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## Entrepreneurial Success Perception on Business Sustainability for Micro Small Medium Entrepresis (MSME's) in Wetlands

Hastin Umi Anisah, Wimby Wandary and Meiske Claudia  
 Faculty of Economics and Business, Universitas Lambung Mangkurat, Indonesia  
 Corresponding Author, Hastin Umi Anisah, Email: anisamiulm@yahoo.com

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### ABSTRACT

This study aims at examining the Entrepreneurial Success Perception (ESP) of Micro Small Medium Entrepresis (MSMEs) in Wetlands, and its role in the sustainability of MSME business based on fulfillment of lower level needs in Maslow's motivation theory. The study also seeks to understand the perceptions of MSME entrepreneurs about the success of their businesses in order to maintain them business. This study seeks to explore the phenomenon of continuing business although business indicators in general tend to be less explicit to observe. Data for this study was collected from 35 key informants whose willingness was based on snowball sampling and by observing as passive participants, semi-structured interviews, and with the help of open and closed question instruments. This research prioritized the emic perspective - with full attention to key informant perceptions. Miles and Huberman's phenomenological approach was used in this study. It was found that perceptions on entrepreneurial success for MSMEs in Wetlands affect persistence to maintain the continuity of MSME businesses in Handil Bhakti Barito Kuala region.

**Keywords:** perception, success, business, entrepreneurship, MSME, wetlands

### INTRODUCTION

Micro, small, and medium enterprises (MSMEs) are the implications of the entrepreneurial attitude held by the community (Subagyo, Savio, & Arsyianti, 2014). The MSME sector has an important role in the economic development of Indonesia because most of the population have a medium level education and survive on small and medium business activities. The important role of MSME in general can be seen from the significant developments where they are the largest contributor to GDP in the Indonesian economy, prompting the government to put in place efforts to increase the rate of economic growth while achieving equitable development among regions. Furthermore, MSMEs have proven their ability to support the national economic system and were able to withstand the economic crisis that once hit Indonesia. This is because small businesses are quite flexible and easily adapt to the tides and direction of market demand.

The existence of small and medium traders in Barito Kuala Regency is characterized by small business trading in fruits, vegetables and other wares, which is a reflection of the

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increasing sector growth especially in the Handil Bhakti area which borders the city of Banjarmasin, making the Handil Bhakti area crowded. With the lively economic activity of the community it is taken that the economic conditions of Alalak District have improved as well. From 2007 until, the number of fruit traders along the tributaries of the Barito river has increased significantly with locations of shanties close to one another. The types of fruit offered are quite varied, both seasonal and non-seasonal local fruit and imported fruit. The trade business that has been running since 2007 reflects the sustainability of the business and this has the potential to attract other communities to pursue the same business within the scope of MSMEs. Studies that study the efforts of MSMEs to maintain business continuity, place several HR activities such as: communication, business / engagemet agreements, incentives, recruitment, and efforts to retain employees / retention (Langwell & Heaton, 2016). However, this has not yet been fully applicable to other MSMEs - related to differences in business capacity. Brundtlant Commission (1987) and Benn et.al (2007) in Prabawani (2013) present a more open theme so it is useful to know the condition of MSME business sustainability in several matters such as: 1) behavior in using resources; 2) Behavior in dealing with external parties; 3) Business strategies that are environmentally friendly; and 4) environmentally friendly decision making. Thus, the theme is currently used to achieve research objectives.

The individual subjectivity of MSMEs regarding beliefs from interests, intentions, to realizing it as an independent business activity is an internal driving factor that determines the persistence of the individual. Generally, there are strong basic assumptions in research subjects who perceive that the independent business to be carried out, which in this case is to become a fruit trader, reflects a positive perception that places the business activity more promising when compared to the alternative business owned by the subject, which theoretically there is perception of success on the subject. There are non-financial measures of business success that can measure the success of MSME businesses (Reijonen & Komppula, 2007). The terms 'growth', 'success', and 'performance' are less representative if they only use financial measures - which indeed are less able to reveal how small businesses interpret business success - especially when applied to MSMEs in food insecure areas which implies limitations business capacity. Perception of business success in entrepreneurs with small business capacity leads researchers to empower Maslow's motivational theme for the entrepreneurial business context (hierarchy of entrepreneurs' needs) which divides the level of hierarchy of needs into: upper level needs (self-actualization and Esteem needs) and lower lever needs (love / belonging, safety, and physiological needs). By knowing how the subject perceives the fulfillment of his needs through

his MSME business activities, the fulfillment is used as a basis for presenting an individual's perception of the success of his business.

## LITERATURE REVIEW

### Business Sustainability

Sustainability can be defined as the capacity / endurance to maintain an entity, outcome, or process from time to time. Business sustainability is also defined as a means for achieving an organization's vision and mission (Pojasek, 2007). In achieving a company's vision and mission, a business applies knowledge, skills, equipment and techniques to the organization's activities, products and service to achieve:

- Context in the organization's activities, products and services.
- The identification of critical objectives and targets (rooted in the organization's vision and mission).
- Overcoming of barriers that can hinder the achievement of organizational goals and objectives.
- Understanding of the impact of control and mitigation strategies in dealing with obstacles
- Criteria and / or triggers for implementing responses to crises and emergencies, follow-up responses, and response to recovery procedures.
- Ensure that staff and managers understand overall accountability and responsibility in accordance with their portion in the event of an emergency or stakeholder problem and ensure that such understanding persists.
- Building consensus and commitment to the requirements, implementation and dissemination of business sustainability and integrated business smoothness as part of the usual way for businesses to conduct their business.

Empirical studies on business continuity in South Africa in terms of skills, reveals that factors like supply management, production control and planning, quality and operational specifications, production measurement techniques, and production support requirements are positively related to MSME business continuity (Urban & Naidoo, 2012).

In 1987, the Brundtland Commission defined Sustainable development with the statement: ... is meeting the needs of the present without compromising the ability of future generations to meet their own needs (Prabawani, 2013). The elucidation refers to the context of ecological sustainability specifically, which in Prabawani (2013) by Benn et al explained that there is more

emphasis on human behavior in a business entity in terms of perspective and its strong impact on the natural environment through corporate strategy and decision making. In this case, Micro, Small and Medium Enterprises / SMEs have their own characteristics, which are not just "little big businesses" (Darcy, Hill, McCabe, & McGovern, 2014), that these characteristics affect the way business operates. Based on a resource-based view that highlights the relationship between internal human resources and their abilities related to talent and behavior - as a potential source of competitive advantage - which is not just based on the perspective of large companies. In fact, the role of MSMEs in the context was discussed in 2013 by Bennington and Minutolo related to the role of MSME leaders to tackle waste using the Ajzen Theory of Planned Behavior approach. The study revealed that the strong relationship between the role of MSME leaders that significantly brought MSMEs to social responsibility, both normatively, attitudes, and to the control construct (Bennington & Minutolo, 2013), that the influence of leadership to implement waste reduction activities needs to focus more on change his individual attitude. The diversity of business continuity indicators by Eswarlal (2014) is assumed due to different levels. The Metaphor approach is defined as mapping the entities, structures, and relationships of one domain (called: source) over different domains (called: target) (Eswarlal & Vallesi, 2014). The results suggest four stages of business continuity, namely: esignable, feasible, enduring and responsible - which provides a new perspective on decision making for business continuity for sustainable systems and new uses of visual metaphors in this field of research.

### **Entrepreneurial success Perception/ ESP**

The study of perceptions of entrepreneurial success seeks to compare perceptions between genders. The proposed empirical test of individual subjectivity towards entrepreneurial success (Zampetakis, Bakatsaki, Kafetsios, & Moustakis, 2017) - which interacts with gender orientation, and the anticipation of emotions - is used as supporting evidence that social construction on gender and perceptions of the future are factors which affects the entrepreneurial ecosystem - in the Bayesian approach. Zampetakis et al are in line with the study of perceptions of the success of independent business. as in the study of success received by entrepreneurs done in a gender perspective (Kirkwood, 2016), which answers the question that each sex has a different opinion about the proposed indicators of entrepreneurial success, namely: financial stability, and subjective perspective ( namely: profits, and bill payments). At the time of the study, women had seen that the financial aspect was an indicator of entrepreneurial success, and the indicator with a subjective perspective also showed equality. However, comparisons between genders are not always done. Entrepreneurial success is independent of gender by focusing on

the criteria for good performance of SMEs - by meeting several indicators, namely: the occurrence of growth in: Sales; Capital; Labor; Market; and Profit which refers to Crijns and Ooghi (2000) that each stage of company growth is the result of two environments in which the company does business, namely: environment / internal factors (ie: HR; Finance; Technical & Operational; Market & Marketing) and external (namely: Government Policy; Socio-Cultural & Economic; and Role of Related Institutions) (Purwaningsih & Kusuma, 2015). The meaning of previous entrepreneurial success has also been done by Fisher et al. Entrepreneurial success is a phenomenon characterized by positive consequences as perceived by the entrepreneur (Fisher, Maritz, & Lobo, 2014). The positive consequence in this case is the good or prosperous end of an endeavor or endeavor. What is considered 'Good' for each person can be different, thus - based on the viewpoint of the observer or business operator. Thus, Entrepreneurial success is understood contextually, and is usually equivalent to the successful entrepreneur, the entrepreneur's success, and the venture's success - and is sometimes used as an empirical research variable without operational definitions - such as Subagyo, Savio, & Arsyanti (2014) through Islamic perspective examines the effect of the Characteristics of Entrepreneurs on the Success of SMEs in Bogor City. It is highly recommended to understand Entrepreneurial success through indicators generally. However, as stated by Brockner in Fisher et al (2014) that identifying indicators for Entrepreneurial success is also problematic because it has many different dimensions and is a multi-stage process. It was also conveyed that Fried and Tauer's Index of Entrepreneurial success consisted of: 1) total costs (resources used by the company); 2) owner's working hours (commitment and efforts of the entrepreneur for his company); 3) total income; and 4) revenue growth. In addition, Liechti et al developed performance factors for Entrepreneurial success using industry scale with adjustments, aggregate income, and initial investment return; and Caliendo & Kritikos measure Entrepreneurial success through the ability to hire employees after the business is launched in quantity. McKenzie and Sud in Fisher et al (2014: 481) describe entrepreneurial failure as "deviation from the entrepreneurs' desired expectation," and incorporate strong entrepreneurial vision as a central determinant in failure sense making, then Entrepreneurial success is the opposite of the meaning of the translation, which can be stated as: the achievement of the expectations of entrepreneurs, and it forms an entrepreneurial vision as a determinant of a sense of success. So, Entrepreneurial success perception can be determined after knowing the initial purpose of a person (individual) doing entrepreneurship (action - not intention) to later know the achievement of the initial goal (motivation) after a certain period of time. The study of the factors that influence the success of MSMEs is carried out by following the local context. As a study conducted in Bangladesh, found



that for these MSMEs, the Business plan, channel of distribution, management skills and government support were critical to the success of the SMEs of Bangladesh (Uddin & Bose, 2013). Another study in Bangladesh found that the success factors of MSME entrepreneurs within a theoretical framework were demographic characteristic variables (ie, age, level of education, and experience) and contextual environmental variables (ie: marketing, technology, access to capital, infrastructure, government, politics, and access to information) (Chowdhury, Alam, & Arif, 2013).

The Global Entrepreneurship Monitor (GEM) distinguishes a person's motive for starting a business as: designation of either necessity-driven (NDE) or opportunity-driven entrepreneurship (ODE). By GEM, Necessity-driven entrepreneurs / NDEs are stated as someone who is encouraged to start a business because of lack of job opportunities and because of limited sources of income. Meanwhile ODE is someone who starts a business with the main goal to pursue opportunities, a form of entrepreneurship economists' who are generally labeled as innovative, and therefore become more valuable than other forms of entrepreneurship. (Kuckertz, Berger, & Mpeqa, 2015). When viewed from the perspective of Maslow's motivation, then with this elaboration, the NDE will feel entrepreneurial success if its basic needs are met through entrepreneurial activities, namely physiological needs (food, clothing, housing, education, health) and feel safe with entrepreneurship. as a profession. While ODE, will feel successful entrepreneurship if there is fulfilled his upper level Maslow's hierarchical needs, namely his psychological needs (social and esteem needs) and his self-actualization needs. So, the two motivational groups will be used as a basis for developing instruments to recognize Entrepreneurial success perception - whether the initial goal of entrepreneurship is achieved or not - by identifying in advance whether the entrepreneur is an NDE or ODE.

## RESEARCH METHOD

### Method

In order to find out how the condition of Entrepreneurial Success Perception and its effect on the sustainability of MSME businesses in the Handil Bhakti - Barito Kuala region with the basic elements that must be found in accordance with the problem formulation, objectives, and research benefits, this qualitative method is used. Qualitative research involves observation of the community in its environment, interacting with the community, and trying to understand the language and interpretation (perception) of the community. In this study, observations were made on fruit traders who were on the Handil Bhakti street who carried out trading activities along the Handil Bhakti river every day. Interaction between traders (actors), with their trading activities,

and place will result in certain social situations. Through a qualitative approach, the information and data obtained are expected to be more effective in achieving research objectives because it is more profound, meaningful, and credible in expressing feelings, norms, beliefs, mental attitudes, and work ethics (Sugiyono, 2009), which in this case is Entrepreneurial Success Perception of fruit traders along the Handil Bhakti river.

The interview design for Entrepreneurial Success Perception as a research variable refers to Maslow's Hierarchy of Needs for a Small Scale Business (Mollahan, 2011) → for business personifications related to: Physiological Needs of a Business (related to the presence of the audience / buyer, the need to be met, and the value offered); Safety Needs of a Business (related to how far the business is from financial bankruptcy, regarding the ability to make a profit or profit); Social Needs of a Business (related to the existence and relationship of customers and suppliers); Esteem Needs of a Business (related to individual values of the desire to feel valued and have a good impression); and Self-actualization Needs of a Business (portrait with fulfilling one's potential for creating new markets and innovating).

The draft interview theme for business continuity refers to Brundlant Commission in Prabawani (2013) regarding behavior in: 1) using resources; and 2) conduct transactions with external parties; and environmentally friendly decision-making behavior, and business strategies and decision making. The following table is a guide to the development of structured interview designs for the two research variables.

Table 1. Development of Semi-Structured Interview Design

Variable	Topic	Source
Entrepreneurial Success Perception	<ol style="list-style-type: none"> <li>1. Physiological needs</li> <li>2. Safety needs</li> <li>3. Social needs</li> <li>4. Esteem needs</li> <li>5. Self-actualization needs</li> </ol>	Mollahan (2011)
UMKM Business Sustainability	<ol style="list-style-type: none"> <li>1. Behavior in using resources</li> <li>2. Behavior in dealing with external parties</li> <li>3. Environmentally friendly business strategy</li> <li>4. Environmentally friendly decision making</li> </ol>	Brundlant Commission (1987) and Benn et.al (2007) in Prabawani (2013)

#### Data Sources and Data Collection Techniques

In line with the focus of the study, the sample data sources, and data collection techniques are adjusted to the focus and purpose of the study. Samples of data sources are chosen and prioritize the emic perspective (prioritizing informants' perceptions), so researchers must not force their will to obtain the desired data. Based on this, the determination of samples and data collection techniques are as follows:

- 1) To obtain information about traders' brief profiles, the data source is the traders themselves. Data collection techniques are interviews with key informants - as research subjects;
- 2) To find out the condition of Entrepreneurial Success Perception and its role in the sustainability of the MSME business which is located along the river in the Handil Bhakti - Barito Kuala region.

The data collection techniques are structured and semi-structured interviews. Basically, researchers are the main instrument in qualitative research. However, after the focus of the research was clear, the research instrument was developed, namely a structured interview question / statement guide form for Entrepreneurial Success Perception and business sustainability. Additional data, which is secondary data, obtained from other relevant sources

### Data Analysis Techniques

Phenomenology Approach (Miles & Huberman, 2009) which by Spradley in Sugiyono (2009) the technique is adjusted to the stages of research, that the activities in data analysis are: data reduction, data display, and conclusion drawing / verification - which is generally done at each stage of research. Test the credibility of the data in this study was carried out with a member check, which discusses the values of Entrepreneurial Success Perception to the source that provided the data, in this case the fruit traders.

### RESEARCH RESULTS

Information obtained from traders along the Handil Bhakti river: Ahmad (Informant), said that there were approximately 35 unregistered traders, who came from areas in the Handil Bhakti area around, and also came from the city of Banjarmasin. Trading activities every day from morning to night (23.00) sometimes until 24.00 WITA. In the beginning, traders selling along the Handil Bhakti River were only a few traders, around 5 traders who still had familial relations, but grew to 35 traders.

The majority of MSMEs located along the Handil Bhakti river are in the form of good fruits originating locally such as cucumber gold (stone cucumbers, cempedak, papakin (such as durian), langsung, watermelons, durian and also from outside the region, including fruits such as oranges mandarins, apples, pears, grapes, in general, these MSMEs are managed simultaneously by the owners of MSMEs, most MSMEs are aged over 10 years, and some even have carried out business activities for 30 years even though they don't only sell along the Handil Bhakti river.

## **Entrepreneurial Success Perception, Nilai-nilainya pada Pedagang Buah di sepanjang Sungai Handil Bhakti**

The following outlines the values of Entrepreneurial Success Perception that exist in Market Traders along the Handil Bhakti river. Entrepreneurial Success Perception is a representation of physiological needs, safety needs, social needs, esteem needs, and self-actualization needs. Physiological needs are a representation that trading is the only source of income, providing food, clothing, shelter, education and health for traders and their families. The findings in an effort to collect data are as follows:

Almost all traders state that trading is the only source of income, providing food, clothing, shelter, education and health for traders and their families.

Safety need is a representation of a trading business that is able to provide a decent profit, can return the merchant's capital, sell merchandise at a reasonable price, can add merchandise from time to time, and is guaranteed by trying at the current trading location. The findings in an effort to collect data are as follows:

Almost all traders state that this trading business is able to provide a decent profit because they do not need capital (goods titipa system) so that traders can sell a reasonable price even more expensive than the original price of the fruit.

Social needs are interpreted as good communication between traders in terms of mutual help, communication between traders and buyers, and buyers recommending their partners to buy fruit. The findings in an effort to collect data are as follows:

The average trader states that among fellow traders there is good communication like family and mutual help. Besides that good communication also occurs between traders and buyers.

Esteem needs are related to how merchants display merchandise more strategically than other traders and the quality of merchandise is worthy of choice for buyers looking for fresh fruit. The findings in an effort to collect data are as follows:

The average trader states that the trader has displayed his merchandise to be more attractive to buyers.

Self-actualization needs related to the good done by traders is because it is based on the need to do good things such as providing assistance to other traders as a form of caring for others, to solve the problems being faced. The findings in an effort to collect data are as follows:

The average trader states that the trader when doing good is because it is based on the need to do good such as providing assistance to other traders as a form of caring for others.

## **Business Sustainability of fruit traders along the Handil Bhakti river**

Business sustainability is a representation of behavior in using resources, transacting with external parties, conducting environmentally friendly business strategies, and making environmentally friendly decisions. Behavior in using resources is a representation of the merchant's consideration in the potential for future business development and focus on the current business viability. The findings in an effort to collect data are as follows:

The average trader states that traders when running their business always consider the potential for future business development and focus on the continuity of the business today.

Transaction behavior with external parties is a representation of the services provided to consumers as an effort to guarantee their loyalty to become customers and avoid fraudulent acts in presenting merchandise to each consumer. The findings in an effort to collect data are as follows:

Most of the traders state that when running their business they always provide services to consumers as an effort to guarantee their loyalty to become customers and avoid fraudulent acts in presenting merchandise to every consumer.

The behavior of conducting business strategies that are environmentally friendly is a representation of the consideration of the impact of the business that I run on the environment around my business activities, so as not to pollute the land at that location and cooperate with other merchant partners, as well as maintaining the sustainability of the business environment so that it is comfortable for consumers. The findings in an effort to collect data are as follows:

Most traders state that when conducting their business, they always consider the impact of my business on the environment around my business activities, so as not to pollute the land at that location and cooperate with other merchant partners and maintain the business environment so that it is comfortable for consumers

While the behavior in making environmentally friendly decisions is a representation of the decisions I make for business interests, I always base them on efforts to maintain a beautiful environment and use special plastic for food products. The findings in an effort to collect data are as follows:

Most traders state that when conducting their business, I always make decisions that are in the interests of the business, I always base them on efforts to maintain a beautiful environment even though in using plastic, I still don't use special plastic for food products.

## **DISCUSSION**

## **Entrepreneurial Success Perception, Values in Fruit Traders along the Handil Bhakti River**

Based on the results of in depth interviews stated that physiological needs presented in trading as the only source of income, providing food, clothing, shelter, education and health for traders and their families. The findings in an effort to collect data are as follows:

Almost all traders state that trading is the only source of income, providing food, clothing, shelter, education and health for traders and their families.

This means that work as a trader is the only source of income used by traders in meeting their daily needs in this case, namely providing food, clothing, shelter, education and health for themselves and their families.

Safety need represented by a trading business that is able to provide a decent profit, can return merchant capital, sell merchandise at a reasonable price, can add merchandise from time to time, and is guaranteed by trying at the current trading location. The findings in an effort to collect data are as follows:

Almost all traders state that this trading business is able to provide a decent profit because they do not need capital (goods titipa system) so that traders can sell a reasonable price even more expensive than the original price of the fruit.

This means that trading for traders is generally able to provide a decent profit, can sell at a reasonable price even above the selling price and is guaranteed to try in an existing location.

Social needs are presented by the occurrence of good communication between fellow traders in terms of mutual help, communication between traders and buyers, and buyers recommend to their partners to buy fruit. The findings in an effort to collect data are as follows:

The average trader states that among fellow traders there is good communication like family and mutual help. Besides that good communication also occurs between traders and buyers.

This means that good communication occurs between fellow traders like family, so that there is mutual help to help, a comfortable relationship when interacting and mutual respect.

Esteem needs are presented with merchants displaying merchandise more strategically than other traders and the quality of merchandise is worthy of choice for buyers looking for fresh fruit. The findings in an effort to collect data are as follows:

The average trader states that the trader has displayed his merchandise to be more attractive to buyers.

This means that traders have done things that can increase sales by displaying merchandise in strategic places where buyers can easily buy fruit.

Self-actualization needs are presented with goodness done by traders because they are based on the need to do good things such as providing assistance to other traders as a form of caring for others, to solve the problems being faced. The findings in an effort to collect data are as follows:

The average trader states that the trader when doing good is based on the need to do good, such as providing assistance to other traders as a form of caring for others.

This means that the trader sincerely when doing good is based on the need to do good, such as providing assistance to other traders as a form of caring for others, can solve the problems being faced.

## **CONCLUSION**

Based on an analysis based on an emic perspective, the fruit traders did indeed carry out the theme of business sustainability, namely: they have used their resources appropriately - without jeopardizing their capital structure in the short term to be able to maintain their business continuity; conduct transactions with external parties responsibly in order to establish business relationships or supplier-customer / consumer relations properly in order to reduce social costs due to loss of the subject of the relationship; conduct business strategies that are environmentally friendly by maintaining product freshness naturally and safely by effectively choosing; use trade packaging for buyers which is one of the practices of environmentally friendly decision making.

Associated with business capacity that is more oriented to aspects of sufficiency - which does not pursue profit maximization, the fulfillment of entrepreneurial physiological needs (embodiment of business ideas, relaxed, being a business owner), fulfillment of security needs (income, the presence of customers, basic resources according to needs, presence demand for pruduk, sincere support, honest communication, and the need for relationship) and fulfillment of the need for affection / ownership (partners in business, sincere support, and exchange of opinions with

friends who are more experienced in trading) then these things become a marker that these fruit traders have assumed that their businesses experienced success.

Based on these conditions, the perception that by trading fruit has been able to meet the needs of his life, then the maximum effort is made to maintain the continuity of the fruit trading business.

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