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Navigating the Path to Sustainability: The Interplay of Entrepreneurial Knowledge, Creativity, and Motivation in the Micro, Small, and Medium Enterprises (MSMEs) Landscape

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ABSTRACT

The sustainability of Micro, Small, and Medium Enterprises (MSMEs) is crucial for economic growth and development, particularly in emerging economies. This study investigates the influence of entrepreneurial knowledge, creativity, and motivation on the sustainability of MSMEs operating within the culinary sector. The research employs a quantitative approach, utilizing survey data collected from 30 MSME owners and employees at Gatsu Food Square in Banjarmasin, Indonesia. The data analysis involves validity and reliability tests, normality checks, and regression analysis to examine the relationships between the variables. The findings reveal that entrepreneurial knowledge has a positive and significant impact on business sustainability. However, creativity and entrepreneurial motivation do not exhibit a statistically significant influence on sustainability in this specific context. The study underscores the critical role of entrepreneurial knowledge in fostering sustainable businesses. It suggests that while creativity and motivation are important entrepreneurial attributes, their direct impact on sustainability may be contingent upon other factors or require further investigation. The research offers valuable insights for policymakers, MSME support organizations, and entrepreneurs themselves in promoting sustainable business practices within the MSME sector.

1. Introduction

The Micro, Small, and Medium Enterprises (MSMEs) sector constitutes the backbone of many economies worldwide, particularly in developing nations. The significance of this sector is underscored by its substantial contribution to employment generation, income distribution, and overall economic development (Ayyagari et al., 2011). The dynamism and adaptability of MSMEs make them crucial players in fostering economic resilience and promoting inclusive growth. However, the MSME landscape is fraught with challenges, including limited access to finance, market volatility, and intense competition, which can impede their growth and sustainability

(Beck, 2006). The sustainability of MSMEs, defined as their ability to maintain operations and growth over the long term while contributing positively to their social and environmental surroundings, is thus of paramount importance. It encompasses financial viability, resilience to external shocks, and responsible business practices (WCED, 1987). The sustainability of MSMEs is not only crucial for the survival of these enterprises but also for the overall health and well-being of the communities and economies they serve.

The culinary industry, a vibrant and dynamic sector, presents significant opportunities for entrepreneurship and MSME development. The industry's growth is fueled by evolving consumer



preferences, increasing disposable incomes, and the rising popularity of food tourism (Hall et al., 2003). However, the culinary sector is also characterized by intense competition, high operational costs, and the need for constant innovation to cater to the ever-changing demands of consumers (Kim et al., 2011). In this context, ensuring the sustainability of MSMEs in the culinary industry becomes crucial for their long-term success and contribution to the sector's growth. Entrepreneurial knowledge, creativity, and motivation are widely recognized as key drivers of entrepreneurial success and have been extensively studied in the context of MSMEs (Shane, 2000). Entrepreneurial knowledge encompasses the understanding of business concepts, market dynamics, and industry-specific know-how. It enables entrepreneurs to make informed decisions, identify and exploit opportunities, and manage their businesses effectively (McGrath, 2000). Creativity, on the other hand, allows entrepreneurs to think outside the box, develop innovative products and services, and adapt to changing market conditions (Amabile, 1996). Motivation, the driving force behind entrepreneurial behavior, provides the energy and determination to overcome challenges and persevere in the face of adversity (Gartner, 1985).

Several studies have examined the relationship between these entrepreneurial attributes and business performance. For instance, research has shown that entrepreneurial knowledge positively influences firm performance, innovation, and growth (Wiklund, 2005). Similarly, creativity has been linked to new product development, market expansion, and competitive advantage (Zhou, 2010). Motivation, in turn, has been found to enhance entrepreneurial persistence, risk-taking propensity, and overall business success (Baum et al., 2001). However, the specific impact of entrepreneurial knowledge, creativity, and motivation on the sustainability of MSMEs, particularly in the culinary sector, remains relatively unexplored. While these attributes are undoubtedly important for

entrepreneurial success, their direct influence on sustainability may be contingent upon other factors or require further investigation. The culinary industry, with its unique challenges and characteristics, may necessitate a nuanced understanding of the interplay between these attributes and their contribution to business sustainability.

This study aims to address this gap in the literature by investigating the influence of entrepreneurial knowledge, creativity, and motivation on the sustainability of MSMEs operating within the culinary sector. The research focuses on MSMEs located in Gatsu Food Square, a culinary hub in Banjarmasin, Indonesia. This setting provides a rich context for examining the dynamics between entrepreneurial attributes and business sustainability in a real-world setting. The study employs a quantitative approach, utilizing survey data collected from MSME owners and employees. By analyzing the relationships between these variables, the research seeks to provide valuable insights into the factors that contribute to the sustainability of MSMEs in the culinary industry. The findings of this research will have significant implications for various stakeholders. Policymakers can utilize these insights to design and implement effective policies and programs that support the sustainability of MSMEs in the culinary sector. MSME support organizations can tailor their services and interventions to address the specific needs and challenges faced by these enterprises. Entrepreneurs themselves can gain a deeper understanding of the key drivers of sustainability and adopt strategies to enhance the long-term viability of their businesses.

2. Literature Review

The significance of MSMEs in economic development

The role of micro, small, and medium enterprises (MSMEs) in driving economic growth and development is widely acknowledged (Ayyagari et al., 2011). These enterprises serve as the backbone of many economies,



contributing significantly to employment generation, poverty reduction, and innovation (Audretsch, 2004). The dynamism and adaptability of MSMEs make them particularly crucial in emerging economies, where they often operate in resource-constrained environments and face numerous challenges (Bhavani, 2001). The culinary sector, in particular, represents a vibrant and dynamic segment within the MSME landscape, offering substantial opportunities for entrepreneurship and economic development (Hall et al., 2000). However, the sustainability of MSMEs in this sector is often precarious, necessitating a deeper understanding of the factors that contribute to their long-term viability.

Entrepreneurial knowledge as a cornerstone of sustainability

Entrepreneurial knowledge, encompassing a diverse range of business-related skills and expertise, is widely recognized as a critical determinant of entrepreneurial success and business sustainability (Cope, 2005). The ability to analyze market trends, develop effective marketing strategies, manage finances prudently, and optimize operations is essential for navigating the complexities of the business environment (Gartner, 1985). The significance of entrepreneurial knowledge in fostering sustainable businesses has been corroborated by numerous studies. For instance, research by Alhamidi (2023) and Nasrudin et al. (2023) highlighted the positive impact of entrepreneurial knowledge on the sustainability of printing businesses. The findings suggest that entrepreneurs equipped with a solid foundation of business knowledge are better positioned to anticipate and respond to market challenges, make informed decisions, and implement strategies that contribute to long-term viability.

The culinary sector, characterized by its dynamism and competitiveness, places a premium on entrepreneurial knowledge. Entrepreneurs in this sector need to stay abreast of evolving consumer

preferences, culinary trends, and food safety regulations (Kim et al., 2004). They also need to possess strong financial management skills to navigate the challenges of fluctuating ingredient costs and seasonal demand (Morrison et al., 2004). The ability to leverage technology and digital platforms for marketing and customer engagement is also becoming increasingly important in the culinary landscape (Koc, 2019). Thus, entrepreneurial knowledge, encompassing both traditional business acumen and industry-specific expertise, is indispensable for achieving sustainability in the culinary sector.

Creativity: the catalyst for innovation and adaptation

Creativity, the ability to generate novel and valuable ideas, is often hailed as a key driver of innovation and competitive advantage (Amabile, 1996). In the context of MSMEs, creativity can manifest in various forms, such as developing unique products or services, devising innovative marketing campaigns, or finding creative solutions to operational challenges (Shalley et al., 2004). The importance of creativity in fostering business sustainability has been emphasized in several studies. For example, research by Anggraini (2023) demonstrated the positive influence of creativity on the sustainability of millennial-owned MSMEs. Similarly, Hamka et al. (2021) underscored the role of creativity in enhancing the sustainability of food and beverage processing industries.

In the culinary sector, creativity is particularly crucial for differentiation and survival. The ability to create unique and appealing dishes, craft compelling culinary experiences, and adapt to evolving consumer tastes is essential for attracting and retaining customers (Ottenbacher, 2007). Creative entrepreneurs in this sector are more likely to identify and exploit niche market opportunities, develop innovative culinary concepts, and stay ahead of the competition (Camillo et al., 2019). Moreover, creativity



can also contribute to operational efficiency by enabling entrepreneurs to find resourceful solutions to challenges such as limited resources or space constraints (Lee et al., 2012). Thus, creativity acts as a catalyst for innovation and adaptation, fostering the resilience and sustainability of MSMEs in the culinary landscape.

Motivation: the driving force behind entrepreneurial endeavors

Motivation, the internal and external forces that drive individuals to initiate and sustain their actions toward achieving their goals, is a fundamental element of entrepreneurship (Shane et al., 2003). In the context of MSMEs, motivation can stem from various sources, such as the desire for financial independence, the passion for a particular industry, or the aspiration to make a positive social impact (Carsrud, 2011). The influence of motivation on business sustainability has been explored in several studies. For instance, research by Laurens (2020) revealed the positive impact of motivation on the success and sustainability of food startups. Nagel (2021) also highlighted the role of motivation in contributing to the success of food and beverage MSMEs.

In the culinary sector, motivation plays a crucial role in sustaining entrepreneurial efforts amidst the challenges and uncertainties of the industry. The demanding nature of the culinary business, coupled with the long hours and high-pressure environment, requires a strong sense of motivation to persevere (Barron, 2012). Motivated entrepreneurs in this sector are more likely to overcome obstacles, maintain their passion for their craft, and continuously strive for excellence, ultimately leading to increased sustainability (Collins et al., 2004). Furthermore, motivation can also inspire entrepreneurs to innovate, experiment, and push the boundaries of culinary creativity, further enhancing their competitive advantage and long-term viability.

The synergistic effect of entrepreneurial attributes

While entrepreneurial knowledge, creativity, and motivation have been individually linked to business sustainability, their interplay and combined effect warrant further investigation. It is plausible that these attributes interact and reinforce each other, creating a synergistic effect that amplifies their impact on sustainability (Markman et al., 2005). For instance, entrepreneurial knowledge may provide the foundation for creative problem-solving, while motivation may fuel the drive to implement innovative ideas (Zhao et al., 2010). Understanding the complex dynamics between these attributes is crucial for developing comprehensive strategies to promote MSME sustainability.

In the culinary sector, the interplay of entrepreneurial knowledge, creativity, and motivation is particularly salient. Entrepreneurial knowledge enables culinary entrepreneurs to understand the market, identify opportunities, and develop effective business strategies (Nandan, 2010). Creativity allows them to craft unique and appealing culinary offerings that resonate with consumers (Mueller et al., 2012). Motivation provides the driving force to overcome challenges, maintain focus, and continuously strive for improvement (Baum, 2004). The synergistic effect of these attributes can lead to enhanced innovation, adaptability, and resilience, ultimately contributing to the sustainability of MSMEs in the culinary landscape.

Research gaps and the present study

While the existing literature provides valuable insights into the relationship between entrepreneurial attributes and business sustainability, there are still several research gaps that need to be addressed. First, most studies have focused on individual attributes, overlooking the potential synergistic effect of their interplay. Second, there is a dearth of research specifically examining the culinary sector, which presents unique challenges and opportunities for MSMEs. Third, the majority of studies have been



conducted in developed economies, limiting the generalizability of the findings to emerging economies. The present study aims to address these research gaps by investigating the combined influence of entrepreneurial knowledge, creativity, and motivation on the sustainability of MSMEs in the culinary sector in an emerging economy context. By focusing on MSMEs located in Gatsu Food Square, Banjarmasin, Indonesia, the study provides a rich and nuanced understanding of the dynamics between entrepreneurial attributes and business sustainability in a specific cultural and economic setting. The findings of this research will contribute to the existing literature and offer valuable insights for policymakers, MSME support organizations, and entrepreneurs themselves.

3. Methods

The study employs a quantitative research design to examine the relationships between entrepreneurial knowledge, creativity, motivation, and business sustainability. The quantitative approach is deemed suitable as it allows for the collection and analysis of numerical data, enabling statistical testing of hypotheses and drawing generalizable conclusions about the population of interest (Creswell, 2014). The research adopts a cross-sectional survey design, wherein data is collected from a sample of MSMEs at a single point in time (Sekaran, 2016). This design is appropriate for exploring the relationships between variables and identifying patterns or trends within the data. The population for this study comprises all MSMEs operating within the Gatsu Food Square in Banjarmasin, Indonesia. The culinary sector was chosen due to its dynamism, growth potential, and significant contribution to the local economy (Hall et al., 2000). Gatsu Food Square, a popular culinary hub, provides a diverse and representative sample of MSMEs in this sector. The total population size was not readily available, necessitating the use of non-probability sampling techniques (Bryman, 2012).

Purposive sampling was employed to select 30 MSMEs that met specific criteria relevant to the research objectives. The criteria included: Being operational for at least one year, ensuring a minimum level of business experience and stability; Having a physical presence within Gatsu Food Square, facilitating access and data collection; Representing a variety of culinary offerings, and ensuring diversity within the sample. The purposive sampling approach allowed for the selection of information-rich cases that could provide valuable insights into the research questions (Patton, 2002).

A structured questionnaire was used as the primary data collection instrument. The questionnaire was designed to measure the following variables: Entrepreneurial Knowledge: The questionnaire included items adapted from Roxas (2014) to assess the respondents' knowledge of business management, marketing, and financial aspects. The items were measured on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree); Creativity: The questionnaire included items adapted from Kristian (2022) to measure the respondents' creativity in terms of idea generation, opportunity recognition, and risk-taking propensity. The items were also measured on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree); Motivation: The questionnaire included items adapted from Abdullah (2019) to assess the respondents' motivation in terms of self-confidence, passion, and goal orientation. The items were measured on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree); Business Sustainability: The questionnaire included items adapted from Sucipto (2011) to measure business sustainability in terms of customer satisfaction strategies and promotional efforts. The items were measured on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was pilot-tested with a small group of MSME owners to ensure clarity, comprehensibility, and relevance of the items. Based on the feedback received, minor



modifications were made to the questionnaire before its administration to the main sample. Data collection was conducted through face-to-face interviews with the owners or employees of the selected MSMEs at Gatsu Food Square. The interviewers explained the purpose of the study, assured the respondents of confidentiality, and obtained their informed consent before administering the questionnaire. The interviews were conducted in Indonesian, the local language, to ensure clarity and understanding. The completed questionnaires were collected and checked for completeness and accuracy.

The study utilizes structural equation modeling with partial least squares (SEM-PLS) as the primary data analysis technique. SEM-PLS is a powerful multivariate statistical method that allows for the simultaneous estimation of multiple relationships between latent variables (Hair et al., 2010). It is particularly suitable for exploratory research and for situations where the sample size is relatively small or the data may not meet the strict assumptions of traditional covariance-based SEM (Chin, 1998). SEM-PLS also enables the assessment of both the measurement model (relationships between observed variables and latent constructs) and the structural model (relationships between latent constructs) (Ringle et al., 2015). The collected data were analyzed using SmartPLS software, a widely used tool for SEM-PLS analysis. The following steps were involved in the data analysis: 1. Measurement Model Assessment: The measurement model was assessed to evaluate the reliability and validity of the constructs. Internal consistency reliability was assessed using Cronbach's alpha and composite reliability. Convergent validity was evaluated using average variance extracted (AVE) and factor loadings (Hair et al., 2010). 2. Structural Model Assessment: The structural model was assessed to examine the relationships between the latent constructs. Path coefficients were estimated to determine the strength and direction of the relationships. The coefficient of determination (R^2) was

calculated to assess the explanatory power of the model. The predictive relevance of the model was evaluated using the Q^2 value, which indicates the model's ability to predict the endogenous construct. To further explore the data and gain deeper insights, additional analyses were conducted. These included: Mediation analysis to examine the indirect effects of the independent variables on the dependent variable through a mediating variable; Moderation analysis to investigate whether the relationships between the independent and dependent variables were contingent upon the levels of a moderating variable; Importance-performance map analysis (IPMA) to identify the relative importance and performance of the different dimensions of business sustainability. Ethical considerations were given utmost importance throughout the research process. Informed consent was obtained from all participants, ensuring their voluntary participation and understanding of the study's purpose. Confidentiality and anonymity were maintained by assigning codes to the questionnaires and not collecting any personally identifiable information. The data were used solely for research purposes and were not shared with any third parties.

4. Results and Discussion

The provided Table 1 shows the characteristics of the participants involved in the study. The majority of participants were male (60%), while 40% were female. This suggests a male-dominated entrepreneurial landscape in this specific context. The most represented age group was 31-40 years (40%), followed by 20-30 years (33.33%). This indicates that the study primarily captured data from relatively young to middle-aged entrepreneurs. The sample displayed a good mix of educational backgrounds. 40% held a Bachelor's degree, 33.33% had a Diploma/Vocational education, and 26.67% had a High School education or below. This diversity suggests that entrepreneurial pursuits in this context are not limited to any specific educational attainment. 50% of the businesses had



been operating for 1-3 years, indicating a relatively young entrepreneurial ecosystem. 30% had been in operation for 4-6 years, and 20% for 7 years or more, suggesting a mix of newer and more established

businesses. The majority of the businesses were food stalls (60%), followed by beverage stalls (20%) and combined food and beverage stalls (20%). This aligns with the study's focus on the culinary sector.

Table 1. Characteristics of the participants.

Characteristic	Frequency	Percentage
Gender		
Male	18	60%
Female	12	40%
Age		
20-30 years	10	33.33%
31-40 years	12	40%
41-50 years	6	20%
51 and above	2	6.67%
Education level		
High school or below	8	26.67%
Diploma/vocational	10	33.33%
Bachelor's degree	12	40%
Years of business operation		
1-3 years	15	50%
4-6 years	9	30%
7 years or more	6	20%
Type of business		
Food stall	18	60%
Beverage stall	6	20%
Food and beverage stall	6	20%

Table 2 showcases the mean scores and standard deviations for the key variables in the study: Entrepreneurial Knowledge, Creativity, Motivation, and Business Sustainability. All mean scores are above 3, which is the midpoint of the 5-point Likert scale used in the study. This suggests that, on average, respondents had a generally positive perception of their entrepreneurial knowledge, creativity, motivation, and the sustainability of their businesses. The standard deviations for all variables are relatively small. This indicates a reasonable degree

of agreement among the respondents in their assessments of these attributes. In other words, there wasn't a wide range of responses; most participants had similar views. The means for Creativity and Motivation are slightly higher than those for Entrepreneurial Knowledge and Business Sustainability. This could imply that respondents place a higher value on these attributes, even though the study found that they did not directly and significantly impact business sustainability.



Table 2. The mean scores for entrepreneurial knowledge, creativity, motivation, and business sustainability.

Variable	Mean	Standard deviation
Entrepreneurial knowledge	3.85	0.62
Creativity	4.10	0.55
Motivation	3.92	0.70
Business sustainability	3.78	0.68

Table 3 showcases the Measurement Model Assessment conducted in the study. The constructs demonstrate good internal consistency reliability, as evidenced by Cronbach's alpha values exceeding 0.70 for all constructs. The composite reliability values, which also surpass 0.70, further support the internal consistency of the constructs. The average variance extracted (AVE) values for all constructs are above 0.50, indicating that a substantial portion of the

variance in the observed variables is explained by the corresponding latent constructs. The factor loadings, ranging from 0.65 to 0.85, further demonstrate that the observed variables are strongly associated with their respective constructs. The results suggest that the measurement model exhibits satisfactory reliability and convergent validity. The constructs are internally consistent, and the observed variables effectively measure the intended latent constructs.

Table 3. The measurement model assessment.

Construct	Cronbach's alpha	Composite reliability	AVE	Factor loadings (range)
Entrepreneurial knowledge	0.82	0.85	0.60	0.70 - 0.85
Creativity	0.75	0.78	0.55	0.65 - 0.80
Motivation	0.80	0.83	0.58	0.68 - 0.82
Business sustainability	0.77	0.80	0.56	4.66 - 0.78

Table 4 showcases the results of the structural model assessment conducted in the study using the SEM-PLS technique. The path coefficient of 0.55 for the relationship between Entrepreneurial Knowledge and Business Sustainability indicates a moderately strong positive relationship. The associated p-value being less than 0.001 suggests that this relationship is statistically significant. This implies that an increase in entrepreneurial knowledge is associated with a significant increase in business sustainability. The path coefficients for creativity (0.12) and Motivation (0.08) towards Business Sustainability are relatively small. Moreover, their p-values (0.28 and 0.42, respectively) are greater than the commonly accepted significance level of 0.05. This suggests that,

in this model, Creativity and Motivation do not have a statistically significant direct impact on Business Sustainability. The R^2 value of 0.30 for Business Sustainability indicates that the model, with its included variables, explains 30% of the variance in Business Sustainability. This suggests that while Entrepreneurial Knowledge is a significant predictor, there are other factors not included in the model that also influence Business Sustainability. The Q^2 value of 0.25 for Business Sustainability suggests that the model has moderate predictive relevance. This means the model is reasonably capable of predicting the levels of Business Sustainability based on the included independent variables. Overall, the results support the findings reported in the research paper.



Entrepreneurial Knowledge emerges as a key driver of Business Sustainability, while Creativity and Motivation do not demonstrate a significant direct impact in this particular model. The model's

explanatory and predictive power is moderate, suggesting the influence of other factors not considered in this study.

Table 4. The results of the structural model assessment.

Relationship	Path coefficient	p-value	R ² (business sustainability)	Q ² (business sustainability)
Entrepreneurial Knowledge -> Business Sustainability	0.55	<0.001	0.30	0.25
Creativity -> Business Sustainability	0.12	0.28	-	-
Motivation -> Business Sustainability	0.08	0.42	-	-

Table 5 showcases the outcomes of additional analyses, including mediation, moderation, and importance-performance map analysis (IPMA), which were conducted in the study. The results suggest that the indirect effect of Creativity on Business Sustainability through Motivation is not statistically significant (indirect effect = 0.05, p = 0.07). This implies that while creativity might influence Motivation, this indirect pathway does not substantially contribute to explaining the variance in Business Sustainability. In simpler terms, the effect of creativity on Business Sustainability is not significantly enhanced or mediated by Motivation. The interaction effect between Entrepreneurial Knowledge and Experience on Business Sustainability is statistically significant (interaction effect = 0.30, p < 0.05). This indicates that the positive relationship between Entrepreneurial Knowledge and Business Sustainability is contingent upon the level of Experience. The impact of Entrepreneurial Knowledge on Business Sustainability is more pronounced for entrepreneurs with higher levels of experience. This suggests that experience plays a crucial role in leveraging entrepreneurial knowledge for achieving business sustainability. Importance-performance map analysis (IPMA) results reveal that Customer Satisfaction is perceived as more important

(importance = 0.75) than Promotion (importance = 0.60) for Business Sustainability. However, the performance on Customer Satisfaction (performance = 0.68) is slightly lower than the performance on Promotion (performance = 0.55). This suggests that while entrepreneurs recognize the critical role of Customer Satisfaction in ensuring business sustainability, there might be a gap between its perceived importance and the actual efforts or performance in achieving it. The relatively higher performance on Promotion indicates that entrepreneurs are actively engaged in promotional activities, but there is potential to further enhance their focus on Customer Satisfaction to achieve greater business sustainability. Overall, the results of these additional analyses provide further insights into the complex dynamics between the studied variables. The mediation analysis suggests that the indirect effect of Creativity on Business Sustainability through Motivation is not significant. The moderation analysis highlights the moderating role of Experience in strengthening the relationship between Entrepreneurial Knowledge and Business Sustainability. The IPMA results emphasize the importance of Customer Satisfaction and suggest potential areas for improvement in achieving business sustainability.



Table 5. Additional analysis results.

Analysis	Variable/Relationship	Effect/Value	Significance
Mediation	Creativity -> Motivation -> Business Sustainability	Indirect Effect = 0.05	p = 0.07 (not significant)
Moderation	Entrepreneurial Knowledge * Experience -> Business Sustainability	Interaction Effect = 0.30	p < 0.05 (significant)
IPMA	Dimension	Importance	Performance
	Customer Satisfaction	0.75	0.68
	Promotion	0.60	0.55

The findings of this study offer valuable insights into the factors that influence the sustainability of MSMEs in the culinary sector, particularly within the context of an emerging economy like Indonesia. The results highlight the critical role of entrepreneurial knowledge in fostering sustainable businesses, while also shedding light on the nuanced relationship between creativity, motivation, and business sustainability. The following discussion delves deeper into the theoretical implications of these findings, drawing upon relevant literature and contextual considerations. The positive and significant impact of entrepreneurial knowledge on business sustainability underscores the importance of knowledge acquisition and skill development for entrepreneurs. The findings align with the resource-based view (RBV) of the firm, which posits that firms with valuable, rare, inimitable, and non-substitutable resources are more likely to achieve sustainable competitive advantage (Barney, 1991). Entrepreneurial knowledge can be considered a valuable resource that enables entrepreneurs to identify and exploit opportunities, make informed decisions, and navigate the complexities of the business environment (Wernerfelt, 1984). The results of this study suggest that entrepreneurial knowledge, encompassing a wide range of business-related skills and expertise, is indeed a crucial determinant of MSME sustainability.

The culinary sector, characterized by its dynamism and competitiveness, places a premium on entrepreneurial knowledge. Entrepreneurs in this

sector need to possess a deep understanding of market trends, consumer preferences, and industry-specific regulations (Kim et al., 2004). They also need to be adept at financial management, marketing, and operations to ensure the long-term viability of their businesses (Morrison et al., 2004). The findings of this study suggest that MSMEs in the culinary sector that invest in developing their entrepreneurial knowledge are more likely to achieve sustainability. This highlights the importance of providing entrepreneurs with access to training and development programs that enhance their business acumen and industry-specific expertise. The non-significant direct impact of creativity and motivation on business sustainability, as observed in this study, warrants further theoretical consideration. While these attributes are widely recognized as important for entrepreneurial success, their relationship with sustainability appears to be more nuanced and context-dependent. The findings suggest that creativity and motivation may not be sufficient conditions for ensuring sustainability, particularly in the challenging and competitive culinary sector.

One possible explanation for the non-significant findings is the mediating role of other variables. It is plausible that the impact of creativity and motivation on sustainability is mediated by factors such as access to finance, market conditions, or the entrepreneur's personal characteristics (Baron, 1986). For instance, creative entrepreneurs may be able to develop innovative products or services, but their success in



translating these ideas into sustainable businesses may depend on their ability to secure funding, navigate regulatory hurdles, or build strong customer relationships. Similarly, motivated entrepreneurs may possess the drive and determination to overcome challenges, but their ability to sustain their businesses may be contingent upon their skills, knowledge, and the opportunities available in the market. Another possible explanation is the complex and multi-faceted nature of creativity and motivation. These constructs are not easily quantifiable and may manifest in different ways depending on the individual and the context (Amabile, 1996; Shane et al., 2003). The measurement instruments used in this study may not have fully captured the complexity and nuances of these attributes, leading to the non-significant findings. Future research could explore alternative measurement approaches and delve deeper into the multifaceted nature of creativity and motivation to better understand their relationship with business sustainability.

The significant interaction effect between entrepreneurial knowledge and experience on business sustainability highlights the importance of experience in leveraging knowledge for achieving long-term viability. This finding aligns with the human capital theory, which posits that individuals accumulate knowledge and skills through education and experience and that these assets contribute to their productivity and success (Becker, 1964). In the context of entrepreneurship, experience can provide individuals with valuable insights into market dynamics, customer behavior, and operational challenges (Cope, 2005). The results of this study suggest that entrepreneurs with more experience are better able to apply their entrepreneurial knowledge to make informed decisions, adapt to changing circumstances, and build sustainable businesses. The moderating role of experience also underscores the importance of learning and continuous improvement for entrepreneurs. While entrepreneurial knowledge is

essential, it is not static; it needs to be constantly updated and refined through experience and reflection (Cope, 2005). The findings of this study suggest that entrepreneurs who actively seek out new experiences and learn from their successes and failures are more likely to achieve sustainability. This highlights the value of mentorship programs, networking opportunities, and other initiatives that facilitate knowledge sharing and experiential learning for entrepreneurs.

The importance-performance map analysis (IPMA) results emphasize the critical role of customer satisfaction in achieving business sustainability. While entrepreneurs in the study recognized the importance of both customer satisfaction and promotion, the performance on customer satisfaction was perceived to be lower than that on promotion. This suggests that there is room for improvement in understanding and meeting customer needs and expectations. Customer satisfaction is a key driver of business success and sustainability (Anderson et al., 1994). Satisfied customers are more likely to repeat purchases, recommend the business to others, and remain loyal even in the face of competition (Reichheld, 1990). In the culinary sector, where customer experience and word-of-mouth recommendations are particularly influential, prioritizing customer satisfaction is paramount (Ottenbacher, 2007). The findings of this study suggest that MSMEs in the culinary sector need to invest in strategies that enhance customer satisfaction, such as providing high-quality products and services, offering personalized experiences, and actively seeking customer feedback.

The findings of this study need to be interpreted in light of the specific context in which it was conducted. The study focused on MSMEs in the culinary sector in Banjarmasin, Indonesia, an emerging economy with its unique cultural, social, and economic characteristics. The results may not be directly generalizable to other sectors or contexts. However,



the study provides valuable insights into the dynamics between entrepreneurial attributes and business sustainability in a specific setting, which can inform future research and practice in similar contexts. The Indonesian context is characterized by a large and growing MSME sector, which plays a crucial role in the country's economic development (Tambunan, 2009). However, MSMEs in Indonesia also face numerous challenges, including limited access to finance, inadequate infrastructure, and bureaucratic hurdles (Kuncoro, 2007). The culinary sector, while offering significant opportunities, is also highly competitive and subject to evolving consumer preferences (Ramayah et al., 2011). The findings of this study suggest that entrepreneurial knowledge is particularly crucial for navigating these challenges and achieving sustainability in the Indonesian context.

The findings of this study have several theoretical and practical implications. From a theoretical perspective, the study contributes to the ongoing debate on the relationship between entrepreneurial attributes and business sustainability. The results suggest that while creativity and motivation are important, their direct impact on sustainability may be contingent upon other factors or require further investigation. The study also highlights the moderating role of experience in leveraging entrepreneurial knowledge to achieve sustainability. From a practical perspective, the study offers valuable insights for policymakers, MSME support organizations, and entrepreneurs themselves. Policymakers can use the findings to design and implement programs that enhance entrepreneurial knowledge and skills, particularly in sectors like the culinary industry where such knowledge is critical for success. MSME support organizations can develop targeted interventions that address the specific needs and challenges of entrepreneurs in different sectors and stages of development. Entrepreneurs can use the findings to reflect on their own strengths and weaknesses and identify areas for improvement. By

investing in knowledge acquisition, fostering creativity, and maintaining motivation, entrepreneurs can enhance their chances of achieving long-term sustainability in today's competitive business environment.

This study opens up several avenues for future research. First, future studies could explore the mediating and moderating factors that influence the relationship between creativity, motivation, and business sustainability. Second, longitudinal studies could be conducted to examine the long-term impact of entrepreneurial attributes on business performance and survival. Third, comparative studies could be undertaken to investigate the differences in the determinants of sustainability across different sectors and contexts. Fourth, qualitative research could be employed to gain a deeper understanding of the lived experiences of entrepreneurs and the challenges they face in achieving sustainability. By addressing these research gaps, we can further enrich our understanding of the complex dynamics between entrepreneurial attributes and business sustainability, ultimately contributing to the development of more effective policies and practices to support the growth and development of the MSME sector.

The culinary sector, with its inherent dynamism and competitiveness, presents a unique context for examining the interplay of entrepreneurial attributes and business sustainability. The findings of this study, while offering valuable insights, need to be interpreted within the specific challenges and opportunities that characterize this sector. The non-significant direct impact of creativity and motivation on business sustainability, for instance, may be attributed to the unique demands of the culinary industry. The culinary landscape is marked by constantly evolving consumer preferences, culinary trends, and food safety regulations (Kim et al., 2004). The ability to adapt to these changes and innovate continuously is crucial for survival and growth in this sector. While creativity and



motivation undoubtedly play a role in fostering innovation, their impact on sustainability may be contingent upon other factors, such as access to resources, effective marketing strategies, and strong operational capabilities. The findings of this study suggest that in the culinary sector, entrepreneurial knowledge, which encompasses a deep understanding of the market and industry-specific expertise, may be a more critical determinant of sustainability than creativity and motivation alone. Furthermore, the culinary sector is often characterized by low barriers to entry, leading to intense competition and thin profit margins (Morrison et al., 2004). In such an environment, creativity and motivation, while important, may not be sufficient to differentiate a business and ensure its long-term viability. The ability to manage costs, optimize operations, and build strong customer relationships may be equally, if not more, important for achieving sustainability. The findings of this study suggest that a holistic approach to entrepreneurship, encompassing various aspects of business management, is necessary for success in the culinary sector.

The Indonesian context, with its unique cultural, social, and economic characteristics, also plays a role in shaping the relationship between entrepreneurial attributes and business sustainability. The country has a large and growing MSME sector, which contributes significantly to employment generation and economic growth (Tambunan, 2009). However, MSMEs in Indonesia also face numerous challenges, including limited access to finance, inadequate infrastructure, and bureaucratic hurdles (Kuncoro, 2007). The culinary sector, while offering significant opportunities, is also highly competitive and subject to evolving consumer preferences (Ramayah et al., 2011). The findings of this study suggest that entrepreneurial knowledge is particularly crucial for navigating these challenges and achieving sustainability in the Indonesian context. Entrepreneurs who possess a strong understanding of business concepts, market

dynamics, and industry-specific regulations are better equipped to overcome obstacles and build resilient businesses. The study also highlights the importance of experience in leveraging entrepreneurial knowledge to achieve sustainability. This suggests that mentorship programs, networking opportunities, and other initiatives that facilitate knowledge sharing and experiential learning can be valuable for Indonesian entrepreneurs.

This study, while providing valuable insights, is not without its limitations. The relatively small sample size and the focus on a specific context may limit the generalizability of the findings. Future research could address these limitations by employing larger and more diverse samples, conducting longitudinal studies, and exploring the relationships between the variables in different sectors and contexts. Furthermore, the study focused primarily on the direct effects of entrepreneurial knowledge, creativity, and motivation on business sustainability. Future research could delve deeper into the complex interplay of these attributes, examining their indirect effects and potential mediating or moderating factors. The role of other variables, such as access to finance, market conditions, and the entrepreneur's personal characteristics, could also be explored in future studies. Additionally, the study relied on self-reported data, which may be subject to social desirability bias or other response biases. Future research could employ multiple data collection methods, such as interviews and observations, to triangulate the findings and enhance the validity of the research. Finally, the study focused on the culinary sector, which presents unique challenges and opportunities for MSMEs. Future research could extend the investigation to other sectors to examine the generalizability of the findings and identify sector-specific nuances in the relationship between entrepreneurial attributes and business sustainability.



5. Conclusion

This study contributes to the growing body of literature on MSME sustainability by examining the interplay of entrepreneurial knowledge, creativity, and motivation in the context of the culinary sector in an emerging economy. The findings highlight the critical role of entrepreneurial knowledge in fostering sustainable businesses, while also suggesting that the impact of creativity and motivation on sustainability may be contingent upon other factors or require further investigation. By investing in knowledge acquisition, fostering creativity, and maintaining motivation, entrepreneurs can enhance their chances of achieving long-term viability and contributing to the economic development of their communities and countries.

6. References

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