

The Influence of Business Environment on Entrepreneurial Behavior through Motivation and Competitive Advantage as Mediators

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Abstract

This study aims to determine whether entrepreneurial motivation and competitive advantage mediate the influence of the business environment on entrepreneurial behavior. The method used is survey. The data analysis technique used is to use a parallel multiple mediator model. The sample in this study were all owners of digital-based SME in Majalengka Regency, totaling 43 SME. The results show that the business environment has a positive effect on entrepreneurial behavior. Entrepreneurial motivation mediates the effect of the business environment on entrepreneurial behavior, in which the business environment is significant to entrepreneurial behavior, after being mediated by entrepreneurial motivation. Competitive advantage mediates the influence of the business environment on entrepreneurial behavior, in which the business environment is significant to entrepreneurial behavior, after being mediated by competitive advantage. The mediation is known as the partial mediation.

Keywords: business environment, entrepreneurial behavior, entrepreneurial motivation, competitive advantage

INTRODUCTION

Small Medium Enterprises (SME) are an important part of the economy of a country or region, and Indonesia is no exception. Seeing the large number of economic actors and their ability to absorb labor, SME deserves attention. The development of SME will strengthen the structure of the domestic economy, because the absorption of the labor force in employment can increase people's purchasing power, which in turn will increase the level of demand. High demand will drive economic growth. However, in reality, so far SME have received less attention, even though various sources and scientific forums state that SME are an important pillar in the nation's economic development. This can be shown by the large number of Indonesians with low economic levels, so that establishing economic businesses on a small and medium scale is a realistic choice (Gherghina et al. 2020; Hojnik & Huđek, 2023).

In addition, the government also targets 30 million SME to enter the digital market (e-commerce). Therefore, SME will be better able to compete in the global market as a result of increased digitalization. Until now, the number of digitized SME is still minimal, even though this is a breakthrough that is needed today in helping SME transition to the digital era. The purpose of the transition from analog to digital systems or digitalization of SME is to increase business efficiency and productivity. In this era of the industrial revolution 4.0, almost every industry has applied digital technology in every process and stage of implementation. Currently, the presence of technology has changed this, the marketing methods used are all digital, known as digital marketing (Huang et al. 2023; Albshaier et al. 2024).

Economic growth is sustained by the entrepreneurial spirit. This is possible if people are willing to work within their strengths rather than waiting for others to

provide employment opportunities. In most cases, the success of business owners can be attributed to a certain set of skills and traits that they exhibit in the way they behave as business owners. In this case, that entrepreneurial behavior is the ideal behavior that should be done by an entrepreneur when running his business venture (Iskandar & Mulyati, 2018; Zali et al. 2024). The results of pre-research conducted by researchers by providing an open questionnaire regarding entrepreneurial behavior problems in 14 digital-based SME in Majalengka District, revealed the following entrepreneurial behavior problems including risk aversion, dearth of creativity and innovation, poor time management, and lack of ambition to pursue new and bigger opportunities (Farida & Setiawan, 2022; Zali et al. 2024).

This shows that digital-based SME in Majalengka sub-district still show a low level of entrepreneurial behavior. Coupled with the increasing number of businesses that have sprung up in Majalengka District, SME must be able to become superior to SME in competing to get high turnover. The percentage of risk aversion was 71.43%, the lack of creativity and invention was 85.72%, the ineffective time management was 64.29%, the lack of ambition to seek possibilities was 78.57%, and the other businesses was 92.85%, according to the pre-research data of entrepreneurial behavior. It indicates that entrepreneurial behavior is still low, measurements made through several indicators show that entrepreneurial creativity and innovation are very low, entrepreneurs are reluctant to take risks to venture out of their comfort zone. Less effective in managing time so that the activities carried out tend to be the same every time. The lack of enthusiasm and drive from entrepreneurs to take advantage of every opportunity and opportunity that exists, because they are comfortable with the current conditions, so there is no real action and action to try to take risks in order to innovate their products. These phenomena are what happened to several entrepreneurs

in Majalengka, this is because in addition to the low level of literacy they have, there are also difficulties in accessing capital. Because it cannot be denied that capital is one of several other factors that are important to support, entrepreneurs are always actively innovating and increasing their creativity in participating in various trainings, other forms as an effort to improve the quality of entrepreneurial decisions and behavior (Hernita et al. 2021).

If the problem of entrepreneurial behavior is not addressed immediately, this is expected to affect the effectiveness and productivity of SME actors. Many efforts can be made to improve entrepreneurial behavior, including by increasing entrepreneurial motivation and increasing competitive advantage. Some researchers show that SME have a number of limitations, such as an increasingly competitive business environment, weak competitive advantage and capital, low entrepreneurial motivation, and they also have low quality human resources (Hankinson et al. 1997; Srimulyani et al. 2023). In addition to these internal factors, of course, business success is also determined by external factors such as government policies on taxes and imports, financial institution policies on interest rates, competition levels, disasters, pandemics, and so on. The competitive advantage that must be created by the company is of course in various ways that must be done in order to be able to become a company that outperforms competitors. Companies that are able to excel from their competitors will become advanced companies because the company's turnover or revenue increases and it can be said that the marketing performance of the company has high quality (Meike, 2009).

Novelty in this study that distinguishes it from other and previous studies is the excellence variable which is used as a mediating variable to see the indirect effect between the business environment on entrepreneurial behavior. Many previous studies have examined entrepreneurial

behavior seen from various factors including environment, motivation, competitive advantage and so on. However, in general, previous research studies tend to use a survey approach with influence or regression analysis (linear and multiple). Romli (2007) reported the results of their study that entrepreneurial behavior is influenced by individual factors themselves. The most dominant variable reflecting individual factors is the level of confidence. In addition, research conducted by Haryani (2017) shows that the entrepreneurial environment and entrepreneurial knowledge have a positive effect on entrepreneurial behavior.

Based on some of the research results above, it is basically concluded that the success or progress of entrepreneurs cannot be separated from the environmental factors that influence them, both internal and external factors. So that to measure the extent of entrepreneurial success can be seen from the ability to meet the demands of the environment. High entrepreneurial motivation is certainly one of the other things that must exist in a person or group. Because with high entrepreneurial motivation, a strong mentality can be formed in an entrepreneur so that he always tries to excel in exceeding the set standards.

All companies certainly have the same goal of wanting to develop their business. Before at the stage of developing the company must also be able to compete with other companies that are similar or different. It is a law that every company must face. Every company may not have competitors, every company must have competitors. Therefore, the company must have a good image and competitive advantage by consumer judgment. When consumers see something that is more profitable for consumers and have the same tastes as consumers, it is not impossible that a company will become a company that is able to outperform other competitors.

In accordance with what is revealed by Meike (2009) that competitive advantage is the value provided by the seller, in this case

the company, in providing more value and benefits to buyers. Customers will like it more when the company is able to provide more value to customers. When more value is obtained by the company, customers will feel satisfied. When the customer is satisfied, it is not impossible that the customer will buy the item again and that is a sign that the product produced is superior to competitors because the customer is loyal to the product produced.

Competitive advantage is the key to facing existing competition in running a company. Various studies show that there are several important factors that support the formation of competitive advantage, one of which is entrepreneurial behavior. Entrepreneurial behavior that is tenacious, unyielding, creative, innovative and so on, with these behaviors the company will certainly always provide something new and always develop its products so that they can be responded positively by customers. The behavior highlighted by entrepreneurs who work hard and have high leadership traits has an impact on the quality of the products produced because leadership is so important in an organization. Leaders see the market situation, then make decisions as an action for organizational improvement and to outperform competitors. Thus, competitive advantage will affect entrepreneurial behavior. So based on this, the urgency of this research lies in the need to continuously and comprehensively analyze how entrepreneurial behavior is influenced by the business environment, with entrepreneurial motivation and competitive advantage acting as mediating variables. The study posits several hypotheses: first, that there is a positive relationship between the business environment and entrepreneurial behavior, indicating that variations in the business environment impact entrepreneurial activity. Second, that entrepreneurial motivation mediates the effect of the business environment on entrepreneurial behavior, suggesting that changes in the business environment influence entrepreneurial motivation, which in turn affects behavior.

Third, that competitive advantage mediates the effect of the business environment on entrepreneurial behavior, meaning that variations in competitive advantage also impact the relationship between the business environment and entrepreneurial behavior.

More clearly, this study aims to determine whether entrepreneurial motivation and competitive advantage mediate the influence of the business environment on the entrepreneurial behavior of digital-based SME in Majalengka District. The problem restrictions studied in this study are regarding the problem of entrepreneurial behavior which is limited to how an entrepreneur uses technological/digital devices in his production activities, the object of research is only SME in Majalengka city, and only in 3 fields, namely textiles, crafting, and famine.

METHOD

In accordance with the problems and objectives to be achieved in this study, this research is categorized as a type of quantitative research with survey techniques (Creswell & Creswell, 2022). Where this survey research is limited to research where data is collected from a sample of the population to represent the entire population. The population in this study were all owners of digital-based SME in Majalengka District, totaling 43 SME (data obtained from the Majalengka Regency Cooperative and SME Office). Given the small population (less than 100), all of them are made into samples or population research (census). For more details, the researcher presents it in the table as follows (Table 1).

Table 1. Digital-based SME

No	Field	Quantity (Unit)
1	Textiles	15
2	Crafting	17
3	Famine	11
TOTAL		43

The data collection technique in this study used a questionnaire. The main focus of this research is the mediating effect of entrepreneurial motivation and competitive advantage on the influence of the business environment on the entrepreneurial behavior of SME in Majalengka District. Therefore, the main source in obtaining data for measurement of research variables is a questionnaire given to SME owners in Majalengka District as a measuring tool to determine their entrepreneurial behavior. The questionnaire used in this study uses a Likert scale with the highest score of 5 (five) and the lowest score of 1 (one) applicable to both positive and negative statements. After

testing the instrument in the form of validity and reliability tests, the results showed that all instruments prepared by researchers based on measurement indicators based on theory stated that all items in the study were declared valid and reliable. Next, the researcher analyzes the data using the Mediation Model Test: Parallel Multiple Mediator Models. Based on the framework discussed earlier, the research model built is parallel to multiple mediator models. The parallel multiple mediator models research model can be described as follows (Figure 1):

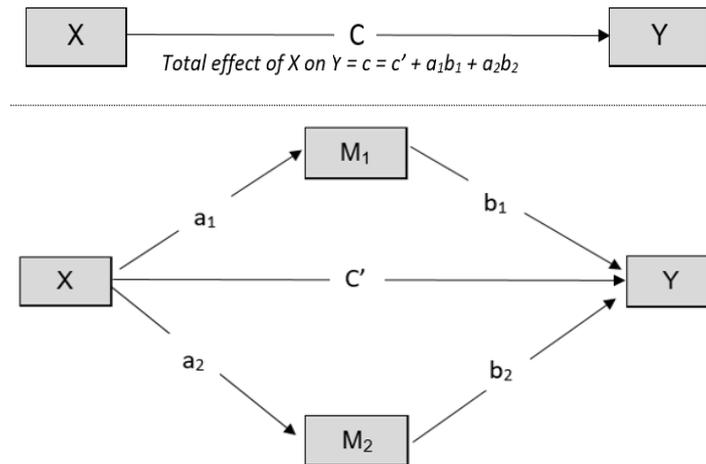


Figure 1. Research Model

The test provisions are as follows (Hayes, 2022): a) If c' is significant and the value does not change ($c' = c$), it indicates that M does not mediate the effect of X on Y. This means that the effect of X on Y occurs directly and is not mediated by M. b) If c' is significant but the value drops ($c' < c$), or the value of $c' < ab$ (indirect effect), it indicates

partial mediation. That is, M partially mediates the effect of X on Y. c) If c' value drops ($c' < c$) to be insignificant, full, perfect or complete mediation is indicated. This means that M fully mediates the effect of X on Y. The effect of X on Y occurs indirectly, namely through M.

Table 2. Hypothesis I Test Results

	Coefficients	Std. Error	t	Sig.
(Constant)	21.758	7.852	2.771	0.008
Business Environment	0.305	0.111	2.745	0.009

$F = 7.536$ ($p = .009$), R Square = 0.155

Dependent Variable: Entrepreneurial Behavior

Based on the results of test I, the coefficient is 0.111 ($p = 0.009$) and F value is 7.536 ($p = 0.009$) which means that the test is significant. This shows that the business environment affects entrepreneurial behavior. This means that the high and low business environment will have an effect on increasing entrepreneurial behavior. Meanwhile, to determine the magnitude of the influence of the business environment on entrepreneurial behavior, the coefficient of determination (R Square) is 0.155 or 15.5%. It means that the magnitude of the influence of business environment variables on entrepreneurial behavior is 15.5%. So it can be concluded that 15.5% of entrepreneurial behavior

variables are influenced by the business environment while the remaining 84.5% is influenced by other variables.

To determine hypothesis testing between business environment variables on entrepreneurial behavior, it can be seen that the t-test value is 2.745 with a significance value of 0.009. It indicates that it is smaller than 0.05. This means that the business environment has a significant effect on entrepreneurial behavior. Model II equation testing is conducted to analyze entrepreneurial motivation mediates the effect of the business environment on entrepreneurial behavior and the following results are obtained (Table 3).

Table 3. Hypothesis II Test Results

	Coefficients	Std. Error	t	Sig.
(Constant)	16.650	7.835	2.125	0.040
Business Environment	0.258	0.108	2.389	0.022
Entrepreneurial Motivation	0.267	0.119	2.236	0.031

R Square = 0.249, F = 6.635 (p = 0.003)

Dependent Variable: Entrepreneurial Behavior

Based on the results of test II, the coefficient of business environment is 0.258 (p = 0.022), the coefficient of entrepreneurial motivation is 0.267 (p = 0.031), and F value is 6.635 (p = 0.003), which means that the test is significant. This shows that entrepreneurial motivation mediates the influence of the business environment on entrepreneurial behavior. This means that the high and low business environment and entrepreneurial motivation will have an effect on increasing entrepreneurial behavior. Meanwhile, to determine the magnitude of the influence of the business environment and entrepreneurial motivation on entrepreneurial behavior, the coefficient of

determination (R Square) is 0.249 or 24.9%. It means that the magnitude of the influence of business environment variables and entrepreneurial motivation on entrepreneurial behavior is 24.9%. So it can be concluded that 24.9% of the entrepreneurial behavior variable is influenced by the business environment and entrepreneurial motivation while the remaining 75.1% is influenced by other variables.

Model III equation testing is carried out to analyze competitive advantage mediates the effect of the business environment on entrepreneurial behavior, analysis is carried out using SPSS and the following results are obtained (Table 4).

Table 4. Hypothesis III Test Results

	Coefficients	Std. Error	t	Sig.
(Constant)	10.487	6.237	1.682	0.100
Business Environment	0.239	0.084	2.828	0.007
Competitive Advantage	0.521	0.092	5.683	0.000

R Square = 0.533, F = 22.793 (p = 0.000)

Dependent Variable: Entrepreneurial Behavior

Based on the results of test III, the coefficient of business environment is 0.239 (p = 0.007), the coefficient of competitive advantage is 0.521 (p = 0.000), and F value is 22.793 (p = 0.000), which means that the test is significant. This shows that competitive advantage mediates the effect of the business environment on

entrepreneurial behavior. This means that the high and low business environment and competitive advantage will have an effect on increasing entrepreneurial behavior. Meanwhile, to determine the magnitude of the influence of the business environment and competitive advantage on entrepreneurial behavior, the Coefficient of

Determination $R^2 = 0.533$ or 53.3% is obtained. It means that the magnitude of the influence of business environment variables and competitive advantage on entrepreneurial behavior is 53.3%. So it can be concluded that 53.3% of the Entrepreneurial Behavior variable is influenced by the business environment and competitive advantage while the remaining 46.7% is influenced by other variables.

The simple regression analysis shows that the business environment significantly impacts entrepreneurial behavior, with a significance value of 0.009 and a regression coefficient of 0.305. Business environment does not affect competitive advantage, with a significance value of 0.378 and a regression coefficient of 0.127. The multiple regression analysis shows that competitive advantage mediates the effect of the business environment on entrepreneurial behavior. After accounting for competitive advantage, the business environment still significantly affects entrepreneurial behavior, with a significance value of 0.000 (less than 0.050) and a regression coefficient of 0.521. The direct effect of the business environment on entrepreneurial behavior decreased to 0.239 from 0.305 after accounting for competitive advantage. Despite this reduction, the effect remains significant with a value of 0.000. This indicates partial mediation, meaning competitive advantage partially mediates the relationship between the business environment and entrepreneurial behavior.

DISCUSSION

Based on the results analysis of the data above, the characteristics of respondents based on the age category the majority of SME owners range in age from 35-45, as well as 10% of owners aged more than 55 years. Based on the gender category, 65% of respondents in the study were men. (Longenecker et al, 2001; Dagun, 1992) that the emotional side of women, besides being beneficial. Based on the gender category, 65% of respondents in the in the study were

men (Longenecker et al., 2001; Dagun, 1992) that the emotional side of women, besides being beneficial, can also be detrimental, for example in terms of irrational decision-making, as well as the leadership aspect of the business.

This shows that the more supportive the business environment, the higher the entrepreneurial behavior. The results of this study are in line with the results of research conducted by Harahap (2020) and Junaidah (2021) which states that the business environment has a positive direct influence on entrepreneurial behavior. The results showed an nonoptimal direct influence between the business environment on entrepreneurial behavior. This is because although the results of the analysis show that the business environment is in the high category, the facts on the ground show that there are still SME that do not have comprehensive business environment indicators, such as readiness to face changes in the rapidly changing business environment; completeness of production equipment and equipment that affect the business being run and carry out regular evaluations in the form of receiving suggestions and criticism for business progress.

The facts above show that the business environment in digital-based SME in Majalengka District still shows a business environment that needs to be improved. To overcome these obstacles, as a consequence of the demands of business progress, entrepreneurs are required to better master the development of the business environment to make it more dynamic and developed. The support of empowerment programs, either from private or government organizations, is very helpful for business actors to maintain their business continuity. Likewise, the availability of infrastructure networks makes it easier for businesses to reach consumers and suppliers. Support for access to information allows businesses to run sales through e-commerce, which can help maintain their business continuity.

Business actors who are careful in utilizing information networks often get new customers, besides they can more intensely establish relationships with their old customers. (Sutjipta et al., 2013; Setyowati, et al., 2015; Sari et al. 2016). With easy access to information and infrastructure networks, it can increase competitiveness among SME actors, improve organizational performance, more easily reach target markets, have the opportunity to increase sales turnover and many other benefits obtained from easy access to information and infrastructure (Stoica et al., 2020).

Based on testing and analysis, it is known that entrepreneurial motivation mediates the influence of the business environment on entrepreneurial behavior by 0.258 with a significance value of 0.003. Furthermore, it is found that the direct effect is 0.258 which is smaller than 0.305. The effect of the business environment on entrepreneurial behavior is reduced (0.258 smaller than 0.305) and significant after being mediated by entrepreneurial motivation. It can be concluded that this model is included in partial mediation or partial mediation occurs, meaning that entrepreneurial motivation partially mediates the influence of the business environment on entrepreneurial behavior.

Meanwhile, to determine the magnitude of the influence of the business environment and entrepreneurial motivation on entrepreneurial behavior, the coefficient of determination 24.9% is obtained. Which means that the magnitude of the influence of business environment variables and entrepreneurial motivation on entrepreneurial behavior. So it can be concluded that 24.9% of entrepreneurial behavior variables are influenced by the business environment and entrepreneurial motivation while the remaining 75.1% is influenced by other variables not examined. The results showed a nonoptimal influence between the business environment of entrepreneurial motivation on entrepreneurial behavior. This is because there are still SME that do not have

indicators of the business environment and entrepreneurial motivation as a whole, which affects the improvement of their entrepreneurial behavior. The indicators that are still weak or lacking owned by SME or SME owners include: completeness of production equipment and equipment that affects the business being run; actively monitoring economic policies to minimize their impact on my business; creating unlimited ideas and creativity for business progress and carrying out regular evaluations in the form of receiving suggestions and criticism for business progress.

The facts above show that the business environment and entrepreneurial motivation in digital-based SME in Majalengka District still show a business environment and entrepreneurial motivation that needs to be improved. If these problems are not resolved immediately, it will have a major impact on the development or progress of the business being run. To overcome this, one alternative solution is for SME owners to pay more attention to the business environment they are running and continue to try to increase their entrepreneurial motivation. Business success is certainly the desire of every entrepreneur where it is hoped that every entrepreneur will be able to compete and keep up with the times. Therefore, any and all business goals can be met. It is impossible to separate the internal and external factors that influence the success or development of entrepreneurship. So, entrepreneurial success can be measured by the company's adaptability to its environment. Which means adapting to the demands and changes in the business environment by taking advantage of opportunities and fending off threats.

One of the most important parts of being an entrepreneur is having the self-awareness to recognize when to be creative in how to approach a problem or how to identify an opportunity. The degree of one's entrepreneurial drive affects both variables. To the extent that one has confidence in

one's own abilities, one has confidence in one's ability to influence outcomes and decisions, and one is willing to try what others consider risky. Success will also depend on other factors, such as the drive to actively seek out new possibilities so that the business can grow in the most desirable way. Because the intrinsic drive of an individual is a major factor in the success of any business undertaken (Volery & Mazarol, 2015).

Thus, based on theoretical studies and some previous research shows the importance of business environment and entrepreneurial motivation in improving entrepreneurial behavior. Although theories and studies on the business environment and entrepreneurial motivation are carried out with various variations, the point is that the business environment and entrepreneurial motivation affect entrepreneurial behavior. This influence can be direct or indirect. Based on testing and analysis, it is known that competitive advantage mediates the effect of the business environment on entrepreneurial behavior by 0.239 with a significance value of 0.000. Furthermore, it is found that the direct effect is 0.239 which is smaller than 0.305. The effect of the business environment on entrepreneurial behavior is reduced and significant after being mediated by competitive advantage. It can be concluded that this model is included in partial mediation or partial mediation occurs, meaning that competitive advantage partially mediates the influence of the business environment on entrepreneurial behavior.

Meanwhile, to determine the magnitude of the influence of the business environment and competitive advantage on entrepreneurial behavior, the coefficient of determination 53.3% was obtained. Which means that the magnitude of the influence of business environment variables and competitive advantage on entrepreneurial behavior. So it can be concluded that 53.3% of the Entrepreneurial Behavior variable is influenced by the business environment and competitive advantage while the remaining

46.7% is influenced by other variables not examined. The results showed an nonoptimal influence between the business environment and competitive advantage on entrepreneurial behavior. This is because there are still SME that do not have indicators of the business environment and competitive advantage as a whole, which affects the improvement of their entrepreneurial behavior. The indicators that are still weak or lacking owned by SME or SME owners such as the difficulty to obtain quality raw materials, having the knowledge that technology brings many benefits to business progress, having the uniqueness of the products produced as a major capital in the progress of the business being run, and having a special design on the products produced so that they are not easily imitated by other businesses.

The facts above show that the business environment and competitive advantages in digital-based SME in Majalengka District still show a business environment and competitive advantages that need to be improved. If these problems are not resolved immediately, it will have a major impact on the development or progress of the business being run. To overcome this, one alternative solution is for SME owners to pay more attention to and develop the business environment and competitive advantage, so that the progress and development of the business being run is more effective. The increasingly fierce competitive environment and declining sales growth need to be observed and addressed so that SME can continue to develop and can even continue to improve their marketing performance. In this case, SME must have a high competitive advantage in order to survive and run well. Therefore, SME must be able to anticipate changes and expectations desired by customers for the products produced by SME. The emergence of new businesses on an ongoing basis makes competition tighter. Changes that occur in business competition

create changes in customer needs, product management and market share.

Competition in the business world is inevitable, the one who is able to dominate the market is the one who is ahead of the competition (Kuncoro & Suriani, 2018). Competitive advantage in the business world requires every businessman to always think of ways to overcome the ever-changing environment. Every business needs to have a competitive ability without exception on various business scales whether it is a large business scale or a medium and small business scale. Businesses that are unable to compete will automatically be eliminated by competitors who always think about how to dominate the market (Supranoto, 2009; Setyawati et al. 2013; Yustisia, 2017; Karnowati & Handayani, 2022). The general theory of entrepreneurship provides a conceptual framework that describes the entrepreneurial phenomenon as the nexus of the individual, opportunities, and favorable environmental conditions (Shane et al., 2003). Based on the results in this study, it clearly shows that the behavior of a person, including an entrepreneur, will be greatly influenced by several important factors. Among these factors are internal factors from within themselves and the external business environment. Entrepreneurial behavior can affect business success so that entrepreneurs can do their business properly and can support business continuity because this behavior can also change. Basically, entrepreneurial behavior arises after someone runs a business based on the theory that the entrepreneur knows, so that behavior can change with environmental factors, needs

and circumstances in a business. According to Hinsie and Campbell (1970), character is defined as “the pattern of behavior characteristic for a given individual”. Character traits can be equated with traits and behavior. Behavioral theory in Fadiati (2011), states that a person's entrepreneurial behavior is the result of a work that relies on concepts and theories not because of one's personality traits or based on intuition. Thus, based on the theoretical review and some previous research shows the importance of the business environment and competitive advantage in improving entrepreneurial behavior. Although theories and studies on the business environment and competitive advantage are carried out with various variations, the point is that the business environment and competitive advantage affect entrepreneurial behavior. This influence can be direct or indirect.

CONCLUSION

This study reveals a pressing need to improve the business environment and entrepreneurial motivation for digital-based SMEs. Despite a generally supportive environment, gaps in infrastructure, equipment, and market responsiveness remain. Although the business environment positively impacts entrepreneurial behavior, its effectiveness is limited by insufficient resources and indicators. Enhancing this environment through targeted programs, better infrastructure, and stronger competitive strategies is crucial for business success. Entrepreneurs must adapt to these improvements and leverage both internal motivation and external conditions to thrive in a competitive market.

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