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JOSEM: Journal of Sustainable and Economic Management

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The Influence of Entrepreneurial Knowledge on the Success of Micro, Small and Medium Enterprises (MSMEs) in East Bekasi District

Lufiaramadhinta Purwantini

Department of Management, Faculty of Economics and Business, Open University, South Tangerang, Indonesia

Article History

Received : 2026-07-07
Revised : 2026-07-13
Accepted : 2026-07-17
Published : 2026-07-21

Keywords:

Entrepreneurial Knowledge,
Business Success, MSMEs,
Entrepreneurship, East Bekasi
District

Correspondent Author:

Lufiaramadhinta Purwantini

Author Email:

Adhinta112@gmail.com

Paper Type:

Research

Abstract

Objectives – This study aims to analyze the influence of entrepreneurial knowledge on business success in Micro, Small, and Medium Enterprises (MSMEs) in East Bekasi District.

Methodology – This study uses a quantitative approach with a simple linear regression analysis technique. Data was collected through the distribution of questionnaires to MSME actors in East Bekasi District as research respondents.

Findings – The results of the study show that entrepreneurial knowledge has a positive and significant effect on business success with a significance value of $0.001 < 0.05$. The value of the determination coefficient (R^2) of 0.529 indicates that entrepreneurial knowledge contributes 52.9% to business success.

Implications – The results of this study show that increasing entrepreneurial knowledge through education, training, and entrepreneurship development programs can increase the success and sustainability of MSME businesses. Therefore, the government, educational institutions, and related parties need to support programs that aim to improve the entrepreneurial competence of MSME actors.

Originality – This study provides empirical evidence regarding the influence of entrepreneurial knowledge on the success of MSME businesses in East Bekasi District. The results of the study enriched the study of entrepreneurship by emphasizing that entrepreneurial knowledge is one of the important factors in improving the performance and success of MSMEs.

Introduction

Micro, Small, and Medium Enterprises (MSMEs) have an important role in the Indonesian economy because they are able to absorb labor, increase people's income, and support national economic resilience. This is in line with the opinion [Iskandar & Safrianto, 2020](#) that MSMEs are one of the sectors that have a significant contribution to economic growth and community economic resilience. In Bekasi City, the number of MSMEs continues to increase and is spread across various sub-districts, including East Bekasi District which shows quite rapid business growth. According to [Siswanti, 2020](#), the development of MSMEs in Bekasi City continues to increase in line with the high economic activity of the community and the increasing interest of the community in entrepreneurship.

One of the factors that affect the success of MSMEs is entrepreneurial knowledge. Entrepreneurial knowledge includes the ability to manage a business, identify opportunities, innovate, and make the right business decisions. Business actors who have good entrepreneurial knowledge tend to be better able to develop and maintain their businesses.

Although the number of MSMEs in East Bekasi District continues to increase, there are still various obstacles that can hinder business development, such as low levels of entrepreneurship education, limited access to training, and lack of optimal use of business information. [Ulyani et al., 2024](#) stated that limited knowledge and access to entrepreneurial capacity development are one of the factors that affect the ability of MSME actors to develop and maintain their businesses. Therefore, this study was conducted to analyze the influence of entrepreneurial knowledge on the success of MSMEs in East Bekasi District.

This research is expected to make a theoretical contribution to the development of entrepreneurial science and become an input for MSME actors and the government in increasing entrepreneurial capacity to support business success. This research has several limitations. First, the relatively small number of samples, namely 31 respondents, can limit the generalization of research results to all MSME actors in East Bekasi District and other areas. Second, the research only uses one independent variable, namely entrepreneurial knowledge, so there are still other factors that have the potential to affect business success, such as business capital, digital marketing capabilities, product innovation, business experience, entrepreneurial motivation, and government support based on research [Jaya & Harti, 2021](#). Third, this study has limitations in the duration of data collection, where the distribution of questionnaires is only carried out for 10 days. This time limitation causes the data collection process to not take place optimally and has the potential to limit the number of respondents who can participate in the research. Therefore, the next study is expected to use a larger sample number and add other variables to be able to provide a more comprehensive picture of the factors that affect the success of MSMEs.

Literature Review

Entrepreneurial Knowledge

Entrepreneurial knowledge is an important aspect that business actors must have in running and developing a business. Entrepreneurship is defined as the creative and innovative ability to create opportunities as well as generate something new and valuable through innovative thinking and action [Syariati, 2022](#). In addition, entrepreneurship includes the ability to develop ideas, take risks, manage businesses, and take advantage of opportunities in the business environment.

According to [Dewi et al., 2020](#) the context of MSMEs, entrepreneurial knowledge is closely related to creativity, innovation, management, as well as the ability to read the market and manage resources. This knowledge is the main capital for business actors to adapt to change, create innovation, and maintain competitiveness. Furthermore, entrepreneurial knowledge also includes innovative, emotional, competitive, and financial intelligence that plays a role in improving business performance as well as the ability to identify opportunities and solve problems based on statements [Setiany & Anisah, 2024](#).

Success of Micro, Small and Medium Enterprises

The success of MSMEs can be seen from their ability to survive, grow, generate profits, expand markets, and innovate sustainably. [Sarjana et al., 2022](#) stated that MSMEs have a strategic role in the economy because they are able to absorb labor and encourage economic growth, so that the success of MSMEs is an important indicator in regional and national economic development. The success of MSMEs is influenced by various factors, such as managerial skills, innovation, adaptation to change, financial management, and effective marketing strategies. According to [Donova & Widjaja, 2023](#), these factors are important elements that determine the success and sustainability of the business.

Thus, the success of MSMEs is a condition where businesses are able to operate effectively, competitively, generate profits, and develop sustainably.

The Influence of Entrepreneurial Knowledge on the Success of MSMEs

Entrepreneurial knowledge plays an important role in supporting the success of MSMEs through the ability of business actors to manage and utilize business information. According to [Kusumajaya, 2020](#), this ability helps business actors achieve better performance and business results. This knowledge plays a role in improving innovation capabilities, improving decision-making, and assisting business actors in recognizing and utilizing business opportunities. In addition, entrepreneurial knowledge also encourages motivation, courage to

take risks, and strengthens competitive advantage through more effective marketing and business management strategies [Stephen & Handoyo, 2026](#).

Thus, entrepreneurial knowledge has a positive and significant effect on the success of MSMEs, where the higher the knowledge possessed, the greater the opportunity for businesses to develop and achieve success.

Hypothesis

Research conducted by [Nirmalasari, 2024](#) shows that entrepreneurial knowledge has a positive and significant effect on the success of MSMEs in Tegalsari Village, Purworejo. The results of the study indicate that the higher the level of entrepreneurial knowledge possessed by business actors, the higher the level of business success that can be achieved. Entrepreneurial knowledge provides the ability for business actors to identify business opportunities, manage resources effectively, and make the right decisions in facing various business challenges. Based on the findings of the previous research, the hypothesis proposed in this study is H1: Entrepreneurial knowledge has a positive and significant effect on the success of MSMEs in East Bekasi District.

This hypothesis is based on the assumption that entrepreneurial knowledge is one of the important factors that can support effective business management so that it can increase the success and sustainability of MSMEs.

Research Methods

This study uses a quantitative approach with descriptive analysis to explain the causal relationship between entrepreneurial knowledge and the success of MSMEs. The quantitative approach was chosen because it uses data in the form of numbers as an analytical tool to test the hypothesis that has been formulated, so that it can verify the influence of variable X on variable Y based on empirical data. The research was conducted in East Bekasi District which has a fairly rapid growth of MSMEs, with the population of all MSME actors from various sectors such as culinary, services, trade, and handicrafts. The research sample was determined using a purposive sampling technique with the following criteria: (1) MSMEs have been operating for at least one year, (2) are owned and managed directly by business owners, (3) are domiciled in East Bekasi District, and (4) are willing to fill out a questionnaire. The number of respondents in this study was 31 MSME actors obtained through purposive sampling techniques. The number was considered adequate because it exceeded the minimum limit of 30 respondents recommended for the reliability testing of the questionnaire instrument as described by [Bujang et al., 2024](#), which stated that in general a minimum of 30 respondents was sufficient to assess the reliability of the questionnaire. Therefore, the sample is considered adequate for simple linear regression analysis because this study uses one independent variable and refers to previous studies [Amalia et al., 2022](#) with similar characteristics that used a relatively small number of respondents in the MSME study. The use of purposive sampling techniques was carried out because not all MSME actors in East Bekasi District met the research criteria. In addition, this research is focused on business actors who have experience running a business so that they are able to provide information that is in accordance with the research objectives. The number of respondents was 31 people based on the availability of respondents who met the criteria during the data collection period.

The data sources used consisted of primary data obtained through the distribution of questionnaires to respondents using the Likert scale of 1–5, as well as secondary data from journals, books, and previous research as support for the theory. The data collection technique used a questionnaire containing 9 statements for the entrepreneurial knowledge variable and 6 statements for the business success variable, which were compiled based on indicators such as business management, innovation, finance, marketing, and decision-making for variable X, as well as profit, customer growth, business stability, innovation, and business sustainability for variable Y. Data analysis was carried out through validity tests using Product Moment correlation and reliability with Cronbach Alpha (≥ 0.70), followed by analysis of average scores, descriptive statistics, normality test with Kolmogorov Smirnov, simple linear regression analysis, partial t test, and determination coefficient (R^2) to determine the contribution of variable X to Y.

Results and Discussion

This research is quantitative where the data produced will be in the form of numbers. The purpose of this study is to determine the influence of entrepreneurial knowledge on the success of MSMEs in East Bekasi District. The distribution of the questionnaire used a likert scale of 1-5 and was distributed directly by the researcher to respondents who owned MSMEs in East Bekasi District within a period of 10 days, with 15 question items divided into 9 questions related to Entrepreneurial Knowledge (X) and 6 questions related to Business Success (Y).

Results

Overview of Research Objects

East Bekasi District is one of 12 sub-districts in the administrative area of Bekasi City, West Java Province. Administratively, East Bekasi District consists of four sub-districts, namely Bekasi Jaya Village, Margahayu Village, Duren Jaya Village, and Aren Jaya Village.

Based on data from the Central Statistics Agency (BPS) of Bekasi City, East Bekasi District has an area of about 14.64 km². As one of the urban areas in Bekasi City, this area has a relatively high population density level and is supported by economic activities and community mobility that is quite dynamic. This condition makes East Bekasi District one of the centers of economic activities that contribute to the development of Bekasi City.

East Bekasi District was chosen as the research location because it has considerable economic potential, which is characterized by high trade activities, services, and the development of Micro, Small, and Medium Enterprises (MSMEs). In addition, the diverse characteristics of the community and the increasing number of MSME actors make East Bekasi District a representative location for this research. This is in line with the findings [Irwan & Faiz, 2025](#). With these characteristics, East Bekasi District is considered representative as an object of research in analyzing factors that affect the success of MSMEs.

Respondent Characteristics

The characteristics of the respondents in this study were obtained from 31 MSME actors in East Bekasi District who were the research samples. Based on gender, respondents were dominated by women as many as 16 people (52%), while men amounted to 15 people (48%). In terms of age, the majority of respondents were in the age range of 26–30 years old as many as 14 people (45%), followed by 11 people over 30 years old (35%), while respondents under 20 years old and 20–25 years old amounted to 3 people (10%) each. Based on the type of business, most of the respondents were engaged in the culinary sector as many as 13 people (42%), which shows that the culinary sector is the type of business that is most run by MSME actors in East Bekasi District. From the education level, the majority of respondents have 17 people (55%) have their last high school/vocational education, followed by 11 people (35%) and 3 people (10%) with a diploma. Meanwhile, based on the length of the business, most of the respondents have been running their business for 1-3 years as many as 25 people (81%), followed by 4-6 years as many as 4 people (13%) and more than 6 years as many as 2 people (6%). Overall, according to [Hasan et al., 2021](#) the characteristics of the respondents, MSME actors in East Bekasi District are dominated by businesses that are still in the early stages of development. This condition indicates that entrepreneurial knowledge is an important aspect to have, because it is not only related to the ability to start a business, but also includes the ability to manage resources, make decisions, take advantage of opportunities, and face business risks. Thus, the characteristics of the respondents in this study support the importance of examining the influence of entrepreneurial knowledge on the success of MSMEs.

Validity Test

The validity test is carried out to find out the extent to which each statement item in the questionnaire is able to measure the variables being researched precisely. Validity testing was performed by comparing the r-calculated value with the r-table at a significance level of 5% ($\alpha = 0.05$) and a degree of freedom (df) of $n - 2$. A statement item is declared valid if the r-count value is greater than the r-table, while the item is invalid if the r-count value is less than the r-table based on the research of [Pinem et al., 2023](#). In this study, the number of

respondents used was 31 people so that an r-table value of 0.355 was obtained. The results of the validity test carried out with the help of the SPSS program are then summarized and presented in the following table of validity test results.

Table 1. Validity Test Results

Instrumen Variabel	Item	r-calculated	r-table	Remarks
Entrepreneurial Knowledge (X)	Item 1	0.498	0.355	Valid
	Item 2	0.581	0.355	Valid
	Item 3	0.596	0.355	Valid
	Item 4	0.513	0.355	Valid
	Item 5	0.653	0.355	Valid
	Item 6	0.677	0.355	Valid
	Item 7	0.717	0.355	Valid
	Item 8	0.763	0.355	Valid
	Item 9	0.738	0.355	Valid
Business Success (Y)	Item 1	0.751	0.355	Valid
	Item 2	0.704	0.355	Valid
	Item 3	0.784	0.355	Valid
	Item 4	0.701	0.355	Valid
	Item 5	0.765	0.355	Valid
	Item 6	0.552	0.355	Valid

Based on the results of the validity test above, it can be seen that all statement items are said to be valid. This is because all question items have a table value of $r < r$ calculation (0.355).

Reliability Test

The reliability test was carried out to determine the level of consistency of an instrument in measuring the research variables referred to from the book [Syafriada, 2021](#). Reliability testing in this study used Cronbach's Alpha method. An instrument is declared reliable if it has a Cronbach's Alpha value of > 0.70 . The higher the Cronbach's Alpha value is closer to 1, the higher the level of reliability and consistency of the research instrument.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Measurement Threshold	Number of Items	Remarks
Entrepreneurial Knowledge (X)	0.822	0.70	9	Reliabel
Business Success (Y)	0.797	0.70	6	Reliabel

Based on the results of the above test, it can be seen that the Cronbach alpha value based on two research variables is greater than 0.70. By proving that the criteria of all N variables are said to be reliable, there is consistency in the answers to the questionnaire statements submitted from the 2 variables of this study.

Normality Test

The normality test was carried out to find out whether the research data was distributed normally. [Dewi et al., 2020](#) explains that normality testing is required to ensure the feasibility of using linear regression analysis. In this study, the normality test was carried out using the Kolmogorov Smirnov method, where the data is declared to be normally distributed if it meets the criteria that have been set so that the results of the analysis can be trusted and interpreted properly.

Table 3. Normality Test Results

Variable	Kolmogorov-Smirnov Statistic	df	Sig.
Entrepreneurial Knowledge	0.156	31	0.052
Business Success	0.109	31	0.200*

*This is a lower bound of the true significance.

Based on the results of the normality test, a significance value (Asymp. Sig. 2-tailed) was obtained of 0.052 for the Entrepreneurial Knowledge variable (X) and 0.200 for the Business Success variable (Y). Since both values are greater than 0.05, it can be concluded that the research data are normally distributed and meet the normality assumptions and are therefore suitable for use for further analysis.

T-Test

This test basically shows the extent to which each independent variable has an impact on the dependent variable. The t-test is carried out through comparison, namely the t-value of the table compared to the t-value of the calculation and then applying it at a set significance level of 5% or 0.05 according to the book [Syafri, 2021](#). The explanation of the results of the free variable t-test is as follows.

Table 4. T-Test Results

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	15.307	12.947	-	1.184	0.246
Entrepreneurial Knowledge	0.489	0.086	0.727	5.702	0.001

Based on the results of the t-test, in the regression analysis model, it is known from the Coefficients table that the variable of entrepreneurial knowledge with a value of sig. by $0.001 < 0.05$, meaning that entrepreneurial knowledge has a positive and significant effect on business success.

Coefficient of Determination (R^2)

The determination coefficient test is used to measure how far the ability to explain or explain the variation of the independent variable being studied (entrepreneurial knowledge) is to the bound variable (business success) expressed in percent (%). The value of the determination coefficient is interpreted as a proportion ranging from 0 to 1, if it is closer to 1 the relationship is closer but if it is closer to 0 then the relationship is weaker.

Table 5. Determination Coefficient Result (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.727	0.529	0.512	3.12680

The results presented in Table 5 indicate that the regression model has a strong positive relationship between Entrepreneurial Knowledge and Business Success, as reflected by the correlation coefficient value $R = 0.727$. The coefficient of determination $R^2 = 0.529$ shows that 52.9% of the variance in Business Success can be explained by Entrepreneurial Knowledge, while the remaining 47.1% is influenced by other variables not included in the model. Furthermore, the Adjusted R^2 value of 0.512 indicates that, after adjusting for the sample size and the number of predictors, the model explains 51.2% of the variation in Business Success. The standard error of the estimate 3.12680 suggests a relatively acceptable level of prediction error, indicating that the model has adequate explanatory power. Overall, these findings demonstrate that Entrepreneurial Knowledge is a substantial factor in determining Business Success.

Simple Linear Regression Analysis

According to [Saputra et al., 2026](#), simple linear regression analysis is used to test the relationship and influence of independent variables on dependent variables. Therefore, the purpose of a simple linear analysis is to find out how much influence independent variables (X) and dependent variables (Y) are.

Based on the results of the analysis using the SPSS program, the results of simple linear regression analysis were obtained as follows.

Table 6. Results of Simple Linear Regression Analysis

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	15.307	12.947	-	1.184	0.246
Entrepreneurial Knowledge	0.489	0.086	0.727	5.702	0.001

Dependent Variable: Business Success

The regression analysis shows that Entrepreneurial Knowledge has a positive and statistically significant effect on Business Success. The regression coefficient value $B = 0.489$ indicates that each one-unit increase in Entrepreneurial Knowledge is associated with an increase of 0.489 units in Business Success, assuming other factors remain constant. The standardized coefficient $Beta = 0.727$ suggests a strong positive relationship between the two variables. Furthermore, the t-value $t = 5.702$ with a significance level of 0.001, which is lower than the threshold of 0.05, confirms that Entrepreneurial Knowledge significantly influences Business Success. Therefore, the proposed hypothesis that Entrepreneurial Knowledge positively affects Business Success is supported.

From the table above, the regression equation model is obtained as follows.

$$Y = a + bX$$

$$Y = 5,207 + 0,489X$$

Based on the results of simple linear regression analysis, the regression equation $Y = 5.207 + 0.489X$ was obtained. The constant value of 5.207 indicates that if the variable of Entrepreneurial Knowledge (X) is zero or has no change, then the value of Business Success (Y) is estimated to be 5.207. Meanwhile, the value of the regression coefficient in the Entrepreneurial Knowledge variable of 0.489 shows that every increase in entrepreneurial knowledge by one unit will increase business success by 0.489 units. This shows that entrepreneurial knowledge has a positive influence on the success of MSME businesses.

Discussion

The Influence of Entrepreneurial Knowledge on Business Success The results of the study show that entrepreneurial knowledge (X) has a positive and significant influence on the success of MSMEs in East Bekasi District. This can be seen from the results of the t-test in the simple regression analysis of the entrepreneurial knowledge variable (X) resulting in a sig value of 0.001 which is smaller than the sig value $\alpha = 5\%$ or 0.05. This means that the hypothesis proposed is proven that entrepreneurial knowledge (X) has a positive and significant effect on business success (Y). The findings of this study are in line with research [Nirmalasari, 2024](#) that states that entrepreneurial knowledge has a positive and significant effect on the success of MSMEs in Tegalsari Purworejo Village. The second study shows that the higher the entrepreneurial knowledge possessed by business actors, the higher the success of the business achieved. The results of this study also support research [Stephen & Handoyo, 2026](#) that found that entrepreneurial knowledge plays a role in improving innovation skills, risk-taking courage, and marketing strategies so that it can increase the success of MSMEs.

Based on the characteristics of respondents, most MSME actors are business owners who have been running a business for 1-3 years (81%). This condition shows that the majority of respondents are still in the early phase of business development so they really need entrepreneurial knowledge as a provision in facing various business challenges. In addition, the majority of respondents are engaged in the culinary sector (42%). This study expands on the findings of previous research because it was conducted on MSME actors in East Bekasi District which are dominated by culinary businesses with the majority of business ages 1-3 years. Thus, the results of the study provide empirical evidence that entrepreneurial knowledge has an important role, especially for MSMEs that are still in the early stages of business development.

According to [Lai & Widjaja, 2023](#) knowledge entrepreneurship also helps MSME actors in developing more effective marketing strategies, managing business cash flow, determining competitive product prices, and

developing innovations that suit market needs. With this ability, business actors become more adaptive to changes in the business environment so that the opportunity to maintain business continuity is greater.

Supported by a determination coefficient value of 52.9%, it shows that entrepreneurial knowledge has a considerable contribution to business success. However, there is still a 47.1% variation in business success influenced by other factors, such as business capital, entrepreneurial experience, digital skills, product innovation, business motivation, and business environment support.

Conclusion

Based on the results of the research, it can be concluded that entrepreneurial knowledge has a positive and significant effect on the success of MSMEs in East Bekasi District. The results of a simple linear regression analysis resulted in an equation $Y = 5.207 + 0.489X$, which shows that any increase in entrepreneurial knowledge will increase business success by 0.489 units. In addition, the results of the t-test showed a significance value of $0.001 < 0.05$, so the research hypothesis was accepted. The results of the determination coefficient $R^2 = 0.529$ showed that entrepreneurial knowledge was able to explain 52.9% of the variation in MSME success, while the remaining 47.1% was influenced by other factors outside the study, such as business capital, entrepreneurial skills, business experience, marketing strategies, motivation, and business environmental conditions. Thus, entrepreneurial knowledge is one of the important factors that play a role in increasing the success and sustainability of MSME businesses.

Acknowledgements

The author acknowledges the use of ChatGPT (OpenAI) exclusively for grammar enhancement and language translation in the preparation of the English manuscript. The AI tool was not involved in the conception of the study, data collection, data analysis, interpretation of findings, or the formulation of conclusions. All content, research data, analyses, and scholarly contributions presented in this article are entirely the author's original work.

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