

Factors Influencing Entrepreneurial Motivation: A Case Study on a Beauty Store in Lhokseumawe City

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Abstract

This study aims to find out and analyze the Factors that Affect Entrepreneurial Motivation (Case Study on a Beauty Shop in Lhokseumawe City). The number of respondents used in this study amounted to 100 respondents. The method used to analyze the relationship between variables is the multiple linear regression analysis analysis method. The results of the study show that partially the independence factor has a positive and significant effect on entrepreneurial motivation in Beauty Shops in Lhokseumawe City, Partially the independence factor has a positive and significant effect on entrepreneurial motivation in Beauty Shops in Lhokseumawe City, the Emotional factor has a positive and significant effect on Entrepreneurial Motivation in Beauty Stores in Lhokseumawe City, Independence Factor Has a Positive and Significant Effect on Entrepreneurial Motivation in Beauty Stores in Lhokseumawe City.

Keywords: independence factor, capital factor, emotional factor, education factor, entrepreneurial motivation

Introduction

In entrepreneurship, emotional intelligence plays a crucial role in an individual's success. Skills such as self-awareness, self-regulation, motivation, empathy, and cooperation are key in facing challenges and managing relationships with various business-related parties. Individuals with good emotional intelligence tend to be better able to cope with stress, make informed decisions, and establish good relationships with customers, business partners, and employees. The results of the study (Segarahati & Rina, 2015) concluded that emotional factors affect entrepreneurial motivation.

Besides the emotional factor, the educational factor also plays an important role in entrepreneurship. Entrepreneurship education equips individuals with the knowledge, skills, and attitudes necessary to start and manage a business. This includes an understanding of business concepts, management, marketing, finance, and technology. Individuals can obtain entrepreneurship education through a variety of pathways, including formal education and informal training such as workshops and mentorship. The results of the study (Segarahati & Rina, 2015) and (Hue et al., 2022) concluded that education affects entrepreneurial motivation.

Table 1. Data from initial observations related to data on beauty stores in Lhokseumawe City

No	Beauty Shop Name	Address
1	Nanda Shop	Muara Satu
2	Putri Shop	Muara Satu
3	Liana Wholesale	Muara Satu
4	Tami Karya Cosmetic	Muara Satu
5	Alishba Store	Muara Satu
6	Cosmetic Imagery	Muara Satu
7	Keysha Shop	Muara Satu
8	Mila Store	Muara Satu
9	Ms Glow Lhoksumawe Mawar	Muara Satu
10	Alesha Cosmetics	Banda Sakti
11	Onshop Lhokseumawe	Banda Sakti
12	Roma Cosmetic	Banda Sakti
13	Hera Shop	Banda Sakti
14	Davienna Distributor	Banda Sakti
15	Hijrah Store	Banda Sakti
16	Ranitha Stuff	Banda Sakti
17	Annisa Beauty House	Banda Sakti
18	Cosmetic Doctor	Banda Sakti
19	Beuty Cosmetic	Banda Sakti
20	Ms Glow	Banda Sakti

21	Lemora Prey	Banda Sakti
22	Modern	Banda Sakti
23	Ms Glow Lhokseumawe	Banda Sakti
24	Jglow Store Aceh	Banda Sakti
25	Mutia Jelita Shop	Banda Sakti
26	R.K Shop	Muara Dua
27	Naura Cosmetics & Accessories	Muara Dua
28	NBS Skincare Aceh	Muara Dua
29	Urihana Soap	Muara Dua
30	Lija Gallery	Blang Mangat

Based on the table above, there are several number of beauty shops in Lhokseumawe City. The development of beauty stores in Lhokseumawe has shown a significant increase in recent years. Currently, beauty stores are spread across four sub-districts, namely Muara Satu, Banda Sakti, Muara Dua, and Blang Mangat. Banda Sakti District is the area with the highest number of beauty stores based on the initial survey, namely 16 stores, followed by Muara Satu with 9 stores. Muara Dua has 4 beauty shops, while Blang Mangat has 1 beauty shop.

These beauty stores offer a wide range of beauty products and services, from cosmetics to skincare to accessories. The presence of these stores reflects the increasing demand for beauty products among the people of Lhokseumawe. In addition, the variety of existing stores, such as Nanda Shop, Putri Shop, and Ms Glow Lhoksumawe Mawar, shows that the beauty industry in this city is increasingly growing and competitive. With these stores, the people of Lhokseumawe have easier access to meet their beauty needs, as well as support the growth of the local economy.

Literature Review

Entrepreneurship is defined as a person who creates work for others by establishing, developing, and institutionalizing his own company and is willing to take personal risks in determining business opportunities and creatively using the potentials that exist in him to recognize products, manage, and determine ways to produce, organize operations for product procurement, market them and manage their operating capital (Segarahati & Rina, 2015).

Kurniawan, 2019 Entrepreneurship is a creative and innovative ability that is used as a basis, tips and resources to find opportunities for success. While entrepreneurs (entrepreneur) is a person who has a brave spirit to take risks to open a business on various occasions. Taking risks means being mentally independent, taking advantage, and creating business opportunities that always provide benefits. The entrepreneurial spirit encourages a person's interest in establishing and managing a business to the maximum (Segarahati & Rina, 2015).

Motivation is the willingness to act, while motive is an impulse or need that influences a person's behavior. Strong motives will determine behavior until they achieve satisfaction or experience failure (Hermiyanty et al., 2017). Setyorini stated that entrepreneurs are highly motivated and action-oriented individuals, and are ready to take risks to achieve their goals. The attitude and behavior of entrepreneurs are influenced by good, progress-oriented, and positive traits and dispositions. Entrepreneurial motivation involves creative and innovative efforts to create products and business opportunities, which can improve the welfare of life (Edwar, 2019). Business capital according to the Great Dictionary of Indonesian is money or property for trading or investment (Siagian & Manalu, 2021).

Weston and Brigham (2019) mention venture capital as an asset or financial resource to start and develop a business, either from owner's equity or loans. Gitman (2019) added that business capital includes funds for fixed assets, inventory, and salaries. Ross, Westerfield, and Jordan (2019) stated that business capital is money or other assets for the production of goods or services, including third-party investments. Horne and Wachowicz (2019) and Scarborough (2019) said that business capital includes funds from owners and external sources for operations and investment. So, venture capital is a key financial resource for starting, managing, and growing a business. A hypothesis indicates a statement that is proposed to be tested or researched as the basis of a study or investigation. Based on the formulation of the problem and conceptual framework, the hypothesis in this study is:

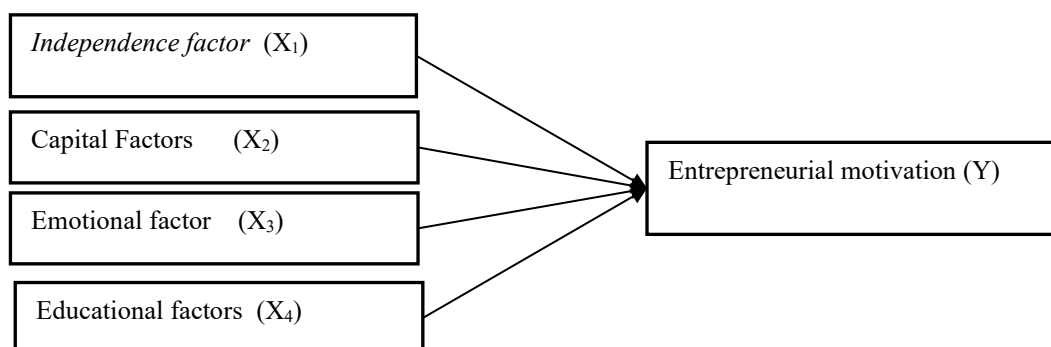


Figure 1. Conceptual Framework

: The Independence Factor has a positive and significant effect on Entrepreneurial Motivation in Beauty

- H1 : Stores in Lhokseumawe City
- H2 : The Capital Factor has a positive and significant effect on Entrepreneurial Motivation in Beauty Stores in Lhokseumawe City.
- H3 : Emotional Factors have a positive and significant effect on Entrepreneurial Motivation in Beauty Shops in Lhokseumawe City.
- H4 : The Education Factor has a positive and significant effect on Entrepreneurial Motivation in Beauty Shops in Lhokseumawe City.

Materials & Methods

This research was conducted in Lhokseumawe City The population in this study is all Beauty Shops in Lhokseumawe City whose number is unknown (*infinity*), the Sample Technique used in sampling is a *non-probability sampling* methods with an *accidental sampling technique*. In determining the sample, if the population is large and the number is unknown, then to facilitate the research, the researcher takes a sample of 100 questionnaire respondents and will then be assessed based on the Likert scale. This is based on the average value of the answer score which will then be measured by the level of decision in the purchase with the following form of assessment:

Table 2. Data Measurement Scale

Choice of Answer	Code	Score
Strongly disagree	STS	1
Disagree	TS	2
Neutral	N	3
Agree	S	4
Strongly Agree	SS	5

In this study, the data analysis technique used is multiple linear regression analysis. Testing using the SPSS version 25 program was carried out by correlating each question with a total score, How much the independent variable affected the dependent variable was calculated using the following multiple regression line equation:

$$Y = \alpha + b1X1 + b2X2 + b3X3 + b3X3 \epsilon$$

Information:

- And : Entrepreneurial Interest.
- A :Constant
- b1, b2, b3. : Regression coefficient
- X1 : Independence Factor
- X2 : Capital Factor
- X3 : Emotional Factors
- X4 : Educational factors
- ϵ : Error term

Results and Discussion

Table 3. Validity Test Results

No	Variable Indicators	R Results	R table	Information
Independence Factor (X1)				
1	Indicator 1	0,671	0,196	Valid
	Indicator 2	0,556	0,196	Valid
	Indicator 3	0,603	0,196	Valid
	Indicator 4	0,477	0,196	Valid
	Indicator 5	0,673	0,196	Valid
Capital Factor (X2)				
2	Indicator 1	0,701	0,196	Valid
	Indicator 2	0,787	0,196	Valid
	Indicator 3	0,864	0,196	Valid
Emotional Factor (X3)				
3	Indicator 1	0,909	0,196	Valid
	Indicator 2	0,897	0,196	Valid
Educational Factor (X4)				
3	Indicator 1	0,748	0,196	Valid
	Indicator 2	0,801	0,196	Valid
	Indicator 3	0,838	0,196	Valid
3	Entrepreneurial Motivation (Y)			

No	Variable Indicators	R Results	R table	Information
	Indicator 1	0,518	0,196	Valid
	Indicator 2	0,590	0,196	Valid
	Indicator 3	0,550	0,196	Valid
	Indicator 4	0,626	0,196	Valid
	Indicator 5	0,659	0,196	Valid

Source: Spss Output (processed 2024)

Based on Table 4, the statements on the independent and dependent variables have a result r value greater than the table r (0.196 for df = 98), so it is valid and reliable. This shows that the data collected is valid, accurate, and reliable. The validity of the questionnaire confirms that the data collection instrument measures as per the research objectives without significant errors, ensuring the conclusions and decisions drawn from the data are reliable for the next stage of analysis.

Table 4. Reliability Test

Variable	Alpha	Limitation	Information
Independence factor	0,737	0,60	Reliable
Capital Factor	0,818	0,60	Reliable
Factor Emotional	0,895	0,60	Reliable
Educational Factor	0,825	0,60	Reliable
Entrepreneurial Motivation	0,724	0,60	Reliable

Source: SPSS Output (processed 2024)

Based on Table 5, all variables have a Cronbach's Alpha value > 0.60, indicating that the question items are reliable and suitable for analysis. This means that all statement items are capable of producing consistent data, and if the same person answers a questionnaire or takes the same test, the results tend to be similar. This reliability ensures that the measurements are reliable and not affected by undesirable factors.

Table 5. Multiple Linear Regression Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Mr.
		B	Std. Error	Beta		
1	(Constant)	1.446	.496		2.913	.004
	Independence Factor	.226	.111	.185	2.038	.044
	Capital Factor	.159	.065	.242	2.466	.015
	Emotional Facts	.124	.055	.202	2.244	.027
	Educational Factors	.149	.071	.205	2.108	.038

a. Dependent Variable: Entrepreneurial Motivation

Source: Research results (2024) processed

Based on Table 6, the multiple linear regression equation is $Y = 1.446 + 0.226 X_1 + 0.159 X_2 + 0.124 X_3 + 0.149 X_4$. The constant 1.446 indicates entrepreneurial motivation (Y) when the independent variable is constant. The coefficients of independence (0.226), capital (0.159), emotional (0.124), and education (0.149) respectively showed that an increase in each of these factors increased entrepreneurial motivation according to the value of the coefficient.

Table 6. Results of Correlation Coefficient Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,532	0,283	0,253	0,39961

b. Dependent Variable: Entrepreneurial motivation

Source : Results of Research processed (2024)

Based on Table 6, the correlation coefficient (R) value of 0.532 shows a moderate relationship between independence, capital, emotional, and educational factors on entrepreneurial motivation. The determination coefficient (R²) of 0.283 indicates that 28.3% of the variation in entrepreneurial motivation is explained by these factors, while the rest is explained by other variables. The greater the Adjusted R² value is closer to 1, the stronger the model explains entrepreneurial motivation; Conversely, if it is close to 0, the contribution of these factors is getting smaller.

Table 7. Partial Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Mr.
		B	Std. Error	Beta		
1	(Constant)	1.446	.496		2.913	.004
	Independence Factor	.226	.111	.185	2.038	.044
	Capital Factor	.159	.065	.242	2.466	.015
	Emotional Facts	.124	.055	.202	2.244	.027
	Educational Factors	.149	.071	.205	2.108	.038

a. Dependent Variable: Entrepreneurial Motivation

Source : Research Results, processed (2024)

Based on the table 7, it can be concluded that the results of partial hypothesis testing are as follows:

1. Partially, the independence factor has a positive and significant effect on entrepreneurial motivation in Beauty Shops in Lhokseumawe City, this is statistically proven by the tcount value of the independence factor of 2.308 with a significant value of 0.044, while the ttable value at $\alpha = 0.05$ obtained a value of 1.661 so that the ttable > count (2,038 > 1,661) then H1 is accepted.
2. Partially, the capital factor has a positive and significant effect on entrepreneurial motivation in Beauty Shops in Lhokseumawe City, this is statistically proven by the calculation value of the capital factor of 2.466 with a significant value of 0.015, while the ttable value at $\alpha = 0.05$ is obtained a value of 1.661 so that the ttable > ttable (2.466 > 1.661) then H2 is accepted
3. Partially, emotional factors have a positive and significant effect on entrepreneurial motivation in Beauty Shops in Lhokseumawe City, this is statistically proven by the tcount value of the emotional factor of 2.244 with a significant value of 0.027, while the ttable value at $\alpha = 0.05$ obtained a value of 1.661 so that the ttable > tcount (2.244 > 1.661) then H3 is accepted.
4. Partially, the educational factor has a positive and significant effect on entrepreneurial motivation in Beauty Shops in Lhokseumawe City, this is statistically proven by the tcount value of the education factor of 2.108 with a significant value of 0.038, while the ttable value at $\alpha = 0.05$ is obtained a value of 1.661 so that the tcount > ttable (2.108 > 1.661) then H4 is accepted

Discussion

The Effect of Independence Factor on Entrepreneurial Motivation of Beauty Shops in Lhokseumawe City

The results of the study show that the independence factor has a positive and significant effect on entrepreneurial motivation in Beauty Shops in Lhokseumawe City. Initiative taking showed that respondents had a strong tendency to initiate action without waiting for instructions from others, which is crucial in identifying and pursuing new opportunities. The ability to overcome environmental obstacles reflects the ability of respondents to face and overcome external obstacles such as competition and regulatory changes. Additionally, the ability to improve personality reflects a commitment to personal and professional development, which is essential for taking on challenges and taking advantage of opportunities. High job satisfaction showed that respondents were very satisfied with their work, increasing motivation and commitment to the business they were running. Finally, independence in doing tasks shows that respondents feel able to work independently, allowing them to manage their business effectively and efficiently. Overall, independence plays an important role in increasing entrepreneurial motivation among respondents, providing a solid foundation for business growth and success.

The Effect of Capital Factors on the Motivation to Entrepreneurship of Beauty Shops in Lhokseumawe City

The results of the study show that the Capital factor has a positive and significant effect on entrepreneurial motivation in Beauty Shops in Lhokseumawe City. Capital as a condition for a business shows that having access to start-up funds is essential for respondents to start and grow their businesses. The utilization of additional capital reflects the ability of respondents to use additional funds effectively to expand or improve their businesses. In addition, the amount of capital owned also contributes to respondents' confidence in managing their businesses better. Overall, the availability and adequate utilization of capital increased respondents' motivation to entrepreneurship, providing them with a sense of security and the ability to take risks and grow their beauty businesses.

The Influence of Emotional Factors on the Motivation to Entrepreneurship of Beauty Stores in Lhokseumawe City

The results of the study show that emotional factors have a positive and significant effect on entrepreneurial motivation in Beauty Shops in Lhokseumawe City. Self-drive plays an important role in motivating respondents to pursue and achieve their entrepreneurial goals. The desire to help the family is also a strong emotional factor, encouraging respondents to work hard and succeed in their efforts for the well-being of the family. These two factors reflect that entrepreneurial motivation is not only driven by financial gain, but also by personal satisfaction and social responsibility. Thus, the emotional factor provides a strong foundation for respondents to continue striving and growing in their beauty business

The Influence of Educational Factors on the Motivation to Entrepreneurship of Beauty Shops in Lhokseumawe City

The results of the study show that the educational factor has a positive and significant effect on entrepreneurial motivation in Beauty Shops in Lhokseumawe City. entrepreneurship at a Beauty Shop in Lhokseumawe City. Higher levels of education provide respondents with the knowledge and skills needed to better manage their businesses. Formal training also provides additional skills that are useful in overcoming business challenges. In addition, the business knowledge

gained through education helps respondents in making better decisions and implementing effective strategies. Overall, education contributes to increased entrepreneurial motivation by providing a solid foundation for respondents to run and grow their beauty businesses.

Conclusion

The conclusions of this study are:

1. The independence factor has a positive and significant effect on entrepreneurial motivation in Beauty Stores in Lhokseumawe City. The ability to take initiative, overcome obstacles, and work independently increases entrepreneurial motivation.
2. The capital factor has a positive and significant effect on entrepreneurial motivation. The availability and utilization of capital allows business development and business opportunity taking.
3. Emotional factors have a positive and significant effect on entrepreneurial motivation. The drive from within and the desire to help the family motivate entrepreneurs, driven by financial goals, personal satisfaction, and social responsibility.
4. The educational factor has a positive and significant effect on entrepreneurial motivation. Education provides the knowledge, skills, and understanding of business necessary for effective business management.

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