# THE INFLUENCE OF ENTREPRENEURIAL KNOWLEDGE, EDUCATION, AND SKILL ON SMALL MEDIUM ENTERPRISES PERFORMANCE IN MANADO

## *PENGARUH PENGETAHUAN KEWIRAUSAHAAN, PENDIDIKAN, DAN KETERAMPILAN DALAM KINERJA USAHA MIKRO KECIL MENENGAH (UMKM) DI MANADO*

By:
**Cicilia Trifena Manampiring[1]**
**James D.D. Massie[2]**
**Frederik G. Worang[3]**

[123]International Business Administration, Management Program
Faculty of Economics and Business
Sam Ratulangi University Manado

E-mail:
[1]ciciliatrifena.m@gmail.com
[2]jamesmassie@unsrat.ac.id
[3]frederikworang@gmail.com

**Abstract:** In line with the Indonesian government's economic development program, where the starting point is directed towards improving prosperity and poverty alleviation through economic empowerment of the people, it is estimated that Indonesia will need an additional 20 million new business units outside the agricultural sector in the next 15 years to increase the carrying capacity of economic growth and job creation for the Indonesian population. The development of new entrepreneurs related to efforts to grow a conducive business environment, fostering community willingness to entrepreneurship, improving the ability of the community to entrepreneurship. This research aims to find out the significant influence of entrepreneurial knowledge, education, and skill on small-medium enterprises in Manado simultaneously. The type of this research is a quantitative method. The results show that entrepreneurial knowledge, education, skills as the independent variable simultaneously affect business performance as the dependent variable. Based on the analysis, since entrepreneurial education is strong predictors of business performance, the factor was recommended to be a push to make the growth of the business performance of SMEs real, and companies should maintain a sustainable system both internally and externally so that in the future they can always maintain their performance.

**Keywords:** *entrepreneurial knowledge, entrepreneurial education, entrepreneurial skill, small-medium enterprises performance.*

**Abstrak:** *Sejalan dengan program pembangunan ekonomi pemerintah Indonesia, di mana titik awalnya diarahkan pada peningkatan kesejahteraan dan pengentasan kemiskinan melalui pemberdayaan ekonomi rakyat, diperkirakan Indonesia akan membutuhkan tambahan 20 juta unit bisnis baru di luar sektor pertanian di masa mendatang. 15 tahun untuk meningkatkan daya dukung pertumbuhan ekonomi dan penciptaan lapangan kerja bagi penduduk Indonesia. Pengembangan wirausaha baru terkait dengan upaya menumbuhkan lingkungan bisnis yang kondusif, menumbuhkan keinginan masyarakat untuk berwirausaha dan meningkatkan kemampuan masyarakat untuk berwirausaha. Penelitian ini bertujuan untuk mengetahui pengaruh signifikan pengetahuan kewirausahaan, pendidikan kewirausahaan dan keterampilan kewirausahaan dalam usaha mikro kecil dan menengah di Manado secara simultan. Jenis penelitian ini adalah metode kuantitatif. Hasil penelitian menunjukkan bahwa pengetahuan wirausaha, pendidikan wirausaha, keterampilan wirausaha sebagai variabel independen secara simultan mempengaruhi kinerja bisnis sebagai variabel dependen. Berdasarkan analisis dari keseluruhan hasil dalam penelitian ini, dikarenakan pendidikan kewirausahaan merupakan prediktor yang kuat untuk kinerja bisnis direkomendasikan bahwa faktor tersebut harus didorong untuk membuat pertumbuhan kinerja bisnis UKM menjadi nyata dan perusahaan harus mempertahankan sistem berkelanjutan baik secara internal maupun eksternal. sehingga di masa depan mereka selalu dapat mempertahankan kinerjanya.*

**Kata kunci:** *pengetahuan kewirausahaan, pendidikan kewirausahaan, keterampilan kewirausahaan, usaha mikro kecil menengah.*

## INTRODUCTION

### Research Background

Many economies, developed and developing have come to realize the value of a small business. The contributions of small scale businesses to the development of the Indonesian economy are immense and have been acknowledged by many. The percentage of SMEs in North Sulawesi reached 98.95 percent of the total number of businesses in North Sulawesi. The number of SMEs spread at All Non-Agriculture categories. Wholesale and retail trade dominates the number of SMEs by the number around 45 percent. Processing industry business and accommodation provision business and Food and Beverage also have a big contribution, each around 18 percent and almost 13 percent. SMEs in North Sulawesi are primarily concentrated in Manado City, Minahasa, and South Minahasa. The number of SMEs in these three regions reaches almost 46 percent.

Add to that, based on data at Union Office for SMEs Manado (DISKOP UKM) for 2017 the total number of SMEs recorded in Manado city is 16.689, consisting of 11.501 micro-businesses, 3.816 small businesses, and 1372 medium enterprises. All of them consist of various industries. Government union office for SMEs Manado is responsible for the sustainability and development of SMEs in the city of Manado, currently has provided assistance for SMEs by accompanying business, job training as an educational program and facilitated to finding a market for SMEs products in Manado to get all the entrepreneurs to go to major retailers in the city of Manado.

### Research Objective

The Objective of this research conducted as follows:
1. To analyze the significant influence of Entrepreneurial Knowledge, Entrepreneurial Education, and Entrepreneurial Skill of Small-Medium Enterprises (SMEs) in Manado simultaneously.
2. To analyze the significant influence of Entrepreneurial Knowledge on Small-Medium Enterprises (SMEs) performance in Manado partially.
3. To analyze the significant influence of Entrepreneurial Education on Small-Medium Enterprises (SMEs) performance in Manado partially.
4. To analyze the significant influence of Entrepreneurial Skill on Small-Medium Enterprises (SMEs) performance in Manado partially.

## THEORETICAL REVIEW

### Theories
### Entrepreneurship

Entrepreneurship is a distinctive character that defines the entrepreneurs different from managers or employees (Carland et al., 1984). Entrepreneurs are known to search for and take innovative, proactive, and risk-taking actions.

### Entrepreneurial Knowledge

Entrepreneurial knowledge describes the concepts, skills, and mentality required by the enterprise owner (Anderson and Jack, 2008).

### Entrepreneurial Education

Fayolle and Gailly (2015) found the impact of entrepreneurship education on entrepreneurial intention is negatively influenced by the student's prior experience on entrepreneurship. Because the average experience level of nascent or total early-stage entrepreneurs is high, educational effectiveness may not be as strong.

### Entrepreneurial Skill

Entrepreneurial skills refer to the activities or know-how that can establish and operate an enterprise successfully (Liñán and Chen, 2009). Entrepreneurs require various skills to develop specific competencies to manage an enterprise Phelan and Sharpley (2012).

### Business Performance

In addition to the technical superiority over rival companies, the ability to identify and satisfy the needs of the customers is one of the most important elements for business success. Generally, business performance can be classified into two categories, financial business performance, and nonfinancial business performance.

**Small Medium Enterprises (SMEs)**

SMEs statistical definition usually varies per country. However, most of the time the consideration of SME criteria is based on the number of employees, the value of assets, or the value of sales (Hallberg, 2000). The characteristic of SMEs in Indonesia has been set by law, through Act No. 20 of 2008 about Micro, Small and Medium Enterprises.
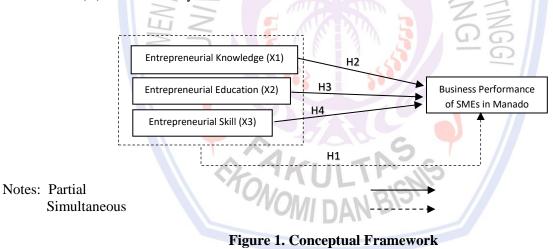
**Previous Researches**

This previous research discusses the topics that can support this research title. The Impact Of Knowledge Management And Entrepreneur's Knowledge On Innovation And Firm Performance (Hartono and Halim, 2014). Based on this paper, further research is needed on the potential role of EK and KM in innovation, and how the value of EK and KM can be maximized to have a more valuable innovation that would be an impact on firm performance.

Research about Entrepreneurial Orientation, Entrepreneurial Education, and Performance found that risk-taking propensity did not influence both financial business performance and non-financial business performance. Entrepreneurship education had no connection with entrepreneurial orientation or business performance (Cho and Lee, 2018)

In Entrepreneurial Skills as Catalyst for Sustainable SME Performance research (Obaji, Olaolu, and Jumbo, 2019), the results showed that the two independent variables under study were significant indicating a positive contribution of 57.9 percent of the independent variables on the dependent variable. Also, individual contribution, showed that Creativity contributed 43.5 percent to the model, while communication contributed 27.1 percent to the model.

**Conceptual Framework**

The framework of this research is summarized as in the figure below that it can be explained entrepreneurial Knowledge (X1) Entrepreneurial Education (X2) and Entrepreneurial Skill (X3) affects Business Performance (Y) simultaneously.



**Figure 1. Conceptual Framework**
*Source: Data Processed, 2019*

**Hypothesis**

Based on the conceptual framework, the research hypothesis are:

H0: There is no significant Influence of Entrepreneurial Knowledge, Entrepreneurial Education, and Entrepreneurial Skill on Business Performance of Small-Medium Enterprises (SMEs) in Manado simultaneously.

H1: There is a significant Influence of Entrepreneurial Knowledge, Entrepreneurial Education, and Entrepreneurial Skill on Business Performance of Small-Medium Enterprises (SMEs) in Manado simultaneously.

H2: There is a significant Influence of Entrepreneurial Knowledge on Business Performance of Small-Medium Enterprises (SMEs) in Manado partially.

H3: There is a significant Influence of Entrepreneurial Education on Business Performance of Small-Medium Enterprises (SMEs) in Manado partially.

H4: There is a significant Influence of Entrepreneurial Skill on Business Performance of Small-Medium Enterprises (SMEs) in Manado partially.

# RESEARCH METHOD

## Type of Research

This research is a causal study within the quantitative research method to find the influence of Entrepreneurial Knowledge, Entrepreneurial Education, and Entrepreneurial Skill on Small Medium Enterprises (SMEs) Performance. Quantitative is a survey research study about large and small populations (or universe) by selecting and studying samples chosen from the population to discover the relative incident, distribution, and interrelations of sociological (Kerlinger in Sugiyono, 2013).

## Population and Sample

The population in this research is all of the people who run SMEs in Manado and the sample being used in this research is 100 people who run their own SMEs for more than one year.

## Sampling Technique

A sampling method is used with consideration to save time, effort, and cost, then in this study used convenience sampling. Convenience sampling (also known as Haphazard Sampling or Accidental Sampling) is a type of nonprobability or nonrandom sampling.

## Source of Data

The data collection in this research is the use of primary data and secondary data. Primary Data is collected by interview. Secondary data is a data source that does not directly provide the data to the researcher for example from the others or documents (Sugiyono, 2013).

## Operational Definition
**Table 1. Operational Definition and Indicators**

| No | Variables | Definition | Indicators |
|----|-----------|-----------|-----------|
| 1 | Entrepreneurial Knowledge | Entrepreneurial knowledge describes as the concepts, skills, and mentality required by the enterprise owner | - Perceived desirability<br>- Perceived Self-Efficacy |
| 2 | Entrepreneurial Education | Entrepreneurship education should teach these skills such as the ability to create high performing culture, the ability to connect and network, and the ability to lead and work in teams. | - Training Program<br>- Bibliophile<br>- Share knowledge between people inside the industry. |
| 3 | Entrepreneurial Skills | Entrepreneurial skills are the function of a developed right hemisphere of the brain | - Communication<br>- Creativity |
| 4 | SMEs Performance | SMEs performance can be defined as how much an organization achieves these goals | - Corporate Strategy<br>- Resource Planning |

*Source: Journal Review, 2019*

## Measurement of Research Variable

In this research, variables were measured using five points of Likert Scales.

## Data Analysis Method
## Reliability and Validity Testing

The reliability of a measure using Cronbach's Alpha reliable coefficients. To analyze the validity of the questionnaire is using Pearson Product Moment. Pearson Product Moment is measured by the degree of relationship between two variables.

## Test of Classical Assumption
## Normality

The normality test aims to test the regression model whether the dependent variable with several independent variables has a normal distribution or not (Sekaran, 2005).

## Multicollinearity

Multicollinearity is often described as the statistical phenomenon wherein there exists a perfect or exact relationship between predictor variables. To determine either presence or absence of multicollinearity, Variance

Inflation Factor (VIF) and Tolerance (T) are used. If the VIP values less than ten, and the value of T is more than 0.1 and less or equal to 1, it means there is no multicollinearity.

**Heteroscedasticity**

The heteroscedasticity test is used to find out the regression model of the residual variance occurred equally one to other observations.

**Multiple Regression Model**

Multiple Regression is a correlation coefficient that indicates the strength of the relationship between two variables. In this research shall be using the multiple regressions formula.

**Testing the Goodness of Fit: Coefficient of Correlation (R) and Coefficient of Determination ($R^2$)**

The coefficient of determination is used to show the percentage of variability in Y that can be explained by the regression equation" (Newbold, Carlson, and Thorne, 2003; p.387). Coefficient of Multiple Correlation is used to measure the strength of the relationship between Y (dependent variables) and X (independent variables)" (N Newbold, Carlson, and Thorne, 2003; p.432)

**Hypothesis Testing**
**F-test (Simultaneously) and T-test (Test Partially)**

F-test is intended to determine whether the independent variables simultaneously influence the dependent variable. The T-test is done by comparing t $_{count}$ with t $_{table}$ while the level of significance is 5% (α=0.05). If the t $_{count}$ is higher than t $_{table}$ then H1 is accepted.

**RESULTS AND DISCUSSION**

**Results**
**Characteristics of Respondents**

**Table 2. Statistic**

|   |   | Gender | Age | Income per Month |
|---|---|---|---|---|
| N | Valid | 100 | 100 | 100 |
|   | Missing | 0 | 0 | 0 |
| Mean |   | 1.4533 | 1.4000 | 1.8267 |
| Median |   | 1.0000 | 1.0000 | 2.0000 |
| Mode |   | 1.00 | 1.00 | 2.00 |
| Std. Deviation |   | .50117 | .49320 | .66522 |

*Source: Data Processed, 2020*

**Gender**
Table 3 shows that 54.7% of respondents are male (41 people) and the rest 45.3% is female (34 people).

**Table 3. Gender**

|   |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
|   | Male | 55 | 54.7 | 54.7 | 54.7 |
| Valid | Female | 45 | 45.3 | 45.3 | 100.0 |
|   | Total | 100 | 100.0 | 100.0 |   |

*Source: Data Processed, 2020*

**Age**
    Table 4 displays the percentage of respondents age. Most of the respondents in this research are 26-40 years old (60%), followed by 40% with >40 years old.

**Table 4. Age**

|         |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------|-----------|---------|---------------|--------------------|
|         | 26-40 | 60        | 60.0    | 60.0          | 60.0               |
| Valid   | >40   | 40        | 40.0    | 40.0          | 100.0              |
|         | Total | 100       | 100.0   | 100.0         |                    |

*Source: Data Processed, 2020*

**Revenue per Month**
According to the output that comes from SPSS, it is shown that the highest percentage of the research are owned by people with higher than 6.000et.000 for income.

**Table 5. Income Per Month**

|       |                       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------------|-----------|---------|---------------|--------------------|
|       | 3.000.000-5.000.000   | 32        | 32.0    | 32.0          | 32.0               |
| Valid | 6.000.000-10.000.000  | 53        | 53.3    | 53.3          | 85.3               |
|       | >10.000.000           | 15        | 14.7    | 14.7          | 100.0              |
|       | Total                 | 100       | 100.0   | 100.0         |                    |

*Source: Data Processed, 2020*

**Reliability Test**
    The reliability test in this research uses Alpha Cronbach. If the Alpha is less than 0.6, then it unreliable.

**Table 6. Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .738             | 4          |

*Source: SPSS Output, 2020*

**Validity Test**
    From the result in table 7, it can be seen that the value of correlation index for the relationship among independents variables, with dependent variable are higher than 0.3 and below the significant level of 5%.

**Table 7. Validity Test**

|                 |                     | Entrepreneurial Knowledge | Entrepreneurial Education | Entrepreneurial Skills | Business Performance |
|-----------------|---------------------|---------------------------|---------------------------|------------------------|----------------------|
| Entrepreneurial | Pearson Correlation | 1                         | -.110                     | 1                      | .580[**]             |
| Knowledge       | Sig. (2-tailed)     |                           | .277                      |                        | .000                 |
|                 | N                   | 100                       | 100                       | 100                    | 100                  |
| Entrepreneurial | Pearson Correlation | -.110                     | 1                         | -.110                  | .097                 |
| Education       | Sig. (2-tailed)     | .277                      |                           | .277                   | .337                 |
|                 | N                   | 100                       | 100                       | 100                    | 100                  |
| Entrepreneurial | Pearson Correlation | .580[**]                  | .097                      | .580[**]               | 1                    |
| Skills          | Sig. (2-tailed)     | .000                      | .337                      | .000                   |                      |
|                 | N                   | 100                       | 100                       | 100                    | 100                  |
| Business        | Pearson Correlation | 1                         | -.110                     | 1                      | .580[**]             |
| Performance     | Sig. (2-tailed)     |                           | .277                      |                        | .000                 |
|                 | N                   | 100                       | 100                       | 100                    | 100                  |

*Source: Data Processed, 2020*

    Multiple linear regression analysis is conducted by using SPSS software. The result of multiple linear regression analysis is shown in table 8.

**Table 8. Multiple Regression Analysis**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 3.580 | 1.304 | | 2.746 | .008 | | |
| | Entrepreneurial Knowledge | .086 | .150 | .082 | .578 | .566 | .665 | 1.505 |
| | Entrepreneurial Education | .436 | .148 | .406 | 2.955 | .005 | .716 | 1.397 |
| | Entrepreneurial Skills | .086 | .150 | .082 | .578 | .566 | .665 | 1.505 |

*Source: SPSS Output, 2020*

**Multiple Regression Coefficient of Correlation (R) and Multiple Regression Coefficient of Determination (R²)**

Table 9 shows the coefficient correlation (R) is 0.437; it means there is enough relationship between independent variables with the dependent variable.

**Table 9. Table of R and R Square**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .437[a] | .191 | .168 | 1.07679 |

*Source: SPSS Output, 2020*

**Multicollinearity Test**

Table 10 showed all the tolerance values are greater than 0.1 and VIF value of each independent variable is less than 10, this research is free from multicollinearity.

**Table 10. Multicollinearity Test Result**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 3.580 | 1.304 | | 2.746 | .008 | | |
| | Entrepreneurial Knowledge | .086 | .150 | .082 | .578 | .566 | .665 | 1.505 |
| | Entrepreneurial Education | .436 | .148 | .406 | 2.955 | .005 | .716 | 1.397 |
| | Entrepreneurial Skills | .086 | .150 | .082 | .578 | .566 | .665 | 1.505 |

*Source: SPSS Output, 2020*

**Autocorrelation Test**

Table 11 and 12 showed the probability value of Durbin Watson is above 0.05 which is 1.632 and the value du is below the value of d and 4-du (1.843 < 2.264 and 1.736 < 2.387), so there is no autocorrelation in this regression.

**Table 11**. **Model Summary[b]**

| Model | Durbin-Watson |
|---|---|
| 1 | 1.632 |

a. Predictors: (constant), entrepreneurial knowledge, entrepreneurial education, entrepreneurial skills
b. Dependent variable: business performance
*Source: SPSS Output, 2020*

**Table 12. Auto Correlation Test Results**

| d | Dl | Du | 4-dl | 4-du |
|---|---|---|---|---|
| 1.843 | 1.613 | 1.736 | 2.387 | 2.264 |

*Source: SPSS Output, 2020*

F-Test is a statistical test intended to determine whether the independent variables simultaneously influence the dependent variable.

**Table 13. F-Test Result**

**ANOVAᵃ**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| | Regression | 19.664 | 2 | 9.832 | 8.480 | .000ᵇ |
| 1 | Residual | 83.483 | 72 | 1.159 | | |
| | Total | 103.147 | 74 | | | |

a. Dependent Variable: Business Performance
b. Predictors: (Constant), Entrepreneurial Knowledge, Entrepreneurial Education, Entrepreneurial Skills
*Source: SPSS Output, 2020*

**Table 14. T-Test Result**

The T-test is applied to see the partial influence of each independent variable on the dependent variable.

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| (Constant) | 3.580 | 1.304 | | 2.746 | .008 | | |
| Entrepreneurial Knowledge | .086 | .150 | .082 | .578 | .566 | .665 | 1.505 |
| 1 Entrepreneurial Education | .436 | .148 | .406 | 2.955 | .005 | .716 | 1.397 |
| Entrepreneurial Skills | .086 | .150 | .082 | .578 | .566 | .665 | 1.505 |

*Source: SPSS Output, 2020*

**Discussion**

In this research, the data was collected from 100 respondents who were categorized by gender, age, and revenue per month. The respondents of this research are the owners of SMEs in Manado. This research aims to find out whether there is a significant difference or there is no significant difference in terms of entrepreneurial knowledge, entrepreneurial education, and entrepreneurial skills. The research outcome is Entrepreneurial Education as one of the independent variables does partially affect Business Performance significantly but the rest of the variables Entrepreneurial Knowledge and Entrepreneurial Skills has a significant difference in affecting Business Performance. That value is from the test result by using SPSS 24. The result of the research is in the same line with previous research that been conducted by Hartono (2014) and Nimeshi (2017). It said that further research is needed on the potential role of Entrepreneurial Knowledge (EK), and how the value of EK and knowledge management can be maximized to have a more valuable innovation that would be an impact on firm performance also, it is confirmed entrepreneurship education has a positive effect on the performance of a business.

**Entrepreneurial Knowledge and Small Medium Enterprises (SMEs) Performance**

Variable Entrepreneurial Knowledge (X1) has no significant influence on Business Performance partially, the result can be seen in table 14. The research result shows that basic knowledge of business would not be too necessary for the business owner since business is not constant and people must be quite adaptive for the change that usually always comes.

**Entrepreneurial Education and Small Medium Enterprises (SMEs) Performance**

Entrepreneurial Education and (X2) has a significant influence on Business Performance, which can be seen in Table 14, which shows that variable Entrepreneurial Education (X2) does influence Business Performance. Based on the result of the data obtained from the questionnaire, most SMEs owners give the point "5" (strongly agree) about the influence of Business Performance.

**Entrepreneurial Skills and Small Medium Enterprises (SMEs) Performance**

Variable Entrepreneurial Skills ($X_3$) has no significant influence on Business Performance partially, the result can be seen in table 14. In terms of practical implications, the findings provided insights into the improvement of SMEs business performance.

**Entrepreneurial Knowledge, Entrepreneurial Education, Entrepreneurial Skill and Small Medium Enterprises (SMEs) Performance**

There is a significant Influence of Entrepreneurial Knowledge, Entrepreneurial Education, and Entrepreneurial Skill on Business Performance of Small-Medium Enterprises (SMEs) Performance in Manado simultaneously.

## CONCLUSION AND RECOMMENDATIONS

**Conclusions**

After examining the findings and discussing the result, the conclusions based on this research can be formulated as follows:
1. Entrepreneurial Knowledge, Entrepreneurial Education, Entrepreneurial Skills as the independent variable simultaneously affect Business Performance as the dependent variable.
2. Entrepreneurial Knowledge as one of the independent variables does not partially affect Business Performance significantly.
3. Entrepreneurial Education as one of the independent variables does partially affects Business Performance significantly.
4. Entrepreneurial Skills as one of the independent variables does not partially affect Business Performance significantly.

**Recommendations**

Based on the analysis and conclusions from the overall result in this research regarding the effect of Entrepreneurial Knowledge, Entrepreneurial Education, Entrepreneurial Skills on Business Performance. The researcher makes the following recommendations for it:
1. Because Entrepreneurial Education is strong predictors of Business Performance, the factor should be a push to make the growth of the Business Performance of SMEs real
2. The rest of the factors were found to be weak predictors of business performance. These factors should be excluded from the factors that predict business performance.
3. Companies should maintain a sustainable system both internally and externally so that in the future they can always maintain their performance.

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