

The Influence of Entrepreneurial Attitude and Motivation on the Success of Community Enterprises in the Rankiang Saiyo Cooperative, Tanah Datar Regency

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Abstract

Cooperatives play an important role in supporting economic development, especially in rural Indonesia. This study aims to analyse the impact of entrepreneurial attitudes and motivation on business success, and evaluate the management effectiveness of Rangkiang Saiyo Cooperative, which has achieved assets of IDR 1.2 billion and won various awards at the provincial and district levels. The method used in this study is a quantitative approach with a survey of cooperative members, supported by descriptive and inferential analyses. The results show that the entrepreneurial attitude and motivation of co-operative members have a significant influence on the success of their businesses. In addition, entrepreneurship training is proven to improve members' skills and productivity, although there are still obstacles such as suboptimal utilisation of the grants. The research also highlights the importance of strengthening social capital, financial product innovation, and cooperative empowerment strategies to improve organisational sustainability and efficiency. The findings provide recommendations for the development of cooperatives as drivers of the local economy in Indonesia.

Keywords: cooperatives; entrepreneurship; motivation; survey method; economic empowerment

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Introduction

Research shows that entrepreneurial attitudes and motivation have a significant influence on business success. Self-efficacy and entrepreneurial motivation have a positive impact on the success of micro and small enterprises in the food and beverage sector (Srimulyani & Hermanto, 2021). Factors such as family environment, personality, and motivation also contribute positively to entrepreneurial intention among university students (Tumanggor et al., 2023). To develop entrepreneurial skills and mindsets, pesantren adopt approaches such as the implementation of an entrepreneurship-based curriculum, the use of

competent instructors, and practice-based learning strategies (Asri, 2022). In coastal areas, community empowerment programmes focus on improving the tourism sector through active involvement of local communities, especially in natural resource management, human resource development, and entrepreneurship training (Masrun et al., 2019). These studies confirm the importance of building entrepreneurial attitudes and motivation through education, training, and community empowerment programmes to support business success and economic growth. Cooperatives have a significant role in supporting economic development in

Indonesia, especially in rural areas. Islamic microfinance institutions, such as BMT and BPRS, have been shown to have a positive impact on micro-enterprises by increasing income, annual sales, and creating jobs (Riwajanti, 2014). Agricultural cooperatives, such as those focused on the coffee industry, have also shown higher levels of profitability compared to farmers who are not members of a cooperative (Kaido & Takashino, 2023). Moreover, cooperatives are known to be efficient organisations in aligning the economic and social goals of their members (Ribas et al., 2022). However, the contribution of rural enterprises such as BUMDes to economic growth is still relatively low, highlighting the importance of utilising social capital and local assets in their development (Aritenang, 2021). For cooperatives to contribute more, there is a need to improve training services, provide better information on financing options, and develop innovative financial products that suit customer needs (Riwajanti, 2014). These measures are expected to boost economic development in rural Indonesia as a whole. Motivation is what makes people passionate about what they do, enabling them to collaborate, work well, and combine all their resources and efforts to feel fulfilled. An entrepreneur really needs motivation to succeed in his business because motivation can inspire them to try hard or be proactive in order to succeed. A company can be successful if sales increase, production results increase, income increases, and business expansion and development occurs quickly and satisfactorily (Hasibuan, 2014). Cooperatives play an important role in supporting economic development in Indonesia, especially in rural areas. The existence of Islamic microfinance institutions, such as BMT and BPRS, has been shown to have a positive influence on micro enterprises, including increased income, annual sales, and job creation (Riwajanti, 2014). In the agricultural sector, cooperatives engaged in the coffee industry show greater profitability than farmers who are not members of cooperatives (Kaido & Takashino, 2023). Cooperatives are also known to be effective

organisations in integrating economic and social goals for their members (Ribas et al., 2022). Even so, the contribution of rural enterprises such as BUMDes to economic growth is still limited, emphasising the need to utilise social capital and potential local assets in enterprise development (Aritenang, 2021). To strengthen their role, cooperatives need to improve training services, provide adequate information on financing alternatives, and create innovative financial products that suit the needs of customers (Riwajanti, 2014). These efforts can contribute to the overall economic development of rural areas in Indonesia.

Community cooperatives, including student cooperatives and sharia cooperatives, face various challenges in improving the success of their businesses. Some of the main obstacles that are often faced are marketing problems, limited raw materials, and capital (Fithriyati, 2013). To overcome these obstacles, an empowerment strategy is needed that includes improving a favourable business climate, easy access to productive resources, product development and marketing, and expanding partnerships (Fithriyati, 2013). Cooperative business development has been shown to have a positive impact on increasing the remaining results of operations (Isrososiawan, 2014). In addition, student cooperatives have a strategic role in fostering an entrepreneurial spirit to face competition in the economic world (Sakdiah, 2014). Innovation in promoting products and services, such as through WhatsApp groups, is also an important factor to support the success of cooperatives (Nurrachmi & Setiawan, 2020). Based on the author's initial observations, it is known that the Rangkiang Saiyo Cooperative business has experienced rapid development with professional management both in terms of resources and business undertaken. This is evidenced by the success of the Rangkiang Saiyo Cooperative in winning the title and being awarded as the best cooperative at the West Sumatra Province level in 2015 and 2016. Followed by awards as the best cooperative in 2017 and 2018 at the Tanah Datar

district level, the Rangkiang Saiyo Cooperative received a grant from the State Budget (APBN) in 2018. This paved the way for the industrial and commercial community to develop the business, making commercial success easy to achieve. When viewed from the enthusiasm to start a business, it is still very high, because Eangkiang saiyo cooperative members are willing to work hard to do a good job in their business, so that many members' businesses are successful. Likewise, the entrepreneurial attitude of cooperative members who have experience requires entrepreneurial training because the beneficiaries only think about spending the funds provided.

Literature review

Entrepreneurial Attitude

Attitudes are defined as evaluative responses, namely the type of response expressed by an attitude. Its emergence is based on an internal evaluation process in which individuals form judgments regarding stimuli in the form of good-bad, positive-negative, pleasant-unpleasant, and so on. These judgments eventually crystallize as potential responses to an object's attitude. The tendency to react positively or negatively to things, people, organizations, or opportunities is another definition of attitude. Basically, a person's decision to accept or reject an object is determined by their evaluation of the object (Kusmintarti, Riwijanti, & Asdani, 2017). Many experts provide various definitions of entrepreneurship. Entrepreneurship is the ability to behave innovatively and creative thinking processes which are the basis for managing resources to face the challenges of the times. Entrepreneurs are also those who have the ability to produce something new, different from others, or different from what already exists. They can also turn something less productive into more productive. This shows that the ability to be creative and innovative in managing a company is the main attribute of an entrepreneur (Maisaroh, 2019). In the realm of entrepreneurship, self-

efficacy refers to an individual's strong belief in their ability and success in carrying out various tasks. Self-efficacy in the context of entrepreneurship refers to a person's beliefs (perceptions) about their capacity to engage in entrepreneurial behavior. This confidence can be measured by looking at four main indicators, namely self-confidence in one's ability to manage a business, human resource leadership, business acumen and feeling capable of launching a business. (Islami, 2017) A person's character, behavior, and attitude towards life's struggle to achieve happiness and inner birth are all considered aspects of the entrepreneurial nature. Character is described as traits that distinguish a person from others, such as mental, moral, or behavioral attributes. Business people can face failure in their business ventures because the results they get are not necessarily what they expected, but there are also business people who are successful. Successful entrepreneurs possess a number of traits, including having a clear vision, taking initiative, being goal-oriented, willing to take risks, working hard, being responsible, committed, and maintaining positive relationships with various stakeholders. (Dewi, 2022).

Motivation

The meaning of the word motivation is the inspiration, cause, or reason behind an action. Motivation is a state that drives a person to perform an action or engage in repetitive behavior on purpose. Workplace motivation is a motivating factor that energizes individuals and inspires them to cooperate, perform well, and put in their best efforts to feel satisfied with their work. The condition or energy that directs workers to achieve the company's organizational goals is known as motivation. The advantages and optimism of workers' mentality increases their drive to work as well as possible (Septiadi, Marnisah, & Handayani, 2020). In general, there are two sources of motivation, namely internal or intrinsic motivation, which are people who persuade others to act in a certain way or follow a certain path, while the

second type of motivation is known as extrinsic motivation, which is driven by external stimuli. Management benefits from motivation because motivation acts as a guide, driver, and driver of behavior, actions, or deeds. Workplace productivity largely depends on employee work motivation. Workers who have high motivation will produce good work productivity(Purnama,2008).Workplace motivation refers to the process of directing a person's abilities and potential to work together effectively to achieve and fulfill predetermined goals. Workplace motivation refers to various forms of support aimed at increasing workforce numbers, which can influence productivity and quality. Workplace motivation is a fundamental psychological process consisting of primary, general, and secondary motives(Addin, 2022). Motivational factors must meet requirements such as having high personal responsibility, daring to take risks, having realistic goals, having a comprehensive work plan and striving to achieve these goals, utilizing concrete feedback in all work activities.(Setiawan, 2013)

Business Success

Business success is defined as an increase in business activities achieved by small industrial entrepreneurs, both in terms of increasing profits generated by the entrepreneur within a certain period of time. Increasing business scale is usually a sign of business success.owned by him. This makes sense because production, which previously consumed a certain amount of raw materials every day, is now able to process more raw materials. As raw materials required increase, the number of workers required for production and marketing increases, which in turn leads to an expansion of the marketing network(Ambarwati, 2023).Business growth, also referred to as business success, is a condition or situation where an objective in an activity develops, based on business volume, net assets and net profit. From this understanding, business success can be defined as

an activity that mobilizes energy and thought to produce better changes or quantitative or qualitative progress in accordance with the set goals. So, in this research, what is meant by business success, various performance components influence the success of small industrial businesses. One of the goals of entrepreneurs is to improve the business performance of their companies. Small industrial business performance can be defined as the level of success in achieving the expected goals or objectives(Mubarok & Nurohman, 2022).

Research methods

The research method used in this research is a quantitative research method. This research was carried out at the Rangkiang Saiyo Cooperative, Nagari Barulak, Tanjung Baru District, Tanah Datar Regency. The data used in this research is quantitative data, namely primary data and secondary data. In research, primary data will be taken in the form of surveys, interviews, questionnaires related to the research object. Researchers used the means to obtain data by distributing questionnaires to members of the Rangkiang Saiyo Cooperative, Nagari Barulak, Tanjung Baru District, Tanah Datar Regency. Secondary data can be in the form of company documents, the internet, websites, journals, print media, books which can be used as data to support research activities(Sugiyono, 2012).

Researchers use this secondary data to strengthen findings and complement the information collected through questionnaires that have been distributed. Data collection techniques are based on questionnaires, documentation and interviews(Sugiyono, 2012). The number of samples in this study was 65 members of the Rangkiang Saiyo Cooperative. And the population is all members of the Rankiang Saiyo Cooperative, Nagari Barulak, Tanjung Baru District, Tanah Datar Regency, totaling 350 people. This research instrument was tested using a validity test, where the tool used was based on the Product Moment Correlation coefficient formula. The reliability test

used is a measuring instrument using the Alfa Croanbaca coefficient technique from Arikunto.

Results and Discussion

In this research, the reliability test was carried out by looking at the results of calculating the Cronbach alpha (α) value. A variable is said to be reliable if it provides a Cronbach alpha (α) value > 60%, that is, if repeated research is carried out with different times and dimensions it will produce the same conclusions. But on the other hand, if alpha (α) < 60 then it is considered less reliable, meaning that if these variables are re-researched at different times it will produce different conclusions (Ghozali, 2016). The results of reliability testing in table 4.8 show that all variables in the study have a fairly large alpha coefficient (α), namely > 0.60, so it can be said that all the measuring concepts for each variable from the questionnaire are reliable, which means that the questionnaire used in this study is reliable questionnaire.

variables are fix. Then the regression coefficient value of entrepreneurial attitude (X1) is 0.261 units, which has a positive effect on the business success of Rankiang Saiyo Cooperative members, meaning that if entrepreneurial attitude is increased by one unit, the business success of Rankiang Saiyo Cooperative members will also increase by 0.261 units assuming other variables remain constant. Then the motivation regression coefficient (X2) is 0.313 units, meaning it has a positive effect on the success of the Rankiang Saiyo Cooperative members' businesses. If motivation is increased by one unit, the success of the Rankiang Saiyo Cooperative members' businesses will also increase by 0.313 units assuming the other variables remain constant.

T Test

Based on the calculations in the table above, partial hypothesis testing. From the results of the t test in the table above, it can be explained that from the independent variables tested using the calculated t test, it can be seen that the value is 2.490 t calculated while the t table is 1.986, meaning t calculated > t table so it can be said that entrepreneurial attitude (X1) has a significant effect on success. member businesses of the Rankiang Saiyo Cooperative, likewise if seen from the significance level, the significance value of the entrepreneurial attitude variable is 0.015, meaning it is smaller than the significance level set at 0.05, so the hypothesis proposed is that entrepreneurial attitude has a positive and significant effect on business success. members of the Rankiang Saiyo Cooperative in this study can be accepted with a confidence level of 95%.

Then the second variable with a calculated t value is 2.550 while the t table is 1.986, meaning tcount > ttable so it can be said that motivation (X2) has a significant effect on the success of the Rankiang Saiyo Cooperative members' businesses, if seen from the level of significance of the motivation variable (X2) which is equal to 0.013 means smaller than 0.05, so the hypothesis proposed is that motivation has a significant

Tabel 1. Results of Multiple Regression

Model	Analysis		Beta	t	Sig.
	Unstandardized	Standardized			
	Coefficients	Coefficients			
(Constant)	3,582	1,911		2,87	.016
Entrepreneurial Attitude X1	,261	.105	,299	2,49	.015
Motivation X2	,313	.123	,307	2,55	.013

Then the regression coefficient values for each of the variables above can be substituted into the multiple linear regression equation as follows: $Y = 3.582 + 0.261 X1 + 0.313 X2$. From this equation it can be explained that the regression coefficient value for each variable, the constant value is 3,582 units. This result shows that if entrepreneurial attitudes and motivation were not present in this research then the business success of Rankiang Saiyo Cooperative members would have been 3,582 units with the assumption of other

positive effect on the success of the Rankiang Saiyo Cooperative members' businesses and can be accepted with a 95% confidence level.

F Test

To test the influence of the independent variables together, they were tested using the F test. The results of the regression calculations together are shown in the table below: Simultaneous F Test Results

Tabel. 2 F.Test

Model	Sum of		Mean		F	Sig.
	Squares	df	Square	F		
Regression	44,86	2	22,43	5,23		.008a
Residual	265,7	62	4,29			
Total	310,5	64				

Source: Primary data processing results for 2023

Based on the information in the table above, from the results of the significant F test, a significance value of 0.000 and calculated F is 5.234, while the F table is 4.100, this means that the regression model can be used to predict the dependent variable, namely the business success of members of the Rankiang Saiyo Cooperative, because the calculated f value is > that of the f table. also with a significance value <0.05. Thus, it can be interpreted that the variables of entrepreneurial attitude and motivation together have a significant influence on the business success of members of the Rankiang Saiyo Cooperative (Y). Therefore, the hypothesis proposed in this research which states that it is suspected that entrepreneurial attitudes and motivation together have a significant influence on the business success of members of the Rankiang Saiyo Cooperative can be accepted.

Determinant Coefficient

The determinant coefficient is used to see the contribution of the variables that the author studied

as a whole to the dependent variable, and can be seen in the table below:

Tabel. 3 Determinant Coefficient Test

Model	R	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.873a	.762	.748	1.29806

Source: Source: Primary data processing results for 2023

From the results of the Determinant Coefficient test, it was obtained that the R2 value was 0.762, meaning that the contribution of the entrepreneurial attitude and motivation variables to the business success of Rankiang Saiyo Cooperative members was 76.2%, meaning that entrepreneurial attitude and motivation could be explained by 76.2% of the business success of Rankiang Saiyo Cooperative members. while the remaining 23.8% is influenced by other variables not included in the research that the author conducted. Based on the table above, it is known from the results of data testing using multiple linear regression analysis that the variable entrepreneurial attitude has a positive and significant influence on the business success of members of the Rankiang Saiyo Cooperative, meaning that if entrepreneurial attitudes are continuously improved, the business success of members of the Rankiang Saiyo Cooperative will also increase because they have The positive influence is that the better the entrepreneurial attitude, the greater the success of the Rankiang Saiyo Cooperative members' businesses. In line with research conducted by Jero Raytano (2019) with the title of the research being The Influence of Entrepreneurial Attitudes and Service Innovation on Business Success at Auto Brother Car Salons in Indonesia. The results of this research show that an entrepreneurial attitude has a positive and significant influence on business success at the Auto Brother Car Salon in Indonesia. So the author's research and previous research both have a positive and significant influence from entrepreneurial attitudes on business success, so this research is better. Then the second variable that

the author examines is that motivation has a positive influence on the business success of members of the Rankiang Saiyo Cooperative, meaning that if this motivation continues to be increased, the success of the businesses of Rankiang Saiyo Cooperative members will also increase because it has a positive influence on the success of the businesses of Rankiang Saiyo Cooperative members. This is also in line with research conducted by Mei Ie Eni Visantia in 2013 with the title of the research being *The Influence of Self-Efficacy and Motivation on Business Success in Clothing Shop Owners at the Tanah Abang Metro Wholesale Center, Jakarta*. The results of this research show that self-efficacy and motivation together have an influence on business success for clothing shop owners at the Tanah Abang Metro Wholesale Center, Jakarta. Likewise, research conducted by Chamdan Purnama, Suyanto in 2010 with the title of the research was *Motivation and Business Ability in Increasing the Success of Small Industrial Businesses (Study of Small Shoe Industries in East Java)*. From the results of this research, it can be found that business motivation has a positive influence on business ability and business success. So the results of the research that the author conducted can be better and can be justified because it has been supported by previous research. From the results of the determinant coefficients obtained, it can be seen that the entrepreneurial attitude and motivation variables make a large contribution to the success of the Rankiang Saiyo Cooperative members' businesses, while the rest is influenced by other variables not included in the research that the author conducted.

Discussion

In this study, entrepreneurial attitude and motivation proved to have a significant influence on the business success of Rankiang Saiyo Cooperative members. These results indicate that a proactive, innovative, and opportunity-orientated attitude is needed to increase business success. This is in line with research conducted by Srimulyani & Hermanto (2022), which states that self-efficacy

and entrepreneurial motivation play an important role in determining the success of small and micro businesses.

Motivation, both intrinsic and extrinsic, is the main factor that encourages individuals to work harder and innovate. This study found that motivation has a significant positive influence on the business success of cooperative members. This finding supports Hasibuan's (2014) theory, which states that motivation is the main driver of employees to achieve better work productivity. Purnama (2008) also points out that high work motivation can increase productivity, which in turn has a positive impact on business success.

In terms of implementation, entrepreneurship training is one of the effective solutions in improving the skills and productivity of cooperative members. However, the results of this study also show that there are obstacles, such as the less than optimal utilisation of grant funds received by cooperatives. This indicates the need to strengthen financial resource management and increase the capacity of cooperative members in managing external assistance effectively (Effendy et al., 2019).

Empirical Findings

1. Reliability and Data Validity Reliability testing shows that all variables have a Cronbach alpha (α) value > 0.60 , which means that the research instrument is reliable. This supports the validity of the research results and ensures that the data collected is consistent and can be used for further analysis (Ghozali, 2016).

Multiple Linear Regression Results The results of linear regression analysis show that entrepreneurial attitude (X1) has a regression coefficient of 0.261 with a significance of 0.015, while motivation (X2) has a regression coefficient of 0.313 with a significance of 0.013. These two variables have a positive and significant influence on business success. The coefficient of determination (R^2) of 0.762 indicates that 76.2% of

the variability of business success can be explained by these two variable Hypothesis Testing The t-test results show that entrepreneurial attitude and motivation partially have a significant effect on business success. Meanwhile, the F test shows that both variables simultaneously have a significant influence on the business success of cooperative members with an F value of 5,2($p < 0.05$). This confirms the research hypothesis that entrepreneurial attitude and motivation play an important role in determining the business success of cooperative members.

Comparison of Empirical Findings with Discussion

The discussion of the results of this study is generally consistent with the empirical findings obtained. In the discussion, it was mentioned that entrepreneurial attitude and motivation are key factors in business success, which is supported by the results of the linear regression analysis. For example, this study shows that a one-unit increase in entrepreneurial attitude can increase business success by 0.261 units, while a one-unit increase in motivation increases business success by 0.313 units. These findings are in line with previous research, such as that conducted by Purnama et al. (2010), which highlighted the importance of motivation and business capability in improving small business success.

However, there are some aspects that have not been fully addressed in the discussion, such as the influence of other variables not included in this study. For example, the use of digital technology or social network support can strengthen business success. This is consistent with a study by Riwijanti (2014), which showed that financial product innovation and information technology utilisation can improve the performance of micro and small enterprises.

This research makes an important contribution to understanding the factors that influence the success of cooperative businesses in Indonesia, particularly in the context of rural areas.

The findings can serve as a basis for the development of cooperative empowerment strategies, including improved entrepreneurship training, more effective fund management, and the development of technology-based innovations.

Let us analyze the results in detail. First of all, we found out that entrepreneurial attitude and motivation had quite a significant impact on the business success of the members of Rangkiang Saiyo Cooperative. These findings show that a proactive, innovative, and opportunity oriented attitude is required for the business to achieve a high level of success. This goes in conjunction with the research done by Srimulyani & Hermanto (2022) which indicates that the self-efficacy as well as the entrepreneurial motivation is a critical factor in measuring the success of small and micro businesses. Entrepreneurship traits including having self-confidence in spotting business opportunities and the willingness to take calculated business risks greatly improve the chances of succeeding the business (Islami, 2017).

Motivation including the internal and the external drive act as an essential element in making people work harder and innovate. This research has established that motivation has a substantial positive effect on the business success of the members of the cooperatives. The outcome confirms the theory of Hasibuan (2014), who argues that motivation is the key factor for the employees to improve productivity in their work. Moreover, Purnama (2008) also mentions that having high work motivation can lead to better performance which in turn translates into greater business success.

When it comes to practice, entrepreneurship training is one of the best and the easiest ways of enhancing the skills that would translate into member productivity.

Conclusion

The entrepreneurial attitude variable has a positive and significant influence on the success of community businesses (Case Study: Rankiang

Saiyo Cooperative, Nagari Barulak, Tanah Datar Regency). The motivation variable has a positive and significant influence on the success of community businesses (Case Study: Rankiang Saiyo Cooperative, Nagari Barulak, Tanah Datar Regency). Entrepreneurial attitudes and motivation have a positive and significant influence on the success of community businesses (Case Study: Rankiang Saiyo Cooperative, Nagari Barulak, Tanah Datar Regency).

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