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Article



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THE INFLUENCE OF LEARNING, BUSINESS COMMITMENT, ENTREPRENEURIAL MOTIVES, AND ENTREPRENEURIAL SPIRIT ON THE PERFORMANCE OF TOFU AND TEMPEH INDUSTRIAL BUSINESSES IN PEKANBARU CITY

Abstract: This research examines the influence of learning, commitment of business actors, entrepreneurial motives, and entrepreneurial spirit on the performance of business actors in the Tofu & Tempeh industry in Pekanbaru City. Data collection was carried out using a questionnaire method which contained a list of statements regarding each variable studied. The respondents of this research were business people in the tofu and tempe industry in the city of Pekanbaru, and the sample used was 50 respondents. Data analysis in this research used the SmartPLS 7.0 program. Hypothesis testing using the PLS approach is carried out in two stages, namely testing the outer model and inner model. The outer model test was carried out to prove the validity and reliability of all indicators for each variable. The inner model test was carried out to test the influence between variables according to the previously established hypothesis. The research results show: 1) The results of hypothesis 1 testing prove that learning has an effect on the performance of business actors. 2) The results of hypothesis 2 testing prove that the commitment of business actors has no effect on the performance of business actors. 3) The results of hypothesis 3 testing prove that entrepreneurial motives influence the performance of business actors. 4) The results of hypothesis 4 prove that the entrepreneurial spirit influences the performance of business actors.

Key words: Learning, Commitment of Business Actors, Entrepreneurial Motives, Entrepreneurial Spirit, Performance of Business Actors.

Language: English

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Introduction

Background

The development of an industry requires a long

process until it can finally realize its planned goals. The success of industry in realizing its goals is not easy, competition is one of the things that must be

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faced and strategic steps are needed in responding to it. Every business actor always wants to be superior to his competitors. There are many ways that business actors can win the competition in business. Competitive Advantage can be obtained by offering consumers greater value, such as offering lower prices

or by providing more benefits in consumer services at higher prices. According to the Department of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia, there are 50 tofu and tempeh industries that have developed from 2009 to 2022.

Table 1. Data on Tofu and Tempeh Industry Players in Pekanbaru City

No	Name of MSME	Address	Subdistrict	MSME ID
1	SELLING TEMPE TOfu <NASWIN>	JL. H. AGUSSALIM	Tampan	1.47101E+14
2	<IWAN>'S TEMPE TOfu BUSINESS	PASAR KAGET JL. MELATI GANG ESEMKA	Tampan	1.47101E+14
3	SELLING TEMPE TOfu <SUKRI>	JL. UKA	Tampan	1.47101E+14
4	TEMPE TOFU <YATI>	PASAR KAGET JL. UKA	Tampan	1.47101E+14
5	TEMPE KNOWN TRADERS <AGUN>	JL. ROWOBENING PRUM ASABRI	Tampan	1.47101E+14
6	SELLING TEMPE TOfu <ADLI>	JL. CIPTA KARYA PASAR KAGET	Tampan	1.47101E+14
7	SELLING TEMPE TOfu <SUWAR>	JL. CIPTA KARYA	Tampan	1.47101E+14
8	TEMPE KNOWN TRADERS	PASAR BARU PANAM	Tampan	1.47101E+14
9	TEMPE KNOWN TRADERS	PASAR BARU PANAM	Tampan	1.47101E+14
10	SELLING TEMPE TOfu <SOBIRAN>	PASAR KAGET AIR DINGIN	Bukit Raya	1.47102E+14
11	SELLING TEMPE TOfu <WASNITA>	JL. SULTAN SYARIF QASYIM	Lima Puluh	1.47103E+14
12	SELLING TEMPE TOFU	JL. HANG JEBAT I	Sail	1.47104E+14
13	SELLING TEMPE TOfu <ERNI>	JL. KESUMA	Sukajadi	1.47106E+14
14	TRADING TEMPE KNOWN<DONA>	JL. TUANKU TAMBUSAI PASAR CIK PUAN PEKANBARU	Sukajadi	1.47106E+14
15	TEMPE TOFU TRADING <YATI>	JL. TUANKU TAMBUSAI PASAR CIK PUAN PEKANBARU	Sukajadi	1.47106E+14
16	SELLING TEMPE TOfu <TUMIRAH>	JL. SEROJA	Senapelan	1.47107E+14
17	K5 TEMPE KNOWLEDGE <ISWAHYUNI>	JL. TERATAI GANG ANGGREK	Senapelan	1.47107E+14
18	Tahu TEMPE SHOP <MUKHITUN>	PADANG BULAN	Senapelan	1.47107E+14
19	TEMPE TOfu SHOP <NUR HAYATI>	JL. TERATAI	Senapelan	1.47107E+14
20	TEMPE TOfu <JUFRIANDI> K5	JL. TERATAI	Senapelan	1.47107E+14
21	TEMPE TOfu TRADER <ARDIANSYAH>	JL. CEMPAKA GG ISTIQOMAH	Senapelan	1.47107E+14
22	TEMPE KNOWN TRADERS <HALIMAH>	JL. TERATAI	Senapelan	1.47107E+14
23	TEMPE KNOWN TRADERS	JL. AHMAD YANI GG. ISTIQOMAH	Senapelan	1.47107E+14
24	SELLING TEMPE TOfu <FENDI>	JL. KARTIKA SARI	Rumbai	1.47108E+14
25	SELLING <ASMI> TEMPE TOFU	JL. KARTIKA SARI	Rumbai	1.47108E+14
26	SELLING TEMPE TOfu <ANTONI PURNOMO>	JL. TENGGU KASIM PERKASA	Rumbai	1.47108E+14

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27	SELLING TEMPE TOFU <DIDI>	JL. KARTIKA SARI	Rumbai	1.47108E+14
28	SELLING TEMPE TOFU <SUMARWI>	JL. KARTIKA SARI	Rumbai	1.47108E+14
29	SALES OF TEMPE TOFU <SEFRIANDI>	JL. GOTONG ROYONG	Rumbai	1.47108E+14
30	TEMPE TOUGH FACTORY BUSINESS	JL. SOEKARNO HATTA GG ANSOR	Marpoyan Damai	1.47109E+14
31	TEMPE KNOWN TRADERS <EKA SANDI>	JL. HANDAYANI	Marpoyan Damai	1.47109E+14
32	TEMPE Tofu <ANGGUN WIBOWO>	JL. SOEKARNO HATTA <PASAR ARENGKA>	Marpoyan Damai	1.47109E+14
33	SELLING TEMPE TOFU <ATUN>	JALAN SIMPATI	Marpoyan Damai	1.47109E+14
34	SELLING TEMPE TOFU <YUSNITA>	JL. CENDRAWASIH	Marpoyan Damai	1.47109E+14
35	MAKING TEMPE TOFU <ARIANTO>	JL. INDRAPURI	Tenayan Raya	1.4711E+14
36	MAKING TEMPE TOFU <TAMBAS>	JL. INDRAPURI	Tenayan Raya	1.4711E+14
37	SELLING NELI TEMPE TOFU	TANGKERANG TIMUR	Tenayan Raya	1.4711E+14
38	SELLING TEMPE TOFU	TANGKERANG TIMUR	Tenayan Raya	1.4711E+14
39	KNOW TEMPE AROUND <NGADIRAN>	JL. GARUDA GG. PRIBADI	Payung Sekaki	1.47111E+14
40	LOS TAU TEMPE TOGE <TUGIRA>	PASAR PAGI PALAPA	Payung Sekaki	1.47111E+14
41	LOS Tahu TEMPE, BEAUT <TANTI>	PASAR PAGI PALAPA	Payung Sekaki	1.47111E+14
42	SALE OF TEMPE TOFU<RUS>	JL. DARMA BAKTI	Payung Sekaki	1.47111E+14
43	TEMPE TOFU FACTORY <AGUS>	JL. HARAPAN JAYA	Payung Sekaki	1.47111E+14
44	SELLING AN TEMPE TOFU	JL. SIDORUKUN GANG MUSHOLA	Payung Sekaki	1.47111E+14
45	SALE OF TEMPE TOFU<WAHYUDI>	JL. HANDAYANI	Payung Sekaki	1.47111E+14
46	SELLING TEMPE TOFU <DILLA>	JL. JAMBU	Payung Sekaki	1.47111E+14
47	TEMPE TOFU BUSINESS <SRI>	JL. KHAYANGAN PASAR RUMBAI	Rumbai Pesisir	1.47112E+14
48	TEMPE TOFU BUSINESS <HASANAH>	JL. KHAYANGAN PASAR RUMBAI	Rumbai Pesisir	1.47112E+14
49	TEMPE TOFU BUSINESS <LENA>	JL. KHAYANGAN PASAR RUMBAI	Rumbai Pesisir	1.47112E+14
50	TEMPE TOFU BUSINESS <ART>	JL. KHAYANGAN PASAR RUMBAI	Rumbai Pesisir	1.47112E+14

Source: <http://umkm.depkop.go.id/>

In the food sector, soybeans are one of the commodities produced by the IKM (Small and Medium Industry) sector which operates in the food industry. Soybeans are a staple commodity with high nutritional value and are good for health because they contain high protein equivalent to meat, milk and eggs (Bolla, 2015). According to the Directorate General of Small and Medium Industries, Ministry of Industry, in 2013, SMEs specifically for soybeans numbered ±139,842 business units and were dominated by tofu

and tempeh SMEs. (Styawan, et al., 2016).

Several factors that must be considered in terms of improving the performance of tofu and tempeh industry business actors in Pekanbaru City are learning, commitment of business actors, entrepreneurial motives and entrepreneurial spirit. These factors are thought to influence the performance of business actors based on the pre-survey conducted. This allegation needs to be proven by conducting this research. The low performance of

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business actors reflects the inability of business actors to manage their business. Business actors need to learn knowledge in managing a business.

Based on the results of previous research on small and medium industries in Pekanbaru City, it was concluded that many factors cause the low performance of business actors, such as training, entrepreneurial motives and entrepreneurial spirit (Hendriani et al., 2020). One way to improve human resource skills and knowledge apart from formal education is learning which can be done in various ways. Learning activities are one strategy that can be carried out through learning communities to improve the entrepreneurial spirit. Learning strategies must be able to encourage the growth of an entrepreneurial spirit for business people, especially in tofu and tempeh.

A high entrepreneurial motive can encourage entrepreneurs to study harder, accept input as improvement, be long-term oriented and want to achieve competitive advantage. Competitive advantage can only be created through creativity and innovation in creating superior value that customers need. For example, micro businesses that develop in society, the success of the business is determined by the performance of the business owner who also plays the role of worker, owner and leader of the business organization. A business owner must influence business performance so that it remains able to compete with sustainable excellence.

A business actor must have an entrepreneurial spirit and commitment to running a business with the determination to devote all his attention to the business he is running. In running this business, a successful entrepreneur must have determination (a strong spirit) in developing the business, not be half-hearted in trying, dare to take risks, work hard, and not be afraid to face the opportunities that exist. Without serious effort towards work, no matter how great an entrepreneur is, he or she will definitely fail in managing the business. Therefore, an entrepreneur must have a commitment to the business and work he is doing. Success in making quality products in a different way, more effectively and efficiently and having higher value in the eyes of customers, is a step towards success in managing a business.

Based on the description above, the author conducted research with the title The Influence of Learning, Commitment of Business Actors, Entrepreneurial Motives, and Entrepreneurial Spirit on the Performance of Business Actors in the Tofu & Tempe Industry in Pekanbaru City.

Formulation of the problem

Based on the background above, the author formulates the problem as follows:

1. Does learning influence the performance of tofu & tempeh industry business actors in Pekanbaru City?

2. Does the Commitment of Business Actors influence the Performance of Tofu & Tempeh Industry Business Actors in Pekanbaru City?

3. Does the Entrepreneurial Motive influence the Performance of Tofu & Tempeh Industry Business Actors in Pekanbaru City?

4. Does the Entrepreneurial Spirit influence the Performance of Tofu & Tempeh Industry Business Actors in Pekanbaru City?

Research Aims and Objectives

Based on the problem formulation above, the author formulates the objectives as follows:

1. To determine the effect of learning on the performance of tofu & tempeh industry business actors in Pekanbaru City.

2. To determine the influence of Business Actors' Commitment on the Performance of Tofu & Tempeh Industry Business Actors in Pekanbaru City.

3. To determine the influence of entrepreneurial motives on the performance of tofu & tempeh industry business actors in Pekanbaru City.

4. To determine the influence of the Entrepreneurial Spirit on the Performance of Tofu & Tempeh Industry Business Actors in Pekanbaru City.

LITERATURE REVIEW

Business Performance

Understanding Business Performance

According to Robbins and Dessler in Prahartanto (2014: 11), states: "Performance is work achievement, namely the comparison between work results and established standards."

Business Performance Indicators

To measure business performance, Rahayu (2018) explains using 3 indicators, namely increased sales, increased profits and satisfactory growth. Here's the explanation:

1. Increase in sales Increase in sales can be measured according to the assessment of business actors by the average level of sales over the last three years.

2. Increase in profit. Profit or profit measurement is assessed from the average level of company profits over the last 3 years.

3. Satisfactory growth assessing how satisfied the entrepreneur is with business growth during business growth over a period of 3 years.

Learning

Understanding Learning

According to Mathis and Jackson (2003), training is a process where people gain capabilities to help achieve organizational goals.

Indicators that Influence Learning.

There are several measurements that organizational learning must have according to Mangkunegara (2007), namely:

1. Training Objectives

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2. Material
3. Method used
4. Training Participants
5. Trainer (instructor) Qualifications

Commitment of Business Actors
Understanding the Commitment of Business

Actors

Currie & Brian (2006) suggest that Entrepreneurial commitment is a concept that explains consistency based on attitudes, beliefs and behavior based on the choice to accept or refuse to carry out a goal.

Indicators of Commitment of Business Actors

According to (Hendro 2011), the measurement indicators of business actors' commitment are:

1. Skills and skills
2. Courage is related to emotions
3. Determination and self-motivation
4. Creativity and inspiration.

Entrepreneurial Motives

Understanding Entrepreneurial Motivation

Sarosa in (Rosmiati et al., 2015). Baum, Frese, and Baron (2007) in (Rosmiati et al., 2015) explain that motives in entrepreneurship include motivation aimed at achieving entrepreneurial goals, such as goals that include the implementation and use of business opportunities.

Entrepreneurial Motivation Indicators

According to (Sardiman, 2007: 73) it is an indicator Entrepreneurial Motivation Is

- 1) Persevere in facing tasks

- 2) Resilient in facing difficulties (not giving up easily)
- 3) Shows interest in a variety of issues
- 4) Prefer to work in groups
- 5) Don't get bored quickly with routine tasks (things that are mechanical, repetitive, so less creative)
- 6) Can defend his opinion (if he is sure about something)
- 7) It's not easy to let go of what you believe in. Enjoys finding and solving problems.

Entrepreneurial Spirit

Understanding the Entrepreneurial Spirit

The entrepreneurial spirit is the lifeblood of entrepreneurship, which in principle is an entrepreneurial attitude and behavior demonstrated through the nature, character and disposition of a person who has the will to creatively realize innovative ideas into the real world (Hartanti 2008).

The Entrepreneurial Spirit Indicators according to (Hartanti 2008). (Nasution 2007: 42-44; Suryana 2006: 3).

- 1) Confident Optimism
- 2) Discipline,
- 3) Commitment,
- 4) Initiative,
- 5) Have a leadership spirit,
- 6) Have responsibility

Research Framework

In this research the author puts forward the research variables that will be studied as follows:

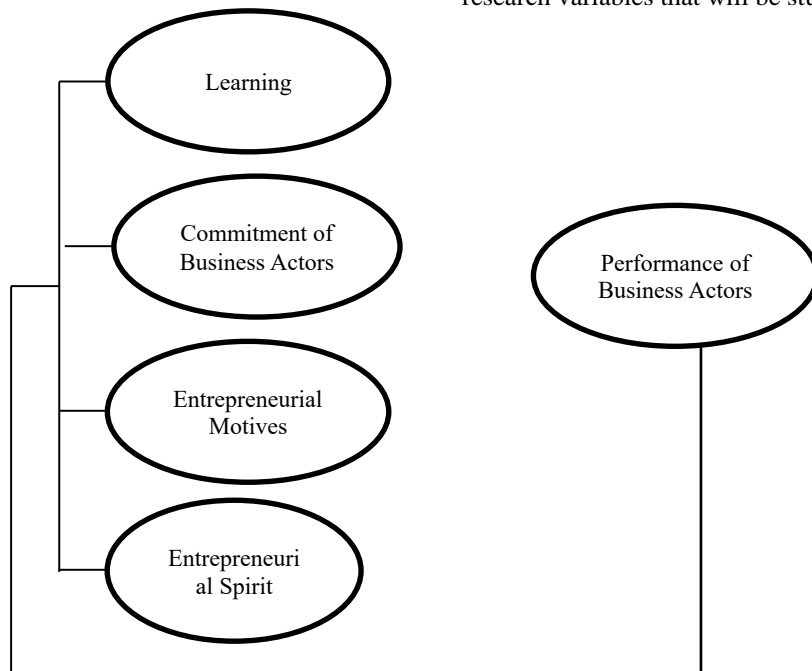


Figure 1. Research Framework

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Hypothesis

Based on the framework above, the author formulates the problem as follows:

1. Learning influences the performance of tofu & tempeh industry business actors in Pekanbaru City.
2. The Commitment of Business Actors influences the Performance of Tofu & Tempeh Industry Business Actors in Pekanbaru City?
3. Entrepreneurial Motives influence the Performance of Tofu & Tempe Industry Business Actors in Pekanbaru City?
4. Entrepreneurial Spirit influences the Performance of Tofu & Tempeh Industry Business Actors in Pekanbaru City?

RESEARCH METHODS

Research sites

This research was conducted at the Tofu & Tempe Industry in Pekanbaru City, totaling 50 business actors.

Data Types and Sources

According to Umar (2009:42), there are two types of data used in this research, namely:

a Primary data, namely data obtained directly from the first source, either from individuals or individuals, such as the results of filling out questionnaires carried out by researchers and interviewing related parties, as well as other data that is related to the research.

b Secondary Data, namely data that has been processed and presented and documented. Where the data is in the form of other relevant data. (Robbins, 2012).

Population and Sample

The population in this study were 50 Tofu and Tempeh Industry Entrepreneurs in Pekanbaru City.

Data testing

Testing research instruments

1. Validity

Validity is evidence that the instrument, technique, or process used to measure a concept actually measures the intended concept. The validity test aims to measure whether a statement system is valid or not.

- a. If $r_{count} > r_{table}$, it means the question item is valid
- b. If $r_{count} < r_{table}$, it means the question item is invalid

2. Reliability test

Reliability is an index that shows the extent to which a measuring instrument can be trusted or relied upon. If a measuring instrument is used twice or more to measure the same phenomenon and the results

obtained are relatively consistent, then the measuring instrument is reliable. The reliability test aims to measure the consistency of a person's answers to the statement items in the questionnaire. Now (2006:248).

Data Analysis Methods

Descriptive Statistical Analysis

This research was carried out using an approach Structural Equation Model (SEM) using Partial Least Square (PLS) software, namely WarpPLS software version 7.0. PLS is often called soft modeling because it eliminates OLS (Ordinary Least Square) regression assumptions such as data must be multicollinearity between independent (exogenous) variables. PLS is a linear technique that is used as a predictive technique, not as an interpretative (explanation) (Latan and Ghozali; 2014: 5).

Inferential Statistics

Inferential statistics is a data analysis technique used to determine the extent of similarity between the results obtained from a sample and the results that would be obtained in the population as a whole. So, inferential statistics helps researchers to find out whether the results obtained from a sample can be generalized to the population (Abdillah & Jogiyanto, 2015: 91).

Evaluation of Model or Outer Model Measurements

Evaluation of the measurement model (*outer model*) was carried out to assess the reliability and validity of the indicators forming the latent construct (Ghozali & Latan, 2014: 91).

1. Convergent Validity

Validity testing is intended to test whether the items/indicators that represent latent constructs are valid or not in the sense that they can explain the latent construct to be measured.

2. Discriminant Validity

Discriminant validity (discriminant) aims to test items/indicators of two constructs that should not be highly correlated (Ghozali & Latan, 2014: 91) where if the correlation of the construct with the measurement item is greater than the size of the other construct

3. Reability Test

There are 2 (two) criteria for measuring or evaluating reliability, namely indicator reliability and internal consistency reliability. Indicator reliability is the amount of variance of the indicator/item to explain the latent construct. The parameter used to test the reliability of the reliability indicator criteria is Cronbach's alpha.

Evaluation of the Structural Model or Inner Model

The structural model (inner model) is a structural model to predict causal relationships between latent variables (Ghozali & Latan, 2012: 77). PLS-SEM is

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only able to estimate recursive models, namely structural equation models that only have one causal relationship, while for non-recursive models you must use a covariance-based SEM program (Ghozali & Latan, 2012: 151).

Coefficient of Determination

The coefficient of determination uses R-squared or adjusted R² which shows what percentage of variation in the endogenous construct/criterion can be explained by the construct that is hypothesized to influence it (exogenous/predictor). R-squared only exists for endogenous variables (Sholihin & Ratmono, 2013:62).

Model Fit and Quality Indexes

To evaluate model fit, several fit indicators can be determined, namely:

- Average Path Coefficient (APC), Average R-squared (ARS), Average Adjusted R-squared (AARS), namely measuring the average path coefficient, R-square and adjusted R-square values produced in the model.
- Average Variance Inflation Factor (AVIF) and Average Full Collinearity Variance Inflation Factor (AFVIF) are two model fit measures used to test collinearity problems in the PLS fit model.
- For overall fit index or quality indices, you can use the Goodness Of Fit criteria which can be seen from the Tenenhaus GoF value which was introduced by Tenenhaus, et al (2004) as the GoF index.
- Symson's Paradox Ratio (SPR) is an index measure that indicates causality problems, so it

is recommended to reverse the hypothesis (Pearl, 2009:174 in Ghozali & Latan, 2014:104).

- R-squared Contribution Ratio (RSCR) is an index to measure expansion where a model is free from negative R-squared contributions.
- Statistical Suppression Ratio (SSR) is an index that measures the extent to which a model is free from the problem of statistical suppression effects.

Nonlinear Bivariate Causality Direction Ratio (NLBCDR) is an index to measure the extent of the bivariate non-linear coefficient of the relationship supported for the hypothesis of the causal relationship in the model.

Hypothesis test

Hypothesis testing is used to explain the direction of the relationship between the independent variable and the dependent variable. This test was carried out using SEM technique analysis. The SEM technique can simultaneously test complex structural models, so that the path analysis results can be seen in one regression analysis. The correlation results between constructs are measured by looking at the path coefficients and their level of significance which are then compared with the research hypothesis.

ANALYSIS AND DISCUSSION RESULTS

SEM-PLS Analysis Test Results

Evaluation Results of the Measurement Model (Outer Model)
Convergent Validity

Table 2. Construct Convergent Validity Test Results (Indicator Loading and Cross Loading)

Indicator	Loading and Cross Loading Indicators					Information	P value
	X1	X2	X3	X4	Y		
X1.1	0.893	0.097	0.238	-0.335	-0.104	Valid	<0.001
X1.2	0.901	0.058	0.034	0.002	-0.361	Valid	<0.001
X1.3	0.720	-0.254	-0.424	0.162	0.613	Valid	<0.001
X1.4	0.852	0.052	0.073	0.211	-0.028	Valid	<0.001
X2.1	-0.031	0.841	-0.027	0.123	-0.137	Valid	<0.001
X2.2	0.250	0.814	-0.295	0.054	0.134	Valid	<0.001
X2.3	-0.136	0.910	0.198	-0.027	-0.131	Valid	<0.001
X2.4	-0.060	0.889	0.092	-0.139	0.141	Valid	<0.001
X3.1_	0.001	0.040	0.912	-0.240	-0.065	Valid	<0.001
X3.2	-0.227	0.053	0.872	0.291	0.175	Valid	<0.001
X3.3	0.029	0.036	0.909	-0.015	0.027	Valid	<0.001
X3.4	0.205	-0.139	0.833	-0.025	-0.142	Valid	<0.001
X4.1	0.120	-0.003	0.012	0.851	0.019	Valid	<0.001
X4.2	0.060	-0.021	0.178	0.876	-0.067	Valid	<0.001

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Indicator	Loading and Cross Loading Indicators					Information	P value
	X1	X2	X3	X4	Y		
X4.3	0.083	-0.080	0.043	0.824	-0.085	Valid	<0.001
X4.4	-0.091	-0.058	-0.006	0.876	-0.218	Valid	<0.001
X4.5	-0.167	0.160	-0.230	0.855	0.355	Valid	<0.001
Y.1	0.515	-0.180	0.496	-0.203	0.721	Valid	<0.001
Y.2	-0.077	-0.012	-0.087	0.106	0.856	Valid	<0.001
Y.3	-0.118	-0.072	0.064	-0.165	0.816	Valid	<0.001
Y.4	-0.630	0.091	-0.203	0.125	0.692	Valid	<0.001
Y.5	0.276	0.165	-0.237	0.126	0.821	Valid	<0.001

Source: Processed Data, 2023

In accordance with the SEM-PLS testing procedure, evaluating the convergent validity of the construct using indicators in the form of loading factors in Table 2 shows that the variable learning has a loading factor of 0.720 - 0.901 which is greater than the critical limit of 0.50, the business actor commitment variable has a loading factor of 0.814 - 0.910 which is greater than the critical limit of 0.50, the Entrepreneurial Motive variable has a loading factor of 0.833 - 0.912 which is greater than the

critical limit of 0.50, the entrepreneurial spirit variable has a loading factor of 0.824 - 0.876 which is greater than the critical limit of 0.50 and the business actor performance variable has a loading factor of 0.692 - 0.856 which is greater than the critical limit of 0.50. So it can be concluded that statistically each indicator statement for all variables is valid and suitable for use as research data. Whereas for *average variance extracted* (AVE) as shown in the latent variable coefficients table which shows the following:

Table 3. Latent Variable Coefficients

Latent Variable Coefficients	Variables				
	Y	X1	X2	X3	X4
R-Square	0.665				
Adj. R-Square	0.636				
Avg. Var. Extract	0.614	0.713	0.747	0.778	0.734
Full Collin. VIF	2,984	3,413	1,628	2,650	3,769
Q-Square	0.704				

Source: Processed Data, 2023

Based on Table 3, it can be analyzed that the AVE value of the business actor performance variable (Y) is 0.614, the learning variable (X1) 0.713, the business actor commitment variable (X2) 0.747, the Entrepreneurial Motive variable (X3) 0.778, and the entrepreneurial spirit variable (X4) 0.734, so it can be concluded that the AVE value of all variables is > 0.50, thus meeting the convergent validity criteria.

Discriminant Validity

The criteria used are square roots, average variance extracted (AVE), namely diagonal columns and given bold letters, the value must be higher than the correlation between latent variables in the same column (above or below). Discriminant validity result each variable can be seen in the table below:

Table 4. Discriminant Validity Test Results

	X1	X2	X3	X4	Y
X1	0.844	0.516	0.680	0.813	0.739
X2	0.516	0.864	0.556	0.504	0.584
X3	0.680	0.556	0.882	0.736	0.711
X4	0.813	0.504	0.736	0.856	0.738

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Y	0.739	0.584	0.711	0.738	0.784
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Source: Processed Data, 2023

Based on Table 4, it can be seen that each of the constructs such as business actor performance variable (Y), learning variable (X1), business actor commitment variable (X2), Entrepreneurial Motive

variable (X3), and entrepreneurial spirit variable (X4) in the measurement of the item/indicator itself it is greater than other indicators.

Reliability Test

Table 5. Reliability Test Results

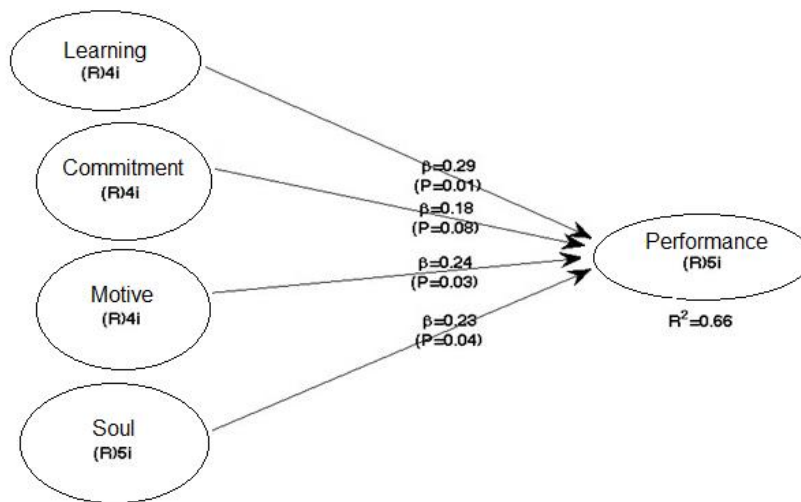
Variable	Composite Reliability	Cronbach's Alpha
Business Actor Performance (Y)	0.888	0.841
Learning (X1)	0.908	0.863
Commitment of Business Actors (X2)	0.922	0.886
Motive Entrepreneurship (X3)	0.933	0.904
Entrepreneurial Spirit (X4)	0.932	0.909

Source: Processed Data, 2023

Composite Reliability tests the reliability value of indicators on a variable. A variable is said to meet the rule of thumb composite reliability if it has a composite reliability value > 0.70 and a Cronbach's

alpha value > 0.60. The table proves that the measurements in this research meet the reliability requirements.

Structural Model Evaluation Test (Inner Model)



Model Fit and Quality Indexes

To evaluate model fit, several fit indicators can be determined, the results of which can be seen in Table 6.

Table 6. Model Fit Test Results and Quality Indexes

Fit Models	Index	p-values	Criteria	Information
Average Path Coefficient (APC)	0.237	0.017	$p < 0.05$	Accepted
Average R-squared (ARS)	0.665	0.001	$p < 0.05$	Accepted
Average Adjusted R-squared (AARS)	0.636	0.001	$p < 0.05$	Accepted

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Average Block Variance Inflation Factor (AVIF)	2.693, acceptable if ≤ 5 and ideally ≤ 3.3	AVIF < 5	Accepted
Average Full Collinearity VIF (AFVIF)	2.889, acceptable if ≤ 5 and ideally ≤ 3.3	AFVIF < 5	Accepted
Tenenhaus GoF (GoF)	0.691 Small ≥ 0.1 ; Medium ≥ 0.25 ; Large ≥ 0.36	Gof ≥ 0.36	Large

Source: Processed Data, 2023

Rule of thumb the average path coefficient (APC), average R-squared (ARS), average adjusted R-squared (AARS) value is $P < 0.05$. From Table 4.11 it is known that the average path coefficient (APC) value is 0.237 with p -value < 0.017 , average R-squared (ARS) is 0.665 with p -value < 0.001 , average adjusted R-squared (AARS) is 0.636 with p -value < 0.001 , this means that this research model has good fit.

Furthermore, the rule of thumb for the Average Variance Inflation Factor (AVIF) and Average Full Collinearity Variance Inflation Factor (AFVIF) values is ≤ 5 and ideally ≤ 3.3 . The Average Variance Inflation Factor (AVIF) value is 2.693 and the Average Full Collinearity Variance Inflation Factor (AFVIF) is $2.889 < 5$, this can be interpreted as meaning that there is no multicollinearity problem between indicators and between exogenous variables.

Tenenhaus goodness of fit values have a rule of thumb of ≥ 1.00 (small effect size), ≥ 0.25 (medium

effect size), and ≥ 0.36 (large effect size) (Ghozali, 2014: 101-102). The Tenenhaus goodness of fit value is $0.691 > 0.36$, this shows that the predictive power of the model is large or the fit is very good, which means the model used in this research matches the data obtained. (Ghozali, 2014: 101-102).

Path Coefficients and P Value Test Results

Changes in the R-square value can be used to assess the influence of certain independent latent variables on the dependent latent variable which has a substantive influence. In hypothesis testing, to test the proposed hypothesis, in the SEM PLS program WarpPLS 7.0 the results can be found by assessing the output of the Path coefficient table (mean, STDEV, P-values). Based on the output results of WarpPLS 7.0 it is found that the results of the Path Coefficients table and the P Value table as follows:

Table 7. Path Coefficients Test Results

	X1	X2	X3	X4
Y	0.295	0.184	0.238	0.231

Source: Processed Data, 2023

Table 8. P Value Test Results

	X1	X2	X3	X4
Y	0.011	0.081	0.033	0.037

Source: Processed Data, 2023

From the test results above it can be concluded that:

1. The learning variable influences the performance of business actors with a beta value of 0.295 with a significance of $P = 0.011 < \alpha = 0.05$.
2. The commitment variable of business actors has no effect on the performance of business actors with a beta value of 0.184 with a significance of $P = 0.081 < \alpha = 0.05$,
3. Variable Entrepreneurial motives influence the performance of business actors with a beta value of 0.238 with a significance of $P = 0.033 < \alpha = 0.05$,
4. The entrepreneurial spirit variable influences the performance of business actors with a beta value of 0.231 with a significance of $P = 0.037 < \alpha = 0.05$,

Results and Discussion

Learning variables on the performance of business actors.

The results of statistical tests explain that learning has an effect on the performance of business actors with a beta value of 0.295 with a significance of $P = 0.011 < \alpha = 0.05$. This is in line with research conducted by Scelin Karolin R. Sowang and Nur Hidayah (2023) who conducted research on the Effect of Learning. Organization and Entrepreneurial Orientation on the Performance of Culinary MSMEs.

In the tofu and tempeh industry, learning seen from the recapitulation of respondents' answers is still low on average. Only two business actors who responded had learned how to run this business. In order for a business to progress and develop, learning

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is an important thing that must be done. Learning in business is not just knowing how to produce (learning about processes only). Input-Process-Output are three things that must be studied seriously. Business actors must learn about the raw materials that are the main input for the products they will produce. The goal is to ensure product quality is as planned. In terms of processes, even though we can carry out them as usual, it is still possible to continue learning how to process more effectively and efficiently. Evaluate the usual production process. If errors or discrepancies are found in the calculation of how long the soybeans must be boiled, how long they must be fermented, how much yeast is used to make tempeh. Business actors need to learn for better results. Output is the result of the production process. Regarding output, business actors are still required to learn. Currently they only sell to small traders and traditional markets. They have to learn how to penetrate the modern market, how to expand market share through online business which is currently in great demand by business people. How to convince consumers that the products we offer are durable and safe to consume within a certain period of time, this all needs to be studied by business actors.

Variable commitment to the performance of business actors

The statistical test results explain that the commitment variable of business actors has no effect on the performance of business actors with a beta value of 0.184 and a significance of $P = 0.081 < \alpha = 0.05$. These results are in contrast to research conducted by Utami Tunjung Sari, Bhenu Artha, Sinta Manggal (2022) who said that this research aims to analyze internal factors in the form of entrepreneurial characteristics and entrepreneurial commitment as the key to successful MSME performance. The sample in this research was MSME business actors in Yogyakarta. The difference between the results of previous research and the results of this research shows that the commitment of business actors is still low in running their business. As a businessman, even though this is a small business, you must still maintain your commitment to running the business. Continuous production, improving the quality of production results, business development efforts, expanding market share need to always be thought about and implemented. The statistical results which explain that the commitment of business actors has no effect on the performance of business actors, can also be seen from the respondents' answers, where not all respondents responded very well to all the indicators asked. Even though more than 50% responded that they were committed to running this business, this was not demonstrated by actual committed behavior in terms of increasing expertise and skills, readiness to take risks and seriousness in managing the business.

Entrepreneurial Motive Variables on the performance of business actors

The statistical test results explain that the entrepreneurial motive variable influences the performance of business actors with a beta value of 0.238 with a significance of $P = 0.033 < \alpha = 0.05$. This is different from research conducted by the author, namely Hendriani Susi, et al (2021) which shows that Entrepreneurial Motives do not have a significant effect on Business Performance where the sig value is > 0.05 ($0.890 > 0.05$) meaning that H_0 is accepted and H_a is rejected. So it can be concluded that the hypothesis is not proven. The results of hypothesis testing 2, entrepreneurial motives influence business performance but are not significant, meaning that entrepreneurial motives are not strong enough to encourage increased business performance. It appears that there are differences in the results of the two studies that the author conducted. In 2020, research conducted on creative industries made from rattan raw materials turned out that entrepreneurial motives did not have a significant effect on business performance. In fact, rattan industry entrepreneurs still have a side business in the form of a daily stall to meet their living needs. This is different from business actors in the tofu and tempeh industry, who really depend only on the proceeds from sales of tofu and tempeh products. Thus, the higher the entrepreneurial motive, the greater the ability to improve the performance of business actors.

Entrepreneurial spirit variable on the performance of business actors

The statistical test results explain that the entrepreneurial spirit variable influences the performance of business actors with a beta value of 0.231 with a significance of $P = 0.037 < \alpha = 0.05$. This is in accordance with research conducted by Dedeng Abdul Gani Amrulloh (2012) who said that the research results show that business characteristics and entrepreneurial spirit influence simultaneously (simultaneously) on business performance. Partially, each variable also contributes to business performance. This research was only conducted on Plered Purwakarta ceramic micro and small businesses (UMK) with factors that can influence business performance only from within (internally) limited to two variables, while other variables include factors that can influence business performance from outside the business such as government policy, economic conditions, industrial environment and others. In the tofu and tempeh industry, the entrepreneurial spirit influences the performance of business actors. Based on the recapitulation of respondents' answers, it turns out that not all business people in the tofu and tempeh industry in Pekanbaru city have a high entrepreneurial spirit. The lowest response from respondents was on the innovation indicator, this indicates that as a business actor he is unable to create products that are much better and

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tastier than his competitors. Innovation can also be carried out in business management and product marketing. If innovation is not carried out due to a low entrepreneurial spirit, it is feared that the business will run in a place where ultimately the business actor will experience losses and the business may close.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

1. The results of hypothesis 1 testing prove that learning influences the performance of business actors. The assumption is that if learning has been carried out correctly it will lead to increased performance of business actors. Based on the recapitulation of respondents' answers regarding learning whose indicators consist of training, materials, methods, the quality of trainers is still low on average. Business people need to be educated about the various learning they need in this business.

2. The results of hypothesis 2 testing prove that the commitment of business actors has no effect on the performance of business actors. This means that even if the commitment of business actors is increased, it will not improve the performance of business actors. This statistical decision is contrary to theory, where commitment actually influences the performance of business actors. Of course, this difference can be assumed to mean that tofu and tempe business actors do not have a high commitment to the business they run, which is indicated by their lack of commitment to production, attention to quality, business development efforts and expansion of market share. However, as a businessman you must have a high level of commitment and be oriented towards customer satisfaction.

3. The results of hypothesis 3 testing prove that entrepreneurial motives influence the performance of business actors. The assumption is that high entrepreneurial motives will have an impact on increasing the performance of business actors. Business actors 66 with high entrepreneurial motives can be seen from their perseverance, tenacity, consistent cooperation and solutions to business management. From the respondents' answers to these 5 indicators, on average, they are still below the high criteria.

4. The results of hypothesis 4 prove that the entrepreneurial spirit influences the performance of

business actors. The assumption is that the higher the entrepreneurial spirit, the greater the impact on the performance of business actors. A person with a high entrepreneurial spirit will be more confident, disciplined, creative, innovative and responsible. Of the 5 indicators asked to respondents, the innovation indicator was the lowest. Only a small portion of respondents responded that they had innovated the products they were selling.

Suggestion

1. To improve the performance of business actors, it is necessary to carry out learning, increase commitment, entrepreneurial motives and entrepreneurial spirit in accordance with the results of identifying the needs of each tofu and tempe industry business actor in Pekanbaru City.

2. Learning is a description of the achievement of three aspects of competence, namely knowledge, skills and attitudes. These three competencies must be possessed by business actors. The learning that can be done includes: carrying out Benchmarks, taking part in training, learning on your own through books, learning through YouTube channels according to the needs of business actors regarding what is needed to be learned. And what is no less important is learning from the business actor's own experience by no longer making mistakes at work.

3. Business actors must have high commitment. With high commitment, business actors will have a good name and will continue to gain consumer trust. High commitment can be demonstrated by being disciplined in production, optimistic by always trying to improve quality and business development, creative in thinking about expanding market share. High commitment can be realized with confidence, patience and hard work in running a business.

4. Entrepreneurial motives can be improved in various ways, such as: Seeing and learning from the success of other business people, being active in similar or non-similar business communities, doing inspirational things, always trying to appreciate your own achievements, always maintaining business financial management.

5. An entrepreneurial spirit or entrepreneurial spirit can be created in several ways, such as: High ambition to succeed, Focus, Consistency, Enjoying the process, and Willing to try new things.

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