

# ANALYSIS OF ENTREPRENEURIAL CHARACTERISTICS AND ENTREPRENEURIAL SKILLS ON BUSINESS SUCCESS IN CULINARY MSMEs in SUKABUMI CITY

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**Abstract.** This study was motivated by the rapid growth of culinary businesses in Sukabumi City. However, there are problems due to inadequate levels of entrepreneurial characteristics and entrepreneurial skills that hinder the success of culinary businesses in Sukabumi City. This study aims to examine and analyze the effect of entrepreneurial characteristics and entrepreneurial skills on the success of micro, small and medium enterprises (MSMEs) in the culinary sector in Sukabumi City. The research method used is descriptive qualitative research. Primary data were collected through observation and interviews, while secondary data were collected through literature study. The results of this study indicate that entrepreneurial characteristics and entrepreneurial skills simultaneously influence business success, thus emphasizing the importance of developing both aspects to improve competitiveness and business sustainability in the culinary sector.

## 1 Introduction

MSMEs in the food industry are the mainstay of the Sukabumi City government to improve the economy of citizens, especially in the growing creative economy. Each business has different management according to the needs of their MSMEs. Food MSMEs always innovate to maintain quality, both in production and promotion given the tight competition in the food industry. Sukabumi city has many typical traditional foods such as mochi, bandros, geco, serabi, priangan bread, and many other typical Sukabumi foods [1]

To be able to increase the success of MSMEs, business actors need to have entrepreneurial skills so that their businesses can achieve success [2]. An entrepreneur needs to have entrepreneurial knowledge, characteristics, and skills to be able to increase the success of the business they are running, because these abilities are important factors for smooth and sustainable business [3]

Businesses by applying characteristics in their management can help think and act effectively, and establish good relationships with customers and business partners. The business can operate smoothly and survive. Having high entrepreneurial characteristics makes entrepreneurs have a forward perspective, have responsibility, courage to take risks, and have managerial abilities[4]. The success of a business can be determined by the characteristics of an entrepreneur [5].

Today's skill capabilities are needed to achieve success, with skills to realize transformation, create valuable products, and develop innovative services. In this case, the skills that support these behaviors are to focus and be open to new things, create value, and communicate effectively [6]. Entrepreneurial skills can be possessed by someone who intends to become a business actor [7]. Not just an intention, business people must also have creative and innovative ideas for their individual skills. Entrepreneurs who have skills can identify

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opportunities, design effective strategies, and manage resources efficiently. This ability can overcome challenges and make the right decisions [8]

To be able to survive and compete, MSMEs in Indonesia face significant challenges, with the opening of markets and intense competition, MSME owners need to have high mental resilience and creativity in running a business, because consumers are now more sensitive to the various choices of products and services available [9]

Based on the above phenomenon, this study was conducted to determine the effect of entrepreneurial characteristics and entrepreneurial skills on business success in culinary MSMEs in Sukabumi City.

## **2 Research method**

Qualitative research methods are methods to understand and describe the meaning that comes from individuals and groups related to social or personal problems. In the process, this research includes the preparation of predetermined questions and procedures, data collection in accordance with the context of participants, inductive data analysis, and management of information from specific to form more general themes. The researcher then interprets the meaning behind the data obtained. The research report is prepared with a flexible structure to adjust to the dynamics of existing findings [10]

### **2.1 Population and sample**

Population is a generalization area consisting of objects / subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The sample is part of the number and characteristics possessed by the population. The sampling technique in this study used saturated sampling, a sampling technique when all members of the population are used as samples [11]

The population in this study were culinary MSME players in Sukabumi City, with sample criteria being culinary MSME players in Sukabumi city who have been running a business for more than two years. Survey on culinary entrepreneurs in Sukabumi City, such as business actors of various fried foods, various traditional foods, and food cart owners

### **2.2 Data Collection**

Data collection techniques are ways to collect data that are relevant to research. Data collection techniques are interviews, observations, documentation studies, and questionnaires [12]. Data collection techniques in this study used interviews and documentation studies

#### **2.2.1 Interview**

The technique in collecting data in this study is a structured in-depth interview technique, which is a technique in data collection when the researcher has a clear understanding of the information to be obtained. In this method, the researcher has compiled a research instrument in the form of a list of written questions with pre-prepared answer choices [11]. This interview was conducted with culinary MSME owners in Sukabumi City related to entrepreneurial characteristics and entrepreneurial skills that can affect the success of the business

### **2.2.2 Documentation Study**

This research uses documentation studies to collect data by looking at or assessing past data, there are two forms of data collection documentation according to [12] written documents (printed) in the form of books, magazines, documents, regulations, meeting minutes, diaries, journals and reports. electronic documents (nonprinted) in the form of books, magazines, documents, regulations, meeting minutes, diaries, journals and reports. Electronic documents (nonprinted): internet sites, photographs, microfilm, tapes, or other audio-visual equipment. This research uses documentation studies as supporting data in conducting research.

## **2.3 Variable and Data Analysis**

### **Variable**

Research variables are characteristics or attributes possessed by individuals, objects, organizations, or activities that show certain variations. This variable is determined by the researcher as the object of study to be analyzed and concluded based on the results of the research conducted. The variables used in this study are independent variables (independent variables) and dependent variables (dependent variables) [11].

Independent variables, also known as stimulus variables, predictors, or antecedents, are factors that play a role in influencing or causing changes in the dependent variable [8]. The independent variables (independent variables) used in this study are entrepreneurial characteristics and entrepreneurial skills. The dependent or bound variable is the variable that is influenced or becomes the result, because of the independent variable [11]. The dependent variable in this study is business success.

### **Data Analysis**

Qualitative data analysis is carried out from the beginning of research in the field, ongoing during the data collection process, and continues until field research is completed. This process allows researchers to process and understand data systematically and deeply at every stage of the research [11]. Data analysis can be done through several stages, namely data reduction, data presentation, and conclusions or verification [13].

## **3 Results and discussion**

Based on the results of interviews with respondents, namely culinary business owners in Sukabumi City, the respondents' information is obtained in table 1

**Table 1.** Responden Information

<b>No</b>	<b>Respondent</b>	<b>Information Obtained</b>
1.	Business owners of various traditional foods	<ul style="list-style-type: none"><li>- Entrepreneurial characteristics</li><li>- Entrepreneurial skills</li><li>- Business success</li></ul>
2.	Food cart owner	<ul style="list-style-type: none"><li>- Entrepreneurial characteristics</li><li>- Entrepreneurial skills</li><li>- Business success</li></ul>
3.	Fried food business owner	<ul style="list-style-type: none"><li>- Entrepreneurial characteristics</li><li>- Entrepreneurial skills</li><li>- Business success</li></ul>

Source: data processed, 2025

based on the data above, it shows that the information obtained from respondents as a sample in this study provides information from experience as a business owner for more than two years who has entrepreneurial characteristics and entrepreneurial skills that affect the success of their business so that it survives until now and can compete with other competitors.

Entrepreneurial characteristics have an important role and influence on business success because it is for the sustainability of the business being undertaken. Business actors have the character of self-confidence and optimism in managing the business they run, confident in their abilities. The characteristics that respondents have besides self-confidence in running a business, namely, business actors have the characteristics of courage in taking risks in running a business to increase business success, because having a business requires courage and evaluating the risks that are happening and will happen in the future. Some respondents have characteristics in motivating the business, because the business they run can motivate and move other people to do business in the same field, namely the culinary field.

According to research conducted by [14] the success of a business is strongly influenced by the level of ability of companies that are always oriented towards entrepreneurship, culinary

business owners in Sukabumi City have characteristics oriented towards achieving success in their entrepreneurial activities. Business actors have the characteristics to see opportunities, such as some respondents who have opportunities to add new menus and replace new menus to vary which makes the business run successfully because it has the competence of innovation ability. Courage in facing certainty, respondents stated that if the business must experience a decline in income and sales in their business. However, this is what makes them survive in facing the challenges of running a business compared to other competitors who have businesses in the same field and proves that entrepreneurial characteristics are needed to achieve business success. This research is in line with research [15] which states that strong belief and determination are needed to develop a culinary business so that the ability to manage the business can increase. This research is in line with that conducted by [16] and [17] which state that entrepreneurial characteristics have a significant effect on business success.

The respondents in this study, namely culinary business owners in Sukabumi City, have technical skills in carrying out the tasks they carry out, this is a technical ability to make business sustainability. Having good relationships with others, being skilled in communication with others, and being able to work well with customers to maintain business harmony are skills in managing a business to increase business success because of the development of a good image in the eyes of customers.

Business actors have the skills to manage the supply chain in running a business, these skills affect business success, due to cost efficiency and efficient use of resources. Respondents also have the ability to manage their time well. This is because they have skills in terms of time and planning activities that will be carried out when managing their business, such as starting from the process of buying ingredients that will be offered to customers to well-managed operational time. This research is in line with research conducted by [18] which states that must be able to apply and pour their creative ideas through their entrepreneurial skills to face intense competition. This research is supported by research [19] and [20] which states that entrepreneurial skills affect business success.

## 4 Conclusion and recommendation

Based on the results of the research and the previous discussion, it can be concluded that entrepreneurial characteristics and entrepreneurial skills affect the success of culinary MSMEs in Sukabumi City. Because business actors have entrepreneurial characteristics and entrepreneurial skills in running the businesses they manage, businesses achieve sustainability and last long so that they can compete with competitors in the same field so as to achieve business success.

As a recommended material, future researchers are expected to use quantitative methods to make the research data more accurate and are expected to use other research variables that are not used in this study.

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