



The Influence Of Entrepreneurial Characteristics And Business Environment On The Success Of Culinary MSME Businesses (Case Study Of Rujak Sellers) Percut Sei Tuan District

Sri Rezeki ¹⁾; Desma Erica Maryati ²⁾; Hommy Dorthy Ellyany Sinaga ³⁾; Syahnaya ⁴⁾

^{1,2,3,4)} *Manajemen Ekonomi Dan Bisnis , STIE EKA PRASETYA*

Email: ¹⁾ srirezekieko@unimed.ac.id ; ²⁾ desma@eka-prasetya.ac.id ; ³⁾ omisinaga@yahoo.com

⁴⁾ syahnaya2003@gmail.com

How to Cite :

Rezeki, S., Maryati, D, E., Sinaga, H, D, E., Syahnaya, S. (2025). The Influence Of Entrepreneurial Characteristics And Business Environment On The Success Of Culinary MSME Businesses (Case Study Of Rujak Sellers) Percut Sei Tuan District. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 13(4). DOI: <https://doi.org/10.37676/ekombis.v13i4>

ARTICLE HISTORY

Received [06 May 2025]

Revised [14 September 2025]

Received [24 September 2025]

KEYWORDS

Characteristics of Entrepreneurship, Business Environment, Business Success, MSMEs, Multiple Linear Regression, Percut Sei Tuan District.

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license



ABSTRACT

This study aims to analyze the influence of entrepreneurial characteristics and business environment on the success of Micro, Small and Medium Enterprises (MSMEs) in Percut Sei Tuan District, Deli Serdang Regency. This study uses a quantitative approach with multiple linear regression analysis methods. Data was collected through interviews, observations, and questionnaires that were distributed to 82 MSME actors selling rujak in the region. The results of the study show that partially, the characteristics of entrepreneurship and the business environment have a significant influence on business success. Simultaneously, these two variables have a significant effect on the success of MSMEs. Thus, good entrepreneurial characteristics and a supportive business environment can increase the success of MSMEs in Percut Sei Tuan District. This research contributes to the development of MSMEs in the culinary sector, especially in the managerial aspects and business environment policies.

INTRODUCTION

Culinary MSMEs are a rapidly growing subsector in Indonesia, and have great potential in boosting the local economy and meeting people's consumption needs. Micro, small, and medium enterprises (MSMEs) in the culinary sector, such as food stalls, coffee shops, and traditional food sellers such as rujak sellers, have become an integral part of many people's daily lives. The existence of culinary MSMEs plays an important role in providing affordable food and meeting people's tastes. In fact, culinary MSMEs are often the solution for those who want to try local food at affordable prices (Nainggolan et al., 2024). In some areas, culinary MSMEs,

especially rujak sellers, have grown rapidly, creating jobs for the surrounding community and becoming a magnet for visitors from outside the region.

The culinary MSME sector not only contributes to the provision of jobs but also plays an important role in supporting regional economic growth. The government through various policies and programs, such as Government Regulation No. 7 of 2021 concerning the facilitation, protection, and empowerment of MSMEs, shows great concern for this sector (Sitompul, 2021). However, although this sector has great potential, not all culinary businesses can develop well. Many factors affect the success of a culinary business, ranging from the ability of entrepreneurs to innovate, effective business management, to conducive business environment support. In Percut Sei Tuan District, for example, the culinary sector, especially rujak sellers, is often hampered by various problems such as inadequate infrastructure and inability to adapt to rapid market trends.

Entrepreneurial characteristics are one of the factors that greatly determine the success of a culinary business. Entrepreneurs who have a proactive attitude, are innovative, and able to adapt to market changes, tend to have a greater chance of success in running a business (Jamaludin, 2018). In the context of culinary MSMEs, the characteristics of entrepreneurs who are creative and dare to take risks are the main key in facing increasingly fierce competition. Rujak sellers, for example, not only have to maintain the quality of taste but also innovate in services, such as introducing online ordering methods or providing attractive and environmentally friendly packaging. Without constant innovation, culinary ventures tend to lose traction, and customers will turn to competitors who offer newer and more exciting products or services (F. Tanjung, 2021).

In addition to entrepreneurial characteristics, business environmental factors also have a great influence on the success of culinary MSMEs. A conducive business environment, such as adequate infrastructure and easy access to markets, strongly supports entrepreneurs in improving operational efficiency and expanding their market reach. In addition, external factors such as social interaction between business actors and customers, as well as public support for entrepreneurship, can also contribute to business success. In Percut Sei Tuan District, despite the large market potential, many culinary MSME players face serious challenges, such as the inability to manage existing infrastructure, as well as problems in utilizing available market opportunities (Sukimin et al., 2023).

The success of culinary MSMEs is highly dependent on their ability to adapt to changes in the market. Successful entrepreneurs in managing their culinary businesses are generally able to read market trends and adapt quickly to evolving consumer needs. For example, by following healthy food trends, rujak sellers can develop a variety of products that are more in line with the preferences of consumers who are increasingly concerned about health. In addition, the ability to introduce innovations in products, such as new flavor variants or convenience in services such as delivery through online applications, is also critical to increase customer loyalty and expand market share (Sartono & Putra, R., 2022). This shows that without continuous innovation, culinary businesses risk losing customers and having difficulty maintaining their competitiveness.

This study aims to delve deeper into how entrepreneurial characteristics and business environmental factors affect the success of culinary MSMEs in Percut Sei Tuan District, with a focus on rujak sellers. This research is very relevant considering the importance of understanding the factors that play a role in the success of culinary MSMEs at the local level. In this study, it is hoped that new insights can be found on ways that culinary MSME actors can overcome existing challenges and increase the success of their businesses. In addition, this research also aims to make a scientific contribution to the study of entrepreneurship and MSME development in Indonesia, especially in a more local and specific context, such as what happened in Percut Sei Tuan District. The researcher hopes that this research can provide

strategic recommendations that can be implemented by culinary MSME actors to deal with changing market dynamics (H. Tanjung, 2021).

LITERATURE REVIEW

Business Success

The definition of business success refers to the achievement of goals that have been set by entrepreneurs. According to (Situmorang, 2024), business success is a condition in which a business shows improvement in its outcomes and becomes more significant in the market. This improvement is achieved through meeting pre-established targets and through positive transformations. Similarly, (Himawati, 2024) emphasizes that business success is characterized by progress that is better than the previous period. (Saryanto, 2021) defines business success as the result achieved through the creativity and capability of entrepreneurs in managing their business and their ability to adapt to existing technologies. Business success can also be measured through indicators such as increased production, capital addition, and higher sales volume (Damayanti et al., 2023).

Business success is influenced by various factors that serve as the foundation for its achievement. (Lestari et al., 2020) identified several key factors influencing business success, including self-confidence, problem-solving, high performance, and risk-taking. High self-confidence helps entrepreneurs face challenges and better capitalize on opportunities. The ability to recognize and address problems that arise in business is also essential. Hard work and collaboration with experts allow for high achievements, while wise decision-making in risk-taking plays a significant role in success. Another crucial factor is the ability to maintain positive relationships with stakeholders involved in the business, as well as a sense of independence in decision-making.

The behavior of entrepreneurs also greatly influences the success of a business. Purnomo et al. (2020) classified entrepreneurial behavior into several categories, such as entrepreneurs focused on experimentation and innovation, mimicking innovations that have been successfully implemented by other entrepreneurs, as well as those who tend to be cautious about change until there is concrete evidence. Some types of entrepreneurs reject changes that could benefit the business, while others rely on profits without creating new value.

Furthermore, factors contributing to failure in entrepreneurship should also be considered. Sudirman et al. (2023) identified several causes of failure, such as poor business location, lack of marketing experience, poor management of raw materials, inadequate administrative and financial skills, and inadequate human resources. Limited capital and insufficient understanding of technology are also major factors that hinder the success of businesses.

Indicators of business success, according to Situmorang (2024), include the ability of entrepreneurs to adapt to changing environments, consistent profit growth, operational efficiency in delivering products or services to customers, as well as innovation in the products and services offered. Furthermore, a high market share is an important indicator in measuring business success, as it shows the ability to attract customers and expand the customer base.

Entrepreneurial Characteristics

Entrepreneurial characteristics reflect the flexibility of individuals in responding to the dynamic business environment. These characteristics involve attitudes, behaviors, and creative ideas that underpin the success of entrepreneurs in facing challenges. Tupamahu et al. (2021) explain that entrepreneurial characteristics include various factors that indicate a person's readiness to start and manage a business. These include the ability to identify opportunities, innovate, and adapt to changes in the business environment (Ramadhan, Firdaus and Adinandra, 2024).

The essential characteristics of an entrepreneur that contribute to business success include motivation for achievement, future orientation, responsiveness and creativity in facing changes, having a business network, and possessing leadership qualities (Suryana, 2010). These characteristics demonstrate that an entrepreneur must have a drive to succeed, the ability to predict market trends, as well as innovation in addressing existing challenges. Additionally, the ability to adapt to changes in the market and expand market reach is also crucial.

The driving factors behind entrepreneurial characteristics also play a significant role in shaping individuals who are ready to become entrepreneurs. Suryana (2010) mentions that factors such as the need for achievement, freedom, renewal, and the ability to improve family welfare drive entrepreneurs to start businesses. These factors form the foundation for creating entrepreneurs who are ready to spot opportunities, accept realities, and utilize available resources to develop their businesses.

Business Environment

The business environment consists of internal and external factors that influence the survival and growth of a business. Sukimin et al. (2023) explain that the business environment consists of elements that can directly or indirectly affect business performance and success. This environment includes factors surrounding business activities that can influence operations and business success. Nyameh et al. (2019) also emphasize that the business environment is a crucial component in decision-making processes and strategies applied in business.

Business environment analysis helps businesses identify opportunities and threats originating from external factors, as well as strengths and weaknesses within the company itself. Bachtiar et al. (2023) state that a deep understanding of environmental conditions allows businesses to plan appropriate strategies to face challenges and seize opportunities. A dynamic business environment requires entrepreneurs to continuously adapt and make the right decisions to ensure that the business can survive and grow amid intense competition.

METHOD

Research Location and Time

This study was conducted in the District of Percut Sei Tuan, Deli Serdang Regency, North Sumatra Province. This location was chosen due to its significant number of Micro, Small, and Medium Enterprises (MSMEs) operating in the culinary sector, specifically vendors selling *rujak* (fruit salad). The research was carried out over three months, starting from February 2025 to May 2025.

Data Types and Sources

The data used in this study are quantitative. Quantitative data, which are in numerical form, will be used to measure the phenomena being studied. The data will be analyzed using statistical analysis techniques to identify the relationships between the variables. The sources of data in this study are divided into two types. Primary data was collected directly from the field through interviews, observations, and the distribution of questionnaires to selected respondents. Secondary data was obtained from various related documents, such as the list of MSME vendors selling *rujak* in Percut Sei Tuan.

Population and Sample

The research population consists of all MSME vendors selling *rujak* in Percut Sei Tuan, totaling 82 individuals. This population includes all registered *rujak* vendors listed in the MSME data in the district. The sample in this study used a saturation sampling method, meaning the entire population is included as the research sample, which amounts to 82 MSME vendors selling *rujak* in Percut Sei Tuan.

Operational Definition of Research Variables

The operational definition of variables is used to measure or determine the dimensions and indicators within the variables being studied. Below is the table of operational definitions for the research variables:

Table 1 Operational Definition of Variables

No	Variable	Definition	Indicators
1	Entrepreneurial Characteristics (X1)	Characteristics that underpin an individual's management of a business in a dynamic and challenging environment.	1. Self-confidence 2. Willingness to take risks 3. Leadership skills
2	Business Environment (X2)	External factors affecting the management and performance of a business, including government policies and local infrastructure.	1. Access to business land 2. Business permits 3. Business development programs 4. Security and conflict resolution
3	Business Success (Y)	Achievements that show improvements in efficiency and innovation in a business.	1. Adaptability 2. Operational efficiency 3. Product and service innovation 4. High market share

Data Collection Techniques

Several data collection techniques were used in this study as follows:

- Observations were conducted by directly visiting the field to observe the phenomena being studied, identify problems, and gather relevant data.
- Interviews were conducted with selected informants to obtain in-depth information regarding entrepreneurial characteristics, business environments, and business success.
- The questionnaires distributed contained closed-ended questions related to the research variables, using a Likert scale to measure the respondents' opinions.
- Documentation study was conducted by collecting relevant documents, such as sales reports and MSME data related to the study.

Data Analysis Method

The data analysis method used in this study is multiple linear regression analysis to determine the relationships between the variables studied. This regression analysis will use SPSS software version 25. The multiple regression model is represented by the following equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Where:

Y = Business Success (dependent variable)

X1 = Entrepreneurial Characteristics (independent variable)

X2 = Business Environment (independent variable)

α = Constant

β_1, β_2 = Regression coefficients

e = Error term

Data Quality Testing

The validity test is used to ensure that the instruments used truly measure what they are intended to measure. Data will be considered valid if the calculated value (r_{hitung}) \geq table value

(r_{tabel}). The reliability test is used to measure the consistency of the data results. Data is considered reliable if Cronbach's Alpha value is > 0.6 .

Hypothesis Testing

The t-test is used to test the effect of each independent variable on the dependent variable. The hypotheses used are:

H0: No effect

H1: There is an effect

The F-test is used to test the simultaneous effect of all independent variables on the dependent variable. The coefficient of determination is used to determine how much influence all independent variables have on the dependent variable.

RESULTS

Research Results

This study discusses the simultaneous effects of entrepreneurial characteristics and business environment on the success of Micro, Small, and Medium Enterprises (MSMEs) in the District of Percut Sei Tuan. The analysis method used is multiple linear regression to examine the relationship between the variables in this study.

Respondent Characteristics

The characteristics of the respondents provide a clear picture of the respondents' conditions and their relevance to the objectives of this research. This study was conducted on MSMEs selling *rujak* in the District of Percut Sei Tuan, with a sample size of 82 MSME units. The respondent characteristics can be outlined as follows:

Respondent Characteristics Based on Business Duration

The characteristics of respondents based on the duration of the business can be seen in Table 2 below:

Table 2 Respondent Characteristics Based on Business Duration

No	Business Duration	Number of Units	Percentage
1	< 3 years	14	17.07%
2	3 – 5 years	26	31.71%
3	> 5 years	42	51.22%
Total		82	100%

Source: Data Processed, 2025

The respondent characteristics based on business duration show that the majority of MSME vendors selling *rujak* in the District of Percut Sei Tuan have been operating for more than 5 years (51.22%).

Respondent Characteristics Based on Business Revenue

The characteristics of respondents based on business revenue can be seen in Table 4.2 below:

Table 3 Respondent Characteristics Based on Business Revenue

No	Business Revenue	Number of Units	Percentage
1	< IDR 25 million	11	13.41%
2	IDR 25 – 50 million	30	36.59%
3	> IDR 50 million	41	50.00%
Total		90	100%

Source: Data Processed, 2024

In terms of business revenue, the majority of respondents (50.00%) generate revenue of more than IDR 50 million.

Validity and Reliability Tests

Validity Test

The validity test was conducted to measure how well the items on the questionnaire can reflect what they are intended to measure. Based on the validity test results, all statement instruments in the variables of entrepreneurial characteristics, business environment, and business success were found to be valid ($r_{\text{calculated}} > r_{\text{table}}$) as shown in Tables 4.3, 4.4, and 4.5.

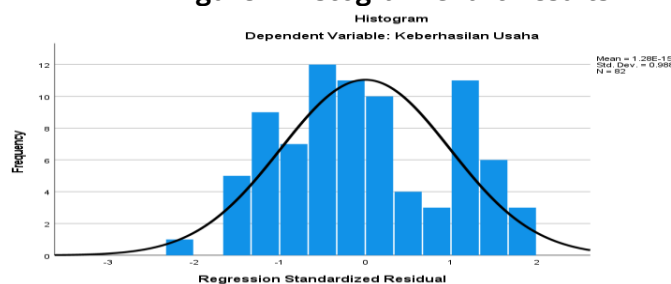
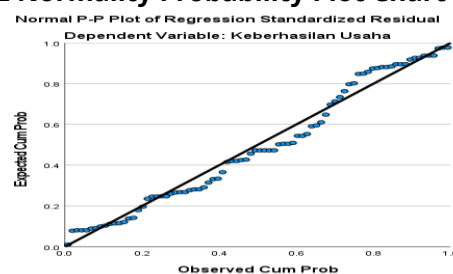
Reliability Test

The reliability test showed the consistency of the results obtained from the questionnaires distributed to the respondents. Based on the reliability test results using Cronbach's Alpha, all variables (entrepreneurial characteristics, business environment, and business success) had values greater than 0.70, indicating that the instruments used are reliable (Table 4.6).

Classical Assumption Test

Normality Test

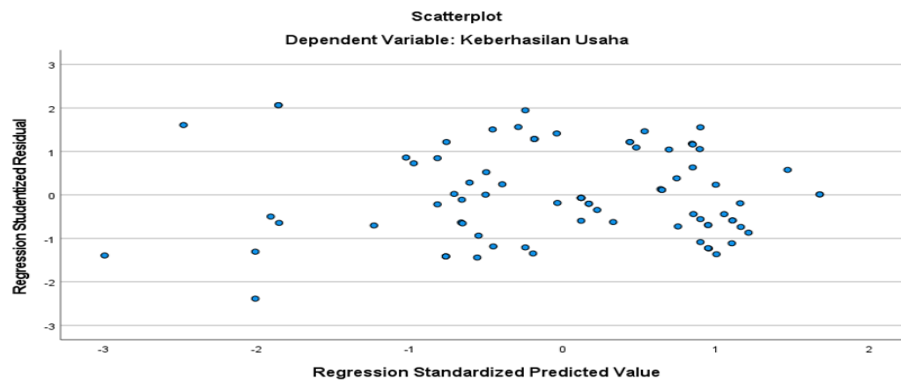
The results of the normality test show that the residual data distribution approximates a normal distribution, as seen in the histogram graph (Figure 4.1) and normality probability plot (Figure 4.2). The Kolmogorov-Smirnov test also yielded a p-value of 0.066, which is greater than 0.05, indicating that the data is normally distributed.

Figure 1 Histogram Chart Results**Figure 2 Normality Probability Plot Chart Results**

Heteroscedasticity

Based on the scatterplot analysis (Figure 3), the points do not form a particular pattern, indicating that there is no heteroscedasticity in the regression model used.

Figure 3 Scatterplot Chart Results



Multicollinearity Test

The results of the multicollinearity test show that there is no multicollinearity problem between the independent variables (entrepreneurial characteristics and business environment), with tolerance values greater than 0.10 and VIF values less than 10 (Table 4.8).

Table 4 Multicollinearity Test Results

Variable	Tolerance	VIF
Entrepreneurial Characteristics	0.226	4.430
Business Environment	0.226	4.430

Multiple Linear Regression Analysis

Table 5 Multiple Linear Regression Test Results

Unstandardized Coefficients	Standardized Coefficients
B	Std. Error
(Constant)	0.750
Entrepreneurial Characteristics	0.253
Business Environment	0.527

Based on the multiple linear regression analysis results (Table 4.9), the regression equation is as follows:

$$Y = 0.750 + 0.253 * X_1 + 0.527 * X_2$$

Where:

- Y = Business Success
- X₁ = Entrepreneurial Characteristics
- X₂ = Business Environment

This analysis shows that the business environment variable has a greater influence on business success compared to the entrepreneurial characteristics.

Hypothesis Testing

Partial Significance Test (t-test)

The t-test results show that entrepreneurial characteristics and the business environment simultaneously affect business success, with an F-value of 279.753, which is greater than the F-table value of 3.11 and a p-value of 0.000.

Simultaneous Significance Test (F-test)

The F-test results show that entrepreneurial characteristics and the business environment simultaneously affect business success, with an F-value of 279.753, which is greater than the F-table value of 3.11 and a p-value of 0.000.

Coefficient of Determination Test

Based on the R^2 value of 0.876, this model explains 87.6% of the variation in business success, with the remaining 12.4% explained by other factors not examined in this study.

Contribution of Research Variables

Based on the variable contribution analysis, it is known that the business environment has a greater contribution to business success, with a partial contribution of 71.44%, while entrepreneurial characteristics contribute 16.19%.

DISCUSSION**Effect of Entrepreneurial Characteristics on Business Success**

Entrepreneurial characteristics have been shown to significantly influence business success. This finding is consistent with previous research by Widjajani et al. (2021), which stated that strong entrepreneurial traits, such as self-confidence and leadership, can enhance business success. These characteristics enable entrepreneurs to effectively navigate challenges, make informed decisions, and inspire their teams, ultimately leading to improved business performance. In this study, the significant positive impact of entrepreneurial characteristics underscores the importance of fostering traits like self-confidence and leadership in promoting the success of MSMEs.

Effect of Business Environment on Business Success

The business environment also significantly influences business success. This supports the findings of Indarto & Santoso (2020), which indicated that external factors such as access to business land and business permits play a crucial role in determining the success of MSMEs. In the context of Percut Sei Tuan, factors such as the availability of land for business operations, local infrastructure, and the ease of obtaining permits significantly affect the operational efficiency and growth of businesses. The findings suggest that a supportive business environment is essential for MSMEs to thrive and achieve long-term success.

Effect of Entrepreneurial Characteristics and Business Environment on Business Success

The results of this study indicate that both entrepreneurial characteristics and the business environment simultaneously affect the success of MSMEs. Based on the coefficient of determination test, these two variables explain 87.6% of the variation in business success. This suggests that while individual characteristics such as leadership and self-confidence are vital, the surrounding business environment also plays a substantial role in shaping the success of MSMEs. The combined influence of these factors highlights the complexity of business success, where internal entrepreneurial traits must work in tandem with external environmental conditions to achieve optimal outcomes. This finding underscores the need for both personal and contextual factors to be aligned for MSMEs to succeed.

CONCLUSION

Based on the research findings, it can be concluded that entrepreneurial characteristics and the business environment have a significant impact on the success of Micro, Small, and Medium Enterprises (MSMEs) in the District of Percut Sei Tuan. Specifically, entrepreneurial

characteristics, such as self-confidence, risk-taking ability, and leadership, were found to positively influence business success, with statistical tests showing significant results ($t\text{-value} = 2.254$, $p = 0.027$). Additionally, the business environment, including factors such as access to land, business permits, and security, also plays a crucial role in determining business success, with the $t\text{-test}$ revealing a strong effect ($t\text{-value} = 9.204$, $p = 0.000$). Furthermore, the simultaneous influence of both entrepreneurial characteristics and the business environment was proven to be highly significant, as shown by the $F\text{-test}$ ($F\text{-value} = 279.753$, $p = 0.000$). Therefore, all hypotheses tested in this study—regarding the individual and combined effects of entrepreneurial characteristics and the business environment—were accepted, highlighting the importance of both internal and external factors in the success of MSMEs.

REFERENCE

- Bachtiar et al., I. (2023) 'Analisis Lingkungan Usaha dan Dampaknya terhadap Keberhasilan UMKM', *Jurnal Manajemen dan Kewirausahaan*, 9(1), pp. 43–58.
- Damayanti et al., A. (2023) 'Indikator Keberhasilan Usaha UMKM Kuliner', *Jurnal Pemasaran dan Usaha Mikro*, 5(1), pp. 67–79.
- Himawati, R. (2024) 'Keberhasilan Usaha: Analisis terhadap Usaha Mikro dan Kecil', *Jurnal Manajemen Bisnis*, 10(2), pp. 34–45.
- Jamaludin, M. (2018) 'Pengaruh Kualitas Produk dan Layanan terhadap Keberhasilan Usaha Kuliner', *Jurnal Ekonomi*, 23(2), pp. 45–60.
- Lestari et al., S. (2020) *Faktor-faktor Keberhasilan Usaha: Perspektif Wirausaha*. Penerbit Cendikia.
- Nainggolan, H. et al. (2024) *Keberhasilan Usaha: Faktor-faktor yang Mempengaruhi Usaha Mikro dan Kecil*, *Jurnal Ekonomi*. Penerbit Akademika.
- Nyameh et al., J. (2019) 'Lingkungan Usaha dan Faktor Eksternal yang Mempengaruhi Keberhasilan Usaha', *Jurnal Ekonomi dan Bisnis*, 7(2), pp. 88–102.
- Purnomo et al., T. (2020) 'Perilaku Wirausahawan dan Keberhasilan Usaha Kuliner', *Jurnal Manajemen dan Kewirausahaan*, 17(4), pp. 56–72.
- Ramadhan, I., Firdaus, F. and Adinandra, S. (2024) 'Penerapan IoT dalam Sistem Monitoring Kesehatan: Inovasi dan Implementasi', *Techno.Com*, 23, pp. 763–772. Available at: <https://doi.org/10.62411/tc.v23i4.11482>.
- Sartono & Putra, R., A. (2022) *Inovasi dan Persaingan dalam Usaha Kuliner*. Yogyakarta: Pustaka Widya.
- Saryanto, D. (2021) 'Keberhasilan Usaha UMKM: Faktor Kunci dalam Peningkatan Daya Saing', *Jurnal Ekonomi dan Bisnis*, 12(3), pp. 23–38.
- Sitompul, I. (2021) 'Peraturan Pemerintah No. 7 Tahun 2021 tentang UMKM', *Jurnal Hukum Ekonomi*, 32(1), pp. 101–120.
- Situmorang, S. (2024) *Lingkungan Usaha dan Pembangunan Usaha Mikro Kecil Menengah*. Alfabeta.
- Sukimin et al., D. (2023) 'Lingkungan Usaha dan Keberhasilan UMKM Kuliner', *Jurnal Manajemen Bisnis*, 15(4), pp. 123–139.
- Suryana, A. (2010) *Karakteristik Wirausaha dalam Menghadapi Persaingan Pasar*. Gramedia.
- Tanjung, F. (2021) 'Analisis Kegagalan dan Keberhasilan UMKM Kuliner di Indonesia', *Jurnal Ekonomi dan Bisnis*, 14(3), pp. 75–92.
- Tanjung, H. (2021) 'Pangsa Pasar dan Keberhasilan UMKM Kuliner di Indonesia', *Jurnal Pemasaran*, 12(1), pp. 50–65.