

ANALYSIS OF FACTORS THAT AFFECT THE SUCCESS OF WOMEN'S MSME BUSINESSES IN SURABAYA

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ABSTRACT

This study aims to test and analyze the factors that account for the success of women's MSME efforts in Surabaya. This type of research used is causal research. The sample from this study numbered 84 people using purposive sampling techniques. The data analysis technique used is a multiple regression analysis techniques with the SPSS 16.0 program. The results of hypothesis testing showed that the entrepreneurial spirit had no significant positive effect on business success, motivation had a significant positive effect on business success, entrepreneurial competence had a significant positive effect on business success, creativity had a significant positive effect on the success of women's MSME businesses in Surabaya. This study implies that motivation, entrepreneurial competence, and creativity have an important role in the success of women's MSME businesses in Surabaya. Female MSME owners in Surabaya need to increase the spirit of entrepreneurship, increase knowledge and skills to manage the business, be creative about the products offered, and create a creative marketing system because this can increase business success.

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INTRODUCTION

The role of small and medium-sized micro enterprises (MSMEs) is very large in the community's economic activities in terms of; Provision of goods and services, employment, equalization of income, added value for regional products, and improvement in living standards. Judging from the number of business units and employment, micro, small, and medium enterprises occupy important positions in the Indonesian economy. The condition of the -19 pandemic caused almost all sectors of the economy to experience a decline. If there is no right action, it is feared that the economy will be worse.

Fitzgerald (2020) states that government support, especially in terms of

capital, is very helpful for MSMEs in maintaining and developing their business, especially in the situation of the -19 pandemic as is happening today. This pandemic affects all aspects of life, not only in the health sector but also in the social and business sectors. The global impact caused by -19 causes almost all MSMEs to have difficulty running their business, impacting their business cash flow. The -19 pandemic has had a major impact on the survival of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia. The economic crisis experienced by MSMEs poses a major threat to the national economy, considering that MSMEs are the biggest drivers of the domestic economy and labor absorbers in recent decades.

According to the Head of the Economic Research Center of the Indonesian Institute of Sciences (LIPI), Nugroho (2020). Survey data showed that 94.69% of businesses experienced a decline in sales during the pandemic. Based on the business scale, more than 75% sales decline was experienced by 49.01% of ultra-micro businesses, 43.3% of micro-businesses, 40% of small businesses, and 45.83% of medium-sized businesses.

The ability of MSMEs needs to be empowered and developed continuously by trying to reduce the obstacles experienced by MSMEs to contribute more maximally to the improvement of community welfare. Small and Medium Enterprises (MSMEs) are one of the important parts of a country's economy or region. The success of a business can be indicated by increasing business capital, increased production, and increased profits. An important factor in the business's success is the strong desire and encouragement obtained from him and his environment, so that motivated by the effort that will be made.

Several factors certainly influence the success of the entrepreneur. These factors are entrepreneurial spirit, motivation, competence, and creativity. Research has been conducted by Sukirman (2012), Purnama (2010), and Dewi et al. (2015), which found evidence that the higher the motivation owned by entrepreneurs, then the success to run an entrepreneur is also high. Motivation is the drive that comes out of the entrepreneur to work as much as possible. According to Zimmemer (2001), an entrepreneur has the following motivations in running his business: 1). creating his own goals, 2). making a difference, 3). full potential, 4). unlimited profits, 5). contribution to society, 6). doing the preferred.

Many things need to be done to develop human resources in an entrepreneurial context, one of which relates to entrepreneurial competence. Entrepreneurial competencies include individual character, including personal

traits, knowledge, and expertise, that support effective or high entrepreneurial work performance (Man, 2005). Entrepreneurial competencies are the overall entrepreneurial attributes that include attitudes, beliefs, knowledge, skills, abilities, personalities, and behaviors that lead to the achievement of success according to initial goals. Man & Lau's study (2005) shows that entrepreneurial competence has a significant influence on business success

Other factors support entrepreneurship success, namely creativity in addition to the entrepreneurial spirit, motivation, and entrepreneurial competence. Creativity is the effort used by entrepreneurs to be able to produce new products, services, or systems. High creativity will create products with high added value by producing a good product and having high marketing to increase the profit generated by the company. Increased profits indicate that the success of entrepreneurship is achieved. Agustina (2013), Dewi et al (2015), Sukirman (2012), Hadiyati (2011), Rifqi Hapsah (2013) have researched research on creativity associated with the entrepreneurial success of MSMEs.

LITERATURE REVIEW

Entrepreneurial spirit

According to Suparyanto (2012: 24), the entrepreneurial spirit can be possessed by a person as a talent since his birth. The entrepreneurial spirit can also be formed through the process of education and experience. The entrepreneurial spirit includes a personality who has creative actions as a value, likes to try, is tough in various challenges, is confident, has self-determination or locus of control, can manage risk, see the change as an opportunity, tolerance for many choices, initiative, requires achievement, perfectionist, broad-minded, considers time very valuable, and has a strong motivation. The character has internalized as a person.

Values are believed to be true (Kuratko 2003 in Sukirman, 2017).

The entrepreneurial spirit is the life in entrepreneurship, an entrepreneurial attitude and behavior shown through the nature, character, and character of someone who has the will to realize innovative ideas creatively in the real world (Hartanti 2008 in Sukirman, 2012). Factors that affect a person's entrepreneurial spirit include confidence, optimism, discipline, commitment, initiative, motivation, leadership spirit, liking challenges, responsibilities, and human relationships (Nasution 2007: 42-44; Suryana 2006:3). The entrepreneurial spirit is a factor that encourages a person to do certain deeds or activities so that the entrepreneurial spirit can be interpreted as a driver of one's behavior. Common characteristics of entrepreneurship can be seen from various aspects of personality, such as a person's soul, disposition, attitude, and behavior.

Motivation

Carsrud and Brannback in Zimmerman and Chu (2013: 78) suggest that motivation is the link between the intentions and actions of entrepreneurs, and there seems to be a relationship between motivation and performance. According to Zimmerman and Chu (2013:78), motivational factors can include internal and external factors for entrepreneurs classifying motivators into four categories: extrinsic rewards, independent/autonomy, intrinsic rewards, and family guarantee. Yalcin and Kapu (2008) in Zimmerman and Chu (2013: 78) classify entrepreneurial motivation into four categories: finance, recognition, freedom, and family tradition (i.e., motives for continuing the family business and impersonating family members).

Entrepreneurship Competencies

According to Nakhata (2007:3) entrepreneurial competencies include individual character, including personal traits, knowledge, and expertise, which support effective or high entrepreneurial

work performance. According to Bird in Li Xiang (2009:2) entrepreneurial competence is defined as fundamental characteristics such as specialized knowledge, motives, traits, self-image, social roles, and skills that result in the birth of a business, continuity, and growth.

According to Mitchelmore and Rowley, Jennifer (2013), competence is all the features and qualities people need to perform tasks as needed and expected. It is in addition to all recognizable abilities (talents), behavioral trends (attitudes), personality features, and knowledge gained, theoretical or coming from experience. According to Boyatzis in Man, Thomas (2005:2), the characteristics that lead to competence can be the motives, traits, aspects of a person's self-image or social role, skill, or content of knowledge in which he draws.

Creativeness.

Robbins (2002) explains that creativity is a new idea that arises from thinking of someone who can improve the product or service offered by the manufacturer. While creativity, according to Sukirman (2012), is an initiative to find something new in the form of a product or service by adding value to the product or service. According to Stoner (1996) in Ayu Susanti dan Ermawati (2016),) it is a new method used by companies to produce something new such as products, services, new companies, new processes, new systems, new techniques. Creativity is an idea, an idea, an initiative used by a company to create something new. Therefore, this high creativity will spur entrepreneurs to develop their businesses, where the development of the business will foster a high sense of entrepreneurship. It can be said that when the entrepreneurial sense is high, the entrepreneur has success in entrepreneurship.

Business Success

Business success is a situation in which the business increases from previous results and becomes a major part of a company

where all the activities contained in it are aimed at achieving success. External and internal factors influence the success and failure of entrepreneurship. Internal factors that affect willpower, abilities, and weaknesses in the self. External factors are opportunities and opportunities for businesses that are pursued; a business can be declared successful if it has an advantage over the previous period or a class company.

According to Andari (2011), entrepreneurial success is a state that describes the level that is above the average of efforts that are within its degree. This means that the business carried out can generate high profits. While according to Dwi (2003), the success of entrepreneurship is shown by how much achievement has been achieved by the company has been by the company's goals or not.

Relationship of Entrepreneurial Spirit With Business Success

The entrepreneurial spirit is a factor that encourages a person to do a certain deed or activity so that the entrepreneurial spirit can be interpreted as a driver of one's behavior. The general characteristics of entrepreneurship can be seen from various aspects of personality, such as the soul, disposition, attitude, and behavior of the person research conducted. Hafidiah et al. (2010) identify that the business's success in small business textile products in Bandung regency is determined by confidence, task, results, risk-taking, leadership, Milan, and future-oriented determined by external variables. Balqish's research (2015) explains the very strong relationship between confident variables, task-oriented and results, risk-taking courage, leadership, intricateness, and future-oriented to business success which is 94.1% a year.

Relationship of Motivation with Business Success

Achieving business success certainly requires strong motivation. Motivation is defined as a series of characters in a human

being that causes people to behave differently. Carsrud and Brannback in Zimmerman and Chu (2013:78) suggest that motivation is the link between the intentions and actions of entrepreneurs, and there seems to be a relationship between motivation and performance.

Motivation is one factor that affects business success because a person's main motivation to become an entrepreneur is to be their boss (Hutagalung et al., 2010). According to Fahmi (2014: 107), motivation is a behavioral activity that works to meet the desired needs. From the definition above, it can be concluded that motivation is needed to encourage entrepreneurs to run their businesses to achieve business success.

Yusniar (2017) states that motivation significantly affects business success. Motivation is the desire for the driving force that creates the excitement of each individual's work to make efforts so that the desired desire is previously achieved and can create labor excitement so that they are willing to cooperate, work effectively, and integrate with all power and effort. The result of other studies is research that has been done by Purnama (2010), Sukirman (2012), and Dewi et al. (2015). Motivation has a significant effect on the success of the business. MSMEs who have high motivation to run their business will also increase sales.

Relationship of Entrepreneurial Competence with Business Success

One of the factors that can also drive business success is competition. According to Nakhata (2007: 3) entrepreneurial competencies include individual character, including personal traits, knowledge, and expertise, which support effective or high entrepreneurial work performance. Wibowo (2007: 324) stated that competence is an ability to carry out or perform a job based on skills and knowledge and supported by the attitude of work demanded by the job. From the definition above, the competition of entrepreneurs to run the business they have to achieve business success can be concluded.

Yusniar (2017) states that a person's abilities based on science, skills, attitudes from learning outcomes, experiences based on past experiences, and maturity will affect the success of everything that will be done. These things must be energized to achieve desire in the business, both motivation and business ability.

The ability in business management towards the continuation of business is dominated by knowledge, skills obtained, and the business experience of MSMEs to influence business success. Li et al. (2005) in Hadiyati (2014) also mentioned that the personality, character, and competence of each individual in the entrepreneurial process (business cycle) influence the success of small businesses.

Relationship of Creativity with Business Success

According to Garjito (2014:7-8 in Ayu Susanti and Ermawati, 2016), a successful entrepreneur must be creative in setting goals and solving inevitable problems when pursuing his vision. The main capital is money and creativity, which is priceless. Entrepreneurial creativity is the ability of an entrepreneur to create product ideas from things that happen in everyday life.

According to Gardjto (2014:40-41 in Ayu Susanti and Ermawati, 2016), an entrepreneur can display innovation with creativity. Entrepreneurship is closely related to creativity; the core of entrepreneurship is the ability to create something new and different through creative thinking and acting innovatively to create opportunities. Therefore, self-employment is closely related to creativity (Suryana, 2013: 15)

- H1: Entrepreneurial spirit has a significant positive effect on the success of the business
- H2: Motivation has a significant positive effect on the success of the business
- H3: Entrepreneurial competence has a significant positive effect on the success of the business

- H4: Creativity has a significant positive effect on the success of the business

RESEARCH METHODS

The sampling technique used in this study is the purposive sampling method, which takes samples on a consideration basis to adjust to some of the sample research criteria to improve sample accuracy. The criteria of respondents in this study are female MSMEs, educated at least SMU, entrepreneurship experience for at least one year, and entrepreneurial location in Surabaya sample used in this study is as many as 84 female MSMEs located in Surabaya.

Data

The type of data used is quantitative data. Quantitative data is data in the form of numbers or qualitative data estimated (Scoring). The unit of analysis in this study is the individual in MSMEs because the researchers took data from each individual who served as a data source. The data source used in this study is primary data. The data collection technique used in this study was to use a questionnaire. In this study, a closed questionnaire was used with the measurement technique used is Likert's Summated Rating (LSR), which measures the attitude, opinion, and perception of a person or group of people about a particular phenomenon that wants to be known.

Population and Sample

The population in this study is all-female MSMEs in Surabaya. Respondents in this study were female MSMEs who joined the Setia Bhakti Wanta Surabaya Cooperative. The characteristics of respondents in this study are:

1. 1 Female MSME owner,
2. Educated at least SMU,
3. Entrepreneurship experience for at least one year
4. Entrepreneurial location in Surabaya

According to Roscoe in Sugiyono (2004: 12), the sample worth using in the study is

between 30 to 300. If the study will do a multivariate analysis of correlation or multiple regression, then the number of samples is at least ten times the number of variables studied. There were five variables studied in this study, then a minimum sample of 50 respondents.

The sampling technique used in this study is a purposive sampling method that takes samples on a consideration basis to adjust to several sample research criteria to improve the accuracy of samples used in this study, as many as 84 female MSMEs located in Surabaya.

Variable Operationalization

Entrepreneurial Spirit (X1) is an attitude and behavior in entrepreneurship Indicators of strong will, ability to make decisions, the creative, diligence, the spirit of togetherness, business ethics, making changes, and good at capturing opportunities (Suparyanto, 2012)

Motivation (X2) is the ability to encourage and generate energy to achieve results or objectives. Indicators: Financial reasons, social reasons, service reasons, and reasons for meeting needs (Wibowo, 2007:324 and Fahmi, 2014:107) in Susanti and Ermawati (2016).

Entrepreneurial Competence (X3) is a fundamental characteristic in a person that results in a business, sustainability, and growth. Indicators: Personal traits, knowledge, and expertise which support effective or high entrepreneurial work performance (Nakhata, 2007:3)

Creativity (X4) is the ability of a person to give birth to something new, both in the form of ideas and works. Indicators: Ability to develop new ideas, responsiveness in developing creativity, has the opportunity to dominate market share, Flexible follow trends over time (Alma, 2015: 70)

Business Success (Y) is the achievement of results obtained in the run business. Indicators: Business profit, number of sales,

and business growth (Wibowo, 2007:324 and Fahmi, 2014:107) in Susanti and Ermawati (2016)

Data Analysis

This study used the analysis technique to analyze multivariate dependencies using multiple regressions. Multiple regression analysis has the use of predicting the value of bound variables (Y) if the variable is free (X) for two or more.

RESULT AND DISCUSSION

Test Validity, Reliability, and Classical Assumptions

Based on the overall validity test results, the sig value of each indicator each variable $< \alpha = 0.05$. So it can be concluded that each indicator of the research variable is valid. The reliability test results obtained Cronbach's alpha value of each variable, namely the entrepreneurial spirit with a value of 0.572, motivation with a value of 0.635, entrepreneurial competence with a value of 0.674, and creativity with a value of 0.633 and business success with a value of 0.665 has been fulfilled because it has a value of Cronbach's alpha $>$ cut off limit of 0.5. It can be concluded that respondents' answers to statements are consistent or stable over time.

Kolmogorov Smirnov's normality test results showed the value of Asymp Sig (2tailed) was 0.335 (more than 0.05). It can be concluded that the data used in this study is a normal distribution.

The results of the multicollinearity test showed that the VIF value of motivation was 1,582, the VIF value of entrepreneurial competence was 1,374, and the VIF value of creativity was 1,298. This shows a VIF value of the free variable smaller than ten which means there is no indication of multicollinearity or no correlation between free variables, namely no correlation between the variables of the entrepreneurial

soul, motivation, entrepreneurial competence, and creativity.

Heteroscedasticity test results where each variable is statistically free, none of which significantly affects variables bound by absolute values. This is seen from the value of the significance of the entrepreneurial soul = 0.253, the motivation variable = 0.963, the variable of entrepreneurship competence = 0.766, the creativity variable = 0.353 above the error rate $\alpha = 0.05$, so it can be concluded that the regression model does not contain heteroscedasticity.

Multiple Regression Analysis Results and Hypothesis Tests

Based on the results of out put SPSS can be formulated regression equation As follows:

$$Y = 1,532 + 0,166 X_1 + 0,131X_2 + 0,126 X_3 + 0,138 X_4$$

Where is

Y; Business Success

X1: Entrepreneurial Spirit

X2; Motivation

X3: Entrepreneurial Competence.

X4: Creativity

The entrepreneurial spirit variable (X1) in this study positively influences the success of female MSMEs in Surabaya. The higher the entrepreneurial spirit owned by female MSMEs in Surabaya will encourage the higher the achievement of business success. The motivation variable (X2) in this study positively influences the success of women MSME businesses in Surabaya. If the encouragement of entrepreneurship is high, then the success of women MSME businesses in Surabaya is getting bigger. This study's entrepreneurship competency variable (X3) had a positive influence. If female MSME entrepreneurs have the self-competence to organize and implement the actions necessary for entrepreneurship to increase, then the success of women MSME businesses in Surabaya will increase.

The Creativity Variable (X4) in this study positively influences the success of MSME businesses in Surabaya. If female MSME entrepreneurs in Surabaya can build resilient, creative, innovative, intelligent, independent, productive characters and take advantage of their opportunities, it will increase business success.

Table 1 Calculation of Correlation Coefficient

Model	R	R Square	Adjust R Square	Std Error of the estimate
1	0,544	0,291	0,260	2,179

Source: Multiple Regression Output

Based on table 1, the correlation coefficient $R = 0.544$ calculates that entrepreneurial spirit, motivation, entrepreneurial competence, and creativity simultaneously have a moderate effect on business success. While the variation in business success can be explained by the entrepreneurial spirit, motivation, entrepreneurial competence, and creativity by 29.1%, the remaining 70.9% is influenced by other variables outside the variables studied.

Table 2 F-ANOVA Test

Model	Sum of Squares	Df	Mean Square	F	Sig
Regr	157,320	4	39,330	8,285	.000
Res	375,002	79	4,747		
Total	532,321	83			

Source: Multiple Regression Output

Based on table 2 The value F calculates = $8.285 > F(0.05)(4;79) = 2.53$ and the significance level of $0.000 < \alpha = 0.05$. So it can be concluded that there is a significant influence of entrepreneurial spirit, motivation, entrepreneurial competence, and creativity on the success of MSMEs business in Surabaya.

Table 3 T-Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	1,532	,5805		2,639	,627
X1	,166	,0917	,238	1,810	,074
X2	,131	,0594	,232	2,205	,023
X3	,126	,0511	,291	2,466	,016
X4	,138	,0509	,273	2,711	,008

Source: Multiple Regression Output

Based on table 3 The entrepreneurial spirit partially has no significant effect on business success because the value of $1,810 < t \text{ table } (0.05) = 1.96$ and $p \text{ sig} = 0.074 > \alpha = 0.05$. While motivation, entrepreneurial competence and creativity as partially affect the success of the business. The value of t calculates motivation of $2.205 > t \text{ table } (0.05) = 1.96$ and $p \text{ (sign) of } 0.023 < \alpha = 0.05$. The value of t calculates entrepreneurial competence of $2,466 > t \text{ table } (0.05) = 1.96$ and $p \text{ (sign) of } 0.016 < \alpha = 0.05$. Creativity t value of $2,711 > t \text{ table } (0.05) = 1.96$ and $p \text{ (sign) of } 0.008 < \alpha = 0.05$

Analysis of the Influence of the Entrepreneurial Spirit on Business Success

The results of the study showed that motivation had no significant effect on the success of women MSME businesses in Surabaya. The results of this study do not support hypothesis 1, which states that the entrepreneurial spirit has a significant effect on business success. Although the entrepreneurial spirit owned by strong female MSMEs does not affect the success rate of the business. This is in conjunction with research conducted by Sulistyowati (2016), which states that the characteristics of business actors have a positive and significant effect on business success.

Findings obtained by researchers in the field concluded that the insignificant spirit of self-employment is due to low levels of willpower in women entrepreneurs. Most run businesses are hereditary businesses, less daring to try business opportunities. For women entrepreneurs to innovate is still considered burdensome, most female MSMEs only imitate other business actors in developing their business. In a short time, it is very helpful, but the possibility of strategies tends to be boring for prospective consumers in the long run. The entrepreneurial spirit owned by business people tends not to be able to control the course of the business carried out. Women's heroes focus more on achieving quantity than the quality of the products produced so that it will be a boomerang for their own business.

Analysis of the Influence of Motivation on Business Success

The results showed that motivation significantly affects the success of food beverage MSMEs in Surabaya. The results of this study support hypothesis 2, which states that motivation has a significant effect on the business's success. Motivation is a driving force that creates the excitement of the work of each MSME to make efforts so that the desired desire was previously achieved and can create labor excitement so that they are willing to cooperate, work effectively, and integrate with all power and effort. Encouragement of high work spirit will allow someone to do the work optimally.

The encouragement can determine the success of small and medium-sized micro-enterprises that are being carried out. The results of this study are in line with supporting research that has been conducted by Yusniar (2017), who states that motivation has a significant effect on the success of efforts, and research that has been done by Purnama (2010), Sukirman (2012), Dewi. et.al (2015). Motivation has a significant effect on the success of the business. MSMEs who have high motivation

to run their business will also increase sales. Female MSMEs in Surabaya have high motivation in running their business ventures. Intense competition between entrepreneurs and current pandemic conditions causes female entrepreneurs to think about how their businesses can exist and survive.

Analysis of the Influence of Entrepreneurial Competence on Business Success

Entrepreneurial competence has a significant influence on the success of women MSME businesses in Surabaya. The results of this study support hypothesis 3, which states that entrepreneurial competence has a significant effect on business success. Female MSMEs in Surabaya perceive that entrepreneurs need entrepreneurial competence in planning business activities to support business success.

A person's entrepreneurial ability based on science, skills, attitudes from learning outcomes and experiences based on past experiences, and maturity will affect the effort's success. Both things must be synergized to achieve desire in the business, both motivation and business ability. The ability in business management towards the continuation of business dominated by knowledge, entrepreneurial skills that have been obtained, and business experience will be able to affect the success of women MSME businesses in Surabaya.

The results of this study support Yusniar's Research (2017), stating that a person's abilities are based on science, skills, attitudes from learning outcomes, and experiences based on past experiences, skills, and learning. Female MSMEs in Surabaya will be successful if they know individuals' skills (skills) and personal characteristics or qualities, including attitudes, values, and behaviors needed for entrepreneurship.

Analysis of the Influence of Creativity on Business Success

Creativity has a significant influence on the success of women MSME businesses in Surabaya. The results of this study support hypothesis 4, which states that creativity has a significant effect on the business's success.

Female MSMEs in Surabaya perceive that in pandemic conditions and fierce competition, an entrepreneur needs to have high creativity that is always flexible in following trends from time to time, creatively creating products and online business systems always to exist and survive. The results of this study support the research of Ayu Susanti and Ermawati (2016), which states that creativity has a positive effect on the success of MSME, and Hidayati (2011) entrepreneurship who states creativity has a positive effect on small business entrepreneurship.

High creativity will spur female MSMEs entrepreneurs in Surabaya to develop their businesses. Growing business activities will foster high entrepreneurial interest. High entrepreneurial interest will create female MSMEs in Surabaya to succeed in entrepreneurship. In addition to creativity from the product side, the creativity of entrepreneurs, in this case, is in the form of a marketing system. Entrepreneurs in this time are utilizing online media to market products to stay afloat.

Even their increased turnover has done several ways, namely 1) using delivery services, with the delivery service can help consumers or buyers can get the desired product stay at home, 2) provide a menu of raw materials or ready to cook, one of the menus sold is changed in the form of raw materials that are ready to fry. Moreover, 3) make a buy one get one package from a variety of creativity that female MSMEs have done in Surabaya to increase sales turnover.

CONCLUSION

The spirit of entrepreneurship, motivation, entrepreneurial competence, and creativity significantly affect business success. A high entrepreneurial spirit will encourage business success. Female MSMEs in Surabaya are expected to have a high spirit of entrepreneurship. With a high entrepreneurial spirit, one will manage business activities well. This drive can determine the success of Small and Medium Micro Enterprises

Motivation is a driving force that creates the excitement of the work of every female MSME in Surabaya to do a business so that the desired desire is previously achieved and can create labor excitement so that they are willing to cooperate, work effectively, and integrate with all the power and effort. Encouragement of high work spirit will allow someone to do the work optimally. This drive can determine the success of Small and Medium Micro Enterprises.

Entrepreneurial competencies include knowledge and skills of entrepreneurship by participating in workshops, seminars, and entrepreneurship training. Female MSMEs in Surabaya will be successful if they know individuals' skills (skills) and personal characteristics or qualities, including attitudes, values, and behaviors needed for entrepreneurship.

Creativity affects the success of MSMEs. Women MSMEs in Surabaya are expected to always respond to consumer complaints by creating innovative products and creativity in the marketing system. For example: following the expo to introduce the products produced, doing online marketing, providing delivery services, applying discounts, and providing attractive promo promos to encourage female MSMEs in Surabaya to have great growth prospects and generate a fairly good profit.

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