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Analysis of the Influence of Entrepreneurial Competence and Entrepreneurial Orientation on MSME Performance: Literature Review Study

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ABSTRACT

MSMEs play a crucial role in Indonesia's economy, contributing to the reduction of unemployment and supporting various aspects such as exports, investment, and the formation of Gross Domestic Product (GDP). This study seeks to examine the impact of entrepreneurial competence and entrepreneurial orientation on the performance of MSMEs. The research methodology involves a literature review and empirical studies from a range of previous research journals, utilizing the Garuda Ministry of Education and Culture database to select 4090 journals, with 15 chosen as references for this research. The findings indicate that entrepreneurial competence and entrepreneurial orientation both have a significant influence on MSME performance, highlighting the importance of these variables in shaping business performance in MSMEs. Future research could explore the addition of moderator or mediating variables relevant to the current era.

Keywords: MSMEs, Entrepreneurial Competence, Entrepreneurial Orientation, Business Performance, Literature Review

1. Introduction

In the current era of globalization, everything has become easy and accessible because there are no limits regarding information on human life, economic growth, easy access to everything can increase economic growth (Sugawara & Nikaido, 2014). According to Richardson, Howarth, and Finnegan (2004) Micro, Small and Medium Enterprises (MSMEs) are one of the sectors where employment opportunities are increasing (Desmar & Setyawan, 2023). MSME is the abbreviation of Micro, Small, Medium Enterprises. In its implementation, MSMEs use the principles of togetherness, democratic economy, independence, balance of progress, sustainability, justice efficiency (Umkh & Bjb, 2022). According to Utami & Mulyaningsih (2016) in Annisa & Elfarina (2023) most MSMEs in Indonesia are classified as necessity entrepreneurs, meaning that this is done to meet life's needs and also increase competition in business.

One of the roles of MSMEs is employment absorption, while the role of MSMEs in the Indonesian economy is: exports, investment, large business actors and the formation of Gross Domestic Product (GDP). It appears that the size of MSME businesses is small, but overall their contribution is very large and growing to the economy. The rapid development of MSMEs at the business unit level has not been accompanied by maximum performance, this is due to a number of problems faced by MSMEs (Ludiya, 2020). According to Barine (2021) business performance is a measure of the success of a business, through good performance it can

provide an overview of things obtained such as profitability, sales level, turnover rate and return on capital (Junedi & Yahya, 2023).

In Annisa & Elfarina (2023) there are several factors that can influence performance, namely: ability/competence, motivation skills, self-confidence and elements of knowledge. Human resources have a very important role and must be able to manage them well (Prilatama & Churiyah, 2023) so that organizational or company goals can be achieved (Muhtarom et al., 2023). There is a need for entrepreneurship-related training for MSME players to advance and maintain their businesses, the need for entrepreneurial competence because currently they are still far behind in terms of creative ideas so they can compete in the business world (Pratopo et al., 2021). According to Inyang & Enuoh (2009) entrepreneurial competence is an attitude, collection of knowledge and skills that must be possessed by entrepreneurs through training and managerial development to be able to gain profits in business, entrepreneurial competence is: time management, marketing, business ethics, leadership, decision making and finance (Ludiya, 2020). Entrepreneurial orientation also has an important role in improving business performance, according to Trihudiyatmanto & Purwanto (2018) an entrepreneur needs to master good managerial skills in order to achieve the desired performance (Trihudiyatmanto & Purwanto, 2018). Therefore, this research aims to analyze the influence of entrepreneurial competence and entrepreneurial orientation on business performance in MSMEs.

2. Literature Review

2.1. Entrepreneurship Competency

Entrepreneurial competency is knowledge, attitudes and skills related to other people, that is, entrepreneurs need to be trained and developed to be able to produce the best performance in managing their business (Munir et al., 2019). A person's entrepreneurial competence will be able to identify how the individual knowledge, skills and abilities they have can become capital (Junedi & Yahya, 2023). Strategic and ethical competence to measure entrepreneurial competence, because an entrepreneur with only a strong strategic mind is needed to improve business performance in the long (Rehman et al., 2023). According to Armstrong (1998) a person's performance is based on an understanding of the knowledge, skills, expertise and behavior needed to do a job well. Meanwhile, organizational (company) performance is based on how company management responds to external and internal conditions, which with certain benchmarks will be able to determine the level of turbulence and the level of ability to anticipate it (Trihudiyatmanto & Purwanto, 2018). According to Suryana (2006), the skills and abilities that entrepreneurs must have are stated specifically in the ability and desire to start any business (start up), skills to do new things (creative), willingness and capacity to seize opportunities (opportunity), ability and not afraid to take risks (Risk Bearing) as well as skills to expand ideas and gather resources.

Competency describes the characteristics of knowledge, skills, behavior and experience to carry out a particular job or role effectively. Competency is the basic characteristic of an individual that is able to provide superior performance in a particular job, role or situation. Competency is also an integration of knowledge, skills and attitudes that make it possible to carry out an effective method (Annisa & Elfarina, 2023). Competency analysis describes a person's characteristics by assessing knowledge, special skills required, education, training and experience. His research also shows the impact of knowledge management as a managerial tool for progress and development in organizations. Knowledge management has a significant effect on the performance of Bank Mayapada KCU Mega Mas Manado employees (Winarto, 2020).

Entrepreneurial competence is divided into competencies (Muharastri et al., 2015), namely: (1) Technical competence in the form of the level of knowledge regarding the activities carried out, understanding of the techniques and procedures of MSME activities, understanding of the security of business activities, knowledge of the comfort of the work environment, and the ability to process goods/services of MSMEs; and (2) Managerial competency is a design for MSME business planning in the form of financial planning, human resources planning, marketing planning, processing planning, business evaluation, communication skills, negotiation skills, leadership competencies, and the ability to establish partners (Suroso & Suherman, 2023).

2.2. Entrepreneurial Orientation

Orientation is a program in a company that is created with the aim of introducing new employees to jobs, places, tasks, etc (Wiska & Purwanto, 2023). Miller (1983) in Ludiya (2020) stated that Entrepreneurial Orientation is one of the keys that influences the success of a company. According to Lumpkin and Dess (1996), companies that have a high entrepreneurial orientation will be more willing to take risks and will not persist in using past strategies. Amrullah (2020) believes that Entrepreneurial Orientation is a description of the nature of entrepreneurs or the characteristics inherent in entrepreneurs and their desire to realize what they have planned (Wiska & Purwanto, 2023). There are 4 key dimensions of entrepreneurial orientation, namely, the desire to be independent (autonomy), the desire to innovate (innovativeness), the tendency to be aggressive towards competitors (competitive aggressiveness), and be proactive about market opportunities (proactiveness) (Trihudiyatmanto & Purwanto, 2018).

According to Bolton & Lane (2012) in Liekyhung & Soelaiman (2022), to improve business performance an entrepreneur must have the courage to take risks by utilizing business performance. An entrepreneur must have the courage to take risks by utilizing existing resources. Apart from that, innovation is also a factor in improving performance. In Liekyhung & Soelaiman (2022) innovation is seen as the ability of each individual to produce competitive advantages from resources that are difficult to imitate in improving business performance (Barney, 1991; Grant, 1991). There is also a proactive attitude required in improving performance. According to Cho & Lee (2018), proactiveness is the skill of making strategic decisions towards progressive goals to dominate the market by identifying and exploiting existing market opportunities and being aware of changes currently occurring in the market so that they will not be left behind by competitors (Liekyhung & Soelaiman, 2022). We can conclude that entrepreneurial orientation or entrepreneurial orientation is one that plays an important role in improving business performance (Wiska & Purwanto, 2023).

2.3. MSME performance

Suryana believes in Utami & Mulyaningsih (2016) that qualified business performance is one of the external factors to support the success of a business (Susanto & Sukarno, 2022). According to Mangkunegara (2016) employee performance (work achievement) is the result of work achieved by employees both in quantity and quantity in completing tasks in accordance with their respective responsibilities. Every company will definitely provide the best for its employees to achieve better levels of performance (Pratopo et al., 2021). We usually know the term job performance as performance or it can also be referred to as achievements achieved by an employee in a company. Sahabuddin (2015) believes that business performance or achievement is the result of work within a certain period of time, both in terms of quality and quantity. According to Atuahene-Gima (1998) performance can be measured through individual assessments, performance is usually linked to wages or salaries or also to the sales operations unit team (profits are linked to salaries or wages) (Trihudiyatmanto & Purwanto, 2018). In Desmar & Setyawan (2023) argues that the performance of MSMEs is the result of the real work of each individual with individual tasks for the company within a certain period of time, so it is important for companies to determine the value of performance. Performance can be obtained from the entrepreneurial competencies possessed by each individual (Liekyhung & Soelaiman, 2022).

3. Methodology

3.1. Research Method

This research uses literature study. This method is a literature review and empirical study from various previous research journals, with a focus on entrepreneurial competence and entrepreneurial orientation on the performance of MSMEs. Data collection uses the Garuda Ministry of Education and Culture database.

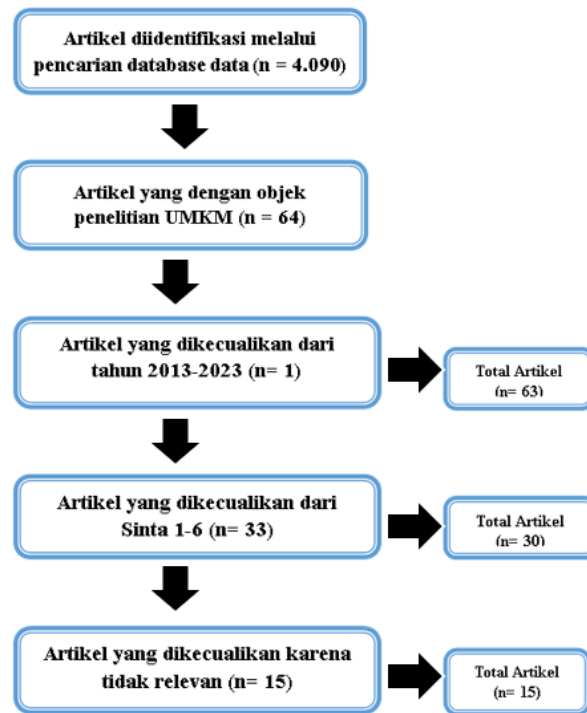


Figure 1. Research Framework

3.2. Data source

Table 1. Data Source

Writer's Name	Title	Year	Results
Wenty Febrianti And Budiman Abdula	The Impact Of Human Resources Management Of Micro, Small And Medium Enterprises In Terms Of Competency On Msme Performance (Case Study: Trusmi-Cirebon Village Msmes)	2021	The Results Of This Research Show That There Is A Positive And Significant Influence Between Competence And MSME Performance.
Salsabila Rizqita Desmar	Influence Of The Role Of Government, Capital And Entrepreneurial Competency On The Performance Of Umkm (Case Study On Umkm In Bekasi City)	2022	The Final Result Of Our Research Is That The Variables Role Of Government, Business Capital, And Entrepreneurial Competence Have A Positive Effect On The Performance Of Msmes.
M. Trihudyatmanto, SE, MM Heri Purwanto, S.Pd, MM	The Influence Of Motivation, Competency And Entrepreneurial Orientation On Business Performance At The	2017	There Is No Significant And Positive Influence Between Knowledge And Business Performance. There Is A Significant And Positive Influence Between Skills And Business Performance. There Is A Significant And Positive Influence Between

Writer's Name	Title	Year	Results
	Pande Besi Msme Center In Wonosobo		Ability And Business Performance. There Is A Significant And Positive Influence Between Entrepreneurial Orientation On Business Performance.
Eka Ludiya, Asep Kurniawan	The Influence Of Entrepreneurial Competence And Entrepreneurial Orientation On Business Performance In Msmes In The Fashion Sector In Cimahi City	2020	The Results Of This Research Can Explain How Entrepreneurial Competence Partially Influences Business Performance. Entrepreneurial Competence And Entrepreneurial Orientation Simultaneously Influence Business Performance.
Pandji Pratopo, Lena Erdawati, Atik Atikah, Yanthi Metri Gunawan	The Influence Of Entrepreneurial Competence And Work Ethic On The Performance Of Umkm Actors In Tangerang City		There Is A Significant Influence Of Entrepreneurial Competence And Work Ethic Partially Or Simultaneously (Together) On The Performance Of Msmes In The Main Market Of Tangerang City.
Onky Anugerah Susanto, Fat Sukarno	Analysis Of Entrepreneurial Competence, Entrepreneurship Strategy And Social Capital On Business Performance In Furniture Msmes In The City Of Surabaya	2022	The Results In This Study Show That 1) Entrepreneurial Competence Has A Positive Effect On Business Performance; 2) Entrepreneurial Strategy Has A Positive Effect On Business Performance; And 3) Social Capital Has A Positive Effect On Business Performance.
Wahid Wachyu Adi Winarto	The Effect Of Knowledge Management On Improving Msme Performance With Competency As A Moderation Variable	2020	From The Analysis Results, Partial Results Show That Knowledge Implementing, Knowledge Creating, And Knowledge Sharing Have A Significant Positive Influence On Improving The Performance Of Msmes. Simultaneously, Knowledge Management Also Has A Positive Influence On Msmes. The Results Of The Moderation Test Using MRA Show That Competence Is Unable To Moderate The Relationship Between Knowledge Implementing, Knowledge Creating And Knowledge Sharing On MSME Performance.

Writer's Name	Title	Year	Results
R. Misriah Ariyani S., Muhammad Fauzan	The Influence Of Entrepreneurial Competence On The Performance Of Msmes Guided By The Department Of Trade, Cooperatives And Smes Of Cirebon City	2020	The Research Results Show That Entrepreneurial Competence Has A Positive Correlation With MSME Performance.
Liekyhung, Lydiawati Soelaiman	The Influence Of Entrepreneurial Orientation On Business Performance Of Msmes In Dki Jakarta Mediated By Entrepreneurial Competency	2022	The Research Results Show That The Proactive Variable Influences Entrepreneurial Competency And The Entrepreneurial Competency Variable Influences Business Performance, While The Innovation, Risk Taking And Autonomy Variables Have No Influence On Entrepreneurial Competency. Entrepreneurial Competence Does Not Mediate The Relationship Between Innovation, Risk Taking, Proactiveness And Autonomy On Business Performance.
Eko Singgih Priyanto	The Influence Of Competence, Commitment, Satisfaction On Loyalty Which Impacts The Performance Of Bank Bjb Umkm Credit Account Officers	2022	The Conclusions Obtained From The Results Of This Research Are As Follows: 1. The Influence Of Competence Has A Positive And Significant Effect On The Loyalty Of MSME Credit Account Officers. 2. The Influence Of Commitment Is Influential And Significant On The Loyalty Of MSME Credit Account Officers. 3. The Influence Of Satisfaction Is Influential And Significant On The Loyalty Of MSME Credit Account Officers. 4. The Influence Of Competency Is Influential And Significant On The Performance Of MSME Credit Account Officers. 5. The Influence Of Commitment Is Influential And Significant On The Performance Of MSME Credit Account Officers. 6. The Influence Of Satisfaction Is Influential And Significant On The Performance Of MSME Credit Account Officers. 7.

Writer's Name	Title	Year	Results
			The Influence Of Loyalty Is Influential And Significant On The Performance Of MSME Credit Account Officers.
Suroso, Enjang Suherman	The Role Of Entrepreneurial Competence In Entrepreneurial Characteristics On MSME Business Performance (Empirical Study: Jatibaru Village SME Traders)	2023	The Results Of This Research Describe That The Entrepreneurial Characteristics Of MSME Traders Are Quite Strong, As Well As The Entrepreneurial Competence And Performance Of MSME Traders Are Quite Good. On The Other Hand, Entrepreneurial Characteristics Have A Significant Influence On Entrepreneurial Competence, Entrepreneurial Competence Influences The Performance Of Msmes, While Entrepreneurial Characteristics, Whether Mediated By Entrepreneurial Competence Or Directly, Can Significantly Influence The Performance Of Msmes.
Abid Muhtarom, Muhammad Syafik, Neny Pratiwi, Nurul Badriyah, Zulkifli Lubis.	Analysis Of Motivation, Work Environment, Competency And Compensation On Performance Mediated By Employee Job Satisfaction At UD Msmes. Noer Berkah Abadi (Partial Least Square (PLS) Method - Structural Equation Modeling (SEM).	2023	The Tsatistie Result Was $4,369 > 1.967$ (Tstatistics>Taba). This Means That Job Satisfaction Is Significant And Significant To Performance.
Nenden Nur Annisa, Deria Dwi Elfarina.	The Role Of Competitive Advantage As A Mediating Influence Of Entrepreneurial Competence And Knowledge On MSME Performance.	2023	Hypothesis Testing Uses Multiple Linear Regression Analysis. The Results Of Data Analysis Show That Entrepreneurial Competence Has A Positive And Significant Effect On Competitive Advantage And Knowledge Has A Positive And Significant Effect On Competitive Advantage.

Writer's Name	Title	Year	Results
Fitriana, Mayroza Wiska, Kelik Purwanto.	The Influence Of Entrepreneurial Competence And Entrepreneurial Orientation On Business Performance In Msmes In Sungai Rumbai District.	2023	The Results Show That The Variables Entrepreneurial Competence And Entrepreneurial Orientation Simultaneously Have A Significant Positive Effect On Business Performance As Evidenced By Fcount (77.533) > Ftable (3.101).
Junedi, Adibah Yahya.	The Influence Of Entrepreneurial Spirituality, Social Media Marketing And Entrepreneurial Competency On Business Performance In Bekasi District Msmes.	2023	The Research Results Show That The Variables Of Spiritual Entrepreneurship And Entrepreneurial Competence Have A Significant Influence On The Business Performance Of Msmes In Bekasi Regency, While The Social Media Marketing Variable Does Not Have A Significant Influence.

4. Results and Discussion

4.1. The Influence of Entrepreneurial Competence on MSME Performance

Based on research results Susanto & Sukarno (2022), it shows that the entrepreneurial competency variable has a positive influence on business performance in Surabaya City Furniture MSMEs. There are many things that business entrepreneurs must understand and know in order to improve business performance, one of which is entrepreneurial competence. This means that Entrepreneurial Competence directly influences Business Performance. This is in line with the results of previous research conducted by Asyifa (2019) that Entrepreneurial Competence has a positive effect on Business Performance, the Entrepreneurial Competency variable (X1) has a significant (positive) level.

The spss output results in research Pratopo et al (2021) show that the calculated t value for Entrepreneurial Competence is 4.044 which is greater than the t table of 2.009, and the significance value is 0.000 less than 0.05, at a 95% confidence interval so that the conclusion is accepted on the following criteria : Based on these results, there is a significant influence of entrepreneurial competence on the performance of MSME actors.

The results of calculating the correlation coefficient using SPSS, obtained a value of 0.568. When interpreted in table 4.22, it shows that the Entrepreneurial Competence variable (X) has a correlation with MSME Performance (Y) and is included in the "Quite High Correlation" category or is in the score range of 0.40 - 0.70. The magnitude of the influence of Entrepreneurial Competency (X) on MSME Performance (Y) is 32.2%, which is included in the "Quite High Influence" category or is in the score range of 17% - 49%. The results of research conducted by Utami & Mulyaningsih (2016) in Suroso & Suherman (2023) argue that the entrepreneurial competency variable can influence the performance of MSMEs with an influence size of 61.7%. MSMEs that can look for opportunities and develop their businesses will be able to increase their income. This is proven by the path coefficient value of 0.459 and hypothesis testing with a p value of $0.000 < 0.05$, which means that entrepreneurial competence can influence the performance of MSMEs. Meanwhile, the magnitude of the partial effect was obtained from $0.459 \times 0.459 = 0.210$ or 21%. Entrepreneurial competence has a fairly weak influence on the performance of MSMEs because the magnitude of the influence is 21%. This can also be seen from several indicators of less than optimal entrepreneurial competence possessed by MSME traders, such as HR planning, financial planning and marketing planning in developing MSME businesses that are not

yet visible and there needs to be education and training to improve these competencies so that the influence is not too big but significant.

The results of the research that has been carried out show that there is a positive and significant influence of the entrepreneurial competency variable on business performance of MSMEs in Sungai Rumbai sub-district. This can be seen from the sig value. The entrepreneurial competency variable (X1) is 0.000, which is smaller than 0.05 ($0.000 < 0.05$). And the value of tstatistic ($11.044 > ttable (1.688)$). So the first hypothesis in this research has been proven that entrepreneurial competence has a positive and significant effect on business performance. This research is supported by previous research conducted, Entrepreneurship is a very important aspect not only for implementing a business activity (business) but also in dealing with various daily life activities (Wiska & Purwanto, 2023). In the research results (Liekyhung & Soelaiman, 2022), with the supporting research results it can be seen that the entrepreneurial competency variable is significant so that MSME businesses should be able to utilize the role of the two variables more optimally to improve business performance. Furthermore, in research Annisa & Elfarina (2023), MSME actors in improving their entrepreneurial competence can be seen from the ability to recognize and create business opportunities. An entrepreneur must think positively and creatively so that his business can develop further, understand the tips, methods, processes and management of all resources effectively and efficiently. This is in line with the theory that there are many factors that determine a company's competitive advantage, including entrepreneurial competence and innovation. The results of other research show that the variables of spiritual entrepreneurship and entrepreneurial competence have a significant influence on the business performance of MSMEs in Bekasi Regency (Junedi & Yahya, 2023).

4.2. The Influence of Entrepreneurial Orientation on MSME Performance

The research results Trihudiyatmanto & Purwanto (2018) show that there is a positive and significant influence between entrepreneurial orientation and business performance. So if the entrepreneurial orientation is good and supportive, it can improve business performance. The results of this research are supported by previous research (Lestari, 2015). It can be concluded from the research object on black pande craftsmen in Wonosobo Regency, that entrepreneurial orientation is still poorly understood and applied, therefore, the performance of the business being run is still not optimal.

Furthermore, there are research results Ludiya (2020), based on test results seen from the t statistic which is 2.881 greater than ttable 2.390, so there is a positive and significant influence between entrepreneurial orientation on business performance. This means that the entrepreneurial orientation variable is in the same direction as business performance, so that entrepreneurial orientation can explain the business performance variable. Entrepreneurial orientation has an effect of 0.206. This means that every 1 increase in the entrepreneurial orientation value will increase business performance by 0.206. From this research it can be concluded that MSMEs in the fashion sector in Cimahi City must pay attention to entrepreneurial orientation as an effort to improve and maintain the products they own.

The following are the results of research from Liekyhung & Soelaiman (2022), in this research there are 4 dimensions of entrepreneurial orientation used, namely innovation, risk taking, proactiveness and autonomy. With these results, it can be concluded that only the variables of entrepreneurial competence and proactiveness are positive and significant on the performance of MSMEs, so that MSMEs must be able to utilize the role of these two variables, to maximize their ability to improve business performance. Even though innovation, risk taking and autonomy are not significant, they are still needed or considered because product innovation or other things can produce new ideas as an effort to improve business performance accompanied by risk taking in order to be able to implement existing innovations.

5. Conclusion

After analyzing several journals that are references in this research, it shows that entrepreneurial competence and entrepreneurial orientation are important for improving business performance in MSMEs. These two variables really support or influence the performance of MSMEs, so these two variables need to be considered for MSMEs in Indonesia. Entrepreneurial competency plays a role in improving skills through training and developing human resources that an entrepreneur must have. MSMEs are one of the milestones

in the Indonesian economy, apart from being able to compete in the business world. Entrepreneurial orientation also has an important role in it because an entrepreneur also needs to master good managerial skills in order to improve the performance of his business.

For further research, you can add moderator or mediating variables that are relevant to the current era, the scope of the research object can be more specific within one city or district, and research can be carried out using other research methods such as quantitative methods, mix methods etc

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