

Title of Manuscript: **The Role of Ethnic Entrepreneurship and Personality on Business Sustainability in Barefoot Entrepreneurs in Wetlands: A Study on MSMEs Ethnic Madura**

1. Proofread document received (August 20<sup>th</sup>, 2021)  
- Document from proofreading service
2. Submitted to the journal "Open Access Indonesia Journal of Social Sciences (August 26<sup>th</sup>, 2021)
3. Peer Reviewer results: Revision Required (September 10<sup>th</sup>, 2021)
4. Revised version received by journal (September 16<sup>th</sup>, 2021)
5. Paper Accepted for publication (September 18<sup>th</sup>, 2021)
6. Galley proof (September 20<sup>th</sup>, 2021)
7. Paper published (September 21<sup>th</sup>, 2021)

August 20<sup>th</sup>, 2021

**HM Publisher**

Jl Sirnaraga No 99, 8 Ilir, Ilir Timur 3, Palembang, South Sumatra, Indonesia

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Regards,



Khrishna Murti, PhD

Head of Language Institute-HM Publisher

Email: [khrishnamurti@gmail.com](mailto:khrishnamurti@gmail.com)

**The Role of Ethnic Entrepreneurship and Personality on Business Sustainability in  
Barefoot Entrepreneurs in Wetlands: A Study on Madurese Ethnic MSMEs**

Hastin Umi Anisah<sup>1\*</sup>, Ikhwan Faisal<sup>1</sup>, Akhmad Saupi Baihaki<sup>1</sup>

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**Abstract**

Ethnic entrepreneurship is a set of connections and regular interaction patterns between people from the same background who migrate to carry out entrepreneurial activities in a particular region or country. This research aims to explore ethnic entrepreneurship in Banjarmasin. The results of this study explain that ethnic entrepreneurship and personality do not contribute significantly in improving the business sustainability of wetland MSMEs (ethnic Madurean traders). Entrepreneurship and personality do not contribute significantly in realizing business sustainability because ethnic entrepreneurship as an entrepreneurial mindset is inherent in individual life.

**Keyword.** Ethnic Entrepreneurial, Personality, Business Sustainability, Wetland.

**Introduction**

Ethnic entrepreneurship is a set of connections and regular interaction patterns between people from the same background who migrate to carry out entrepreneurial activities in a particular region or country. This indicates that ethnic entrepreneurship is an entrepreneurial activity carried out by immigrants from the same background in an ethnic group in a particular region or country. Ethnic entrepreneurship itself is divided into two, namely opportunity structure and group characteristic.

The opportunity structure that is part of the ethnic entrepreneurship variable is based on market conditions and access to ownership. Market conditions themselves are seen based on the range of product needs, product adjustments, consumer market services, product prices

, and market uncertainty. Meanwhile, access to ownership is seen from business start-ups, ethnic business vacancies, government policies in licensing, and other government policies.

Product adjustments are also needed by ethnic Madurean MSMEs, so that the products sold can be accepted by all ethnic groups. These two things are also closely related to the market, where ethnic Madurese business actors must ensure that all markets, both ethnic Madurese and non-ethnic Madurese can be served well. Product prices also more or less affect competitive advantage, the price of products offered must adjust the low scale of all ethnic groups in order to achieve competitive advantage of these.

Mobilizing resources with their personality peculiarities associated with ethnic networks can help to maintain business sustainability. For the existence of a network, it is to help fellow ethnic Madurese to jointly realize competitive advantages with professional, civilized and cultured. The network will help in the formation of the business that will be run, and help maintain the business that is now running. Therefore, this study is to explore the role of ethnic entrepreneurship and personality on business sustainability in MSMEs owned by ethnic Madurese in the city of Banjarmasin.

## **LITERATURE REVIEW**

### **Ethnic entrepreneurship**

Light and Bonacich (1988); Waldinger (1986); Waldinger et al. (1990) in Valdez (2002) stated that: ethnic entrepreneurship is loosely defined as business-ownership by immigrant and ethnic-group members. However, basically, the literature on ethnic entrepreneurship argues that ethnic group affiliation, or ethnic group affiliation and ethnic group relationship to economic opportunity structure, combine to be able to deliver results from entrepreneurial activity.

Efforts to understand ethnic entrepreneurship have been carried out since the 90s by establishing 3 interactive components as follows: (1) opportunity structures; The structure consists of: market conditions that favor co-ethnic-oriented goods or services, and broader situations that serve non-ethnic markets; ease of obtaining access to business opportunities, and access has a high dependence on competition between ethnic groups and national policies; (2) group characteristics; The characteristics of group groups consist of several influencing factors such as: migration selection, culture, and level of aspiration, including the possibility of resource mobilization, and social networks ethnicity, general organizing capacity, and restrictive government policies for resources; (3) ethnics strategies; Ethnic strategies arise from the interaction of opportunities and group characteristics as an ethnic group adapts to its environment.

**Table 1. The concept of ethnic entrepreneurship**

<b>Variable</b>	<b>Sub-variables</b>	<b>Indicators</b>	<b>Source</b>
<i>Opportunity structures</i>	Market condition	Ethnic Consumer Products	Aldrich and Waldinger (1990)
		Non-ethnic Markets	
	Access to ownership	The level of inter-ethnics competition for job and business	
		State policies	
<i>Group Characteristics</i>	Predisposing factors	Selective migration	
		Settlement characteristics	
		Culture and aspiration level	
	Resource mobilization	Class vs ethnic resources	
		Ethnic social structures	
<i>Ethnics Strategies is technical term meaning positioning of oneself to others in order to accomplish one's goal</i>		Self exploitation	Werbner (1984) in Aldrich and Waldinger (1990)
		Expanding the business by moving forward or backward in the chain of production or by opening other shops	

### **Advantages of bersaing**

Kotler et al., (2008) stated competitive advantage is an advantage obtained by offering greater value to consumers than competitors' offers. While Hunger et al., (2003) stated that

competitive advantage is a collection of strategies to determine the superiority of a company from competition among other firms. Competitive strategies include low-cost and differentiation. Next combined the two strategies are called focus.

While Hitt et al., (1997) assume that each organization is a unique collection of resources and capabilities that are the basis for its strategy and the main source of profitability. It is also assumed that the company acquires different resources as well as develops its unique capabilities. Therefore, all companies competing in a particular industry may not have the same strategic resources or capabilities. Differences in resources, which are impossible for other companies to obtain or imitate, and how they are used are the basis of competitive advantage.

According to Porter (1994), competitive advantage is at the heart of a firm's performance within a competing market. Competitive advantage essentially develops from the value a firm is able to create for its buyers that exceeds the cost of the firm in creating it. Excellence can be from the advantage of creating cost-leadership or from the ability of the organization to be different from its competitors. The two basic types of competitive advantage combined with the scope of activity that a firm seeks to achieve result in three generic strategies, namely cost advantage, differentiation, and focus.

## **METHODS**

This study uses a quantitative and causal approach that seeks to determine and analyze the influence of ethnic entrepreneurship and personality on the sustainability of Madurese ethnic MSME businesses in Banjarmasin, Indonesia. PLS techniques are used in predicting such influences. The population in this study is Madurese Ethnic MSMEs in Banjarmasin City. While the sampling technique used is purposive. Data quality is carried out on the initial raw data to output outlier data for variables so that the data tested for validity and reliability meet the z-score qualification used. Data analysis is continued with testing research

instruments to produce valid and reliable data before multiple linear regression analysis is carried out. Classical assumption tests are carried out to meet the requirements for hypothesis tests whether hypothesis tests are carried out parametrically or non-parametrically.

## RESULTS AND DISCUSSION

### Characteristics of respondents

Based on table 2, a total of 32 research respondents were obtained. Participants consisted of almost equal numbers of men and women – this shows that at the study site, there were almost equal numbers of female and male traders. Then, the education level of most respondents is elementary school. Thus, primary education seems to have been the level of education accessible to merchants in the past – regardless of their situation and living conditions, although there was also a small percentage of traders who did not have formal education at all.

**Table 2. Gender and Education of Respondents**

	Education					Total
	0	SD	SMA	SMK	JUNIOR	
Male	1	6	2	1	2	12
Female	7	5	5	0	3	10
Total	8	11	7	1	5	32

**Table 3. Gender and Length of Trade at the Research Site**

	Trade Time														Total
	<1	1	2	3	4	5	6	7	8	9	10	15	20	>20	
Male	0	0	1	0	0	0	1	0	1	1	1	4	1	2	12
Female	0	1	0	1	1	1	0	1	0	0	2	0	5	8	20
Total	0	1	1	1	1	1	1	1	1	1	3	4	6	10	32

Based on the table above, it shows that the majority of traders have been trading in Banjarmasin City for more than 20 years (ie ranging from 35 years and some even 50 years) as many as 10 traders, while those under 10 years old are 8 traders and those over 10 years old there are 13 traders. If based on the existence of Banjarmasin City which is almost 5 centuries old, it can be concluded that traders whose trading activities are over 20 years, this means that traders carry out their trading activities only in the city of Banjarmasin, and this also shows that trading activities are the main activities for ethnic Madurese traders in supporting their families. Tabel 4 indicates that all traders came from Madurese. This in accordance with the trading character of the Madurese is to trade.

**Table 4. Gender and Ethnic Origin**

		TRIBE			Total
		MADUR A	JAVANE SE	SUNDA NESE	
Gender	Male	12			12
	Female	20			20
Total		32			32

### Multiple linear regression analysis

The output results of *SPSS 25* against the score data that have been made based on respondents' answers from the questionnaire and the results are summarized in table 5 below.

**Table 5. Multiple linear regression analysis test results**

Factor	Regression Coefficient	t <sub>count</sub>	Sig.	Information
Constant	30,181			
Ethnic Entrepreneurship (X <sub>1</sub> )	-0,061	-0,353	0,726	Insignificant
Personality (X <sub>2</sub> )	-0,160	-1,015	0,319	Insignificant
t <sub>table</sub>	= 1,699	F <sub>count</sub>	= 2.022	
R	= 0.350	Sig. F	= 0.151	
R Square	= 0.122	F <sub>table</sub>	= 3.33	



Adjusted R Square = 0.062	
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Based on table 5, it can be seen that a positive constant of 30.181 indicates a one-way result, meaning that if the ethnic variables entrepreneurship (X1) and personality (X2) increase, the business sustainability variable (Y) also increases, and vice versa.

The negative coefficient value of the Ethnic Entrepreneurship factor (X<sub>1</sub>), shows that there is a counter-directional influence, where an increase in the ethnic entrepreneurship factor (X<sub>1</sub>) will have an impact on decreasing Business Sustainability (Y) by 6.1%. That is, if ethnic entrepreneurship (X<sub>1</sub>) increases, then business sustainability (Y) will decrease, and vice versa.

The value of the negative coefficient on the Personality factor (X<sub>2</sub>), indicates that there is an influence in the opposite direction, where an increase in the Personality factor (X<sub>2</sub>) will have an impact on decreasing Business Sustainability (Y) by 16%. That is, if Personality (X<sub>2</sub>) increases, then Business Sustainability (Y) will decrease, and vice versa.

## **CONCLUSION**

Ethnic entrepreneurship does not have a significant effect on Business Sustainability. The results of the analysis test mean that ethnic entrepreneurship has no real effect in creating business sustainability barefoot entrepreneurs (ethnic Madurese traders) in Banjarmasin City. In other words, the lower the ethnic entrepreneurship, the higher the business sustainability. Personality does not have a significant effect on business sustainability. Hasil uji analisis means that Personality has no real effect in creating business sustainability barefoot entrepreneurs (ethnic Madurese traders) in Banjarmasin City. In other words, the lower the Personality, the higher the sustainability of the effort.

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Submitted to the journal "Open Access Indonesia Journal of Social Sciences  
(August 26<sup>th</sup>, 2021)

**Open Access Indonesia Journal of Social Sciences**

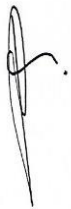


**Submission acknowledgement**

Dear author(s),

Hastin Umi Anisah\*, Ikhwan Faisal, Akhmad Saupi Baihaki has submitted the manuscript "The Role of Ethnic Entrepreneurship and Personality on Business Sustainability in Barefoot Entrepreneurs in Wetlands: A Study on MSMEs Ethnic Madura" to Open Access Indonesia Journal of Social Sciences. The paper will be screened by editor and reviewed by peer review.

Cordially,

A handwritten signature in black ink, appearing to be "P. Magnano", is positioned to the left of the publisher's logo.

Prof. Paula Magnano, PhD

Editor



**HM Publisher**

***(\*) Corresponding author***

**Peer Review Results**

Dear author(s),

Hastin Umi Anisah\*, Ikhwan Faisal, Akhmad Saupi Baihaki has submitted the manuscript "The Role of Ethnic Entrepreneurship and Personality on Business Sustainability in Barefoot Entrepreneurs in Wetlands: A Study on MSMEs Ethnic Madura" to Open Access Indonesia Journal of Social Sciences. The decision : Revision Required.

Cordially,



Prof. Paula Magnano, PhD

Editor



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Ethnic entrepreneurship is a set of connections and regular interaction patterns between people from the same background who migrate to carry out entrepreneurial activities in a particular region or country. This research aims to explore ethnic entrepreneurship in Banjarmasin. The results of this study explain that ethnic entrepreneurship and personality do not contribute significantly in improving the business sustainability of wetland MSMEs (ethnic Madurean traders). Entrepreneurship and personality do not contribute significantly in realizing business sustainability because ethnic entrepreneurship as an entrepreneurial mindset is inherent in individual life.

**Keyword.** Ethnic Entrepreneurial, Personality, Business Sustainability, Wetland. →2

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Ethnic entrepreneurship is a set of connections and regular interaction patterns between people from the same background who migrate to carry out entrepreneurial activities in a particular region or country. This indicates that ethnic entrepreneurship is an entrepreneurial activity carried out by immigrants from the same background in an ethnic group in a particular region or country. Ethnic entrepreneurship itself is divided into two, namely opportunity structure and group characteristic.

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## **LITERATURE REVIEW** →5

### **Ethnic entrepreneurship**

Light and Bonacich (1988); Waldinger (1986); Waldinger et al. (1990) in Valdez (2002) stated that: ethnic entrepreneurship is loosely defined as business-ownership by immigrant and ethnic-group members. However, basically, the literature on ethnic entrepreneurship argues that ethnic group affiliation, or ethnic group affiliation and ethnic group relationship to economic opportunity structure, combine to be able to deliver results from entrepreneurial activity.

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<b>Variable</b>	<b>Sub-variables</b>	<b>Indicators</b>	<b>Source</b>
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## RESULTS AND DISCUSSION

### Characteristics of respondents

Based on table 2, a total of 32 research respondents were obtained. Participants consisted of almost equal numbers of men and women – this shows that at the study site, there were almost equal numbers of female and male traders. Then, the education level of most respondents is elementary school. Thus, primary education seems to have been the level of education accessible to merchants in the past – regardless of their situation and living conditions, although there was also a small percentage of traders who did not have formal education at all.

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**Table 3. Gender and Length of Trade at the Research Site**

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Based on the table above, it shows that the majority of traders have been trading in Banjarmasin City for more than 20 years (ie ranging from 35 years and some even 50 years) as many as 10 traders, while those under 10 years old are 8 traders and those over 10 years old there are 13 traders. If based on the existence of Banjarmasin City which is almost 5 centuries

old, it can be concluded that traders whose trading activities are over 20 years, this means that traders carry out their trading activities only in the city of Banjarmasin, and this also shows that trading activities are the main activities for ethnic Madurese traders in supporting their families. Tabel 4 indicates that all traders came from Madurese. This in accordance with the trading character of the Madurese is to trade.

**Table 4. Gender and Ethnic Origin**

		TRIBE			Total
		MADUR A	JAVANE SE	SUNDA NESE	
Gender	Male	12			12
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**Multiple linear regression analysis**

The output results of SPSS 25 against the score data that have been made based on respondents' answers from the questionnaire and the results are summarized in table 5 below.

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Factor	Regression Coefficient	t <sub>count</sub>	Sig.	Information
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R = 0.350		Sig. F = 0.151		
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Adjusted R Square = 0.062				

Based on table 5, it can be seen that npositive constant of 30.181 indicates a one-way result, meaning that if the enthnic variables entrepreneurship (X1) and personality (X2) increase, the business sustainability variable (Y) also increases, and vice versa.

The negative coefficient value of the Ethnic Entrepreneurship factor ( $X_1$ ), shows that there is a counter-directional influence, where an increase in the ethnic entrepreneurship factor ( $X_1$ ) will have an impact on decreasing Business Sustainability (Y) by 6.1%. That is, if ethnic entrepreneurship ( $X_1$ ) increases, then business sustainability (Y) will decrease, and vice versa.

The value of the negative coefficient on the Personality factor ( $X_2$ ), indicates that there is an influence in the opposite direction, where an increase in the Personality factor ( $X_2$ ) will have an impact on decreasing Business Sustainability (Y) by 16%. That is, if Personality ( $X_2$ ) increases, then Business Sustainability (Y) will decrease, and vice versa.

## **CONCLUSION**→5

Ethnic entrepreneurship does not have a significant effect on Business Sustainability. The results of the analysis test mean that ethnic entrepreneurship has no real effect in creating business sustainability barefoot entrepreneurs (ethnic Madurese traders) in Banjarmasin City. In other words, the lower the ethnic entrepreneurship, the higher the business sustainability. Personality does not have a significant effect on business sustainability. Hasil uji analisis means that Personality has no real effect in creating business sustainability barefoot entrepreneurs (ethnic Madurese traders) in Banjarmasin City. In other words, the lower the Personality, the higher the sustainability of the effort.

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- 5→ Conclusion should more specific and not more showed more review.
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## **The Role of Ethnic Entrepreneurship and Personality on Business Sustainability in**

### **Barefoot Entrepreneurs in Wetlands: A Study on Madurese Ethnic MSMEs** →1

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#### **Abstract** →3

Ethnic entrepreneurship is a set of connections and regular interaction patterns between people from the same background who migrate to carry out entrepreneurial activities in a particular region or country. This research aims to explore ethnic entrepreneurship in Banjarmasin. The results of this study explain that ethnic entrepreneurship and personality do not contribute significantly in improving the business sustainability of wetland MSMEs (ethnic Madurean traders). Entrepreneurship and personality do not contribute significantly in realizing business sustainability because ethnic entrepreneurship as an entrepreneurial mindset is inherent in individual life.

**Keyword.** Ethnic Entrepreneurial, Personality, Business Sustainability, Wetland. →2

#### **Introduction** →4

Ethnic entrepreneurship is a set of connections and regular interaction patterns between people from the same background who migrate to carry out entrepreneurial activities in a particular region or country. This indicates that ethnic entrepreneurship is an entrepreneurial activity carried out by immigrants from the same background in an ethnic group in a particular region or country. Ethnic entrepreneurship itself is divided into two, namely opportunity structure and group characteristic.

The opportunity structure that is part of the ethnic entrepreneurship variable is based on market conditions and access to ownership. Market conditions themselves are seen based on the range of product needs, product adjustments, consumer market services, product prices, and market uncertainty. Meanwhile, access to ownership is seen from business start-ups, ethnic business vacancies, government policies in licensing, and other government policies.



Product adjustments are also needed by ethnic Madurean MSMEs, so that the products sold can be accepted by all ethnic groups. These two things are also closely related to the market, where ethnic Madurese business actors must ensure that all markets, both ethnic Madurese and non-ethnic Madurese can be served well. Product prices also more or less affect competitive advantage, the price of products offered must adjust the low scale of all ethnic groups in order to achieve competitive advantage of these.

Mobilizing resources with their personality peculiarities associated with ethnic networks can help to maintain business sustainability. For the existence of a network, it is to help fellow ethnic Madurese to jointly realize competitive advantages with professional, civilized and cultured. The network will help in the formation of the business that will be run, and help maintain the business that is now running. Therefore, this study is to explore the role of ethnic entrepreneurship and personality on business sustainability in MSMEs owned by ethnic Madurese in the city of Banjarmasin.

## **LITERATURE REVIEW** →5

### **Ethnic entrepreneurship**

Light and Bonacich (1988); Waldinger (1986); Waldinger et al. (1990) in Valdez (2002) stated that: ethnic entrepreneurship is loosely defined as business-ownership by immigrant and ethnic-group members. However, basically, the literature on ethnic entrepreneurship argues that ethnic group affiliation, or ethnic group affiliation and ethnic group relationship to economic opportunity structure, combine to be able to deliver results from entrepreneurial activity.

Efforts to understand ethnic entrepreneurship have been carried out since the 90s by establishing 3 interactive components as follows: (1) opportunity structures; The structure consists of: market conditions that favor co-ethnic-oriented goods or services, and broader

situations that serve non-ethnic markets; ease of obtaining access to business opportunities, and access has a high dependence on competition between ethnic groups and national policies; (2) group characteristics; The characteristics of group groups consist of several influencing factors such as: migration selection, culture, and level of aspiration, including the possibility of resource mobilization, and social networks ethnicity, general organizing capacity, and restrictive government policies for resources; (3) ethnics strategies; Ethnic strategies arise from the interaction of opportunities and group characteristics as an ethnic group adapts to its environment.

**Table 1. The concept of ethnic entrepreneurship**

Variable	Sub-variables	Indicators	Source
<i>Opportunity structures</i>	Market condition	Ethnic Consumer Products	Aldrich and Waldinger (1990)
		Non-ethnic Markets	
	Access to ownership	The level of inter-ethnics competition for job and business State policies	
<i>Group Characteristics</i>	Predisposing factors	Selective migration	
		Settlement characteristics	
		Culture and aspiration level	
	Resource mobilization	Class vs ethnic resources Ethnic social structures	
<i>Ethnics Strategies is technical term meaning positioning of oneself to others in order to accomplish one's goal</i>		Self exploitation Expanding the business by moving forward or backward in the chain of production or by opening other shops	Werbner (1984) in Aldrich and Waldinger (1990)

### Advantages of bersaing

Kotler et al., (2008) stated competitive advantage is an advantage obtained by offering greater value to consumers than competitors' offers. While Hunger et al., (2003) stated that competitive advantage is a collection of strategies to determine the superiority of a company from competition among other firms. Competitive strategies include low-cost and differentiation. Next combined the two strategies are called focus.

While Hitt et al., (1997) assume that each organization is a unique collection of resources and capabilities that are the basis for its strategy and the main source of profitability. It is also assumed that the company acquires different resources as well as develops its unique capabilities. Therefore, all companies competing in a particular industry may not have the same strategic resources or capabilities. Differences in resources, which are impossible for other companies to obtain or imitate, and how they are used are the basis of competitive advantage.

According to Porter (1994), competitive advantage is at the heart of a firm's performance within a competing market. Competitive advantage essentially develops from the value a firm is able to create for its buyers that exceeds the cost of the firm in creating it. Excellence can be from the advantage of creating cost-leadership or from the ability of the organization to be different from its competitors. The two basic types of competitive advantage combined with the scope of activity that a firm seeks to achieve result in three generic strategies, namely cost advantage, differentiation, and focus.

## **METHODS**

This study uses a quantitative and causal approach that seeks to determine and analyze the influence of ethnic entrepreneurship and personality on the sustainability of Madurese ethnic MSME businesses in Banjarmasin, Indonesia. PLS techniques are used in predicting such influences. The population in this study is Madurese Ethnic MSMEs in Banjarmasin City. While the sampling technique used is purposive. Data quality is carried out on the initial raw data to output outlier data for variables so that the data tested for validity and reliability meet the z-score qualification used. Data analysis is continued with testing research instruments to produce valid and reliable data before multiple linear regression analysis is carried out. Classical assumption tests are carried out to meet the requirements for hypothesis tests whether hypothesis tests are carried out parametrically or non-parametrically.

## RESULTS AND DISCUSSION

### Characteristics of respondents

Based on table 2, a total of 32 research respondents were obtained. Participants consisted of almost equal numbers of men and women – this shows that at the study site, there were almost equal numbers of female and male traders. Then, the education level of most respondents is elementary school. Thus, primary education seems to have been the level of education accessible to merchants in the past – regardless of their situation and living conditions, although there was also a small percentage of traders who did not have formal education at all.

**Table 2. Gender and Education of Respondents**

	Education					Total
	0	SD	SMA	SMK	JUNIOR	
Male	1	6	2	1	2	12
Female	7	5	5	0	3	10
Total	8	11	7	1	5	32

**Table 3. Gender and Length of Trade at the Research Site**

	Trade Time														Total
	<1	1	2	3	4	5	6	7	8	9	10	15	20	>20	
Male	0	0	1	0	0	0	1	0	1	1	1	4	1	2	12
Female	0	1	0	1	1	1	0	1	0	0	2	0	5	8	20
Total	0	1	1	1	1	1	1	1	1	1	3	4	6	10	32

Based on the table above, it shows that the majority of traders have been trading in Banjarmasin City for more than 20 years (ie ranging from 35 years and some even 50 years) as many as 10 traders, while those under 10 years old are 8 traders and those over 10 years old there are 13 traders. If based on the existence of Banjarmasin City which is almost 5 centuries

old, it can be concluded that traders whose trading activities are over 20 years, this means that traders carry out their trading activities only in the city of Banjarmasin, and this also shows that trading activities are the main activities for ethnic Madurese traders in supporting their families. Tabel 4 indicates that all traders came from Madurese. This in accordance with the trading character of the Madurese is to trade.

**Table 4. Gender and Ethnic Origin**

		TRIBE			Total
		MADUR A	JAVANE SE	SUNDA NESE	
Gender	Male	12			12
	Female	20			20
Total		32			32

### Multiple linear regression analysis

The output results of SPSS 25 against the score data that have been made based on respondents' answers from the questionnaire and the results are summarized in table 5 below.

**Table 5. Multiple linear regression analysis test results**

Factor	Regression Coefficient	t <sub>count</sub>	Sig.	Information
Constant	30,181			
Ethnic Entrepreneurship (X <sub>1</sub> )	-0,061	-0,353	0,726	Insignificant
Personality (X <sub>2</sub> )	-0,160	-1,015	0,319	Insignificant
t <sub>table</sub>	= 1,699	F <sub>count</sub>	= 2.022	
R	= 0.350	Sig. F	= 0.151	
R Square	= 0.122	F <sub>table</sub>	= 3.33	
Adjusted R Square	= 0.062			

Based on table 5, it can be seen that a positive constant of 30.181 indicates a one-way result, meaning that if the ethnic variables entrepreneurship (X<sub>1</sub>) and personality (X<sub>2</sub>) increase, the business sustainability variable (Y) also increases, and vice versa.

The negative coefficient value of the Ethnic Entrepreneurship factor (X<sub>1</sub>), shows that there is a counter-directional influence, where an increase in the ethnic entrepreneurship factor (X<sub>1</sub>) will have an impact on decreasing Business Sustainability (Y) by 6.1%. That is, if ethnic entrepreneurship (X<sub>1</sub>) increases, then business sustainability (Y) will decrease, and vice versa.

The value of the negative coefficient on the Personality factor (X<sub>2</sub>), indicates that there is an influence in the opposite direction, where an increase in the Personality factor (X<sub>2</sub>) will have an impact on decreasing Business Sustainability (Y) by 16%. That is, if Personality (X<sub>2</sub>) increases, then Business Sustainability (Y) will decrease, and vice versa.

## **CONCLUSION**→5

Ethnic entrepreneurship does not have a significant effect on Business Sustainability. The results of the analysis test mean that ethnic entrepreneurship has no real effect in creating business sustainability barefoot entrepreneurs (ethnic Madurese traders) in Banjarmasin City. In other words, the lower the ethnic entrepreneurship, the higher the business sustainability. Personality does not have a significant effect on business sustainability. Hasil uji analisis means that Personality has no real effect in creating business sustainability barefoot entrepreneurs (ethnic Madurese traders) in Banjarmasin City. In other words, the lower the Personality, the higher the sustainability of the effort.

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## The Role of Ethnic Entrepreneurship and Personality on Business Sustainability in Barefoot Entrepreneurs in Wetlands: A Study on MSMEs Ethnic Madura

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### ARTICLE INFO

#### Keywords:

Ethnic Entrepreneurial  
Personality  
Business Sustainability  
Wetlands

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All authors have reviewed and approved the final version of the manuscript.

<https://doi.org/10.37275/oaijss.v4i2.95>

### ABSTRACT

Ethnic entrepreneurship is a set of connections and regular interaction patterns between people from the same background who migrate to carry out entrepreneurial activities in a certain region or country. This study aims to explore ethnic entrepreneurship in Banjarmasin. The results of this study explain that ethnic entrepreneurship and personality do not contribute significantly in increasing the sustainability of MSMEs in wetlands (Madurese ethnic traders). Entrepreneurship and personality do not contribute significantly in realizing business sustainability because ethnic entrepreneurship is an entrepreneurial mindset that is inherent in individual life.

### 1. Introduction

Ethnic entrepreneurship is a set of connections and regular patterns of interaction between people from the same background who migrate to carry out entrepreneurial activities in a particular region or country. This indicates that ethnic entrepreneurship is an entrepreneurial activity carried out by immigrants from the same background in an ethnic group in a certain region or country. Ethnic entrepreneurship itself is divided into two, namely opportunity structure and group characteristic.

The opportunity structure which is part of the ethnic entrepreneurship variable based on market conditions and access to ownership. Market conditions are seen based on the range of product needs, product adjustments, consumer market

services, product prices, and market uncertainty. While access to ownership is seen from business pioneers, ethnic business vacancies, government policies in licensing, and other government policies.

Product adjustments are also needed by Madurese ethnic MSMEs, so that the products they sell can be accepted by all ethnic groups. These two things are also closely related to the market, where ethnic Madurese business actors must ensure that all markets, both ethnic Madurese and non-Madura ethnic can be served properly. The price of the product also more or less affects the competitive advantage, the price of the product offered must adjust to the low scale of all ethnic groups in order to achieve this competitive advantage.

Mobilization of resources with their distinctive



personality associated with ethnic networks can help to maintain business sustainability. The purpose of the network is to help fellow ethnic Madurese to jointly realize competitive advantage with professionals, customs and culture. The network will assist in the formation of the business that will be run, and help maintain the business that is currently running. Therefore, this study is to explore the role of ethnic entrepreneurship and personality on business sustainability in MSMEs owned by ethnic Madurese in the city of Banjarmasin.

## 2. Literature Review

### Ethnic entrepreneurship

Light and Bonacich (1988); Waldinger (1986); Waldinger et al. (1990) in Valdez (2002) stated that: ethnic entrepreneurship is loosely defined as business-ownership by immigrant and ethnic-group members. However, in essence, the ethnic entrepreneurship literature argues that ethnic group affiliation, or ethnic group affiliation and the

relationship of ethnic groups to the structure of economic opportunity, combine to produce results from entrepreneurial activity.

Efforts to understand ethnic entrepreneurship have been carried out since the 90s by setting 3 interactive components as follows: (1) opportunity structures; the opportunity structure consists of: market conditions favoring co-ethnic oriented goods or services, and a broader situation by serving non-ethnic markets; easy access to business opportunities, and access has a high dependence on competition between ethnic groups and state policies; (2) group characteristics; group characteristics consist of several influencing factors such as: migration choices, culture, and level of aspirations, including the possibility of resource mobilization, and ethnic social networks, general organizing capacity, and government policies that limit access to resources; (3) ethnic strategies; Ethnic strategies arise from the interaction of opportunities and group characteristics as ethnic groups adapt to their environment.

Table 1. The concept of ethnic entrepreneurship

Variables	Sub-variables	Indicator	Source
<i>Opportunity structures</i>	Market condition	Ethnic Consumer Products	Waldinger and Aldrich (1990); Ramakhrishnan et al. (2011)
		Non-ethnic Markets	
	Access to ownership	The level of inter-ethnics competition for job and business	
		State policies	
<i>Group Characteristics</i>	Predisposing factors	Selective migration	Werner (1984) in Aldrich and Waldinger (1990)
		Settlement characteristics	
		Culture and aspiration level	
	Resource mobilization	Class vs ethnic resources	
		Ethnic social structures	
<i>Ethnics Strategies is technical term meaning positioning of oneself to others in order to accomplish one's goal</i>		Self exploitation	
		Expanding the business by moving forward or backward in the chain of production or by opening other shops	

### Competitive advantage

Kotler et al., (2008) states that competitive advantage is the advantage obtained by offering greater value to consumers than competitors offer. While Hunger et al., (2003) stated that competitive

advantage is a collection of strategies to determine the advantage of a company from competition among other companies. Competitive strategies include low-cost and differentiation. Furthermore, the combination of the two strategies is called



focus.

While Hitt et al., (1997) assume that each organization is a collection of unique resources and capabilities that are the basis for strategy and the main source of profitability. It is also assumed that firms acquire different resources and develop unique capabilities. Thus all firms competing in a given industry may not have the same strategic resources or capabilities. Differences in resources, which are impossible to obtain or imitate, and how they are used are the basis of competitive advantage. According to Porter (1994), competitive advantage is at the heart of a company's performance in a competitive market. Competitive advantage basically develops from the value a company is able to create for its buyers that exceeds the company's costs of creating it. The advantages can come from the advantages of creating cost-leadership or from the organization's ability to be different from its competitors. The two basic types of competitive advantage combined with the range of activities a company seeks to achieve result in three generic strategies, namely cost leadership, differentiation, and focus (Raymond et al., 2011).

### 3. Methods

This study uses a quantitative and causal approach that seeks to identify and analyze the influence of ethnic entrepreneurship and personality on the business sustainability of Madura ethnic SMEs in Banjarmasin, Indonesia.

PLS technique is used to predict this effect. The population in this study is ethnic Madura MSMEs in the city of Banjarmasin. While the sampling technique used is purposive. The data quality test is carried out on the initial raw data to remove outlier data for the variables so that the data being tested for validity and reliability meets the qualifications of the z-value (z-score) used. Data analysis was continued with research instrument testing to produce valid and reliable data before multiple linear regression analysis was performed. Classical assumption test is done to fulfill the requirements of hypothesis testing, which is whether the hypothesis test is done parametrically or non-parametrically (Sugiyono, 2015).

## 4. Results and Discussion

### Characteristics of respondents

Based on table 2, obtained a total of 32 research respondents. The number of participants consisted of men and women was almost equal – this shows that in the research location, there are almost equal numbers of female and male traders. Then, the education level of most of the respondents is elementary school. Thus, basic education seems to be the level of education that traders in the past could access – regardless of the situation and condition of their place of residence, although there are also a small proportion of traders who did not have any formal education at all (Ramadhani, 2012).

Table 2. Gender and education of respondents

	Education					Total
	0	Elementary School	Senior High School	Vocational School	Junior High School	
Gender Male	1	6	2	1	2	12
Gender Female	7	5	5	0	3	10
Total	8	11	7	1	5	32



Table 3. Gender and length of trade in research locations

	Length of Trade														Total
	< 1	1	2	3	4	5	6	7	8	9	10	11	12	>20	
Male	0	0	1	0	0	0	1	0	1	1	1	4	1	2	12
Female	0	1	0	1	1	1	0	1	0	0	2	0	5	8	20
Total	0	1	1	1	1	1	1	1	1	1	3	4	6	10	32

Based on the table above shows that the majority of traders have been involved in trading activities in Banjarmasin City for more than 20 years (which ranges from 35 years and some are even 50 years old) as many as 10 traders, while those under 10 years are 8 traders and over 10 years there are 13 traders. If based on the existence of the City of Banjarmasin which is almost 5 centuries old, it can be concluded that traders

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Table 4. Gender and ethnicity origin

	Ethnic Groups			Total
	Madura	Java	Sunda	
Gender Male	12			12
Gender Female	20			20
Total	32			32

**Multiple linear regression analysis**

The output of SPSS 25 on the score data that has been made based on the respondents' answers

from the questionnaire and these results are summarized in table 5 below.

Table 5. Test results of multiple linear regression analysis regression

Factor	Coefficient	t <sub>count</sub>	Sig.	Information
Constant	30,181			
Ethnic Entrepreneurship (X <sub>1</sub> )	-0.061	-0.353	0.726	Not Significant
Personality (X <sub>2</sub> )	-0.160	-1.015	0.319	Not Significant
t <sub>table</sub>	= 1.699	F <sub>count</sub>	= 2.022	
R	= 0.350	Sig. F	= 0.151	
R Square	= 0.122	F <sub>table</sub>	= 3.33	
Adjusted R Square	= 0.062			



Based on table 5, it can be seen that the positive constant value of 30.181 shows a one-way result, meaning that if the entrepreneurial entrepreneurship (X1) and personality (X2) variables increase, the business sustainability variable (Y) also increases, vice versa.

The negative coefficient value on the Ethnic Entrepreneurship factor (Xin the Ethnic Entrepreneurship1), indicates that there is an opposite effect, where an increase factor (X1) will have an impact on decreasing Business Continuity (Y) by 6.1%. That is, if the ethnic entrepreneurship (X1) increases, then the business continuity (Y) will decrease and vice versa.

Negative coefficient value on personality factors (X2), indicating that their influence in the opposite direction, where the increase in the personality factor (X2) will result in a decrease in Business Continuity (Y) by 16%. That is, if the Personality (X2) increases, the Business Continuity (Y) will be decreased and vice versa.

## 5. Conclusion

Ethnic entrepreneurship has no significant effect on Business Sustainability. The results of the analysis test mean that ethnic entrepreneurship has no significant effect in creating the sustainability of barefoot entrepreneurs (Madura ethnic traders) in Banjarmasin City. In other words, the lower the ethnic entrepreneurship, the higher the business sustainability. Personality has no significant effect on business sustainability. The results of the analysis test mean that personality has no significant effect in creating the sustainability of a barefoot entrepreneur (Madura ethnic traders) in Banjarmasin City. In other words, the lower the Personality, the higher the sustainability of the business.

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Paper Accepted for publication (September 18<sup>th</sup>, 2021)

**Open Access Indonesia Journal of Social Sciences**



**Letter of Acceptance**

Manuscript “The Role of Ethnic Entrepreneurship and Personality on Business Sustainability in Barefoot Entrepreneurs in Wetlands: A Study on MSMEs Ethnic Madura” by Hastin Umi Anisah\*, Ikhwan Faisal, Akhmad Saupi Baihaki, has been accepted to publish in Open Access Indonesia Journal of Social Sciences Vol 4 issue 5 in September 2021.

Cordially,



Prof. Paula Magnano, PhD

Editor



**HM Publisher**

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## The Role of Ethnic Entrepreneurship and Personality on Business Sustainability in Barefoot Entrepreneurs in Wetlands: A Study on MSMEs Ethnic Madura

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### ARTICLE INFO

#### Keywords:

Ethnic Entrepreneurial  
Personality  
Business Sustainability  
Wetlands

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All authors have reviewed and approved the final version of the manuscript.

<https://doi.org/10.37275/oaijss.v4i2.95>

### ABSTRACT

Ethnic entrepreneurship is a set of connections and regular interaction patterns between people from the same background who migrate to carry out entrepreneurial activities in a certain region or country. This study aims to explore ethnic entrepreneurship in Banjarmasin. The results of this study explain that ethnic entrepreneurship and personality do not contribute significantly in increasing the sustainability of MSMEs in wetlands (Madurese ethnic traders). Entrepreneurship and personality do not contribute significantly in realizing business sustainability because ethnic entrepreneurship is an entrepreneurial mindset that is inherent in individual life.

### 1. Introduction

Ethnic entrepreneurship is a set of connections and regular patterns of interaction between people from the same background who migrate to carry out entrepreneurial activities in a particular region or country. This indicates that ethnic entrepreneurship is an entrepreneurial activity carried out by immigrants from the same background in an ethnic group in a certain region or country. Ethnic entrepreneurship itself is divided into two, namely opportunity structure and group characteristic.

The opportunity structure which is part of the ethnic entrepreneurship variable based on market conditions and access to ownership. Market

conditions are seen based on the range of product needs, product adjustments, consumer market services, product prices, and market uncertainty. While access to ownership is seen from business pioneers, ethnic business vacancies, government policies in licensing, and other government policies.

Product adjustments are also needed by Madurese ethnic MSMEs, so that the products they sell can be accepted by all ethnic groups. These two things are also closely related to the market, where ethnic Madurese business actors must ensure that all markets, both ethnic Madurese and non-Madura ethnic can be served properly. The price of the product also more or less affects the competitive



advantage, the price of the product offered must adjust to the low scale of all ethnic groups in order to achieve this competitive advantage.

Mobilization of resources with their distinctive personality associated with ethnic networks can help to maintain business sustainability. The purpose of the network is to help fellow ethnic Madurese to jointly realize competitive advantage with professionals, customs and culture. The network will assist in the formation of the business that will be run, and help maintain the business that is currently running. Therefore, this study is to explore the role of ethnic entrepreneurship and personality on business sustainability in MSMEs owned by ethnic Madurese in the city of Banjarmasin.

## 2. Literature Review

### Ethnic entrepreneurship

Light and Bonacich (1988); Waldinger (1986); Waldinger et al. (1990) in Valdez (2002) stated that: ethnic entrepreneurship is loosely defined as business-ownership by immigrant and ethnic-group members. However, in essence, the ethnic

entrepreneurship literature argues that ethnic group affiliation, or ethnic group affiliation and the relationship of ethnic groups to the structure of economic opportunity, combine to produce results from entrepreneurial activity.

Efforts to understand ethnic entrepreneurship have been carried out since the 90s by setting 3 interactive components as follows: (1) opportunity structures; the opportunity structure consists of: market conditions favoring co-ethnic oriented goods or services, and a broader situation by serving non-ethnic markets; easy access to business opportunities, and access has a high dependence on competition between ethnic groups and state policies; (2) group characteristics; group characteristics consist of several influencing factors such as: migration choices, culture, and level of aspirations, including the possibility of resource mobilization, and ethnic social networks, general organizing capacity, and government policies that limit access to resources; (3) ethnic strategies; Ethnic strategies arise from the interaction of opportunities and group characteristics as ethnic groups adapt to their environment.

Table 1. The concept of ethnic entrepreneurship

Variables	Sub-variables	Indicator	Source	
<i>Opportunity structures</i>	Market condition	Ethnic Consumer Products Non-ethnic Markets	Waldinger and Aldrich (1990); Ramakrishnan et al. (2011)	
	Access to ownership	The level of inter-ethnics competition for job and business State policies		
	<i>Group Characteristics</i>	Predisposing factors		Selective migration Settlement characteristics Culture and aspiration level
				Resource mobilization
<i>Ethnic Strategies is technical term meaning positioning of oneself to others in order to accomplish one's goal</i>			Self exploitation Expanding the business by moving forward or backward in the chain of production or by opening other shops	
				Werner (1984) in Aldrich and Waldinger (1990)

### Competitive advantage

Kotler et al., (2008) states that competitive

advantage is the advantage obtained by offering greater value to consumers than competitors offer.



While Hunger et al., (2003) stated that competitive advantage is a collection of strategies to determine the advantage of a company from competition among other companies. Competitive strategies include low-cost and differentiation. Furthermore, the combination of the two strategies is called focus.

While Hitt et al., (1997) assume that each organization is a collection of unique resources and capabilities that are the basis for strategy and the main source of profitability. It is also assumed that firms acquire different resources and develop unique capabilities. Thus all firms competing in a given industry may not have the same strategic resources or capabilities. Differences in resources, which are impossible to obtain or imitate, and how they are used are the basis of competitive advantage. According to Porter (1994), competitive advantage is at the heart of a company's performance in a competitive market. Competitive advantage basically develops from the value a company is able to create for its buyers that exceeds the company's costs of creating it. The advantages can come from the advantages of creating cost-leadership or from the organization's ability to be different from its competitors. The two basic types of competitive advantage combined with the range of activities a company seeks to achieve result in three generic strategies, namely cost leadership, differentiation, and focus (Raymond et al., 2011).

### 3. Methods

This study uses a quantitative and causal approach that seeks to identify and analyze the

influence of ethnic entrepreneurship and personality on the business sustainability of Madura ethnic SMEs in Banjarmasin, Indonesia. PLS technique is used to predict this effect. The population in this study is ethnic Madura MSMEs in the city of Banjarmasin. While the sampling technique used is purposive. The data quality test is carried out on the initial raw data to remove outlier data for the variables so that the data being tested for validity and reliability meets the qualifications of the *z*-value (*z*-score) used. Data analysis was continued with research instrument testing to produce valid and reliable data before multiple linear regression analysis was performed. Classical assumption test is done to fulfill the requirements of hypothesis testing, which is whether the hypothesis test is done parametrically or non-parametrically (Sugiyono,2015).

## 4. Results and Discussion

### Characteristics of respondents

Based on table 2, obtained a total of 32 research respondents. The number of participants consisted of men and women was almost equal – this shows that in the research location, there are almost equal numbers of female and male traders. Then, the education level of most of the respondents is elementary school. Thus, basic education seems to be the level of education that traders in the past could access – regardless of the situation and condition of their place of residence, although there are also a small proportion of traders who did not have any formal education at all (Ramadhani, 2012).

Table 2. Gender and education of respondents

	Education					Total
	0	Elementary School	Senior High School	Vocational School	Junior High School	
Male	1	6	2	1	2	12
Female	7	5	5	0	3	10
Total	8	11	7	1	5	32



Table 3. Gender and length of trade in research locations

	Length of Trade														Total
	< 1	1	2	3	4	5	6	7	8	9	10	15	20	>20	
Male	0	0	1	0	0	0	1	0	1	1	1	4	1	2	12
Female	0	1	0	1	1	1	0	1	0	0	2	0	5	8	20
Total	0	1	1	1	1	1	1	1	1	1	3	4	6	10	32

Based on the table above shows that the majority of traders have been involved in trading activities in Banjarmasin City for more than 20 years (which ranges from 35 years and some are even 50 years old) as many as 10 traders, while those under 10 years are 8 traders and over 10 years there are 13 traders. If based on the existence of the City of Banjarmasin which is almost 5 centuries old, it can be concluded that traders

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# CERTIFICATE

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Published in

**Open Access Indonesia Journal of Social Sciences Volume 4 Issue 5 2021**

Indexed in:

