

The Influence of Entrepreneurship Educational Characteristics on Traders' Income Levels and Business Development

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ABSTRACT

This article aims to analyze the influence of entrepreneurship education characteristics on the level of income of traders and business development in the Minangkabau livestock market. The research method uses a quantitative approach with an SEM development model, using AMOS data processing. The research sample is a type A regional livestock market in West Sumatra. The results showed whether between entrepreneurship characteristics to the level of income of traders and business development in the Minangkabau livestock market: a). Entrepreneurship characteristics have a positive effect on the income level of traders, b). Entrepreneurship characteristics do not have a positive effect on business development, c). The income level of traders has a positive effect on business development, and d). The income level of traders has become an influential mediator in the relationship between service entrepreneurship characteristics and business development. Thus, entrepreneurship characteristics generally affect traders' income levels and business development in Minangkabau livestock markets.

Keywords: *Entrepreneurship Educational Characteristics, Income Level, Business Development*

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INTRODUCTION

Entrepreneurship is one of the characters needed in the 21st century. According to Soersono dalam Indarto & Santoso, (2020) that entrepreneur characteristics have an important role in shaping mentality, innovation, courage, creativity, perseverance, hard work, morale, fighting power integrated with business skills. A person who has an entrepreneurial character has a desire to be responsible, has a commitment, dares to take risks, is able to see opportunities, is oriented to the future, has the skills to manage others, and is tolerant Supriatna, (2017); Ratmaningsih et al., (2018); Yohanna & Maya, (2019); Putri et al., (2022); Siska & Irwan, (2020); Irwan, Mobo, et al., (2022); Irwan et al., (2019)

This character is not obtained instantly, it requires experience and emotional maturity that comes from one's flight hours and sensitivity. A place is needed to forge one's entrepreneurial character. One such place is the market, be it a modern market or

a traditional market. A market is a gathering place for traders who make entrepreneurship as support for the success of their business. The market is an economic institution and a way of life as well as a center of economic activity that includes aspects of the social, cultural, and economic life of the community (Effendi, 2017). The market is the most important institution in the economy and entrepreneurship. Padar is also part of the representation of the cultural structure of a particular society Siska & Irwan, (2020); Irwan et al., (2023); F. R. Purwanti et al., (2023).

The Minangkabau livestock market is one of the markets that represent a cultural image. West Sumatra has 23 livestock market units, with 4 units categorized as regional markets and the rest are district livestock markets. The largest livestock market and type A is the Palangki livestock market the largest livestock market in central Sumatra Irwan, Zusmelia, et al., (2022); (Siska & Fatimah, 2018). This market is managed by the Palangki Livestock Market Technical Implementation Unit (UPTD) under the operation of the Livestock and Fisheries Service Office of Sijunjung District. Palangki Livestock Market is one of the largest livestock markets in Central Sumatra. According to the Head of the Livestock and Animal Health Service Office of West Sumatra, Erinaldi, the Palangki Livestock Market is located in Sijunjung District with close to 25,000 livestock transactions per year Siska & Fatimah, (2018); Irwan et al., (2018); Rhizky et al., (2018). This livestock market serves livestock needs for West Sumatra, Jambi, Aceh, Riau, and Riau Islands.

An overview of annual livestock sales at the regional livestock market proves that the Palangki livestock market is the largest in West Sumatra as seen in table 1.

Table 1. Annual Livestock Sales at Regional Livestock Markets West Sumatra

No	Livestock Market	Livestock Sales/Year
1	Pasar Ternak Palangki Kabupaten Sijunjung	25.000 ternak
2	Pasar Muaro Paneh Kabupaten Solok	20.000 ternak
3	Pasar Ternak Payakumbuh di Kota Payakumbuh	20.000 ternak
4	Pasar Ternak Cubadak di Kabupaten Tanah Datar	15.000 ternak

Source: Padang Time, 2012

As for type B livestock markets which are district/city livestock markets, they are spread in Bukittinggi, Koto Baru Tanah Datar, Sungai Sariaik and Sungai Limau Padang Pariaman Regency, Limbanang Limapuluh Kota Regency, Malampah in Pasaman Regency, Simpang Tiga Kinali in West Pasaman Regency, Lubuk Basung and Matur in Agam Regency, Lengayang in South Pesisir Regency, Air Pacah Padang City and several type C livestock markets (sub-district) in each district Zusmelia, Ansofino, et al., (2022); Siska & Supriatna, (2021).

The goal of traders is to earn a high income to meet their needs. According to income is the result of the sale of factors of production owned by the production sector. The welfare of a trader can be measured by his income, therefore the factors that affect the income of traders must be considered so that the income of traders is stable and their welfare increases. buying and selling in the market continue to run smoothly, and the number of existing traders will survive and increase. Although the traders are still selling, many of them feel that their income from year to year is decreasing, this is due to competition with modern markets and other influencing factors including lack of working capital Supriatna, (2016). Despite its purported importance, the

Entrepreneurship mindset research is still nascent (Cui et al., 2021). Existing studies of Entrepreneurship education impact have mainly addressed EI and few studies have examined the Entrepreneurship education-Entrepreneurship mindset link. The lack of research into Entrepreneurship mindset has been recently highlighted (Bell & Bell, 2020). Entrepreneurship mindset is closely related to opportunity recognition, which lies at the core of entrepreneurship and might determine entrepreneurial success. Bridging the connection between Entrepreneurship education and Entrepreneurship mindset would thus contribute to a deeper understanding on the scope and extent of Entrepreneurship education impact. One of the key challenges is to verify whether Entrepreneurship education can positively impact the cultivation of students' Entrepreneurship mindset.

Another problem that affects traders' income is entrepreneurial characteristics. This problem is one of the internal problems that should be honed because if the entrepreneurial characteristics they have are still low as a result many of them do not think more creatively to increase their income, only thinking about how they sell, not thinking about how they sell to generate income that continues to increase Oktaviani et al., (2021); Egi Yulianda, Irwan Irwan, (2023); Rahma et al., (2023); (Egi Yulianda, Irwan Irwan, 2023).

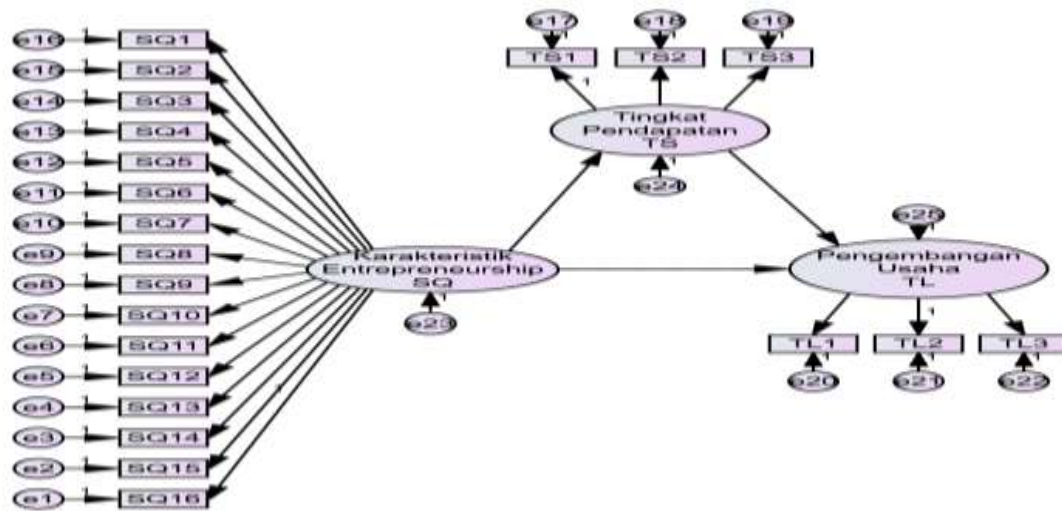
Based on the above phenomenon, it is necessary to conduct a study that should be studied and improved among traders, so that the welfare of traders in the future will also increase. The purpose of this study is to determine whether there is an influence between entrepreneurship characteristics on the level of income of traders and business development in the Minangkabau livestock market.

METHOD

This research uses a quantitative approach with the development of the SEM model Junaidi, (2021); Priyono & Moin, (2020);Jufriada et al., (2019). This study uses three variables, namely exogenous variables, intervening variables, and endogenous variables Alkraiiji, (2020). The sample of this study is a regional livestock market, namely Palangki livestock market traders in Sijunjung district, Muaro Paneh livestock market traders in Solok district, Payakumbuh livestock market traders in Payakumbuh city, and cubadak livestock market traders in Tanah Datar district with a total of 200 respondents, where each livestock market was taken 50 samples because 50 samples were considered representative of the population.

In SEM model development is the search or development of a model that has a strong theoretical justification. A researcher must conduct a series of literature checks to obtain justification for the theoretical model developed. The research design in this study used the Structural Equation Model (SEM) 23 test with the following model:

Picture 2. Structural Equation Model (SEM) of Research



The suitability of the model is evaluated by checking the SEM criteria. The first action is to evaluate whether the data used can meet the SEM assumptions, namely sample size, normality, outliers, linearity and multi-collinearity, and singularity (Junaidi, 2021). After that, the researchers tested the suitability and test statistics. Some of the fit indices and cut-off values used to test whether the model is accepted or rejected are:

Table 2. Goodness Of Fit Indeks

Goodness Of Fit Indeks	Cut-Off Value
Chi-Square	Df A 0,05
Probability	> 0.05
RMSEA	< 0.08
GFI	> 0.90
AGFI	> 0.90
TLI	> 0.95
CFI	> 0.95

Source : Ghozali (2013)

The causality Test is conducted to determine whether there is a relationship between variables or not the influence of research. This test is carried out by analyzing the Regression Weight value, namely, the required critical ratio (CR) value ≥ 1.96 and Probability (P) ≤ 0.05 when the sports data meets the conditions, then the hypothesis is accepted (Ghozali, 2013).

RESULT AND DISCUSSION

a. Data Normality Test

Evaluation of data normality is carried out using a critical ratio skewness value between -2.58 and +2.58. Data is said to be normally distributed if the critical ratio skewness value is between -2.58 and +2.58 (Ghozali, 2013). The results of the data normality test are explained as follows:

Table 3. Assesment of Normalitas

Variable	Min	Max	Skew	c.r.	Kurtosis	c.r.
TS3	3,000	5,000	-,426	-2,173	-,771	-1,966
TL3	3,000	5,000	-,581	-2,961	-,860	-2,193
TL1	3,000	5,000	-,628	-3,204	-,611	-1,557
TL2	3,000	5,000	-,544	-2,776	-,630	-1,605
TS2	3,000	5,000	-,490	-2,497	-,678	-1,729
TS1	3,000	5,000	-,423	-2,159	-,667	-1,701
SQ1	3,000	5,000	-,601	-3,062	-,676	-1,725
SQ2	3,000	5,000	-,447	-2,279	-,764	-1,948
SQ3	3,000	5,000	-,758	-3,867	-,536	-1,366
SQ4	3,000	5,000	-,170	-,869	-,640	-1,631
SQ5	3,000	5,000	-,361	-1,843	-,675	-1,721
SQ6	3,000	5,000	-,186	-,950	-,916	-2,335
SQ7	3,000	5,000	-,346	-1,764	-,663	-1,691
SQ8	2,000	5,000	-,558	-2,846	,170	,434
SQ9	3,000	5,000	-,404	-2,060	-,668	-1,702
SQ10	3,000	5,000	-,418	-2,133	-,680	-1,733
SQ11	2,000	5,000	-,560	-2,855	,409	1,042
SQ12	3,000	5,000	-,301	-1,535	-,722	-1,840
SQ13	3,000	5,000	-,363	-1,851	-,671	-1,710
SQ14	3,000	5,000	-,505	-2,576	-,642	-1,637
SQ15	3,000	5,000	-,635	-3,239	-,553	-1,410
SQ16	2,000	5,000	-,621	-3,166	,423	1,080
Multivariate					176,657	33,949

Source: Primary data processed, 2022

Based on the calculation results in the table above, we can see that all indicators have skew values between -2.58 and +2.58. Thus it can be said that the data from the statement is normally distributed.

b. Outlier Evaluation

The outlier assumption is met if the Mahalanobis distance value < chi-square value. Based on these provisions, in this study, the chi-square value was obtained at 355.073 and the value of the Mahalanobis distance can be seen in table 4.4 below:

Table 4. Observations (Outlier Evaluation)

Observation number	Mahalanobis d-squared	p1	p2
93	75,794	,000	,000
144	61,280	,000	,000

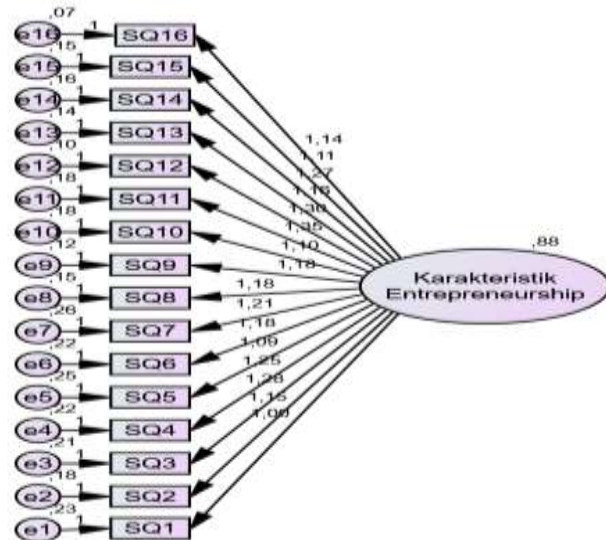
Source: Primary data processed, 2022

Based on table 4. above, we can see that the highest melanosis distance value is 75.794 and the chi-square value is 355.073. Therefore it can be concluded that in this study there are no multivariate outlier problems. The absence of multivariate outliers means that the data is suitable for use.

c. Confirmatory Factor Analysis (CFA)

1) Confirmatory Factor Analysis Variabel Karakteristik Entrepreneurship

Picture 2. CFA Karakteristik Entrepreneurship.



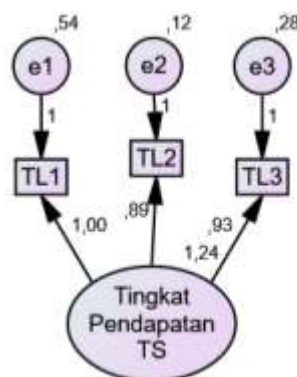
Source: Primary data processed, 2022

The results of confirmatory factor analysis are measurements of the dimensions that make up the latent variables in the research model. The results can be seen in that each indicator or dimension forming each variable shows good results, namely with a high loading factor value where each indicator is greater than 0.50 (Ghazali, 2008). With these results, it can be said that the indicators forming the latent variable constructs have shown good results.

2) Confirmatory Factor Analysis Income Level

The results of confirmatory factor analysis are measurements of the dimensions that make up the latent variables in the research model. The results of the CFA of the Income Level variable are described as follows:

Picture 3. CFA of Income Level



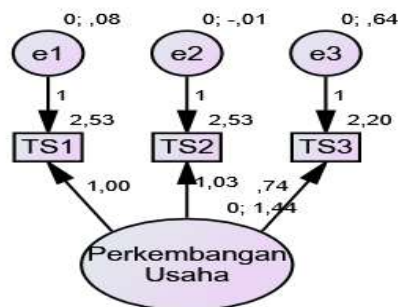
Source: Primary data processed, 2022

Based on the data above, it can be seen that each indicator or dimension forming each variable shows good results, namely with a high loading factor value where each indicator is greater than 0.50 (Ghazali: 2008). With these results, it can be said that the indicators forming the latent variable constructs have shown good results.

3) Confirmatory Factor Analysis Business Development

The results of confirmatory factor analysis are measurements of the dimensions that make up the latent variables in the research model. The results of the CFA of the Business Development variable are described as follows:

Picture 4. CFA Analysis of Business Development



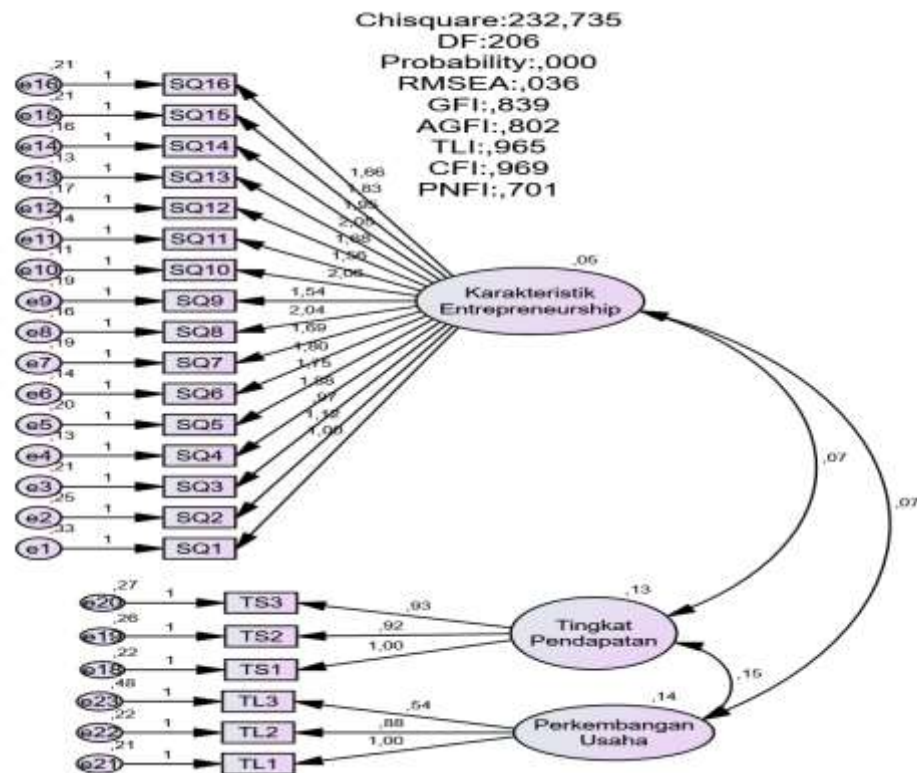
Source: Primary data processed 2022

Based on the data above, it can be seen that each indicator or dimension forming each variable shows good results, namely with a high loading factor value where each indicator is greater than 0.50 (Ghazali: 2008). With these results, it can be said that the indicators forming the latent variable constructs have shown good results

d. Overall CFA

After the CFA of entrepreneurship characteristics, income level, and business development is completed, then the research will measure the overall measurement model for all latent variables. The purpose of the overall measurement model is to analyze convergent validity, discriminant validity, and model fit of all these variables simultaneously. If this overall measurement model can meet the requirements of analyzing convergent validity, discriminant validity, and model fit, it can be carried out at the next stage, namely structural model conduct or latent variables that can be carried out into a valid structural model. The following corresponds to the results of the measurement model test.

Figure 6. CFA Overall Test



Source: Primary data processed, 2022

In the results of confirmatory factor analysis, the chi-square value is 232.696, and the probabilistic level value of $0.097 > 0.05$ indicates that this model fits the data or fit. Based on figure 6. Above, it can be interpreted that the results of the overall measurement model test show that all indicators have a loading factor value above 0.05. This means that the overall measurement model value on each indicator meets the required value. The following is the GOF output table from the overall CFA.

Table 4. Goodness Of Fit Overall CFA

Goodness Of Fit Indeks	Cut-Off Value	Analysis Result	Model Evaluation
Chi-Square	>1,96	232,696	Fit
Probability	>0.05	0.097	Marginal
RMSEA	<0.08	0.036	Marginal
GFI	> 0.90	0,839	Marginal
AGFI	> 0.90	0,802	Marginal
TLI	> 0.90	0.965	Fit
CFI	> 0.90	0,969	Fit
PNFI	0,60-0,90	0,701	Fit

Source: Primary data processed, 2022

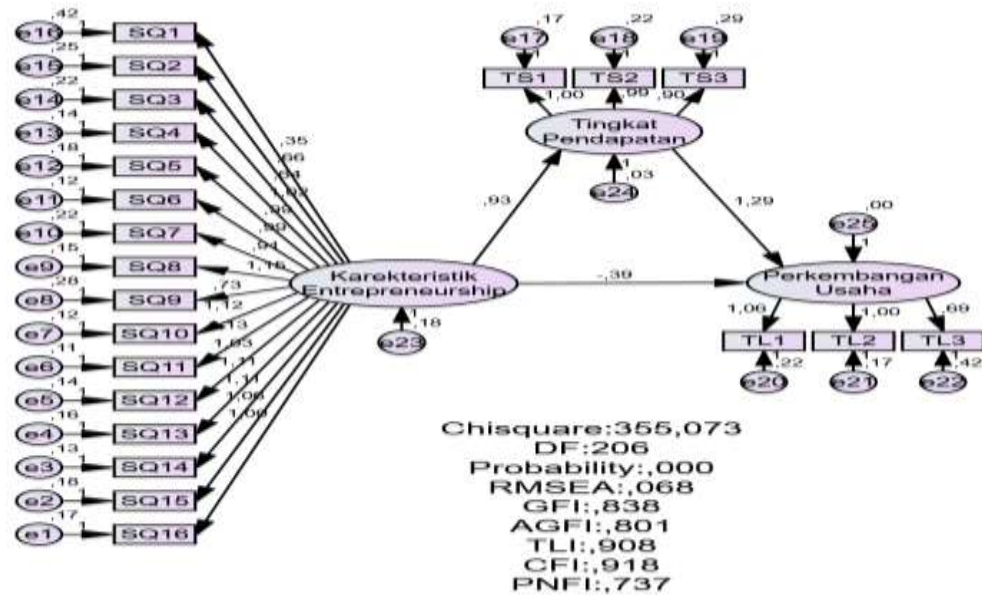
Based on the table, it can be concluded that the overall GOF value shows fit criteria because most of the GOF values can meet their respective cut

of value, so it can be stated that this measurement model is fit and the structural model can be carried out.

Uji Structural Equating Modeling

Analysis of processing results at the full SEM model stage is carried out by conducting suitability tests and statistical tests (Ghozali, 2013). The results of data processing for full model SEM analysis are shown in Figure 7.

Picture 7. Structural Equating Modeling (SEM)



The test of the feasibility of bringing this model according to the data or fit to the data used in the study is as shown in the table below:

Table 5. Structural Equating Modeling (SEM)

Goodness Of Fit Indeks	Cut-Off Value	Analysis Result	Model Evaluation
Chi-Square	>1,96	268,857	Fit
Probability	>0.05	0.000	Fit
RMSEA	<0.08	0.072	Fit
GFI	> 0.90	0,853	Marginal
AGFI	> 0.80	0,812	Fit
TLI	> 0.90	0.920	Fit
CFI	> 0.90	0,930	Fit
PNFI	0,60-0,90	0,747	Fit

Source: Primary data processed, 2022

Based on table 5. Above, these results indicate that the model used can be used. The chi-square value of 355.073 is greater than 1.96 and the probability of 0.000 is smaller than 0.05, which means that the model is in a good structural equation. The probability results indicate that there is no difference between the sample covariance matrix and the estimated population covariance matrix.

The results of data processing analysis show that all constructs used to form a research model, in the confirmatory factor analysis process, have met the predetermined goodness of fit criteria. From several model feasibility tests, the model is said to be feasible if at least one of the model feasibility test methods is met (Hair et al, 2015). In an empirical study, a researcher is not required to meet a goodness of fit criterion but depends on the judgment of each researcher. From the model output results in table 5. for the model fit test criteria, some measurement models are still marginal, but they can still be continued in further analysis because they are close to the goodness of fit criteria. Thus it can be stated that this test has been able to produce a fit model and produce good confirmation of the causal relationships of the variables in the study.

Hypothesis Test of Direct Effect

The results of SEM analysis as a causality testing step are as follows:

Table 6. Regression Weight

			Estimase	S.E.	C.R.	P
Characteristics of Entrepreneurship	→	Income Level	,936	,116	8,050	***
Income Level	→	Business Development	1,205	,561	2,148	,032
Characteristics of Entrepreneurship	→	Characteristics of Entrepreneurship	-,296	,519	-,570	,568

Source: Primary data processed, 2022

1) Hypothesis Testing 1

The parameter estimate of the relationship between entrepreneurship characteristics and income level is 0.936. The study of the relationship between the two variables shows the value of c.r = 8.050 with probability = 0.000 ($p < 0.05$). So it can be interpreted that entrepreneurship characteristics have a positive and significant effect on income levels, so the better the entrepreneurship characteristics of traders, the higher the income level of traders in livestock markets in Minangkabau. Thus hypothesis 1 is accepted because there is a positive influence between entrepreneurship characteristics and income levels.

2) Hypothesis Testing 2

The estimated parameter of the relationship between entrepreneurship characteristics and business development is -0.296. Examination of the relationship between the two variables shows the value of c.r = -0.570 with a probability = 0.568 ($p > 0.05$). So it can be interpreted that entrepreneurship characteristics have no positive or significant effect on business development. This explains that there is no direct influence between entrepreneurship characteristics on business development. Thus hypothesis 2 is rejected.

3) Hypothesis Testing 3

The estimated parameter of the relationship between income level and business development was 1.205. The study of the relationship between the two variables shows the value of c.r = 2.148 with probability = 0.032 ($p < 0.05$). So it can be interpreted that the level of income has a positive and significant

effect on business development, so the higher the income level of traders, the better the business development of livestock traders in the Minangkabau livestock market. This explains that there is a positive influence between income level and business development. Thus hypothesis 3 is accepted.

Indirect Effect Test

1) Hypothesis Testing 4

Table 7. Standardized Indirect Effect

	Characteristics of Entrepreneurship	Income Level	Business Development
	p		
Income Level	,000	,000	,000
Business Development	1,232	,000	,000

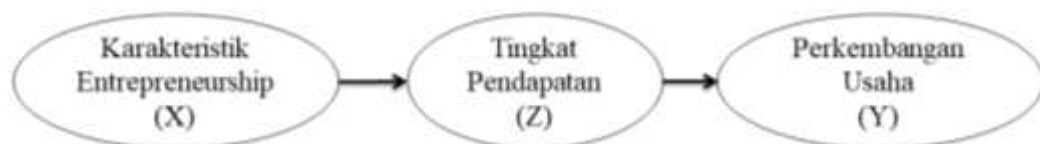
Source: Primary data processed, 2022

From table 7 above, it can be seen that the parameter estimate on the standardized indirect effect shows that there is an indirect effect between the Entrepreneurship Characteristics variable on Business Development through the Income Level of 1.232. So it can be interpreted that although Entrepreneurship Characteristics do not directly affect Business Development, Entrepreneurship Characteristics have a direct and significant effect in full mediation between Business Development through Income levels. Then hypothesis 4 is accepted.

New Model After Research

Based on the test results on each research variable using AMOS 23 software based on the structural equating modeling (SEM) approach and referring to the hypothesis of this study stated earlier which states that there is no direct influence between income level variables and business development. Therefore, a post-research model can be made which shows that the research variables influence one another. The research model can be described as follows:

Picture 8. Conceptual Framework Model After Research



The model above shows the influence relationship on the business development variable, which refers to the results of the analysis of the greatest influence generated by entrepreneurship characteristics and income levels so as to form business development. It has been argued that learners must engage in entrepreneurial activities in order to develop entrepreneurial competencies and must engage in entrepreneurial processes to gain experiential knowledge (McMullen et al., 2020). Experiential learning can be considered to be a participatory form of learning which involve learners in a range of mental processes to synthesis information in an active

immersive environment. It is thus a form of constructivist active learning. Experiential learning lies at the heart of a social constructivist learning paradigm Budiman et al., (2020) by meeting the need to develop skills, attributes and competency. In experiential learning educators guide learners as they work within a social setting to achieve greater levels of understanding through the process. This approach goes beyond merely teaching 'about' entrepreneurship, which teaches the theory of entrepreneurship, to the teaching 'for' entrepreneurship, which develops learners' entrepreneurial skills and competences ready for entrepreneurship, or teaching 'through' entrepreneurship, which supports learning by practicing entrepreneurship (Yohanna & Maya, 2019). Such entrepreneurial skills and competences have been highlighted as important for graduates within the EU Entre Comp framework. Experiential pedagogy in entrepreneurship education is aimed at making the learning experience more authentic by providing learners with experiences through which they can practice and develop entrepreneurial competences, a critical vehicle for the preparation of learners for the future practice of entrepreneurship ((Yohanna & Maya, 2019). The literature reports favourable outcomes both in results and learner satisfaction Ratten, (2020), Having discussed the role and benefit of experiential education in entrepreneurship, the constructivist approach to education, which underpins experiential learning, will be discussed.

CONCLUSION

Based on the results of the study, it can be concluded that the importance of entrepreneurship characteristics, makes traders able to increase their income and business development. The current study provides a model that aims to provide a better understanding of the role of traders' income levels in mediating the relationship between entrepreneurship characteristics and traders' business development in Minangkabau livestock markets. The conclusions of the study are as follows: a). Entrepreneurship characteristics have a positive effect on traders' income levels, b). Entrepreneurship characteristics do not have a positive effect on business development, c).The income level of traders has a positive effect on business development, d). Entrepreneurship characteristics affect business development mediated by the variable income level of traders. Further research can be carried out by looking at the limitations of this research which can be used as a source of ideas for future research development. The suggested research expansion of this research is to add independent variables that affect loyalty to improve service quality. Then, in addition, research indicators that can be used in this study can be added with indicators that are relevant to the research to be carried out.

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AUTHOR CONTRIBUTION STATEMENT

Felia et.al contributes to searching relevant articles and script writing. SS contributes to methods application and data analysis.

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