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The Influence Encouragement of Achievement, Hard Work and Optimism towards Entrepreneurial Success

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Abstract:

The purpose of this study was to analyze the effect of the encouragement of achievement, hard work and optimism on entrepreneurial success. This type of research is a causal associative research. The research was conducted in the area of Tanjung Rejo Village, Medan City, Indonesia. The research population was 117 entrepreneurs who opened entrepreneurs and the sample was a total population of 117 respondents. The research instrument for obtaining data used a questionnaire by first testing the validity and reliability, then the data were analyzed partially (t test) and simultaneously (F test) with multiple linear regression analysis at a significance level of 95%. The results showed that partially and simultaneously there was an influence of the encouragement of achievement, hard work and optimism on entrepreneurial success. The characteristics of an entrepreneur will provide an independent person in entrepreneurship. Based on these findings, it is hoped that the public, especially entrepreneurs, will instill a high entrepreneurial character so that they are able to compete in running their business. An understanding of entrepreneurial character can be obtained from participating in seminars on entrepreneurship or reading from various books related to the character that an entrepreneur must have.

Keywords: *Encouragement of achievement, hard work, optimism, entrepreneurial success*

1. Background to the Study

The existence of Small and Medium Enterprises (UKM) provides a major contribution to economic growth and improvement of the welfare of the Indonesian people. In fact, more than 50 percent of the national opinion is contributed by the existence of these business units. However, not a few SMEs have experienced business failures and led to bankruptcy. Generally, failure in business management is due to the inadequate business structure, lack of technical competence in production and expertise as well as managerial and financial, and limited mastery of technology and capital. Meanwhile, in terms of personality characteristics, failure to manage a business mostly occurs due to a lack of proactivity, easy surrender, and a lack of environmental support and optimism. To achieve entrepreneurial success, the link between motivation and competence is a great desire to achieve success. If it is not followed by efficient effective action, hard work will not achieve success. Likewise, having good abilities but not having the enthusiasm to move forward makes it difficult to get entrepreneurial success (Ika, 2015).

A person's entrepreneurial spirit is not owned and carried from birth, but can be learned in everyday life such as learning entrepreneurship and learning how to be a successful entrepreneur (Wibowo, 2011). People can achieve success in many areas of their life or work. A person's success in the workplace can be interpreted differently where it can consist of skills, competencies and success that come from intrinsic motivation and interest in that person's work (Uusiautti and Määttä, 2015).

The success of an entrepreneur can be influenced by various factors, including the encouragement of achievement, hard work and optimism so that the formulation of problems in this research are:

- Does the encouragement of achievement affect entrepreneurial success?
- Does working hard affect entrepreneurial success?
- Does optimism affect entrepreneurial success?
- Does the encouragement of achievement, hard work and optimism affect entrepreneurial success?

2. Literature Review

Entrepreneurship is a process where a person or group of people uses organized efforts and means to pursue opportunities to create value and grow by fulfilling wants and needs through innovation and uniqueness (Robbins and Coulter, 2010). Another opinion states that entrepreneurship can be defined as a person who owns, manages and institutionalizes his own business. The factors that encourage a person to make entrepreneurial decisions can be identified through personality assessments, especially their experiences and backgrounds. A person's biography is useful because in a biography it can be seen that experiences, skills and competencies for increasing entrepreneurship, developing entrepreneurial values (Sjanbandhy, 2001).

Some opinions expressed in different ways from the characteristics of entrepreneurship but in essence they are the same. The characteristics of entrepreneurship can be seen from the opinion of McClelland quoted by Mudjiarto and Wahid (2006) which states that there are 9 (nine) main characteristics of entrepreneurship that are contained in an entrepreneur. The main characteristics are as follows: 1) The drive for achievement; All successful entrepreneurs have a strong desire to achieve something, 2) Work hard; Most of the entrepreneurs are 'drunk on work', in order to achieve the goals they want and aspire to, 3) Pay attention to quality; Entrepreneurs handle and supervise their own business until they are independent, before they decide to start a new business again, 4) Very responsible; Entrepreneurs are very responsible for their efforts, both morally, legally and mentally, 5) Reward-oriented; Entrepreneurs want to achieve, work hard, be responsible and they expect rewards that are worth the effort. The reward is not only in the form of money but also in the form of recognition and respect, 6) Optimistic; Entrepreneurs live by the doctrine that all times are good for business and anything is possible, 7) Oriented to good work; Often these entrepreneurs want to achieve outstanding success and demand first class things, 8) Able to organize; Most entrepreneurs are able to integrate the parts of their business into their business and they are generally recognized as successful 'commanders', 9) Money oriented; The money pursued by entrepreneurs is not solely for personal needs and business development, but is also seen as a measure of work performance and success.

The objectives of this study determined:

- H1. To determine the effect of the encouragement of achievement on entrepreneurial success.
- H2. To determine the effect of hard work on entrepreneurial success.
- H3. To determine the effect of optimism on entrepreneurial success.
- H4. To determine the effect of the encouragement of achievement, hardwork and be optimistic on entrepreneurial success.

3. Methodology

This type of research is a causal associative research. Sugiyono (2016) argues that causal associative research is research that aims to determine whether or not there is an influence or relationship between independent variables on the dependent variable and if there is how close the influence or relationship is and whether or not that influence or relationship is significant. The research was conducted in the Tanjung Rejo Sub-District, Medan City, Indonesia and the population of the study were 117 entrepreneurs who opened entrepreneurs and the sample was a total population of 117 respondents. The research instrument used in this study was a questionnaire using a Likert scale for each variable to obtain data on the effect of achievement drive, hard work and optimism on entrepreneurial success. Before the research instrument is used in the study, it must first test its validity and reliability. Reliability was determined by test of the instrument at 0.60 at alpha level. Data were analyzed partially and simultaneously using linear regression analysis with a significance level of 95%. It is stated that there is an effect if the value of $t_{count} > t_{table}$ and significant if the value of $p > \alpha = 0.05$

4. Research Result

To answer the research objectives and research hypotheses using multiple linear regression analysis which is shown in the following table:

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.396 ^a	.157	.134	4.725		
ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	468.486	3	156.162	6.996	.000 ^a
	Residual	2522.437	113	22.322		
	Total	2990.923	116			
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.802	3.620		2.432	.017
	Encouragement of Achievement	.198	.089	.203	2.227	.028
	HardWork	.200	.088	.206	2.284	.024
	Optimism	.207	.100	.182	2.075	.040

Table 1: Results of Linear Regression Analysis

Based on the results of the statistical test partially using the t test on the encouragement for achievement variable, the value of $t_{count} = 2.227$; hard work variable obtained $t_{count} = 2.284$ and optimistic variable obtained $t_{count} = 2.075$ each greater than t_{table} value = 1.980 so it can be seen that partially there is an effect of encouragement for achievement, hard work and optimism on entrepreneurial success, while the results of statistical tests simultaneously obtained that the value

of $F_{\text{count}} = 6.996$ is greater than $F_{\text{table}} = 3.08$ so that it is known that simultaneously there is an effect of encouragement for achievement, hard work and optimism on entrepreneurial success.

5. Discussion of Findings

From the results of statistical tests partially or simultaneously show that the drive for achievement, hard work and optimism have an effect on entrepreneurial success. The results of this study are in accordance with the opinion of Mudjiarto and Wahid (2006) which states that the main characteristics of entrepreneurship in a successful entrepreneur include the drive for achievement, hard work and optimism.

A successful entrepreneur must have the characteristics of a great desire to achieve an achievement in his entrepreneurship. This shows that an entrepreneur provides the opportunity to use his full personal abilities and potential and self-actuality to achieve goals by making creative and innovative efforts in developing ideas and gathering resources to find opportunities and improve life through entrepreneurship. The characteristics of an entrepreneur are in accordance with the opinion of Robbins and Coulter (2010) which states that entrepreneurship is a process where a person or group of people uses organized business and means to pursue opportunities to create value and grow by fulfilling wants and needs through innovation and uniqueness. Someone is called an entrepreneur, when that person has good and unique ideas and ideas and can make a product. Not only that, they also have the expertise to be able to provide products according to market interests. There are two important aspects to creativity, namely processes and people. A goal-oriented process, which is designed to achieve a solution to a problem. Meanwhile, humans are the resources that determine the solution. The process remains the same, but the approaches used may vary. Between one entrepreneur and another, they must do different ways or strategies in building their business. This method or strategy determines the final result. The more creative the person is in using the opportunities that exist, the better the results of the business they are running.

In addition to the encouragement of achievement, an entrepreneur must also have the characteristics of working hard. To achieve achievement, from the drive for achievement, an entrepreneur must also be able to work hard in running his entrepreneurship. By working hard, an entrepreneur is able to create innovative and creative work to attract consumers to buy their innovative and creative work. Of course, a successful business is not built overnight but it takes a long time, and consistent hard work to achieve success. Moreover, in an era that is filled with technology, as it is now starting to slowly crawl into several lines of work.

Another characteristic needed in entrepreneurship is having a spirit of optimism. An entrepreneur will be successful if he is able to have optimism in running his entrepreneurship in the midst of increasingly fierce competition. Having a high spirit of optimism is certainly one of the assets in a business actor. Without optimism from a business actor, it can be ascertained that the business being run will not be able to survive long in the face of competition from its competitors. In any difficult condition, a business actor is required to always be optimistic in running his entrepreneurship. This is important because by being optimistic, it will indirectly lead an entrepreneur to become a more resilient, unyielding person and remain enthusiastic in facing all obstacles. Conversely, if an entrepreneur is pessimistic, then they tend to easily give up on the obstacles that come when running their entrepreneurship so that their business development is more dependent on fate.

6. Conclusions

Based on the research results that have been described above, it can be concluded that there is a partial and simultaneous influence between the encouragement of achievement, hard work and optimism on entrepreneurial success.

7. Recommendations

Based on these findings, it is hoped that the public, especially entrepreneurs, will instill a high entrepreneurial character so that they are able to compete in running their business. An understanding of entrepreneurial character can be obtained from participating in seminars on entrepreneurship or reading from various books related to the character that an entrepreneur must have.

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