

Assessing the Impact of Entrepreneurial Traits and Self-Efficacy on the Performance of Food and Beverage Enterprises: A Study of Coffee Shops in Bogor City

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ABSTRACT

The growth of Micro, Small, and Medium Enterprises (MSMEs) plays a pivotal role in supporting national economic recovery, particularly within the food and beverage (F&B) sector, which has experienced notable expansion in the post-pandemic era. This study investigates the influence of entrepreneurial characteristics and self-efficacy on business success among MSME operators managing coffee shops in Bogor City, Indonesia. A descriptive quantitative research design was employed, utilizing a survey method with 120 qualified respondents. The independent variables included entrepreneurial characteristics and self-efficacy, while business success was treated as the dependent variable. Data were analyzed using multiple linear regression to evaluate both partial and simultaneous effects of the predictors on business performance. The results indicate that both entrepreneurial characteristics and self-efficacy exert a positive and statistically significant influence on business success. These findings underscore the importance of enhancing personal entrepreneurial traits and individual confidence to improve MSME performance and competitiveness in dynamic market environments. The study contributes to the theoretical discourse on entrepreneurship and offers practical implications for empowering small business actors through targeted capability development programs.

Key words: entrepreneurial characteristics; self-efficacy; business success; MSMEs; coffee shops; Bogor City

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are vital to Indonesia's economic development, contributing significantly to employment generation and national GDP. As one of the main pillars of the national economy, MSMEs absorb a large proportion of the workforce and support income distribution across regions. However, despite their numerical dominance, micro-enterprises contribute relatively less to GDP, indicating a structural imbalance in productivity and scalability. In Bogor, MSMEs particularly in the Food and Beverage (F&B) sector—have demonstrated dynamic growth driven by strong local demand, lifestyle changes, and supportive government initiatives, with business recovery accelerating in the post-pandemic period.

Entrepreneurial success is influenced by a combination of internal traits and external conditions. Key internal factors include personality characteristics such as creativity and independence, self-efficacy, and the ability to respond to environmental support and market opportunities. Preliminary survey data from 31 F&B MSME respondents in Bogor revealed mixed perceptions: entrepreneurial traits and self-efficacy were not consistently associated with business success, and high profit was not universally regarded as the sole indicator of success. These findings indicate the importance of conducting a deeper investigation into the psychological and contextual drivers that shape MSME performance and sustainability.

Entrepreneurial characteristics are widely recognized as crucial internal determinants of business success or failure. These traits encompass future-oriented thinking, structured goal-setting, decisiveness, creativity, innovation, opportunity responsiveness, mental resilience, enthusiasm, and strong self-belief. When MSME actors demonstrate strong entrepreneurial qualities such as high motivation, adaptability, and confidence they are more capable of setting strategic directions, managing limited resources efficiently, and responding proactively to competition, thereby increasing their likelihood of achieving sustainable success.

Several empirical studies reinforce this perspective. Abdul Rafiq, Ieke Wulan Ayu, and Sri Rahayu (2024) highlight the significant role of entrepreneurial characteristics in shaping business outcomes and competitive advantage. In summary, cultivating strong entrepreneurial traits is essential for enhancing the probability of business success, particularly within micro and small enterprise contexts where managerial capacity is closely tied to the owner's personal qualities.

Self-efficacy the belief in one's ability to perform tasks and overcome challenges is another key psychological factor influencing entrepreneurial success. Entrepreneurs with high self-efficacy tend to display greater confidence in managing operations, motivating employees, making strategic decisions, and navigating uncertainty in dynamic markets. Studies by Aini & Widayrghendi (2019), Anthony & Mei, and Srimulyani & Hermanto (2021) consistently demonstrate a positive and significant relationship between self-efficacy and business performance. Among various indicators, the ability to inspire and lead employees emerged as the most influential factor, while confidence in problem-solving was relatively less dominant. Overall, self-efficacy functions as a critical driver of sustained entrepreneurial achievement and organizational stability.

Conceptually, business success is shaped by two fundamental internal dimensions: entrepreneurial characteristics and self-efficacy. Both elements are essential for entrepreneurs striving to achieve operational and strategic objectives. Entrepreneurial traits such as vision, decisiveness, and resilience significantly influence business outcomes, as supported by Nadia (2022). Similarly, self-efficacy the belief in one's capability to manage and lead plays a pivotal role, with Anthony and Mei (2023) confirming its positive impact on performance. Together, these factors form a foundational psychological framework that underpins entrepreneurial effectiveness, strategic execution, and long-term business sustainability. Although entrepreneurial characteristics and self-efficacy are widely acknowledged as internal drivers of business success, existing research often generalizes these relationships without fully considering local business dynamics and socio-economic contexts. In Bogor's rapidly expanding F&B MSME sector, preliminary findings suggest that these traits are not uniformly perceived as determinants of success, and financial profit alone is not universally regarded as a comprehensive measure of achievement. This discrepancy highlights a gap in understanding how psychological attributes interact with contextual realities, competitive pressures, and cultural interpretations of success within micro-enterprise environments.

Therefore, this research aims to examine the combined influence of entrepreneurial characteristics and self-efficacy on business success among MSME actors in Bogor's F&B sector. Specifically, it seeks to analyze how these internal traits shape entrepreneurial performance and how business success is interpreted beyond purely financial outcomes, including aspects of sustainability, growth, and personal fulfillment. By doing so, the study contributes to the development of a more nuanced and context-sensitive framework for MSME development, offering insights that are both theoretically grounded and practically relevant for policymakers, practitioners, and entrepreneurs.

METHOD

This study employed a quantitative research approach and was conducted in the city of Bogor, Indonesia, as the area has experienced significant growth in the Food and Beverage (F&B) sector, particularly in the coffeeshop industry. Research locations were selected intentionally using purposive sampling to ensure that the respondents met specific criteria relevant to the study objectives, namely active MSME owners operating coffeeshops within Bogor. A cross-sectional research design was applied, meaning that data were collected once within a specific time frame January to February 2025 to capture the current conditions and perceptions of entrepreneurs regarding their business performance. This design allows the study to provide a snapshot of the relationship between entrepreneurial characteristics, self-efficacy, and business success within the existing competitive environment.

The study examined three core variables: entrepreneurial characteristics, self-efficacy, and business success. Entrepreneurial characteristics refer to traits such as innovation, risk-taking, and proactiveness; self-efficacy relates to the entrepreneur's confidence in managing and developing their business; and business success reflects performance indicators including revenue growth, customer expansion, and business sustainability. The research subjects consisted of MSME actors in the F&B sector, specifically coffeeshop owners in Bogor. The sample included 120 entrepreneurs selected from a total population of 336 officially registered F&B MSMEs in the coffeeshop subsector as of 2023, ensuring adequate representation and statistical reliability. The sample size was considered sufficient to generate reliable statistical estimates and to reflect the characteristics of the broader population of coffeeshop MSMEs in the region.

Data were collected using structured questionnaires designed to measure each variable based on clearly defined operational indicators. The questionnaire items were developed from relevant theoretical frameworks and previous empirical studies to ensure content validity and alignment with established research constructs. To analyze the data, the study employed classical assumption tests, multiple linear regression analysis, and hypothesis testing. Classical assumption tests were conducted to verify normality, multicollinearity, and heteroscedasticity, thereby ensuring the validity and robustness of the regression model. Multiple linear regression analysis was used to examine the simultaneous and partial effects of entrepreneurial characteristics and self-efficacy on business success, while hypothesis testing evaluated the statistical significance of the proposed relationships. Each variable was operationally defined to ensure measurement accuracy, consistency, and clarity throughout the research process, thereby supporting the reliability and validity of the study findings and strengthening the overall credibility of the research conclusions.

RESULTS AND DISCUSSION

The strength of the model is further supported by the coefficient of determination, with an R value of 0.935 and R² of 0.875, indicating that 87.5% of the variance in business success can be explained by entrepreneurial characteristics and self-efficacy. This reflects a very strong predictive relationship and confirms the robustness of the model.

Table 1. Coefficient of Determination

<i>Model Summary^b</i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.935	.875	.873	1.043

a. *Predictors: (Constant), Karakteristik Wirausaha (X1), Efikasi diri (X2).*

b. *Dependent Variable: Keberhasilan Usaha (Y)*

Based on the simultaneous testing using the F-test, the study found that both independent variables—entrepreneurial characteristics and self-efficacy—jointly exert a statistically significant influence on the dependent variable, business success, among MSMEs in the F&B sector in Bogor City. The calculated F-value of **409.852**, with a significance level of **0.000**, indicates a highly significant result. Given the degrees of freedom (df1 = 2; df2 = 117) and a 5% significance threshold, the critical F-table value is **3.07**. Since the F-calculated value far exceeds the F-table value and the significance level is well below 0.05, it can be concluded that both predictors contribute meaningfully to the regression model used to explain business success.

Table 2. ANOVA

Model	Sum of Squares	df	Mean Square	f	Sig
Regression	891.896	2	445.948	409.852	
Residual	127.304	117	1.088		.000Type equation here.
Total	1019.200	119			

a. *Predictors: (Constant), Karakteristik Wirausaha (X1), Efikasi diri (X2).*

b. *Dependent Variable: Keberhasilan Usaha (Y)*

Scientifically, these findings suggest that MSME success is not merely a function of external resources such as capital or infrastructure, but is deeply influenced by internal psychological and behavioral factors. Entrepreneurs who demonstrate creativity, innovation, commitment, and independence are more capable of adapting to market changes and sustaining operations. Meanwhile, those with high self-efficacy exhibit greater confidence, resilience, and strategic decision-making capacity.

These results are consistent with prior studies by Anthony & Mei (2023), Srimulyani & Hermanto (2021), and Abdul Rafiq et al. (2024), which emphasize the critical role of psychological traits in enhancing entrepreneurial performance and overall business outcomes. Their findings similarly highlight that internal factors—particularly entrepreneurial characteristics and self-efficacy serve as fundamental drivers of strategic decision-making, resilience, and sustainable growth. Compared to broader national-level research, this study provides more contextualized and localized insights into the urban coffeeshop subsector in Bogor, offering a deeper understanding of how these psychological dimensions operate within a specific micro-enterprise environment. By focusing on a concentrated sector with distinct competitive dynamics, the study reinforces the importance of designing targeted capacity-building programs that strengthen both entrepreneurial mindset and self-belief. Such initiatives are essential not only for improving individual managerial competence but also for enhancing MSME competitiveness, adaptability, and long-term sustainability in increasingly dynamic and uncertain market environments.

CONCLUSION

Based on the multiple linear regression analysis of data from 120 MSME respondents in the coffeeshop subsector in Bogor, this study concludes that both entrepreneurial characteristics and self-efficacy have a positive and significant impact on business success. The statistical results indicate that these two variables not only influence business performance individually but also contribute meaningfully when examined simultaneously within the regression model. Entrepreneurial traits such as creativity, innovation, commitment, and independence enable business owners to identify emerging opportunities, develop adaptive strategies, and respond effectively to dynamic market changes, while self-efficacy strengthens their confidence, resilience, persistence, and motivation to overcome operational challenges and achieve targeted business goals. Entrepreneurs with strong self-belief are more likely to make decisive strategic choices, manage risks effectively, and sustain performance under competitive pressure. The combined influence of these internal factors enhances strategic effectiveness, improves competitive positioning, and supports long-term sustainability, confirming that business success is optimally achieved when strong personal qualities and a high level of self-confidence are developed in tandem and consistently applied in business management practices.

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