

The Effect of Entrepreneurial Motivation and Entrepreneurial Characteristics on the Performance of Traditional Snack Entrepreneurs in Assisted Micro-Enterprises by the Cooperatives and MSMEs Office in Medan City Through Competence as an Intervening Variable

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ABSTRACT

This study aims to investigate the impact of entrepreneurial motivation variables and entrepreneurial characteristics on the performance of traditional snack entrepreneurs on micro-enterprises assisted by the Cooperatives and MSMEs Office in Medan City, with competence as an intervening variable. The problem that occurs in the decrease of entrepreneurial performance is the phenomenon of training activities that concentrate more on digital financial management and business licenses, resulting in a lack of competence in digital marketing. The compulsion to be an entrepreneur due to the lack of available jobs affects motivation for entrepreneurship and has the characteristic of an innovative personality. A quantitative descriptive method is used in this sort of study. This study is an associative approach with primary and secondary data acquired via a series of questionnaire statements, interviews, and documentation studies. This study used a Likert scale for measurement. This study's population included 94 people. The sample in this study consists of 94 micro-entrepreneurs developed by the Cooperatives and MSMEs Office in Medan City who are at least 18 years old and building members who have been building members for at least two years. Researchers obtain data by distributing surveys using total sampling or saturation sampling approaches. Techniques for

data analysis include descriptive statistical analysis and path analysis using Smart PLS software. According to the study's findings, entrepreneurial motivation and characteristics positively and significantly affect competence. Entrepreneurial motivation and entrepreneurial characteristics directly and positively impact entrepreneurial performance. Competency positively and significantly influence entrepreneurial performance. Then, competence, entrepreneurial motivation, and entrepreneurial characteristics positively and significantly affect entrepreneurial performance through competence.

Keywords: Entrepreneurial Motivation, Entrepreneurial Characteristics, Competence, Entrepreneurial Performance

INTRODUCTION

Human resources are the primary drivers of an organization's commercial activity. Accuracy in human resource management application is critical for a corporation to meet increasingly competitive business situations. According to Mathis and Jackson (2012), human resource management is the art of organizing relationships and individual responsibilities to efficiently and effectively achieve an organization's goals. The more effective and efficient human

resources are in an organization, the greater the potential for a business to acquire a competitive edge. According to Dalimunthe (2019), competitiveness is a strength that a person must have for the product they create to be superior to rivals in the market.

Human resources in an organization cannot always be managed optimally, and not all human resources can optimize their roles, resulting in layoffs and the refusal to accept new human resources. The study results show that not all human resources can work in a company, which generates unemployment, particularly the open unemployment rate. The open unemployment rate is the overall unemployment rate divided by the labor force as a whole. In the previous three years, the open unemployment rate in the City of Medan has increased by a large amount. It may be seen in the table below:

Table 1: Open Unemployment Rate of Residents Aged 15 and Over (Productive Age) in the City of Medan Year 2018-2020

Year	Percentage
2018	8.25
2019	8.53
2020	10.74

The rising open unemployment rate indicates that many individuals of productive age still have not found employment owing to various factors, including the high level of competition, the restricted supply of jobs, and others. These constraints force the community to seek alternatives to relying on limited jobs to stay productive. Developing a firm, often known as entrepreneurship, is one of the best options for overcoming unemployment.

Entrepreneurship includes making a product, defining the production process, organizing operations to generate new products, securing funding, and marketing. According to Manap (2020), an entrepreneur is a person with a creative and inventive spirit capable of establishing, developing, advancing, and making their company exceptional. Various individuals in the city of Medan, both those with official and non-official status, are now pursuing this kind of business endeavor.

People, technology, and other owned resources, like people, are getting easier and easier to use- one reason why the number of entrepreneurs is growing.

The government must regulate micro businesses since their operations use up to 96% of the workforce. Thus, it will be possible to eliminate unemployment, generate jobs, and enhance individual income in the area, particularly in the city of Medan. The activities of micro, small, and medium enterprises in the city of Medan are commonly referred to as MSMEs based on their annual income or turnover, wealth or assets, and the number of workers. As Primiana (2009) argues, micro, small, and medium-sized enterprises play a significant role in developing four key economic activities that drive the growth of Indonesia: the manufacturing sector, agriculture, maritime business, and human resources.

The public in Medan City believes the food service sector to be the most promising for the micro-businesses assisted by the Cooperatives and MSMEs Office. Since the performance of entrepreneurs in carrying out business operations continues to deteriorate, the diversity of the culinary sector does not automatically result in optimal performance for them. The difficulty in recognizing and responding to emerging market trends, despite having signed up as participants under the supervision of the Cooperatives and MSMEs Office in Medan City, which regularly conducts various training sessions to enhance businesses' performance. Many business owners still face this challenge due to the rising popularity of digitalization, which is the most prevalent means of supporting business activities today.

Entrepreneurs report having trouble retaining and acquiring new customers, as they recognize that their digital marketing reach is currently restricted. In addition, some believe that the products they sell are relatively common, so they depend more on consumers who come directly or are in the immediate production area, resulting in poor entrepreneurial performance. The success or

failure of achieving entrepreneurial goals depends on performance. According to Rivai (in Marbawi, 2018), performance is an actual behavior that a person exhibits in line with their job in a small business as work performance. Entrepreneurial performance can be influenced by internal and external factors covering the fields of human resources, finance, production, marketing, and product development, as well as others. These provide a true picture of the state of the business and reveal things that can be used to create strength and remove obstacles to business growth, including social, cultural, and business competition, related institutions, and government policies that can affect business life.

Entrepreneurs must be competent in order to improve the success of their businesses. since competence is a significant aspect that might facilitate the improvement. When starting a business, entrepreneurs must have sufficient funds and the ability to manage the enterprise effectively. According to Aldina et al. (2013), successful entrepreneurs have competence, which includes the knowledge, skills, and personal traits such as attitudes, motivation, values, and behaviors necessary to conduct commercial operations. Suryana (2006) states that entrepreneurial competence relates to knowledge, skills, and individual abilities that directly impact outcomes since entrepreneurs are always results-oriented. Gemina (2019) states that entrepreneurial competence is the ability to run a business based on skills, knowledge, and an entrepreneurial mindset.

An entrepreneur's core competencies are often classified as planning ability, marketing ability, interpersonal skills, management ability, and innovation capacity. Although not yet ideal, the fundamental competencies are partly held by entrepreneurs who are members of the Cooperatives and MSMEs Office in Medan City. Becoming a member is one approach for entrepreneurs to enhance their fundamental competency, to become more intensive in collecting information about

training and developing their knowledge and abilities via the Cooperative and MSMEs Office activities in the City of Medan. The impact of competence on entrepreneurial performance is consistent with the findings of Asyifa et al. (2019), who discovered that entrepreneurial competence has a positive and significant influence on microbusiness performance, and Fahmi et al. (2020), who discovered that entrepreneurial competence has a positive but not significant influence on performance. When competence is increased, optimal performance may be achieved. Entrepreneurs must constantly be aware of the aspects that support their business activities, one of which is entrepreneurial motivation. Entrepreneurial motivation is a personal urge to engage in business activities to attain entrepreneurial goals. Kusnilawati et al. (2020) discovered that motivation affects entrepreneurial performance. Other studies, such as that done by Trihudyatmanto (2017), demonstrate no significant positive relationship between motivation and business performance.

Entrepreneurial characteristics, in addition to motivation, are an essential element in driving entrepreneurial performance. An entrepreneurial attitude that focuses on the long term has many ideas, is self-confident, does not give up easily, is independent, dares to take chances, and has a high sensitivity to the environment are examples of entrepreneurial characteristics (Indarto & Santoso, 2020; Aditya, 2019). It is also determined by how they responded to the resulting economic challenges, considered the magnitude of the risk, and created a solution that would allow them to expand the company they had pioneered. According to Ilham (2018), the characteristics of entrepreneurship are connected to the unique features, character, conduct, habits, and attitude toward the struggle of life to accomplish business goals.

Syahardi et al. (2016) found that entrepreneurial characteristics positively and significantly affect a company's

performance. Likewise, Sari et al. (2016), who found that entrepreneurial characteristics have a significant and positive influence on entrepreneurial competence and business performance, also found that entrepreneurial characteristics have a significant and negative influence on business performance through entrepreneurial competence.

The study organizes the questions as follows, based on the phenomena and research gaps that have been described.

1. Does entrepreneurial motivation have a positive and significant effect on the competence of traditional snack entrepreneurs in the Micro Enterprises Assisted by the Cooperatives and MSMEs Office in Medan City?
2. Do entrepreneurial characteristics have a positive and significant impact on the competence of traditional snack entrepreneurs in Micro Enterprises Assisted by the Cooperatives and MSMEs Office in Medan City?
3. Does entrepreneurial motivation have a positive and significant effect on the performance of traditional snack entrepreneurs in the Micro Enterprises Assisted the Cooperatives and MSMEs Office in Medan City?
4. Do entrepreneurial characteristics have a positive and significant impact on the performance of traditional snack entrepreneurs in Micro Enterprises Assisted by the Cooperatives and MSMEs Office in Medan City?
5. Does entrepreneurial motivation have a positive and significant effect on the performance of traditional snack entrepreneurs in Micro Enterprises Assisted by the Cooperatives and MSMEs Office in Medan City?
6. Do entrepreneurial characteristics have a positive and significant impact on the performance of traditional snack entrepreneurs in the Micro Enterprises Assisted by the Cooperatives and MSMEs Office in Medan City?
7. Does entrepreneurial competence have a positive and significant effect on the

performance of traditional snack entrepreneurs in Micro Enterprises Assisted by the Cooperatives and MSMEs Office in Medan City?

This research aims to:

1. To find out and analyze the influence of entrepreneurial motivation on the competence of traditional snack entrepreneurs in Micro Enterprises Assisted by the Cooperatives and MSMEs Office in Medan City.
2. To determine and analyze the influence of entrepreneurial characteristics on the competence of traditional snack entrepreneurs in Micro Enterprises Assisted by the Cooperatives and MSMEs Office in Medan City.
3. To find out and analyze the effect of entrepreneurial motivation on the performance of traditional snack entrepreneurs in Micro Enterprises Assisted by the Cooperatives and MSMEs Office in Medan City.
4. To find out and analyze the influence of entrepreneurial characteristics on the performance of traditional snack entrepreneurs in Micro Enterprises Assisted by the Cooperatives and MSMEs Office in Medan City.
5. To find out and analyze the influence of entrepreneurial motivation on the performance of traditional snack entrepreneurs in Micro Enterprises assisted by the Cooperatives and MSMEs Office in Medan City.
6. To find out and analyze the influence of entrepreneurial characteristics on the performance of traditional snack entrepreneurs at the Micro Enterprises Assisted by the Cooperatives and MSMEs Office in Medan City.
7. To find out and analyze the influence of competence on the performance of traditional snack entrepreneurs in Micro Enterprises Assisted by the Cooperatives and MSMEs Office in Medan City.

It is anticipated that the advantages will be used as a reference source for the growth of academic institutions' knowledge and insight, particularly in entrepreneurial

motivation, entrepreneurial characteristics, competencies, and entrepreneurial performance. It is anticipated that the outcomes of this study will also provide theoretical knowledge and reference sources for future scholars. This study may be utilized as a source of knowledge about the significance of entrepreneurial motivation and characteristics in determining entrepreneurial performance and competence. This research is also anticipated to serve as a resource for entrepreneurs, particularly traditional snack micro-entrepreneurs in Micro Enterprises Assisted by the Cooperatives and MSMEs Office in Medan City. In terms of fostering self-creativity and innovation for performance and competencies possessed as capital to adapt to a range of future business trend conditions. It is intended that linking and investigating existing theories based on the events among researchers and applying the information obtained to society would be valuable to expand theoretical knowledge and contribute insight.

It is expected to be a reference source to learn more about entrepreneurial motivation and characteristics. An entrepreneur must possess, particularly in the micro-enterprises that are part of official development programs that affect entrepreneurial performance and competence, so that they can apply their knowledge in future research and expand the picture or serve as a comparative or supporting study in future research. It is anticipated to serve as a source of information for the Office of Cooperatives and MSMEs in Medan City in order to support various activities related to the program fostered for microenterprises, particularly those related to motivational factors, characteristics, and competencies possessed by their fostered entrepreneurs, in order to make their implementation more effective and efficient.

LITERATURE REVIEW

Micro-enterprises

There are several definitions of micro-enterprises, including "small business"

based on Law No. 9 of 1995, which is a small-scale person's economic activity. It is traditional and informal because it has not been registered, has not been registered, and is not yet a legal entity. The annual sales proceeds of the business are at most IDR 100,000,000 and belong to Indonesian citizens. Based on Article 1 number (1) of Law No. 20 of 2008, micro-enterprises are productive businesses owned by individuals and individual business entities that meet the criteria for micro-enterprises as regulated in the law.

According to the Central Statistics Agency (BPS), the definition of micro-enterprises is based on the quantity of labor owned by a business. According to Law No. 20 of 2008 concerning Micro, Small, and Medium Enterprises in Article 3, it is stated that micro and small businesses aim to grow and develop their businesses in order to build a national economy based on economic democracy. MSMEs play a role in national economic development through their contributions to GDP, job creation, and employment.

Micro-enterprises characteristics

Bank Indonesia stated that micro-enterprises have several characteristics, including the types of goods or commodities that are not always fixed and can change at any time. The place of business is not always fixed; it can change places at any time. They have not done even simple financial administration. Do not separate family finances from business finances. Human resources do not yet have a good entrepreneurial spirit. The average level of education is relatively low. Generally, there is no access to banking, but some have access to non-bank financial institutions. Generally, they do not have a business license or legality requirements.

Entrepreneur

An activity involves the creation of goods or services through mutually continuous processes, such as the production process as a core process, and supporting processes

such as human resources, planning, marketing, and other processes (Jumaedi, 2021). An entrepreneur must be able to find and evaluate opportunities, gather the necessary resources, and act to profit from those opportunities. In other words, an entrepreneur can produce something new, have added value, provide benefits, and even create employment for others.

According to Suryana (2013), entrepreneurs work flexibly and imaginatively, able to plan, take risks, make decisions, and take actions to achieve a goal. According to Ardiyanti and Mora (2019), an entrepreneur can create something new, either in the form of goods or services, in an organization and disrupt the economic system. The ability of entrepreneurs to manage businesses can influence the achievement of business success marked by optimal performance. An entrepreneur can manage a business based on creative, innovative, and read opportunities and utilize resources to achieve optimal performance.

Entrepreneurial Performance

Edison (2016) emphasized that performance results from a process that refers to and is measured during a certain period based on provisions or agreements set beforehand. Jaworski and Kohli (1993) argue that performance results from business activity in a particular period. Sutrisno (2016) defines performance as a person's success in carrying out tasks or work results that can be achieved by a person or a group of people in an organization under their respective authority and responsibility. Alternatively, about how entrepreneurs are expected to be able to function and behave under the task charged to them and the quantity, quality, and time used in managing the business.

Ketut Yasa et al. (2016) explained in their research that many factors affect internal and external entrepreneurial performance. Internal factors within the entrepreneur include resource limitations, educational background, technical ability, capital, marketing, operating system, information,

mental attitude, work ethic, self-reliance, self-confidence, motivation, and other internal problems. In addition to external factors that come from outside the entrepreneur, including environmental factors, opportunities, competition, global information systems, and other external problems, "performance" refers to the achievement or performance of the entrepreneur at a certain time.

As for the dimensions used to measure entrepreneurial performance, such as sales growth, that is, the ability of entrepreneurs to improve performance through business activities related to the increase in sales of goods and products. Capital growth is the ability of entrepreneurs to improve performance through business activities related to increasing the amount of business capital. Likewise, profit growth and business profit, namely the ability of entrepreneurs to improve performance through business activities, are related to increasing the business profit obtained from product sales. The indicators in this research were developed from Ismanto and Irawan's (2018) research. The indicator of entrepreneurial performance is the increase in sales every month, increase in working capital every month: increasing monthly business profits, increasing the number of consumers every month, and empowerment of the resources that are owned. Maintain relationships with customers.

Competence

According to Erliza (2020), competence is an ability to perform a job usually determined by personal characteristics. Such as the nature, knowledge, skills, and personality of the individual, as well as being innovative, creative, and able to identify opportunities, identify strengths, and weaknesses supported by work processes that make it possible for entrepreneurs to achieve the success of their businesses. Anwar (2014) defines entrepreneurial competence as the ability and superiority of a person in developing and managing a business, which includes,

among other things, the knowledge, skills, and entrepreneurial qualities required in doing business activities. According to Zizile et al. (2018), entrepreneurial competence is the ability of entrepreneurs to innovate and be creative. Entrepreneurial competence is the ability possessed by an entrepreneur to manage their business activities through a creative, innovative nature and the ability to read opportunities based on their knowledge, expertise, and skills. Gemina et al. (2019) divided three dimensions of entrepreneurial competence knowledge, skills, and attitude.

According to Kunaka and Moos (2019), there are several competency indicators, especially for entrepreneurs, including knowledge of business financial management and business operational activities; human resource management; running a business every day; ability to identify business opportunities; able to expand their business; able to set business goals. Having connections with people who support business development. Belas et al. (2020) explained several indicators related to attitude: making the most of opportunities; attitudes towards change in society; sacrificing their time; creating more pleasant business activities.

Sultan (2015) affirms the competencies that entrepreneurs must have, among other things, self-knowledge, that is, knowledge about the business that will be pursued. Imagination is having ideas and perspectives and not relying on past success. Practical knowledge has practical knowledge. The search skill is the skill to react to something (a condition); Foresight is looking far ahead. A computational skill, that is, the skill of calculation and the ability to predict future conditions. Communication skills, namely the skills to communicate, get along, and relate to other people.

Entrepreneurial Motivation

According to Koranti (2013), entrepreneurial motivation is a driving factor in a person's capacity to engage in entrepreneurial activities to achieve

entrepreneurial goals. According to Noviantoro (2017), entrepreneurial motivation is a drive that stems from an entrepreneur's desire to engage in or perform activities relevant to the subject of entrepreneurship. According to Astiti (2014), entrepreneurial motivation is a strong desire from within a person to fulfill their potential in creative and innovative thinking to generate new and value-added goods for the common good.

Tuskeroh (2013) found many elements that might impact entrepreneurial motivation, including self-confidence, innovativeness, a leadership spirit, effectiveness and efficiency, and future orientation. According to Venesaar (in Sungkowati, 2017), a person's drive to become an entrepreneur is divided up into three dimensions: freedom, ambition, self-realization, and pushing factors. Entrepreneurial characteristics are a collection of fundamental attributes associated with an entrepreneur. Entrepreneurial characteristics include family history, experience, age, race, and other demographic factors, as well as psychological characteristics such as attitude, personality, learning, and motivation (Winardi, 2012).

Notoatmodjo (2014) posits that entrepreneurial characteristics are unique characteristics or qualities held by entrepreneurs who may distinguish themselves from others to maintain and increase their performance. Human resources are the most significant resource in a business since they devote their energy, talent, creativity, and efforts to ensuring the firm's survival. Entrepreneurial characteristics are a representation of a person's personality or psychological individuality, which includes aspects of values, attitudes, and needs. Demographics, personality, personal characteristics, entrepreneurial attitude, and entrepreneurial readiness in carrying out their company are all examples of entrepreneurial characteristics.

Soegoto (2014) states that four variables are present in entrepreneurship: creativity,

commitment, risk, and reward. Nurhayati et al. (2011) identify entrepreneurial characteristics such as self-confidence, risk-taking, invention, and tolerance for ambiguity. According to Vidal et al. (2019), some indicators of entrepreneurial characteristics, particularly related to self-confidence, such as confidence in the resources, one's talents, and pride in being oneself. Garcia et al. (2020) proposed an indicator of entrepreneurial characteristics linked to the courage to accept risks, i.e., making decisions based on calculated risks, feeling satisfied with the decision made, and focusing on long-term objectives.

Widianti (2016) argues that entrepreneurial innovativeness may indicate uniqueness and adaptability to technological developments and the ability to keep a product alive. Bezzina (2010) defines many indicators of uncertainty tolerance as responsiveness to information, capacity to handle stress from uncertain situations, and careful analysis of the issue.

The influence of entrepreneurial motivation on competence

According to Koranti (2013), entrepreneurial motivation is the driving factor in a person's decision to engage in entrepreneurial activities to achieve entrepreneurial goals. According to Noviantoro (2017), entrepreneurial motivation is a drive that comes from a person to take up or conduct activities relevant to the subject of entrepreneurship. Entrepreneurial motivation may be found in everyone who exhibits innovative and creative behavior and enjoys change, renewal, advancement, and challenges (Suryana, 2013). Entrepreneurial motivation is key in determining an entrepreneur's competence since an entrepreneur's level of competence is impacted by a strong desire to improve it- the stronger an entrepreneur's motivation to enhance competence, the greater the likelihood of company success.

The effect of motivation on competence is consistent with the findings of Satria and Kuswara (2013), who found that motivation

impacts competence only partially. In their study, Walyono et al. (2019) found that motivation significantly affected competence. According to Subari and Riady (2015), motivation influences competence and is directly proportional, which means that the stronger the motivation, the better the competence. This study is also corroborated by Idrus (2019), who discovered that motivation impacts competence. Regarding the contradictory studies, especially those undertaken by Syakir and Pardjono (2015), who claimed that motivation had no significant and positive effect on competence,

The influence of entrepreneurial characteristics on competence

According to Indarto (2020), an entrepreneur has an entrepreneurial attitude that focuses on the long term, has many ideas, is confident, does not give up easily, is independent, dares to take risks, and has a high sensitivity to the environment. Simply said, entrepreneurial characteristics are an entrepreneur's attributes or characteristics. The greater the entrepreneur's awareness of their characteristics, the greater their chances of business success. In addition to these characteristics, entrepreneurs must be knowledgeable about the industry in which they operate. The demands or goals of a firm may be readily met by having qualified personnel. Successful entrepreneurs are often those who are competent.

The presence of a link or the effect of characteristics on competence is shown by the findings of Muharastri et al.'s study (2015), which found that entrepreneurial traits have a relationship with entrepreneurial competence. It demonstrates that entrepreneurship qualities must also be addressed to develop entrepreneurial skills. Suryana and Burhanuddin (2021) conducted a study that indicated that the elements that determine entrepreneurial competence include conceptual ability, skills, and individual traits. The approach that may be applied to improve company performance is strengthening entrepreneurial qualities in

both the technical and managerial domains. Yunus (2020) performed another study that found that entrepreneurial traits impact competence, with the research findings showing that individual characteristic factors have a considerable effect on competence both partially and concurrently. In their study of entrepreneurship characteristics influencing competence, Dhamayantie and Fauzan (2017) discovered that entrepreneurship characteristics had a strong positive effect on entrepreneurship competence. Regarding related research, Fauziah's (2015) findings imply that the qualities of breeder entrepreneurs have a substantial effect on competence.

The influence of entrepreneurial motivation on entrepreneurial performance

Entrepreneurial motivation refers to an entrepreneur's desire to maintain an entrepreneurial spirit in the functioning of their business (Krishna, 2013). According to Noviantoro (2017), entrepreneurial motivation is a drive that originates from a person to do or execute activities related to the issue of entrepreneurship. Entrepreneur motivation is critical since it motivates entrepreneurs to have a strong desire to carry out their business to achieve high performance. A person with great entrepreneurial motivation is more likely to succeed as an entrepreneur and reach their full potential (Shane et al., in Megracia, 2021). It illustrates that the more motivated an entrepreneur is to carry out his company's activities, the better his performance. This argument is supported by the results of Megracia's (2021) research. Another study that demonstrates the impact of entrepreneurial motivation on entrepreneurial performance is that of Kusnilawati and Nurhidayati (2020), who discovered that motivation significantly affects entrepreneurial performance. According to Machmud and Sidharta (2016), simultaneous and partial entrepreneurial motivation significantly affects SME performance. Another study,

similar to the one done by Ekananta (2016), indicates that motivation influences the achievement of small firms. According to Kang et al. (2019), motivation impacts performance. Regarding the contrary study, Trihudyatmanto and Purwanto (2017) discovered no positive and significant relationship between motivation and business performance.

The influence of entrepreneurial characteristics on entrepreneurial performance

According to Indarto (2020), entrepreneurial attitudes that concentrate on the long term, have many ideas, are confident, do not give up easily, are independent, dare to take risks, and have high sensitivity to the environment are characteristics of entrepreneurship. Because entrepreneurial characteristics are one of the keys to optimizing efficiency and creating entrepreneurial innovation, a firm's success in overcoming diverse problems defined by optimum performance depends on the entrepreneur himself (Dhamayantie & Fauzan, 2017). A study conducted by Syahardi et al. (2017) revealed that entrepreneurial characteristics significantly impact female entrepreneurs' achievements. Sarwoko et al. (2013) suggest that entrepreneurial characteristics significantly impact a business's performance. Also, Mukoffi and As'adi (2021) argue that entrepreneurial characteristics have a significant positive impact on MSME performance. Anggraini (2015) reveals that these characteristics partially impact the business performance of MSMEs. In their study, Sajilan et al. (2015) claimed that characteristics influence performance. The study contradicting this is that of EPendi et al. (2019), who discovered that entrepreneurial characteristics did not influence company performance.

The influence of competence on performance

Entrepreneurial competence refers to knowledge, attitudes, and skills that are

interrelated and required by entrepreneurs in order for them to be trained and improved in order to create optimal performance in operating their firm (Zuhriyah et al., 2013). According to Suryana (2006), entrepreneurial competence is defined as knowledge, skills, and individual abilities directly impacting outcomes since entrepreneurs are always results-oriented. The impact of competence on performance is consistent with Hasanah et al. (2018), who found that entrepreneurial competence enhances firm performance. In other words, the greater the level of entrepreneurial competence, the greater the business performance.

According to Mubarak et al. (2020), entrepreneurial competence significantly influences company performance, which is consistent with the findings of this research. According to Zizile (2018), competence influences the performance of female entrepreneurs. Furthermore, Kusnilawati and Nurhidayati (2020) found that competence significantly impacts entrepreneurial performance in their study. Sanchez (2012) discovered that competence has a direct impact on performance. Darya (2012) performed research that contradicts this, claiming that competence has no significant impact on a company's performance.

Indirect Effect

This study's intervening variable is entrepreneurial competence, referred to as indirect impact. It is consistent with the findings of Kahpi et al. (2017), who discovered that competence partially mediates the influence of motivation on performance. According to Fauziyah et al. (2015), characteristics have a significant effect on competence and an indirect effect on business performance with competence. Competence may be increased by boosting the need for achievement and rewarding entrepreneurs for active participation in counseling and training. Dhamayantie and Fauzan (2017) performed a study that found that entrepreneurial competence fully

mediates the relationship between entrepreneurial characteristics and business performance. Sari et al. (2016) performed a contrary study, and they found that entrepreneurial characteristics negatively and significantly affect a company's performance through entrepreneurial competence.

Research conducted by Setiawan and Nafilah (2022) shows that competence as an intervening variable strengthens the influence of motivation on performance. Arifin (2021) states in his research that motivation has no significant positive effect on performance through competence. In addition, Sarwoko et al. (2013), in their research, showed that competence mediates the relationship between entrepreneurial characteristics and entrepreneurial performance. Yunus (2020), in his research, shows that individual characteristics affect performance through competence.

Thus, there is an indirect influence of entrepreneurial motivation and entrepreneurial characteristics on entrepreneurial performance through competence. The better the entrepreneurial motivation and characteristics an entrepreneur possesses, the more entrepreneurial competencies impact entrepreneurial performance. Therefore, the research hypothesis is as follows:

H1: Entrepreneurial motivation has a positive and significant effect on the competence of traditional snack entrepreneurs in micro-enterprises assisted by the Department of Cooperatives and SMEs in Medan City.

H2: Entrepreneurial characteristics have a positive and significant impact on the competence of traditional snack entrepreneurs in micro-enterprises assisted by the Department of Cooperatives and SMEs in Medan City.

H3: Entrepreneurial motivation has a positive and significant effect on the performance of traditional snack entrepreneurs in the micro-enterprises assisted by the Department of Cooperatives and MSMEs in Medan City.

H4: Entrepreneurial characteristics have a positive and significant impact on the performance of traditional snack entrepreneurs in micro-enterprises assisted by the Department of Cooperatives and SMEs in Medan City.

H5: Entrepreneurial motivation has a positive and significant effect on the performance of traditional snack entrepreneurs in micro-enterprises assisted by the Department of Cooperatives and MSMEs in Medan City through competence.

H6: Entrepreneurial characteristics have a positive and significant impact on the performance of traditional snack entrepreneurs in micro-enterprises assisted by the Department of Cooperatives and SMEs in Medan City through competence.

H7: Competence has a positive and significant effect on the performance of traditional snack entrepreneurs in micro-enterprises assisted by the Department of Cooperatives and SMEs in Medan City.

RESEARCH METHODS

A quantitative descriptive method is used in this kind of study. According to Sugiyono (2018), the quantitative descriptive method is a technique used to evaluate data by summarizing or describing the data that has been acquired as it is without trying to create generalizable conclusions or generalizations. Quantitative research involves many numbers, from data collection through data processing and findings. This study is associative and forms a causal relationship, which implies that a research question asks about the relationship between two or more variables. This research formulates questions or statements using a five-point Likert Scale, assigning each item a range score (Sugiyono, 2018). Entrepreneurial motivation, entrepreneurial characteristics, entrepreneurial performance, and competence are the variables linked in this study. The research was carried out in the city of Medan.

Population and Sample

According to Sugiyono (2018), the population is a generalization area comprised of items or people with certain features and attributes defined by researchers to be examined and then to conclusions. This study's population comprises traditional snack entrepreneurs in micro-enterprises assisted by the Department of Cooperatives and SMEs in Medan City. Researchers chose traditional snack entrepreneurs since they are one of the goods with local expertise that must be preserved. The sample is a subset of the population in terms of size and features (Sugiyono, 2018). The number of samples collected from a population is the sample size. Because there are 100 people in the population, saturation sampling is used. The micro-enterprises sampled in this study were the micro-enterprises with a total of 94 people spread among 21 Medan City sub-districts. Researchers utilize the following data types and sources to investigate issues and test hypotheses: Secondary and primary data.

Operationalization of Variables

Entrepreneurial motivation (X1) is a drive to carry out business activities based on a creative and innovative attitude to achieve goals. Entrepreneurial characteristics (X2) reflect a person's personality or psychological uniqueness that includes dimensions of values, attitudes, and needs. Entrepreneurial competence (Z) is the capacity of an entrepreneur to manage his company's operations in a creative, inventive manner and to read possibilities based on his knowledge, experience, and skills. Entrepreneurial performance (Y) is the outcome of the entrepreneur's effort over a certain period via business activities that are handled in line with the goals that have been defined.

Validity Test

According to Situmorang (2017), validity is the degree to which a measuring instrument measures what it is supposed to measure.

This study's validity test is based on the average variance extracted (AVE). According to Mahfud and Ratmono (2013), if all AVE values are more than 0.5, the validity requirements based on AVE have been fulfilled. The research instrument was tested on 30 people who were not research respondents, namely traditional snack entrepreneurs at the Deli Serdang Regency Cooperative and MSME Office who run culinary businesses and sell traditional snack-type products. The questionnaire has 45 statements on the variables entrepreneurial motivation (X1), entrepreneurial characteristics (X2), competence (Z), and entrepreneurial performance (Y).

Reliability Test

Situmorang (2017) posits that reliability is an indicator that indicates how much a measuring instrument may be trusted. Cronbach's alpha was employed in this research for the reliability test. According to Mahfud and Ratmono (2013), if Cronbach's Alpha is more than 0.7, the statement may be declared to fulfill the reliability requirements.

Data analysis techniques

The descriptive statistical analysis

Descriptive analysis is used to analyze data by describing it without intending to make conclusions or generalizations (Sugiyono, 2018). Descriptive statistical data analysis presents the average value, standard deviation, maximum and minimum values, and tabulations to see the differences in data based on the data category and presented as they are without conducting an in-depth analysis of the data.

Partial Least Square (PLS) Analysis

The data analysis of this research used Structural Equation Modeling (SEM) with Smart Partial Least Squares (SmartPLS) software. PLS model evaluation is done by evaluating both the outer and inner models. The outer model is a measurement model to predict the relationship between the

estimated indicator or parameter and its latent variables. In contrast, the inner model is a structural model to predict the causality relationship between latent variables.

Path Analysis

The path diagram is a visualization of the conceptual framework of the research so that it is easier to understand and learn. The formation of the path diagram must pay attention to the construct of exogenous or endogenous variables and the manifest variables of each of these latent variables. The initial submission of the research structural equation model is based on the conceptual framework under study.

Measurement Model (Outer Model)

A research model cannot be tested in a relational and causal relationship prediction model if it has not passed the purification stage in the measurement model. The measurement model was used to test the construct validity and instrument reliability. The validity test was conducted to determine the ability of the research instrument to measure what should be measured (Cooper et al., 2006).

Structural Model (Inner Model)

The structural model in PLS is evaluated by using R² for the dependent construct, the path coefficient value (β), or the t-values of each path for the significance test between constructs in the structural model. The R² value measures the variation of changes in the independent variable to the dependent variable. The higher the R² value, the better the prediction model of the proposed research model. However, R² is not an absolute parameter in measuring the accuracy of the prediction model because the basis of the theoretical relationship is the most important parameter in explaining the causality relationship. The path coefficient value (β) or the inner model shows the significance level in hypothesis testing. The path coefficient score (β), or the inner model indicated by the t-statistic value, must be above 1.

RESULTS

Descriptive Statistical Analysis

Table 2: Respondent Characteristics

Characteristics	Frequency	Percentage
Age		
18-25 Years	5	5.32
26-35 Years	33	35.11
36-45 Years	26	27.66
> 45 Years	30	31.91
Total	94	100.00
Gender		
Men	16	17.02
Female	78	82.98
Total	94	100
Entrepreneurship experience		
0-12 Months	0	0.00
2-3 Years	51	54.26
≥ 4 Years	43	45.74
Total	94	100
Education		
Primary school	1	1.06
Junior school	3	3.19
High school	61	64.89
Diploma	5	5.32
Bachelor	24	25.53
Masters	0	0.00
Total	94	100

Table 3: Frequency Distribution

Statements	Frequency	Percentage
Regularly attends training held by the Cooperatives and MSMEs Office in Medan City.		
Yes	58	61.70
No	36	38.30
Total	94	100
Characteristics of respondents are based on the theme of the training most often held by the Cooperatives and MSMEs Office in Medan City		
Capital management & other finances	91	96.81
Digital Marketing	3	3.19
Total	94	100
Respondent characteristics are based on ownership of social media accounts to market products.		
Yes	28	29.79
No	66	70.21
Total	94	100
The characteristics of the respondents are based on how long they have been members of the Cooperatives and MSMEs Office in Medan City		
Minimum two years	61	64.89
More than two years	33	35.11
Total	94	100
Respondent characteristics are based on reasons for choosing entrepreneurship		
Difficult to get a job	51	54.26
As additional income	40	42.55
Family tradition	3	3.19
Total	94	100

Table 4: Descriptive Statistical Analysis

Variables	Mean	Categories
Entrepreneurial Motivation (X1)	3.86	Good
Entrepreneurial Characteristics (X2)	3.77	Good
Competence (Z)	3.84	Good
Entrepreneurial Performance (Y)	3.74	Good

Results of Data Analysis

This study uses structural equation modeling (SEM) analysis. The software

used for this research is Smart PLS. The theoretical model described in the path diagram will be analyzed based on the data obtained.

PLS Model Analysis

Hypothesis testing in this study used the Partial Least Square (PLS) method. PLS is

an alternative analysis method with a component-based or variance-based structural equation model (SEM), known as a measurement model, to confirm the dimensions developed on a factor (variable or latent variable). A structural model is a model regarding the structure of the relationship that forms or explains causality between factors. In this study, the PLS test uses a reflective model to evaluate the outer model and a significance level of 5% to evaluate the inner model. The results are analyzed with the SmartPLS application program.

Evaluation of the Measurement Model (Outer Model)

Evaluation of the measurement model or outer model is carried out to assess the validity and reliability of the constructed model. Outer models with reflective indicators are evaluated through convergent, discriminant, and composite reliability as well as Cronbach alpha for the indicator block (Ghozali & Latan, 2015). In reflective constructs, indicator testing is done by using a loading factor. An indicator validates if the loading factor value is above 0.7 (loading factor value > 0.7) against the intended construct. However, in exploratory research, values >0.5 are considered adequate (Ghozali, 2014). The SmartPLS output obtained from the loading factor of each indicator is presented in Table 5 below:

Table 5: Loading Factors Algorithm

	Entrepreneurial Motivation (X1)	Entrepreneurial Characteristics (X2)	Competence (Z)	Entrepreneurial Performance (Y)
X1.1	0.855			
X1.2	0.843			
X1.3	0.794			
X1.4	0.790			
X1.5	0.848			
X1.6	0.795			
X1.7	0.809			
X1.8	0.807			
X1.9	0.877			
X1.10	0.824			
X1.11	0.800			
X1.12	0.870			
X1.13	0.781			
X1.14	0.769			
X1.15	0.829			
X2.1		0.808		
X2.2		0.791		
X2.3		0.835		
X2.4		0.820		
X2.5		0.835		
X2.6		0.757		
X2.7		0.819		
X2.8		0.812		
X2.9		0.789		
X2.10		0.857		
X2.11		0.823		
X2.12		0.871		
Z1			0.811	
Z2			0.877	
Z3			0.802	
Z4			0.862	
Z5			0.819	
Z6			0.813	

Table 5 To Be Continued...				
Z7			0.790	
Z8			0.854	
Z9			0.811	
Z10			0.805	
Z11			0.835	
Z12			0.830	
Y1				0.869
Y2				0.851
Y3				0.878
Y4				0.866
Y5				0.834
Y6				0.861

Table 5 shows that all indicators have met the indicator validity criteria for each construct. Based on that, the outer model analysis continued by looking at the internal consistency of each construct.

Internal consistency reliability assessment is done on each construct. The composite

reliability value of each construct is expected to be at least 0.7. However, in exploratory research, a composite reliability value of ≥ 0.6 is acceptable (Bagozzi & Yi, 1998). The SmartPLS algorithm's result on each construct's composite reliability is known in table 6.

Table 6: Composite Reliability Cronbach's Alpha and Average Variance Extracted (AVE)

	Composite Reliability	Cronbach's Alpha	Average Variance Extracted (AVE)
Entrepreneurial Motivation (X1)	0.969	0.965	0.673
Entrepreneurial Characteristics (X2)	0.961	0.955	0.670
Competence (Z)	0.963	0.958	0.682
Entrepreneurial Performance (Y)	0.944	0.929	0.739

Table 6 shows that the fairly good category of each construct has met the outer model reliability criteria with a composite reliability value > 0.7 . Thus the analysis of the outer model is extended to the outer model's validity level. The Outer model validity is done by using convergent validity and discriminant validity. Convergent validity assessment looks at each construct's average variance extracted (AVE) value. Hair et al. (2011) stated that the AVE value of each good construct is at least > 0.5 .

Structural Model Evaluation (Inner Model)

After the estimated model meets the Outer Model criteria, further measurement is done by testing the structural model (Inner Model) by looking at the variable's R-Square (R2) value. The result of the R-Square (R2) value on the variable based on the measurement results is shown in table 7 as follows:

Table 7: Coefficient of Determination (R Square)

	R Square
Entrepreneurial Performance (Y)	0.576
Competence (Z)	0.377

Table 7 shows that the R-Square value of entrepreneurial performance (Y) is 0.576, which means entrepreneurial motivation (X1), entrepreneurial characteristics (X2), and competence (Z) can explain entrepreneurial performance (Y) by 57.6%. The R-Square value of competence (Z) is 0.377, which means entrepreneurial motivation (X1) and entrepreneurial characteristics (X2) can explain competence (Z) by 37.7%.

Direct Effect Test

Hypothesis testing is done with a T-statistics test (t-test) with a significance level of 5%. It is said to be significant if the T-statistics value is > 1.96 . If a p-value < 0.05 (α 5%) is obtained in this test, it means the test is significant, and on the other hand, if a p-value > 0.05 (α 5%), it means it is not significant. The results of the direct influence test of each variable can be seen in table 8 as follows:

Table 8: Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Entrepreneurial Motivation (X1) -> Competence (Z)	0.359	0.354	0.152	2,352	0.019
Entrepreneurial Motivation (X1) -> Entrepreneurial Performance (Y)	0.277	0.276	0.133	2,093	0.037
Entrepreneurial Characteristics (X2) -> Competence (Z)	0.403	0.399	0.158	2,557	0.011
Entrepreneurial Characteristics (X2) -> Entrepreneurial Performance (Y)	0.328	0.336	0.148	2,216	0.027
Competence (Z) -> Entrepreneurial Performance (Y)	0.354	0.341	0.167	2,124	0.034

Table 8 shows the following results:

Entrepreneurial motivation (X1) has a positive effect on competence (Z), with a path coefficient value (original sample) of 0.359, and is significant, with P-Values = $0.019 < 0.05$ (Hypothesis Accepted).

Entrepreneurial motivation (X1) has a positive effect on entrepreneurial performance (Y), with a path coefficient value (original sample) of 0.277 and is significant, with P-Values = $0.037 < 0.05$ (Hypothesis Accepted).

Entrepreneurial characteristics (X2) have a positive influence on competence (Z), with a path coefficient value (original sample) of 0.403 and is significant, with P-Values = $0.011 < 0.05$ (Hypothesis Accepted).

Entrepreneurial characteristics (X2) have a positive influence on entrepreneurial performance (Y), with a path coefficient

value (original sample) of 0.328 and is significant, with P-Values = $0.027 < 0.05$ (Hypothesis Accepted).

Competence (Z) has a positive effect on entrepreneurial performance (Y), with a path coefficient value (original sample) of 0.354, and is significant, with P-Values = $0.034 < 0.05$ (Hypothesis Accepted).

Indirect Effect Test

Indirect effect testing is also done with a T-statistics test (t-test) with a significance level of 5%, where the T-statistics value is > 1.96 . Moreover, if in this test, a p-value < 0.05 (α 5%) is obtained means the test is significant, and vice versa, when the p-value > 0.05 (α 5%), it means not significant. The results of the indirect influence test of the analyzed latent variables can be known through table 9 as follows:

Table 9: Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Entrepreneurial Motivation (X1) -> Competence (Z) -> Entrepreneurial Performance (Y)	0.235	0.234	0.116	2,029	0.043
Entrepreneurial Characteristics (X2) -> Competence (Z) -> Entrepreneurial Performance (Y)	0.264	0.271	0.119	2,209	0.028

Table 9 shows the research results to answer the hypothesis found in the previous section as follows:

Entrepreneurial competence (Z) significantly mediates the relationship between entrepreneurial motivation (X1) and entrepreneurial performance (Y), with P-Values = $0.043 < 0.05$ (Hypothesis Accepted). It indicates that if entrepreneurial motivation through competence increases by one unit, entrepreneurial performance can increase by 4.3%. In other words, significant

competence mediates the relationship between entrepreneurial motivation and performance. It exhibits that the correlation between entrepreneurial motivation and entrepreneurial performance through competence runs in the same direction, and the relationship is strong.

Entrepreneurial competence (Z) significantly mediates the relationship between entrepreneurial characteristics (X2) and entrepreneurial performance (Y), with P-Values = $0.028 < 0.05$ (Hypothesis Accepted). It implies that if entrepreneurial

characteristics through competence increase by one unit, entrepreneurial performance can increase by 2.8%. In other words, significant competence mediates the relationship between entrepreneurial characteristics and performance. It demonstrates that the correlation between entrepreneurial characteristics and entrepreneurial performance through competence runs in the same direction, and the relationship is strong.

Total Effect

The total effect is the sum of direct and indirect effects. The value of direct influence can be obtained from Table 8. The value of the indirect effect can be obtained from Table 9. Table 10 shows the total effect of the independent variable on the dependent variable, including the effect of the mediator variable.

Table 10: Total Effect

	Competence (Z)	Entrepreneurial Performance (Y)
Entrepreneurial Motivation (X1)	0.359	0.404
Entrepreneurial Characteristics (X2)	0.403	0.470
Competence (Z)		0.354

Table 10 can be described as follows:

The total effect of entrepreneurial motivation (X1) on entrepreneurial performance (Y) is 0.404, which means that if entrepreneurial motivation increases by one unit, entrepreneurial performance can increase directly and indirectly through competence (Z) by 40.4%. This influence is positive.

The total effect of entrepreneurial characteristics (X2) on entrepreneurial performance (Y) is 0.470, which means that if entrepreneurial characteristics increase by one unit, entrepreneurial performance can increase directly and indirectly through competence by 47%. This influence is positive.

DISCUSSION

The influence of entrepreneurial motivation on competence

The direct effect test findings indicate that entrepreneurial motivation has a positive and statistically significant effect on competence. The findings of this hypothesis test indicate that the hypothesis is accepted. It represents that the entrepreneur's competence will rise according to his or her motivation to be an entrepreneur. According to Noviantoro (2017), entrepreneurial motivation is a person's willingness to engage in or engage in activities related to entrepreneurship. This study is supported by Siagian's (2011) concept, which states that motivation is the driving force for an individual to contribute as much as possible to the organization's success in achieving its goals. Motive is consistent with one of the competence indicators outlined by Spencer in Moeheriono (2014). Moeheriono said that a competent individual is often driven to be more active on the job. It is intended to satisfy personal and organizational objectives. For someone who is working hard to make a big difference for the organization, they must be very motivated. The effects of motivation on competence are consistent with the findings of Satria and Kuswara (2013), who found that motivation partially affected competence. According to the study by Walyono et al. (2019), motivation significantly affects competence. Likewise, according to Subari and Riady's (2015) study, motivation influences competence and is directly proportional; the higher the motivation, the better the competence. This study is also supported by a previous study by Idrus (2019), which showed that motivation affects competence.

The influence of entrepreneurial characteristics on competence

The results of hypothesis testing indicate that entrepreneurial characteristics have a positive and significant effect on competence, so the hypothesis is accepted. It implies that the stronger an entrepreneur's characteristics in running his business, the more competence will increase. Strong

characteristics formed through training activities held by the Cooperatives and MSMEs Office in Medan City can add to the provision of knowledge that enriches entrepreneurial competencies more than just basic ones. According to Indarto (2020), entrepreneurial characteristics are long-term entrepreneurial attitudes. They have many ideas, are confident, do not give up easily, are independent, dare to take risks, and have a high sensitivity to the environment.

This study's results align with the research of Muharastri et al. (2015), with research results stating that entrepreneurial characteristics have a relationship with entrepreneurial competence. It shows that improve entrepreneurial competence, the characteristics of entrepreneurship also need to be improved. This study was supported by the prior research conducted by Suryana and Burhanuddin (2021), Dhamayantie and Fauzan (2017), and Fauziah (2015), which found that entrepreneurial characteristics have a significant effect on competence.

The influence of entrepreneurial motivation on entrepreneurial performance

The hypothesis test results indicate that entrepreneurial motivation significantly and positively affects entrepreneurial performance. Therefore, the hypothesis is supported. It reveals that the higher the motivation to be an entrepreneur, the better the entrepreneur's performance. According to Noviantoro (2017), entrepreneurial motivation is a person's desire to engage in or participate in activities linked to entrepreneurship. The findings of this study confirm Robbins's (2007) theory, which claims that motivation is the readiness to expend a high degree of effort toward organizational goals, contingent on the effort's capacity to satisfy an individual need.

The findings of this study are consistent with those of Ainanur and Tirtayasa (2018). According to Ainanur and Tirtayasa, motivation has a favorable and considerable impact on performance. Good or high

motivation will result in greater productivity. The findings of this study are in line with those of Megracia (2021), Kusnilawati and Nurhidayati (2020), Ekananta (2016), Kang et al. (2019), and Machmud and Sidhartha (2016), namely that motivation influences performance.

The influence of entrepreneurial characteristics on entrepreneurial performance

The hypothesis test findings indicate that entrepreneurial characteristics positively and significantly impact entrepreneurial performance. The hypothesis has been accepted. It suggests that the greater an entrepreneur's characteristics in operating their business, the better the performance. According to Indarto (2020), an entrepreneur has an entrepreneurial attitude that focuses on the long term, has many ideas, is self-confident, does not give up easily, is independent, dares to take risks, and has a high sensitivity to the environment.

The findings are consistent with Syahardi et al. (2017), who discovered that entrepreneurial characteristics significantly affect female entrepreneurs' performance. Sarwoko et al. (2013) found that entrepreneurial characteristics have a significant influence on business performance, as did Mukoffi and As'adi (2021), Anggraini (2015), Sajilan et al. (2015), and Mubarak et al. (2020).

The influence of entrepreneurial motivation on entrepreneurial performance through competence

The hypothesis test findings suggest that entrepreneurial motivation positively and significantly impacts entrepreneurial performance through competence. The hypothesis has been accepted. It indicates that competence may be a bridge between increased entrepreneurial motivation and increased entrepreneurial performance. According to Noviantoro (2017), entrepreneurial motivation is a drive that comes from a person to take up or conduct

activities relevant to the subject of entrepreneurship.

The findings of this study are consistent with the findings of Zarkasi et al. (2021), who found that competence might act as a positive and significant mediator between motivation and performance. In the same way, the results of this study are similar to those of Setiawan and Nafilah (2022), Arifin (2021), and Kahpi et al. (2017). They all found that entrepreneurial motivation affects performance through competence.

The influence of entrepreneurial characteristics on entrepreneurial performance through competence

The hypothesis test confirms that entrepreneurial characteristics positively and significantly impact entrepreneurial performance through competence. It indicates that competence may bridge entrepreneurial characteristics' development and performance. According to Indarto (2020), entrepreneurial characteristics include an entrepreneurial attitude that focuses on the long term, having many ideas, being self-confident, not giving up easily, being independent, daring to take chances, and having a high sensitivity to the environment. This study's findings are consistent with those of Mukoffi and As'adi (2021), Anggraini (2015), and Mubarak et al. (2020), whom all found that entrepreneurial characteristics impact entrepreneurial performance.

The influence of competence on entrepreneurial performance

The results of the hypothesis test show that competence has a positive and significant influence on entrepreneurial performance that is accepted. It means that the better an entrepreneur is at running his or her business, the better the performance of the business will be. Suryana (2006) argues that entrepreneurial competence is knowledge, skills, and personal abilities that directly affect results. It is because entrepreneurs are always focused on results.

This research results align with Mubarak et al. (2020), who stated that entrepreneurial competence significantly influences business performance. Research conducted by Zizile (2018) states that competence affects the performance of female entrepreneurs. In addition, Kusnilawati and Nurhidayati (2020) stated in their research that competence significantly influences entrepreneurial performance. Sanchez's (2012) research shows a direct link between competence and performance.

CONCLUSION & SUGGESTIONS

The results of this research aim to analyze the extent to which the influence of entrepreneurial motivation and entrepreneurial characteristics through competence as an intervening variable on the performance of traditional snack entrepreneurs on micro-enterprises assisted by the Cooperatives and MSMEs Office in Medan City. Based on the results of the research and discussion in the last section, it can be concluded as follows:

Entrepreneurial motivation (X1) has a positive effect on competence (Z), with a band coefficient value (original sample) of 0.359 and is significant, with P-Values = $0.019 < 0.05$.

Entrepreneurial characteristics (X2) have a positive influence on competence (Z), with a band coefficient value (original sample) of 0.403, and are significant, with P-Values = $0.011 < 0.05$.

Entrepreneurial motivation (X1) has a positive effect on entrepreneurial performance (Y), with a path coefficient value (original sample) of 0.277 and is significant, with P-Values = $0.037 < 0.05$.

Entrepreneurial characteristics (X2) have a positive effect on entrepreneurial performance (Y), with a path coefficient value (original sample) of 0.328 and is significant, with P-Values = $0.027 < 0.05$.

Competence (Z) significantly mediates the relationship between entrepreneurial motivation (X1) and entrepreneurial performance (Y), with P-values = $0.043 < 0.05$.

Competence (Z) significantly mediates the relationship between entrepreneurial characteristics (X2) and entrepreneurial performance (Y), with P-Value = $0.028 < 0.05$.

Competence (Z) has a positive effect on entrepreneurial performance (Y), with a band coefficient value (original sample) of 0.354 and is significant, with P-Values = $0.034 < 0.05$.

The R-Square value of entrepreneurial performance (Y) is 0.576, which means entrepreneurial motivation (X1), entrepreneurial characteristics (X2), and competence (Z) can explain 57.6% of entrepreneurial performance (Y). The R-Square value of competence (Z) is 0.377, which means entrepreneurial motivation (X1) and entrepreneurial characteristics (X2) can explain competence (Z) by 37.7%.

Suggestions

Based on the findings of the study, discussion, and conclusions, which are aimed at the improvement and development of micro-entrepreneurial capabilities among members of the Cooperatives and MSMEs Office in Medan City, the following recommendations may be made:

It is suggested that the Cooperatives and MSMEs Office in Medan City be more aggressive in motivating entrepreneurs to be wholehearted in conducting business. Through programs that present the excellence of entrepreneurship, such as, for example, frequently holding training on the theme of creativity and innovation in creating more interesting products, particularly traditional snack products with modern quality; and assisting in the promotion of products more pleasantly through bazaars. It is meant to stimulate entrepreneurs to create jobs not just for themselves but also for others.

It is suggested that the Cooperatives and MSMEs Office in Medan City assist in providing a forum for entrepreneurs to acquire confidence in their talents so that they may be more adventurous in generating more unique goods. For example, outside of

training programs, organizing special events or mentorship that brings in experienced resource individuals to share their entrepreneurial experiences. As a result, entrepreneurs will feel more welcomed and receptive to changes in market circumstances, which today need entrepreneurs to be more creative and inventive. As a result, entrepreneurs are more daring in pursuing their dreams, particularly in product creation. For example, consider offering classic cakes that are more diversified and modern while being inexpensive and tasty.

It is recommended that the Cooperatives and MSMEs Office in Medan City continue to support and embrace entrepreneurs through regular training programs and be more varied in providing training themes. These increase competence, particularly in the theme of digital marketing, so that entrepreneurs do not become bored and have more knowledge and skills in various fields of business.

It is advised that the Cooperatives and MSMEs Office in Medan City continue to socialize the relevance of social media in supporting broader marketing initiatives to achieve optimum performance.

Due to the limitations of this study, it is recommended that future researchers complete it by including other factors that were not tested in this study, such as entrepreneurship education, management skills, self-efficacy, family environment, and creativity. This study focuses only on entrepreneurial motivation, characteristics, competence, and entrepreneurial performance of Cooperatives and their members.

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