

THE IMPACT OF ENTREPRENEURIAL KNOWLEDGE, ENTREPRENEURIAL SKILLS, AND INNOVATION ON THE COMPETITIVE ABILITY OF WOMEN MANAGED SMES: A CASE STUDY OF SMES IN MEDAN CITY

Supriadi Siagian¹, Choncho Reynolds Manday²

^{1,2}Management Study Program, STIE-Professional Management College Indonesia

supriadisiagian7@gmail.com

Article Info(11 pt)	Abstract
<p>Accepted July , 2024</p> <p>Revised August 25, 2024</p> <p>Published September 30, 2024</p>	<p>Micro, Small and Medium Enterprises (MSMEs) are part of the independent Indonesian economy and have great potential in improving welfare. MSMEs contribute to gross domestic product (GDP) income of 60% of the 65.46 million total MSMEs in Indonesia. Knowledge, skills and innovation are one way to improve the competitiveness of MSMEs. Therefore, the purpose of this study is to analyze the role of entrepreneurial knowledge, entrepreneurial skills and innovation on the ability competitiveness of MSMEs managed by women, especially in Medan city. This study uses a quantitative approach and data collection methods in this study in the form of questionnaires that will be distributed to female MSME actors in Medan city both online and offline using Likert Scale measurements. The population in this study is MSMEs managed by women. The population size of female MSME entrepreneurs is 24,925 MSMEs. The sampling technique uses a non-probability sampling technique with sampling using purposive sampling using the Slovin formula with a total of 394 respondents. The data processing method uses SEM-PLS and uses SPSS 24 software. The results of the study show that entrepreneurial knowledge, entrepreneurial skills and innovation have an effect on the ability competitiveness of MSMEs managed by women, especially in Medan city. So in this case, the importance of the role of knowledge and innovation in improving the performance of MSMEs</p>
<p>Keywords:</p> <p><i>Entrepreneurial knowledge, Entrepreneurial skills, Innovation, Competitiveness, MSMEs</i></p>	

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are part of the independent Indonesian economy and have great potential in improving welfare. MSMEs contribute to gross domestic product (GDP) income of 60% of the 65.46 million total MSMEs in Indonesia. MSMEs also contribute to absorbing a workforce of 117 million workers (97%) of the total workforce in Indonesia. The contribution of MSMEs is inseparable from the role of women in increasing the current GDP of the State of Indonesia.

One of the main sectors in improving the national economy is the Micro, Small, and Medium Enterprises (MSMEs) sector. MSMEs have been proven to be able to improve the economy during a crisis, through the mechanism of creating job opportunities and added value (Susanti et. al, 2022). Micro, small and medium enterprises (MSMEs) are seen as the main force in encouraging people to innovate and create jobs (Fan et. al, 2021). MSMEs also play a very important role in the current growth of the Indonesian economy, as evidenced by the contribution of MSMEs in increasing GDP (Gross Domestic Product). According to the Ministry of Cooperatives and SMEs (2022), the contribution of MSMEs to gross domestic product (GDP) income is 60% of the 65.46 million MSMEs in Indonesia and also absorbs 117 million workers (97%) of the total workforce in Indonesia .

The contribution of the MSME sector in increasing Indonesia's GDP cannot be separated from the role of women as business actors which continues to increase. As many as 64.5% of the total MSME actors in Indonesia are women, the number of women in the entrepreneurial sector (womenpreneurs) is increasing every year (KEMENDAG, 2023). Based on BPS data (2021), women manage 64.5% of the total MSMEs in Indonesia or around 37 million MSMEs with a projection in 2025 of a total value of USD 135 billion. However, when measured by scale, MSMEs managed by women are still in the small category (Ramdlaningrum et. al, 2020). Women who run MSMEs experience more difficulties than men, which makes them reluctant to develop their entrepreneurial skills. Therefore, entrepreneurial knowledge is needed to increase the competitiveness of MSMEs currently managed. A short survey conducted, female MSME actors in Medan City still experience difficulties in competing with local MSMEs or international trade. Therefore, female MSME actors must be able to formulate a strategy as an effort to increase competitive sales.

Knowledge can also shape a person's mindset, attitude, and behavior to become an entrepreneur, thus directing them to choose entrepreneurship as a career choice (Retno & Trisnadi, 2012). According to Nonaka (1995), knowledge includes tacit knowledge (in the head) and explicit knowledge (codified and expressed as information in databases, documents, etc.). Knowledge management is a systematic coordination in an organization that regulates human resources, technology, processes and organizational structures in order to increase value through reuse and innovation. With knowledge, womenpreneurs will have skills that can improve performance in entrepreneurship. Entrepreneurial skills

are a person's ability to use reason, thoughts, ideas and creativity in creating and utilizing opportunities in developing their business.

Knowledge and skills can trigger someone to produce innovation to improve the competitive business world. Innovation is the process of designing new products or modifying existing products that can make a positive contribution to the performance of an organization or entrepreneurship. Good innovation will be able to provide a good trend to consumers, so that they are able to compete in the current business world. MSMEs in Medan City are also growing quite rapidly. According to the Medan City MSME Service (2023), the number of MSMEs in Medan City is currently around 38,343 business actors, of which around 65% of the total number of MSMEs in Medan City are women entrepreneurs (womenpreneurs). Currently, the problem that occurs is that MSMEs in Medan City have not been able to compete with other MSMEs (MSME Cooperative Service, 2023). Therefore, it is hoped that women entrepreneurs in Medan City will be able to increase their knowledge and skills to create product and service innovations in being competitive.

From previous studies on the competitiveness of MSMEs, this study is different by emphasizing more on how women influence increasing competitive MSMEs with the influence of knowledge they have and skills in innovating in increasing competitive MSMEs in the city of Medan and conducting tests on each indicator in this study. Research conducted by Umu et al. (2021), on Innovation and Competitiveness of MSMEs in the New Normal Era: from the Triple Helix Model to the Quadruple Helix Model, shows that good innovation is very important in achieving competitive advantage and competitiveness for MSMEs, this innovative ability can increase the attractiveness of MSMEs in new businesses and new investments in increasing competitiveness and economic growth.

Furthermore, research by Yuni, et al. (2022) entitled Increasing women's involvement in the development of MSMEs based on women's unique knowledge in Kendari City stated that unique knowledge influences women's involvement in the development of MSMEs. Unique knowledge, namely education, interests and experience, are very influential factors in developing MSME businesses. Furthermore, research conducted by Sri (2022), on the Influence of business knowledge and skills on increasing the competitiveness of MSME products in Makassar City, in this case it is said that knowledge and skills can influence the increase in the competitiveness of MSME businesses. This means that the better the knowledge and business skills possessed by entrepreneurs, the better their influence on increasing the competitiveness of an MSME product business. Entrepreneurs need to have knowledge and skills obtained from training and someone's experience that is shared with business people, because knowledge and skills are factors in increasing business competitiveness (Ari, 2016).

This study uses a quantitative approach by measuring the relationship between variables. Collecting respondents' answers with a questionnaire in the form of statements measured on a Likert Scale of 1 to 5 on each indicator with each statement available. The results of the questionnaire distribution were then tested to determine the relevance of each variable and to conclude the results of the measurements carried out to make managerial implications for women's MSMEs in Medan City.

METHOD

This study uses a descriptive analysis research type with a quantitative approach. Descriptive analysis is a statistical analysis method aimed at providing a description or overview of the research subject based on variable data obtained from a particular subject group. The population in this study is MSMEs managed by women. The population of female MSME entrepreneurs is 24,925 MSMEs. The sampling technique uses *anon-probability sampling technique* with sampling using purposive sampling using the Slovin formula.

$$n = N / (1 + (N \cdot e^2))$$

Where:

n = sample size

N = population size

e = margin of error that can be tolerated and is set at 5%

$$n = \left(\frac{N}{1 + (24.925 \times 5\%)} \right)$$

$$n = \left(\frac{24.925}{1 + (24.925 \times 5\%)} \right)$$

$$n = 394 \text{ respondents}$$

This research instrument uses a questionnaire measuring tool using a Likert scale. Each answer is classified into five (5) categories and given a score of 1 to 5. This study uses a quantitative approach. The quantitative approach is an approach using a descriptive method through questionnaire data that will be processed from the distribution of questionnaires to respondents. Data Collection Stage, The data used in this study uses primary data through the distribution of questionnaires online and offline to female M KM respondents and secondary data were obtained through literature studies from books, journals, magazines and the internet that supports. The next stage is to conduct validity and reliability tests. Validity and Reliability Tests are carried out to test whether they are suitable for use as research instruments (Ghozali, 2018). The author uses the help of SPSS version 24 software to obtain more focused results in the validity and reliability tests of the questionnaire.

PLS (Partial Least Square) is a variance-based structural equation analysis (SEM) that can simultaneously test measurement models and test structural models.

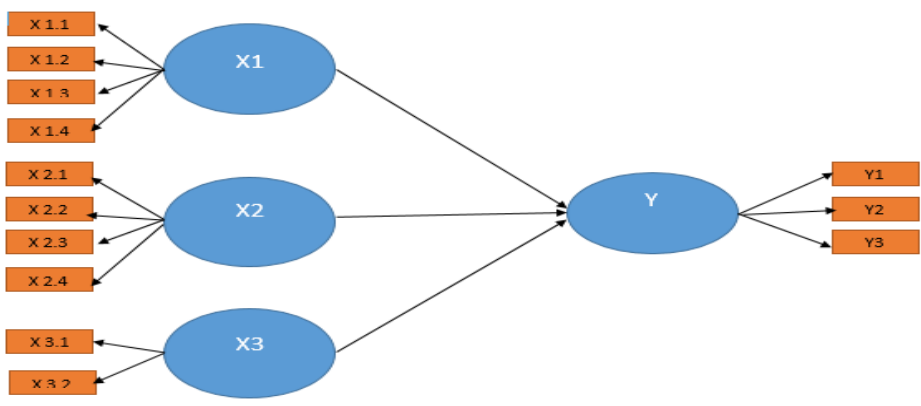


Figure 1. SEM PLS

Source: Data processed by the author, 2024

Operational Definition of Research Variables

Table 1. Research Variables

No	variable	Definition	Indicator	Scale
1	Entrepreneurship Knowledge (X1)	As a person's understanding of entrepreneurship with various positive, creative and innovative characters in developing business opportunities into business opportunities that benefit themselves and the consumer community (Kuntowicaksono, 2012)	1. Knowledge about the business being pioneered 2. Knowledge of roles and responsibilities 3. Knowledge of personality and self-abilities 4. Knowledge of business management and organization (Suryana, 2015)	Likert
2	Entrepreneurship Skills (X2)	The ability to run a business from the start of planning, organizing, supervising, staffing that entrepreneurs need to have (Hanisa & M. Abdul, 2021)	1. Basic Literacy Skill 2. Technical Skill 3. Interpersonal Skills, 4. Problem Solving (Robbins, 2015)	Likert
3	Innovation (X3)	A new approach method used by organizations in developing ideas, creating, implementing and modifying a product in developing a business (Agbim and A. Omattah, 2013)	1. Product Innovation 2. Process Innovation (Tid et al, 2095)	Likert
4	Competitiveness (Y)	Competitiveness can be achieved from the accumulation of strategic	1. Competitive price 2. Product quality 3. Flexibility	Likert

competitiveness applied by (Michael, 2013)
companies or organizations
(Kuncoro, 2013)

Source: Authors from various literature (2024)

RESULTS AND DISCUSSION

Results Based on Respondent Characteristics

Based on Table 2. below it can be concluded that the age of respondents who dominate MSMEs in Medan City is between 26-35 years old. Where this age is still a productive age in running an MSME business and so can easily absorb various knowledge and innovations in improving competitive MSMEs, especially in Medan City.

Table 2. Based on the Number of Respondents' Ages

Age	Amount
16-25 Years	87
26-35 Years	213
36-45 Years	79
46-55 Years	13
> 56 Years	2
Total	394

Source: Data processed by the author, 2024

Based on Table 3. below, it can be concluded that the education of respondents who dominate MSMEs, especially women in Medan City, is dominated by those who have high school/vocational school education. And in second place is dominated by S1-S2 education. This means that the higher a person's education, the more things can be learned and can absorb knowledge and innovation in improving competitive MSMEs, especially women in Medan City.

Table 3. Based on Respondents' Education

Education Number	
Elementary_Junior	5
High School	
JUNIOR HIGH SCHOOL	33
High School/Vocational School	224
Diploma	37
S1-S2	90
Total	394

Source: Data processed by the author, 2024

Based on Table 4. below, it can be concluded that the type of Culinary MSMEs that dominate the most in the type of Women's MSMEs in Medan City. This can be seen that Medan City is one of the cities that has a taste of food that can be enjoyed by the community and tourists. In second place are MSME owners engaged in Clothing as many as 125 MSMEs in Medan City.

Table 4.Based on Type of MSMEs

Types of MSMEs	Friday
Shoes	83
Culinary	135
Craft	51
clothes	125
Total	394

Source: Data processed by the author, 2024

Based on Table 5. below, it can be concluded that MSMEs operating in Medan City, especially female MSME actors, have been running for 2-5 years. In this case, the journey of female MSME actors in Medan City has been going on for a very long time. And this is a benchmark in continuing and improving competitive MSMEs.

Table 5. Based on the Length of MSMEs

MSME duration	Friday
1-2 years	131
3-5 years	142
6-8 years	68
More than 8 years	53
total	392

Source: Data processed by the author, 2024

Evaluation of Measurement Models

The measurement model explains the relationship between latent variables and their indicators, where for the reflective variables used in this study, the relationship is based on the loading of the indicator with the corresponding latent variable. The loading value from the analysis results using SmartPLS software shows the correlation between the indicator and its latent variable or the extent to which the indicator reflects its latent variable. Evaluation of the measurement model (outer model) of a latent variable consists of a validity test (convergent validity) and a discriminant test (discriminant validity).

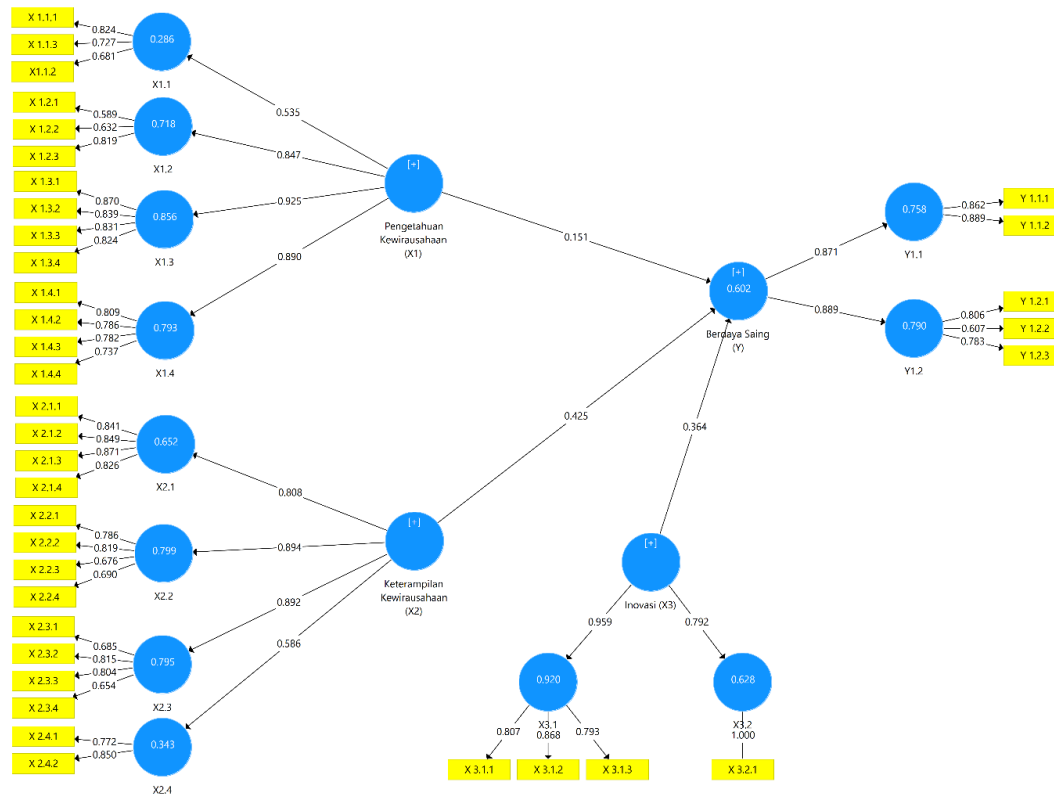


Figure2. PLS SEM Model (Full Model)
Source: Data processed by the author, 2024

Structural Model Evaluation

According to Ghozali and Latan (2015); Hair et al. (2017); Santosa (2018) evaluation of the structural model (inner model) is carried out by considering three main things: collinearity between variables, path coefficient (β value), and coefficient of determination (R^2 value). First, collinearity evaluation is carried out to ensure that there is no high correlation between the variables that make up the path model, which can be measured using the Variance Inflation Factor (VIF) value. If the value between variables is > 5 , it indicates a collinearity problem. Second, evaluation of the structural model is carried out by considering the path coefficient (β) value and its significance. The path coefficient shows the relationship between variables stated in the hypothesis, where a value approaching 1 indicates a strong relationship and a value approaching zero indicates no significant relationship. Third, the coefficient of determination or R^2 value shows the measure of variance of the endogenous variable caused by all exogenous variables connected to it. The R^2 value shows the predictive power of the path model with the data obtained, where a value approaching 1.0 indicates very high prediction accuracy. In general, an R^2 value > 0.75 is said to have high predictive ability, 0.50 is called moderate, and 0.25 is called weak.

The effect size f^2 shows the effect that arises when an exogenous variable is

removed from the originally proposed path model, to determine the effect of the exogenous variable on the related endogenous variable. A value of $f^2 > 0.02$ has a weak effect, more than 0.15 is said to be moderate, and more than 0.35 has a strong effect. Furthermore, Smart PLS uses a blindfolding procedure to assess the predictive relevance (Q2) of the path model. The blindfolding procedure is a resampling technique that systematically removes and predicts each indicator data point in the reflective measurement of the endogenous construction model. By comparing the original value with the prediction, the prediction error of the path model for the target construct will be obtained, which is then used to assess the predictive relevance based on this prediction error. The path model is said to have predictive relevance for the endogenous construct if the Q2 value is greater than zero.

Table 6 shows the results of the collinearity data analysis between the variables that make up the path model measured using the Variance Inflation Factor (VIF) value, where all VIF values of the variables that make up the path model are less than 5 so it can be said that this research model does not have a collinearity problem.

Table 6. Collinearity Test Results

Construction	VIF
Entrepreneurial Knowledge (X1)→Competitiveness (Y)	1.131
Entrepreneurship Skills (X2)→Competitiveness (Y)	1,743
Innovation (X3)→Competitiveness (Y)	1,662

Source: Data processed by the author, 2024

Path Coefficient

In Table 7. below can be seen the percentage of path coefficients analyzed using SEM-PLS. The data below can be seen for clarity.

Table 7. Path Coefficients

Hypothesis	Track	Coefficient	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
H1	Entrepreneurial Knowledge (X1)→Competitiveness (Y)	0.364	0.049	7.433	0.000 **
H2	Entrepreneurship Skills (X2)→Competitiveness (Y)	0.425	0.047	9,077	0.000 **
H3	Innovation (X3)→Competitiveness (Y)	0.151	0.035	4.351	0.000 **

Note: *: Significant at alpha 0.10; **: Significant at alpha 0.05; ts: not significant

Source: Data processed by the author, 2024

Based on the data above, there are several hypotheses that can be seen from the Path Coefficient above, as follows:

Hypothesis 1: Testing the hypothesis of Entrepreneurial Knowledge on Competitiveness.

The p-value of the influence of Entrepreneurial Knowledge on Competitiveness is 0.000 where <0.05 , so reject H_0 , meaning there is a significant influence between Entrepreneurial Knowledge on Competitiveness. In addition, this variable has a positive coefficient value of 0.364. Therefore, it can be concluded that the higher a person's entrepreneurial knowledge, the more competitiveness in MSMEs will increase. Every entrepreneur must be able to have very broad and deep Entrepreneurial knowledge, so that female MSME actors in Medan City when running their businesses are able to face and solve all problems that will be faced in the future. With extensive entrepreneurial knowledge, entrepreneurs can apply all knowledge about entrepreneurship to their businesses so that business success can be achieved (Kristopani, 2024). Research conducted by Gultom (2021), that entrepreneurial knowledge affects the competitiveness of MSMEs. So in this case, Entrepreneurial Knowledge is very important and must be improved more deeply, especially for female MSME actors in Medan City today.

Hypothesis 2: Testing the hypothesis of Entrepreneurial Skills on Competitiveness.

The p-value of the influence of Entrepreneurial Skills on Competitiveness is 0.000 where <0.05 , so H_0 is rejected, meaning there is a significant influence between Entrepreneurial Skills on Competitiveness. In addition, this variable has a positive coefficient value of 0.425. Therefore, it can be concluded that the higher a person's entrepreneurial skills, the more competitiveness in MSMEs will increase. The influence of entrepreneurial skills on competitiveness in Medan City depends on the entrepreneur's ability to design business strategies, create creative ideas, and lead businesses with good communication with employees and customers (Kristopani, 2024). These skills can increase the success of the business being run. According to Suryana (2017), there are 2 determining factors that cause entrepreneurs to fail in entrepreneurship, namely internal factors and external factors. Internal factors that cause business failure are entrepreneurs who are incompetent in management, lack of experience, unable to manage finances, failure in planning, lack of supervision of equipment use, and lack of enthusiasm in trying. External factors that cause business failure are determining the wrong business location. This study highlights the internal factors that an entrepreneur must have, namely skills. The skills or individual competencies possessed by an entrepreneur are determining factors in the performance of a business. Successful entrepreneurs are generally individuals who have competencies, namely knowledge, skills, and individual qualities to carry out work or activities. Research conducted by Indriarti et al, (2020) and Iskandar and Safrianto (2020) shows that entrepreneurial skills have a positive and significant effect on the competitiveness of businesses or MSMEs.

Hypothesis 3: Testing the Innovation Hypothesis on Competitiveness.

The p-value of the influence of Innovation on Competitiveness is 0.000 where <0.05 , so reject H_0 , meaning there is a significant influence between Innovation and

Competitiveness. In addition, this variable has a positive coefficient value of 0.151. Therefore, it can be concluded that the higher a person's innovation, the more competitiveness in MSMEs will increase. Good innovation capabilities will result in the creation of effective knowledge in producing products according to market needs, so that they are competitive. So in this case, Innovation plays a very important role in increasing the competitiveness of MSME actors in Medan City, especially female entrepreneurs in Medan City. This is in line with the results of this study referring to previous research conducted by Syahgita and Nursyamsiah (2022) that the study found that the speed of innovation has a positive and significant effect on the creation of knowledge in MSMEs. Fast innovation capabilities in MSMEs will have a positive impact on how MSMEs create, obtain and apply knowledge based on the information they have. This is similar to the opinion of Regina et al (2024), that product innovation and utilization of marketplaces have a positive effect on the competitiveness of MSMEs.

Coefficient of Determination (R²)

Table 8. Value of Determination Coefficient (R²)

Construction	R Square
Competitiveness	0.602

Source: Data processed by the author, 2024

$$Q_2 = 1 - (1 - R)$$

$$= 1 - (1 - 0.602) = 0.602$$

From the calculation above, the value of Q₂ = 0.602 is obtained, meaning that 60.2% of the diversity of competitiveness variables can be explained by the variables of entrepreneurial knowledge, entrepreneurial skills, and innovation, while the rest is explained by other exogenous variables that are not included in the model. In the table above, it can be concluded that entrepreneurial knowledge, entrepreneurial skills and innovation on the competitiveness of women-managed MSMEs in MSMEs in Medan City. Based on the discussion above, entrepreneurial knowledge is important in increasing competitive businesses. Skills are one unique way to provide business ideas in the progress of MSMEs. Innovation created through knowledge and skills is very important in competitiveness. Good and excellent innovation will have an impact on the ability of MSME owners to attract better customers and customers do not get bored with existing products. This is the same as research conducted by Nasrudin, et al. (2023) entrepreneurial knowledge, entrepreneurial skills and innovation can affect the competitiveness of MSMEs.

CONCLUSION

From the results of the research analysis above, it can be concluded that entrepreneurial knowledge, entrepreneurial skills and innovation have an influence on the competitiveness of MSMEs managed by women. in MSMEs in Medan City . Better knowledge will have an impact on the speed of business actors in advancing and being

competitive in the business they run. Creativity in business skills is one of the strategies in conducting business competition and is a determining factor in increasing the progress of MSMEs managed by MSME actors, especially female MSME actors in Medan City. Product Innovation is a tool to satisfy consumer needs and desires, both tangible and intangible. There is one indicator that can be identified as the most dominant in influencing the increase in MSME Competitiveness through Product Innovation. In this context, Product Quality is the indicator that most dominates its contribution to increasing Competitiveness.

REFERENCE

- Ahman, S. (2014). *Geography of Tourism in Kuningan Regency*. Garut: CV: Gadjah poleng.
- Alrwashdeh et al. (2019). The effect of electronic word of mouth communication on purchase intention and brand image: An applicant smartphone brands in northern Cyprus. *Management Science Letters*, 9(4), 505-518. doi:doi: 10.5267/j.msl.2019.1.011.
- Basiya, R., & Rozak, H. A. (2012). Quality of Tourist Attractions, Satisfaction and Return Visit Intention of Foreign Tourists in Central Java. *Scientific Journal of Tourism Dynamics*, 10(2), 1-12.
- Belaounia, et al. (2020). Gender Equality's Impact on Female Directors' Efficacy: A Multi Country Study. *International Business Review*, 29(5), 1-13. doi:https://doi.org/10.1016/j.ibusrev.2020.101737
- Chandra, et al. (2022). *Entrepreneurship And Small Business The Importance of Creativity and Innovation in the Digital Era*. Bandung: Indonesian Science Media.
- Diplomat Success Challenge (DSC). (2023). *The Meaning of Success*. Jakarta: DSC.
- Fandy, T. (2017). *Marketing Strategy*, 4th Edition. Yogyakarta: Andi Publisher.
- Febrian, A., & Fadly, M. (2020). he Influence of Transformational Leadership Style on Work Engagement Remuneration Mediated and 207 HOURS BRAND TRUST AS CELEBRITY ENDORSER MARKETING MODERATOR'S ROLE. *Journal of Management Applications*, 19(1), 207–216. doi:oi: 10.21776/ub.jam
- Frimpong, et al. (2019). The Impact of Celebrity Endorsements on Consumer Purchase Intention: An Emerging Market Perspective. *Journal of Marketing Theory and Practice*, 27(1), 103-121. doi:doi: 10.1080/10696679.2018.1534070.
- Gabaldon, et al. (2016). Searching for women on Boards: An Analysis from the Supply and Demand Perspective. *Corporate Governance: An International Review*, 24(3), 371-385. doi: https://doi.org/10.1111/corg.12141
- George, H. S. (2017). *Environmental attitudes and preferences for coastal zone improvements*. Oxford: Economic Analysis and Policy.
- Ghozali, I. (2015). *Multivariate Analysis Application with IBM SPSS 21 Update PLS Regression Program*. Semarang: Diponegoro University Publishing Agency.
- Gultom, Party. (2021). *The Influence of Entrepreneurial Motivation and Entrepreneurial Knowledge on the Success of Pharmaceutical Business Ventures in Medan*

- Petisah District. Eka Prasetya Business Management Journal: Management Science Research, 7(1), 52–65.
- Hair, et al. (2017). *Multivariate Data Analysis New International Edition*. New Jersey: Pearson.
- Hasan, A. (2015). *Tourism Marketing*. Center for Academic Publishing Services: Yogyakarta.
- Herliza, R., & Saputri, ME (2016). THE INFLUENCE OF BRAND IMAGE TO CUSTOMER SATISFACTION A CASE STUDY OF ZARA AT PVJ MALL BANDUNG. *Wahana Ekonomika Media Journal*, 3 (2), 1949-1959.
- Imam, G. (2013). *SEM PLS*. Semarang: Diponegoro University.
- Imam, G. (2016). *Multivariate Analysis Application with IBM SPSS 23 Program*, 8th ed. Semarang: Diponegoro University Publishing Agency.
- Indriyatni, L. (2013). Analysis of factors that influence the success of micro and small businesses (Case Study on Small Businesses in West Semarang). *STIE Semarang Journal*, 5 (1), 54-70.
- Kabu, M. (2019). The influence of tourist attractions and accessibility on the level of tourist visits to Boti Village, South Central Timor Regency. *Tourism Journal*, 2(1), 24-31.
- Ministry of Housing and Economic Affairs. (2023). *News and Features of Tourism and Creative Economy*. Jakarta: Ministry of Tourism and Creative Economy.
- Christopher, et al. (2024). The Influence of Entrepreneurial Knowledge and Entrepreneurial Skills on the Success of Coffee Shop Businesses in Medan Baru District. *Socius: Journal of Social Sciences Research*, (1)6, 104--112. DOI: <https://doi.org/10.5281/zenodo.10478807>
- Macan, et al. (1990). College Student Time Management: Correlation with Academic Performance and Stress. *Journal of Educational Psychology*, , 123-131.
- Made, D. (2020). THE EFFECT OF PERFORMING ARTS ON THE LEVEL OF VISITS AT THE CULTURAL TOURISM ATTRACTION OF TAMAN NUSA GIANYAR, BALI. *Journal of Tourism*, 19(2), 90-98. doi:<https://doi.org/10.52352/jpar.v19i2.424>
- Malayu, H. (2015). *Human Resource Management*. Jakarta: Bumi Aksara.
- Maryasari, D. (2017). *The Impact of Tourism Facility Development in Increasing Tourist Interest in Visiting the Bukit Sulap Tourist Attraction in Lubuklinggau City*. Thesis, STATE POLYTECHNIC OF SRIWIJAYA.
- Mo, et al. (2015). Effect of Online Reviews on Consumer Purchase Behavior. *Journal of Service Science and Management*, 8(3), 419–424. doi:doi: 10.4236/jssm.2015.83043
- N. Arora, et al. (2019). nfluence of celebrity factors, consumer attitude and involvement on shoppers' purchase intention using hierarchical regression. *DECISION Journal*, 46(3), 179–195. doi:doi: 10.1007/s40622-019-00208-7
- Nafisah, EF, & Sukarniati, L. (2015). The Impact of Tourism Development in Gunungkidul Regency on the Economic Conditions of the Surrounding Community. *Journal of Business and Economics*, 13(02), 105-115.



- Ningrat, NS, & Ni Nyoman, KY (2019). The Effect of Advertising and Celebrity Endorsement on Purchase Intention with Brand Awareness as Intervening Variable. *AJHSSR*, 3(1), 221-231. Retrieved from www.ajhssr.com
- Non, ES, & Y, DA (2020). GENDER RELATIONSHIP TO STUDENTS' LEARNING ACHIEVEMENT. Proceedings of the 2nd National Seminar on Education, 2. Majalengka. Retrieved from <https://prosiding.unma.ac.id/index.php/semnasfkip/article/view/314>
- Novita, W., & Sudaryanto, B. (2022). ANALYSIS OF THE EFFECT OF CELEBRITY ENDORSEMENT ON PURCHASE INTENTION WITH BRAND IMAGE AS AN INTERVENING VARIABLE (Study on Wardah Brand Lipstick Users in Semarang City). *DIPONEGORO JOURNAL OF MANAGEMENT*, 11 (1). Retrieved from <https://ejournal3.undip.ac.id/index.php/djom/index>
- Nurdin, H. (2019). *Tourism Destination Marketing*. Bandung: Alfabeta.
- Nurbangun, A. (2016). The Influence of Tourist Attractions on Tourist Revisit Intentions with Tourist Satisfaction as an Intervening Variable at Taman Safari Indonesia, Cisarua Bogor. *Journal of Tourism*, 5(1), 1-9.
- Pujaasawa, I., & Ariana, IN (2015). *Guidelines for Identification of Potential Tourist Attractions*. Bali: Larasan Library.
- Putri, L., & Harimukti, W. (2016). FACTORS INFLUENCING COSMETICS PURCHASE INTENTION IN INDONESIA BASED ON ONLINE REVIEW. *ICEBESS, Proceedings*, (pp. 255-263). Jakarta. Retrieved from <https://core.ac.uk/download/pdf/78033925.pdf>
- Regina, et . al. (2024).THE EFFECT OF PRODUCT INNOVATION AND MARKETPLACE UTILIZATION ON COMPETITIVENESS OF MSME ACTORS IN GORONTALO CITY. *JAMBURA*, (7)1,DOI: [HYPERLINK "https://doi.org/10.37479/jimb.v7i1.25165"](https://doi.org/10.37479/jimb.v7i1.25165)
<https://doi.org/10.37479/jimb.v7i1.25165>
- Sarlin, W. (2023). *Restoration of the Youth Pledge; Strong Youth Towards a Powerful Indonesia*. Jakarta: Muhammadiyah University of Jakarta.
- Shaw, G., & William, A. M. (1997). *Critical Issues in Tourism*. Oxford: Blackwell Publishers.
- Situmorang, C., & Ida, BS (2017). Leading Tourist Attractions in the Transit Area of Pematangsiantar City, North Sumatra. *Journal of Tourism Destinations*, 5(1).
- Sugiyono. (2012). *Understanding Qualitative Research*. Bandung: Alfabeta.
- Sugiyono. (2017). *Quantitative, Qualitative, and R&D Research Methods*. Bandung: CV. Alfabeta.
- Sukuryadi, & Agung, P. (2013). THE EFFECT OF TOURIST VISITS ON THE INCOME OF BAMBOO WOVEN CRAFTS ENTREPRENEURS IN LOYOK VILLAGE, SIKUR DISTRICT, EAST LOMBOK REGENCY IN 2012. *Journal UMMAT*, 16-22.
- Supranto, J. (2013). *Statistics Theory and Applications*. Jakarta: Erlangga.
- Suryana. (2017). *Entrepreneurship: Practical Guidelines, Tips and Processes Towards Success*. Bandung: Salemba Empat.

- Syahgita and Nursyamsiah. (2022). The Effect of Innovation Speed and Knowledge Creation on MSME Competitiveness. <https://journal.uui.ac.id/>.
- Tosun, et al. (2015). Destination Service Quality, Affective Image and Revisit Intention: The Moderating Role of Past Experience. *Journal of Destination Marketing and Management*, 4(4), 222-234. doi:<https://doi.org/10.1016/j.jdmm.2015.08.00>
- Venesaar, E. (2006). Students' Attitudes and Intentions toward Entrepreneurship at Tallinn University of Technology. TUTWPE Working Papers. Texas.
- Wahyuni, D. (2018). Community Empowerment Strategy in the Development of Nglanggeran Tourism Village, Gunungkidul Regency. *Aspirasi: Journal of Social Problems.*, 9 (1), 83-100. doi:<https://doi.org/10.22212/aspirasi.v7i1.1084>
- Willy, et al. (2021). THE EFFECT OF COMMUNICATION AND ORGANIZATIONAL CLIMATE ON EMPLOYEE WORK DISCIPLINE PT. RIAU MAKMUR MEDAN PALM OIL. *COLLEAGUES BUSINESS JOURNAL*, 7(1), 10-21.
- Winardi. (2016). *Leadership in Management*. Jakarta: PT.
- Yoeti, OA (2008). *Tourism Economics: Introduction, Information, and Implementation*. Jakarta: Kompas Media Nusantara.
- Yolanda, F. (2017). THE EFFECT OF TOURIST ATTRACTIONS ON THE DECISION TO VISIT THE ALAHAN PANJANG LAKE RESORT AT TOURIST OBJECT, SOLOK REGENCY. THESIS, FACULTY OF TOURISM AND HOSPITALITY, STATE UNIVERSITY OF PADANG .
- Yosef, AS (2017). The Influence of Brand Association, Brand Loyalty, Brand Awareness, and Brand Image on Brand Equity in the Happy Baby Brand. *PERFORMANCE: Journal of Management and Business Start-Up*, 2(5), 601-610.