants and taverns. Sampling must be in accordance with these criteria because it will affect the variables to be studied. Determination of the number of samples using guidelines of 5-10 times the number of indicators (Hair et al., 2019). Because this study has 16 indicators, the minimum sample is 80 and the maximum sample is 160. This study decided to use 120 samples because 120 is the middle number of 80 – 160.

The collection methods used in this study are survey methods and data collection techniques using questionnaires that are manifested in the form of statements. Questionnaire is a data collection technique carried out by giving a set of written statements to respondents to answer. So, the analysis method in this research uses classical assumption tests, multiple linear regression, t tests, f tests and coefficients of determination.

RESULT AND DISCUSSION

In research, the results of the classical assumption test all the results do not occur. Multiple linear regression results in table 1

Table 1. Multiple Linear Regression Testing

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.279	.258		1.082	.282
X1	.243	.051	.248	4.783	.000
X2	.201	.052	.214	3.861	.000
X3	.528	.055	.545	9.623	.000

a. Dependent Variable: Y

Source: Processed Primary Data, 2024

From table 1 above, we get the multiple linear line equation is $Y = 0.243X1 + 0.201X2 + 0.528X3$

Based on the equation above, it can be concluded that the most dominant variable has a positive and significant effect on business success is business capital (X3) with a regression coefficient of 0.528; Furthermore, the entrepreneurial interest variable (X1) with a regression coefficient of 0.243, and the entrepreneurial motivation variable (X2) with a regression coefficient of 0.201. Judging from table 4.16 it can be concluded that:

1. The regression coefficient of the interest variable on business success of 0.201 means that the better the interest, the more successful the business.
2. The regression coefficient of the entrepreneurial motivation variable to business success of 0.201 means that the better the entrepreneurial motivation, the more it increases business success.
3. The regression coefficient of the business capital variable to business success is 0.528, meaning that the better the business capital, the more it increases business success.

In the t-test results of all variables have a positive relationship. For the results of the f test, it can be explained as follows: entrepreneurial interest (X1), entrepreneurial motivation (X2), and business capital (X3) simultaneously $617,335 > F$ table ($v1=3; v2:120$) of 5.82 and a probability value of 0.000 is smaller than the significance level of 5% or 0.05 so that it can be concluded that there is a positive and significant influence between entrepreneurial interest (X1), entrepreneurial motivation (X2) and business capital (X3) to business success (Y) simultaneously (together) means that the regression model is declared fit or feasible as a research model.

The results in the termination coefficient test essentially measure how far the model is capable of the independent variable (X) in explaining the variation of the dependent variable (Y).

Table 2. Model Summaryb

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.970a	.941	.940	.661	2.114

Source: Processed Primary Data, 2024

From table 2 regression test results, the number of multiple coefficients of determination (Adjusted R Square) is 0.941. This means that 94.1% can be explained by the variables of entrepreneurial interest (X1), entrepreneurial motivation (X2) and business capital (X3) can explain business success (Y). While the rest ($100\% - 94.1\% = 5.9\%$) is explained by other causes outside the variables studied.

Interest is the impulse to do something. When food and beverage business actors in the city of Semarang have high motivation, they will be able to work more seriously. Therefore, with high motivation, it can be said that business success will increase. The results showed that there was a partial positive and significant influence of entrepreneurial interest (X1) on business success (Y). This positive and significant number indicates that in an effort to increase business success, it is expected that food and beverage business actors in the city of Semarang pay more attention to entrepreneurial interest. This means that the higher the interest in entrepreneurship will be able to spur business success at work. The results of this study are in accordance with research conducted by Ardiyanti & Mora, (2019) which found that interest affects business success.

Entrepreneurial motivation is a person's desire to have a business. If this desire is very strong, it can make him more confident that he will have a successful business. Those who have strong motivation will stand firm when there are many obstacles faced when entrepreneurship. This is a reinforcement in entrepreneurship. The results showed that there was a partial positive and significant influence of entrepreneurial motivation (X2) on business success (Y). This positive and significant number indicates that in an effort to increase business success, it is expected that food and beverage business actors in the city of Semarang pay more attention to the work environment. This means that the better the condition of entrepreneurial motivation, it will be able to spur enthusiasm in entrepreneurship so that it can increase the spirit of business success. The results of this study are in accordance with research conducted by Wastuti et al., (2021)) which found that entrepreneurial motivation affects business success.

Business capital has an important role for a business to be able to develop its business optimally. When an entrepreneur has sufficient capital, he will easily get the various resources needed to achieve business success. Therefore, business capital can be the strength of a business developer. The results showed that there was a partial positive and significant influence of working capital (X3) on business success (Y). This positive and significant number indicates that in an effort to increase business success, it is expected that food and beverage business actors in the city of Semarang pay more attention to business capital. This means that the better the business capital will be able to spur someone's enthusiasm and enthusiasm in business. The results of this study are in accordance with research conducted by Arliani et al., (2019) which found that business capital has an effect on business success.

CONCLUSION

The conclusion of this research showed that there was a significant positive influence between entrepreneurial interest (X1), entrepreneurial motivation (X2) and business capital (X3) on business success (Y). The value of the regression coefficient of entrepreneurial interest in business success is 0.243 with a probability of $0.000 < \text{significance level } \alpha = 5\% (0.05)$ and a calculated t value of $4.783 > T \text{ table } (df=N-K=120-3=117)$ of 3.286; means that partially (individually) there is a positive and significant influence of entrepreneurial interest (X1) on business success (Y). Then the value of the regression coefficient of entrepreneurial motivation to business success is 0.201 with a probability of $0.000 < \text{significance level } \alpha = 5\% (0.05)$ and a calculated t value of $3.861 > t \text{ table } (df=n-k=120-3=117)$ of 3.286; means that partially (individually) there is a positive and significant influence of entrepreneurial motivation (X2) on business success (Y). While the value of the working capital regression coefficient on business success is 0.528 with a probability of $0.000 < \text{significance level } \alpha = 5\% (0.05)$ and a calculated t value of $9.623 > t \text{ table } (df=n-k=120-$

3=117) of 3.286; means that partially (individually) there is a positive and significant influence of working capital (X3) on business success (Y).

The advice in this study is the importance of supervisors to increase interest, motivation, and business capital. This is done so that employee morale can increase. For example, by providing bonuses for employees who have motivation. In addition, it is necessary to strictly assess the work environment and work communication in order to obtain an evaluation of whether this work environment and work communication are conducive in accordance with the work results of employees.

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