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Influence of Satisfaction and Motivation on Business Success Surabaya

Anis Eliyana*, Musta'in, Ahmad Rizki Sridadi, Eko Abdiyanto

Universitas Airlangga
*Corresponding author: anis.eliyana@feb.unair.ac.id

ABSTRACT
This study examines the effect of satisfaction and motivation towards business success. This study proposes an idea that satisfaction and motivation have influence on business success. Structural equation modelling (SEM) tests with pls applications is used as the research technique. This study uses satisfaction (X1), motivation (X2), and business success (Y) as the variables. The data used in this study is primary data and secondary data obtained by distributing questionnaires to craftsmen bag in Surabaya. The population in this study are 56 craftsmen, but due to some conditions as many as 32 craftsmen are used as the study sample.

Keywords: Business Success, Job Satisfaction, Motivation, Starting Entrepreneur, Small Enterprises

Correspondence:
Anis Eliyana
Universitas Airlangga
*Corresponding author: anis.eliyana@feb.unair.ac.id

INTRODUCTION

We cannot doubt that small and medium-sized enterprise (SME) is one of economic support in Indonesian. One of the most common increasing trends in a modern economy is entrepreneurship, which is very much connected with SME. The reason is that the economic and business systems will not function optimally unless they have SME support (Hasan & Almubarak, 2016). Entrepreneurship is very important for the economy, since the engine of economic growth and job development is entrepreneurship (Abdulwahab & Al-damen, 2015). The importance and role of entrepreneurship and entrepreneurship can be summed up as follows: they perform an important role in economic development, they are the backbone of the country's development, they play a major role in creating jobs and in creating wealth.

According to Hasan & Almubarak, (2016) entrepreneurship works to accelerate the process of economic growth and technological progress and is described as "a process of innovation and production with four-dimensional elements: individuals, organisations, factors and environmental processes." Furthermore, it is claimed that entrepreneurship is an operation involving the discovery, evaluation and exploitation of opportunities to implement new products and services, as well as ways of organizing, markets, processes and raw materials, by organizing efforts that were not previously available. Essentially, anyone can become an entrepreneur, but there are varied levels of desire and commitment in each person to start a company. An entrepreneur should be able to recognise opportunities that exist, know the strengths and limitations of rivals and his own company, resolve challenges, and develop and execute strategies that are right for his business, in order to achieve desired goals and objectives.

There has to be satisfaction from an entrepreneur in running a business. According to Rezvani *et al.* (2016), job satisfaction can raise expectations that the employee will have high performance and that the ongoing efforts will result in desired behavioral results. This is because positive emotional experiences produced by work satisfaction will encourage new and innovative ideas as well as enhance the creation of physical, mental, social and psychological capital to increase business chances of success (Buric & Moe, 2020).

This work was carried out in the village industry of Morokrembangan, because based on preliminary surveys, craftsmen in Morokrembangan tended to be less satisfied with their business. This is due to various factors, namely, the large number of Chinese products entering the Indonesian market due to the government 's signing of the ACFTA (Asean China Free Trade Agreement), a vast marketing network, the discontinuous implementation of government programs (through the Office of Cooperatives and Small and Medium-sized Enterprises and the Department of Industry and Trade).

Motivation factor is also critical in cultivating a productive company. According to Gheitani, Imani, Seyyedamiri, & Foroudi, (2019), motivation is an inherent tendency to seek out new developmental challenges and to use personal skills to find and learn in a business. In running a business, an entrepreneur must have the motivation to develop his / her business in order to be more advanced; this is in line with Mc Clelland 's proposed theory of achievement motivation. When a company's ambitions, dreams, expectations, ambitions are fulfilled, they can contribute to satisfaction. Knowing the motivational factors that drive people into entrepreneurship is important because it can provide valuable information to any government or institution to design programs and methods that are suitable for use in improving entrepreneurship (Syarifah & Maya Putra, 2017); In this research the bag craftsmen's main motivation is to establish a sustainable company, particularly for migrants in the Morokrembangan region (because most craftsmen are Lamongan urbanites).

LITERATURE REVIEW

Theoretical Basis

Job Satisfaction

Job satisfaction is linked with the employee's own evaluation of their job over issues that are of great importance to them (Gheitani *et al.*, 2019). Hence job satisfaction is related to employees' happiness or unhappiness at work. Rezvani et al . , (2016) argue that job satisfaction can raise expectations that employee efforts will lead to high performance and the belief that continued efforts will result in desired behavioral outcomes. Rezvani et al . , (2016) proposed in expanding this concept that if workers are more pleased with their jobs, their desire to contribute to their jobs also increases. Thus, when

entrepreneurs feel happy, they continue to try social contact, respond better to others, be more interested in events, and engage more with their stakeholders, since they are more likely to see these experiences as rich and useful.

Motivation

Motivation plays an important role in creating a new organization because it influences the decision-making process, e.g. motivation to start a new business (Barton, Schaefer, & Canavati, 2018). The reasons for starting a company are tied to values, interests, attitudes and needs. Understanding how motivation influences entrepreneurial behavior is very important as it affects the course of individual action, the speed of action, and the quality of action (Barton *et al.*, 2018). Motivated people are more likely to stay involved in their goals resulting in increased chances of achieving their goals.

Business Success

Motivation plays an important role in creating a new organization because it influences the decision-making process that is taking place, e.g. motivation to start a new business (Barton, Schaefer, & Canavati, 2018). The reasons for starting a company are tied to values, interests, attitudes and needs. Understanding how motivation influences entrepreneurial behaviour is very important as it affects the course of individual action, the speed of action, and the quality of action (Barton *et al*., 2018). Motivated people are more likely to stay involved in their goals resulting in increased chances of achieving their goals. However, since the concept's nature and content reflecting different evaluation criteria and perceptions, type of business and environmental context, there is no overall dominator of success (Alfoqahaa, 2018). Performance is therefore one of the desired performance aspects of the business. Quality assessment is also very critical in ensuring the performance of the organization and its benefits for the supporting organisation. Success criteria are steps by which the success or failure of the company will be assessed. The best way to evaluate performance is to assess whether the company's expectations are achieved, but do not take the risk of ambiguous objectives into account (Alfoqahaa, 2018).

Hypothesis Development

Relationship between Job Satisfaction and Business Success

According to Rezvani *et al.*, (2016), job satisfaction is defined as "an individual's attitude towards one's work". Job satisfaction is known to be increasingly important because most of a person will spend almost half their day at work (Gheitani, Imani, Seyyedamiri, & Foroudi, 2019). This can show that job satisfaction is a positive or pleasant feeling that can be obtained by individuals based on their work assessment or work experience (Gheitani *et al.*, 2019). In addition, according to Pang & Lu, (2018), job satisfaction illustrates how satisfied the individual is with his work and that satisfaction is often regarded as a pleasant or positive emotional state that is produced through evaluating one's work. Therefore, job satisfaction will be related to any employee's own assessment of their work in connection with issues that are very important to them and will further relate to employee happiness or unhappiness at work (Gheitani *et al.*, 2019). So that when individuals have achieved job satisfaction, it can be used in making greater efforts to achieve better performance on the success of the business to be achieved.

Success is defined as a criterion generally associated with profit and growth, and also relates to intrinsic factors such as job satisfaction and achievements (Alfoqahaa, 2018). More deeply the success of a business can be defined as the growth and financial performance of a company measured in volume growth, relative changes in net turnover, value growth and relative changes in equity (Alfoqahaa, 2018). Furthermore, according to Alfoqahaa, (2018), the simplest way to define success is to measure whether the goals set for the company can be met. Through job satisfaction that will be created by individuals can make an indicator in achieving business success. Because the experience of positive emotions generated through job satisfaction promotes new and creative actions and ideas, and according to Burić & Moè, (2020) can enhance the development of physical, intellectual, social, and psychological resources that can increase the chances of business success. Thus, creating a positive or pleasant feeling that can be done by individuals in doing their work, can affect the success of the business obtained from the goals achieved by these individuals through job satisfaction obtained.

Success criteria focus on objective measures, such as timeliness of completion, quality, and cost (Rezvani *et al.*, 2016). But such objective criteria have been criticized especially in the context of defining the success of a complex work. According to Rezvani *et al.*, (2016), this can happen because they tend to use construction that is too simple that does not reflect experience in complex work. In addition, as Rezvani *et al.*, (2016) pointed out, these criteria failed to address broader factors that could be considered indicators of success (such as behavioural skills or objective criteria for strategic management). Furthermore, a better success factor is needed to focus on more "soft" issues, such as team behaviour skills through job satisfaction and customer satisfaction and stakeholders, and this can represent a more realistic progressive approach in assessing business success.

According to Pang & Lu, (2018), job satisfaction refers to matters related to how someone feels about their work and is related to various organizational phenomena such as motivation, performance, leadership, attitude, conflict, and others. Furthermore, according to Rezvani *et al.*, (2016) suggested that when employees are more satisfied with their work, the perceived motivation to contribute to the common interest will increase. So that it can also increase expectations that the employee's efforts will lead to high performance, and the belief that ongoing efforts will lead to desired behavioural outcomes such as business success. In Rezvani *et al.*, (2016) reported that low job satisfaction tends to jeopardize business success. This can happen because individuals feel dissatisfied, less motivated and consequently less effort to achieve company goals. Furthermore, low job satisfaction causes the tasks performed less efficiently. Rezvani *et al.*, (2016) also found further that dissatisfied employees would have less interest in communicating with other business partners and thus were less able to align strategy and management with their company goals

H1: Job Satisfaction has a significant effect on Business Success.

Relationship between Motivation and Business Success

Motivation is a set of strengths that can cause others to motivate people to behave in accordance with organizational interests (Machmud & Sidharta, 2016). To achieve optimal performance in a business, entrepreneurs must be willing to do work with high achievement motives in running their business to achieve a special level of

competitiveness that is well positioned against strong competition (Machmud & Sidharta, 2016). Having the ability of creativity and innovation, utilizing differences into something that adds value, looking for opportunities, and being open to criticism and advice are characteristics of successful entrepreneurs. Machmud & Sidharta, (2016) also suggested that motivation is a process that plays a role in the intensity, direction, and length of ongoing efforts towards achieving individual goals. Intensity is related to how hard someone tries. This is the element that gets the most attention when talking about motivation. But entrepreneurial motivation must be underlined in the personal characteristics of entrepreneurs (Abdul wahab & Al-Damen, 2015). Understanding entrepreneurial motivation must be done by analysing the individual and entrepreneurial processes behind the creation of the business to be carried out. So that through motivation created by individuals will influence them in exceeding performance standards. The standard can be in the form of self-achievement or improvement in previous activities such as results orientation, competitiveness, challenging goals, or innovation. Furthermore, these individuals can be said to achieve business success after achieving this.

Creating and sustaining a successful business requires entrepreneurs who are motivated to implement activities that contribute to the achievement of their goals which typically include business performance, growth, and sustainability. Nhemachena & Murimbika, (2018) called entrepreneurial motivation as the goal to be achieved by entrepreneurs by having a business company that they run. This entrepreneurial motivation influences business performance through entrepreneurial actions and behavior that includes production and management styles (Nhemachena & Murimbika, 2018). Research on the impact of individual entrepreneur characteristics has increasingly moved from focusing on traits to focusing on factors such as competence, motivation, and cognition based on complex models that can better explain causal relationships the effect between performance and these factors, which in turn will affect individuals in achieving business success.

According to Wulandari, Djastuti, & Nuryakin, (2017), motivation can be seen from the desire to devote more time and ability, the desire for self-development to improve quality, the desire to take on greater responsibility, the desire to be respected and respected, the desire to participating in strategic decision making, and the desire to sacrifice for the organization will further enhance the organization's ability to generate profits. Another perspective from Wulandari *et al.*, (2017) about the effect of entrepreneurial motivation on business success shows that motivation to become a director in an established business, proving self-efficacy, increasing income, thinking about job security, freedom of expression and creativity will increase business career success. So, then the orientation of a strong entrepreneurial motivation will improve organizational performance to achieve business success. Proactive behaviour as a form of behaviour that focuses on the future and creates ideas, and takes risks is the ability of individuals to respond to unexpected challenges and take advantage of opportunities flexibly (Wulandari *et al.*, 2017).

Motivation to become entrepreneurs comes from various sources Syarifah & Maya Putra, (2017). Usually people tend to be self-owners and become their own bosses in business fields that have high motivation to become entrepreneurs (Syarifah & Maya Putra, 2017). High motivation is also related to having high self-esteem in individual aspects. This is because, high self-esteem tends to encourage people to take risks, uncertainties and the independent structure of business ownership successfully (Syarifah & Maya Putra, 2017). This can be related to individual abilities needed to achieve business success. Knowing the motivational factors that drive people into entrepreneurial activities is important because it can provide valuable information for any government or institution to design appropriate programs and methods to be used in improving youth entrepreneurship (Syarifah & Maya Putra, 2017). Motivation is the desire or need to exert behaviour or enthusiasm in achieving goals both personal and organizational goals. Desires or needs can come from individuals themselves, but can also come from organizational leaders. Thus, achieving business success and excelling in a sustainable market is not possible without excelling in creating entrepreneurial motivation. That is, to stay and prosper in the long run will require a sincere commitment to achieve business success.

H2: Motivation has a significant effect on Business Success.

3. Research Methods

3.1 Research Approach

Figure 1: Research Model

RESEARCH METHOD

Research Approach

In accordance with the purpose of this study, namely to determine the effect of satisfaction and motivation on business success and refer to the problem formulation that has been described, then this study uses a quantitative approach. In the approach quantitative, research is focused on testing hypotheses. The data used must be measurable and will produce conclusions that can be generalized. The attached question uses a 5-point Likert scale from 1 to "strongly disagree" to 5 to "strongly agree". The reason for using the Likert scale in this study is because the Likert scale is suitable for research that is not comparable with other objects and is commonly used to measure a person's opinions and attitudes (Sekaran and Bougie, 2016).

Measurement

Job Satisfaction

Job satisfaction refers to the general attitude of a Morokrembangan craftsman towards the business he runs. A Morokrembangan bag craftsman with a high level of satisfaction shows a positive attitude to his business while those who are dissatisfied with his business will show a negative attitude towards the business. In accordance with research conducted by Cooper and Artz (1985-1987: 442-445) states that the determinant indicators of satisfaction of an entrepreneur are: 1. Goals Achievement: a. Profit gained. 2. Expectancy includes: a. Business Achievement b. Business conditions c. Business location d. The condition of the business market share. By using this indicator, the respondent is asked to answer a questionnaire with a Likert scale consisting of 5 statements which are: very satisfying, satisfying, neutral, dissatisfied, and very dissatisfied.

Motivation

Motivation is the drive that causes a Morokrembangan bag craftsman to act, behave directly to achieve a specific goal and try to achieve that goal. Motivation indicators used in this study are used by Benzing, Chu and Kara (2009), namely: 1. Extrinsic factors include: a. Building a sustainable business. b. To provide work for family members 2. Independence factors include: a. The desire to be your own boss. 3. Intrinsic factors include: a. To be able to use past experience and training b. The desire to prove that I can do it c. Desire to increase revenue d. The desire to obtain its own satisfaction and growth. e. To be closer to my family. f. To maintain my personal freedom. g. To have fun. 4. Work safety factors a. Have job security. To measure each indicator of motivational variables using a Likert scale which is: very important, important, neutral, not important, and very not important.

Business Success

In this study the definition of business success is a business condition that has been achieved by Morokrembangan craftsmen. The indicators forming the success of business according to (Disperindag Surabaya city) are as follows: 1. Quality products that can be accepted by the community. 2. Have a good and appropriate business management system. 3. Broad marketing network. 4. Business legality. 5. Appropriate entrepreneurship training. Based on these indicators, respondents were asked to fill out a questionnaire with a Likert scale consisting of 5 statements, namely: strongly agree, agree, neutral, disagree, and strongly disagree.

Data Collection Technique

In this study the procedure in data collection is carried out, which is preceded by a preliminary survey, then a field survey, and finally a literature study. In this study the procedure of determining the sample using the method of Roscoe (1975) which explains that the minimum sample size for a study is 30. So, the number of samples obtained in the field of 32 has fulfilled the requirements of a study. In this study the sampling procedure refers to the Central Bureau of Statistics criteria regarding micro businesses in terms of the number of workforces of 1-4 people including the owner. The reason for using criteria based on the number of workers is because in general when asked about the amount of income of craftsmen it is always not transparent but when asked about how many workers there are craftsmen honestly and loudly answer directly.

Data Analysis Technique

The analysis is based on data obtained from research instruments that is, from the results of questionnaires distributed and then processed by statistical methods. Statistical testing on the path analysis model was carried out using the Partial Least Square (PLS) method. PLS is part of Structural Equation Modelling (SEM). PLS-SEM can be used in analysing and explaining whether or not there is a relationship between the variables to be used. PLS-SEM also has a focus on being able to explain the variance on the dependent variable when examining the model (Hair *et al.*, 2017).

Data Analysis

In this study the steps taken to find the hypothetical relationship between variables if using software from PLS-SEM are outer model evaluation and inner model evaluation. Outer model evaluation is a measurement related to the relationship between indicator variables and their latent variables. In the outer model evaluation will be evaluated for convergent validity, discriminant validity, and composite reliability. While the inner model evaluation is a measurement related to the ability to predict relationships between constructs. In the inner model evaluation will be evaluated through convergent validity, discriminant validity, and composite reliability.

Table 1: Demographics Table

N=32		Frequency	Percentage	Total %
Gender	Male	24	75	75
	Female	8	25	100
Age	30-35	6	18	18
	36-40	5	16	34
	41-46	7	22	56
	46-50	7	22	78
	50-55	5	16	94
	56-60	2	6	100
Year of Establishment	1970-1979	5	16	16
	1980-1989	7	22	38
	1990-1999	8	25	63
Legality of Business	2000-2011	12	37	100
	Owned	4	12	12
Brand	Not Owned	28	88	100
	Registered	3	9	9
Turnover Per Month	Not registered	29	91	100
	1 Million-20 Million	30	94	94
	21 Million-40 Million	1	3	97
	41 Million-60 Million	1	3	100

Notes: Six (6) demographic variables are coded in the data as Gender, Age, Year of Business Establishment, Business Legality, Brand, and Turnover Per Month.

Table 2: Factor Loading and Validity

Variables	Code	Factor Loading			ά	γ_s	CR	(AVE)
Job satisfaction	JS1	0.670			0.760	0.769	0.836	0.506
	JS2	0.781						
	JS3	0.614						
	JS4	0.740						
	JS5	0.738						
Motivation	M1		0.854		0.859	0.871	0.890	0.576
	M2		0.664					
	M3		0.768					
	M4		0.728					
	M5		0.647					
	M6		0.866					
Business Success	BS1			0.721	0.796	0.805	0.855	0.543
	BS2			0.784				
	BS3			0.804				
	BS4			0.640				
	BS5			0.725				

Notes: EI (Emotional Intelligence), CO (Customer Orientation), SA (Surface Acting), DA (Deep Acting), and JS (Job Satisfaction). Based on Table 2, the Validity Test Results show that all indicators have met the research requirements, so it can be stated that all indicators affect the latent variable because they meet the validity and reliability requirements for the study.

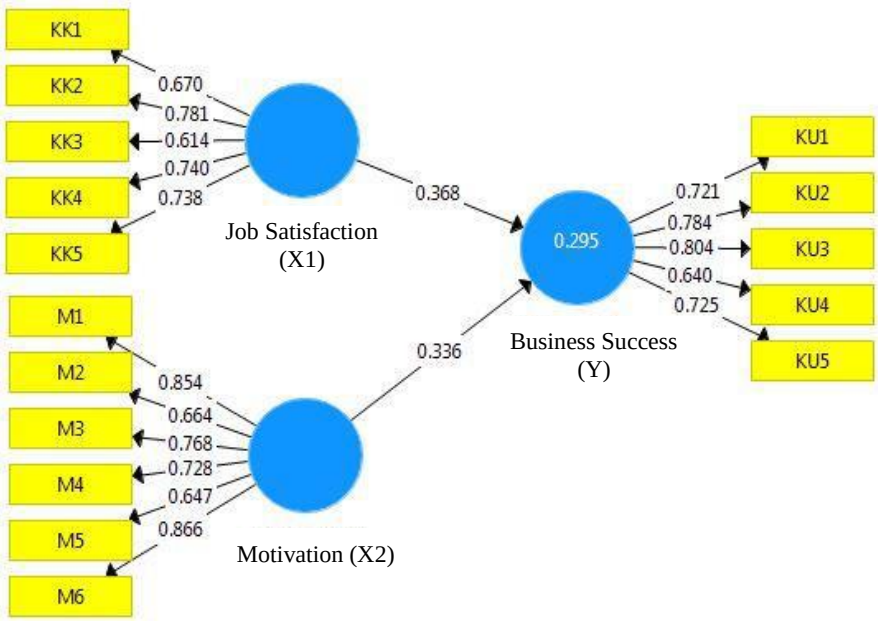

Figure 2: Outer Model Results

Table 3

Indicator	Mean	Category
Job satisfaction		
I am satisfied with the current profit.	2.41	Low
I am satisfied with current business achievements.	2.75	Average
I am satisfied with the current business conditions.	2.78	Average
I am satisfied with the current business location.	2.47	Low
I am satisfied with the current condition of the business market share.	2.41	Low
Mean Total	**2.6**	**Average**
Motivation		
I am trying to build a sustainable business.	2.63	Average
I want to be my own boss.	2.5	Low
I want to prove that I can do it.	2.5	Low
I am trying to increase revenue.	2.44	Low
I want to get my own satisfaction.	2.67	Average
I want to get job security.	2.59	Low
Mean Total	**2.6**	**Average**
Business Success		
Business success is measured by quality products that can be accepted by society.	3.63	High

Business success is measured by a good and appropriate business management system.	3.78	High
Business success is measured by a broad marketing network.	3.59	High
Business success is measured by the presence of business legality.	3.31	Average
Business success is measured by the existence of appropriate entrepreneurship training.	3.56	High
Mean Total	**3.6**	**High**

Notes: asking the description of the respondents' answers on the variable work satisfaction, the description of the respondents' answers on the motivational variable, and the description of the respondents' answers on the variables of business success.

Table 4: R-Square Value Results

Variable	Original Sample – R-Square
Business Success	0.295

Notes: It is known that Business Success has an R-Square value of 0.295> 0.25 which means that it is a moderate or moderate model.

Table 5: F-Square Value Results

Variable	R-Square	F-Square
Included	0.295	0.000
Exclude Job satisfaction	0.165	0.185
Exclude Motivation	0.186	0.154

Notes: It is known that if the Job Satisfaction variable is eliminated, the effect that occurs on the Business Success variable is 0.185 <0.35 or has a moderate effect. Whereas if the Motivation variable is omitted, the effect that occurs on the Business Success variable is 0.154 <0.35 or also has a moderate effect.

Table 6: F-Square Value Results

Variable	SSO	SSE	Q^2(=1-SSE/SSO)
Business Success	160.000	146.734	0.083

Notes: It is known that the Business Success variable has a Q-Square value of 0.083 which indicates that the Q-Square value> 0. So that shows that the dependent variable has predictive relevance.

Table 7: Path Coefficient Results

Hypothesis	Variable	*Original Sample (O)*	*T Statistic*	*P Values*	Information
H1	Job Satisfaction -> Business Success	0.368	2.693	0.004	Significant
H2	Motivation -> Business Success	0.336	2.001	0.023	Significant

Notes: If the original sample value shows a positive value, then between variables has the effect of a positive relationship (and vice versa). If based on the value of T-statistics, the condition of T-statistics> 1.65 (significance level of 5%) and the value of a P-value must be less than 0.05 to conclude that the relationship between the variables being tested is stated to have a significant effect.

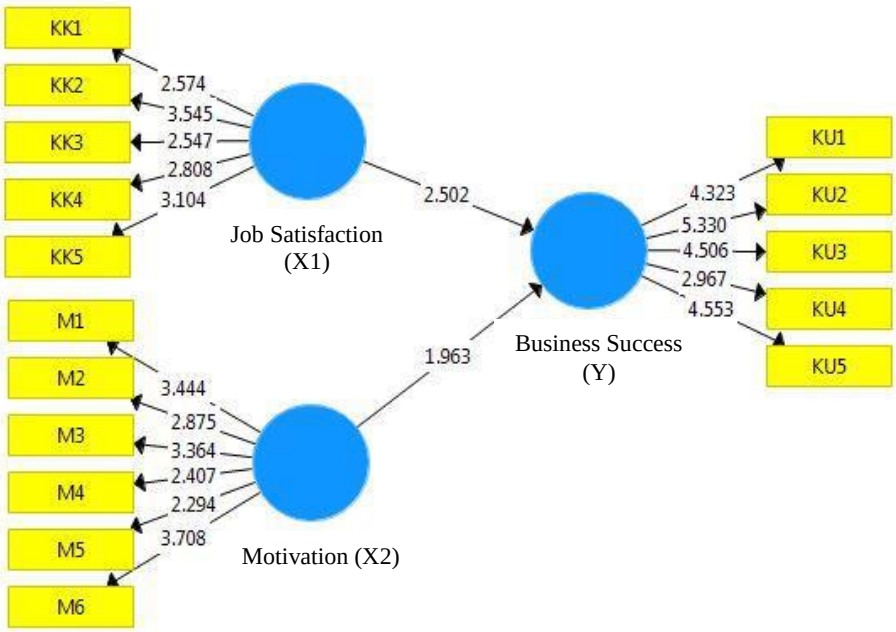

Figure 3: Inner Loadings Results

RESULTS AND DISCUSSION

Hypothesis Testing

Testing is done through the bootstrapping stage on PLS-SEM. To find out the results, it can be seen through the original sample values, T-statistics and P-values.

Table 8

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Job Satisfaction Values (X1) _ -> Business Success (Y)	0.368	0.416	0.147	2.502	0.006
Motivasi (X2) _ -> Keberhasilan Usaha (Y)	0.336	0.382	0.171	1.963	0.025

Source: Data processed (2020)

Discussion

Effect of Job Satisfaction on Business Success

Based on the results of hypothesis testing using partial least square (PLS), it was found that job satisfaction has a positive and significant effect on business success. So that the hypothesis 1 can be accepted. This shows that in this study Morokrembangan bag craftsmen are satisfied with their current business despite the ACFTA (Asean China Free Trade Agreement) which makes competition in the women's handbag business now very tight. In addition, Morokrembangan bag craftsmen strongly complained about the performance of the Cooperative and Small and Medium Enterprises Agency and the Industry and Trade Office which were less proactive and half-impressed in carrying out the program to support the success of Morokrembangan Surabaya's small-scale bag business. Therefore through this research, the bag craftsmen will still voice their aspirations for the performance of the two related agencies to be more proactive in carrying out the program proper entrepreneurship training to support the success of the Morokrembangan village small business in the midst of fierce business competition with Chinese products as a result of the presence of the ACFTA (Asean China Free Trade Agreement) and also as a means to support the sustainability of the bag industry business in the city of Surabaya despite being satisfied towards his current business.

Like the results of the average respondent's answer to the variable work satisfaction of 2.6 which is included in the category enough. Then, the business success variable has an average answer of 3.6 respondents which is included in the high category. Although the average respondent's answer to job satisfaction variables is included in the sufficient category and business success is included in the high category, but it can support the influence of job satisfaction owned by Surabaya craftsmen on the success of the Morokrembangan Surabaya kampong business.

According to Alfoqahaa, (2018), success is defined as criteria generally related to profit and growth, and also related to intrinsic factors such as job satisfaction and achievements. Furthermore, according to Alfoqahaa, (2018), the simplest way to define success is to measure whether the goals set for the company can be met. Through job satisfaction that will be created by individuals can make an indicator in achieving business success. Because the experience of positive emotions generated through job satisfaction promotes new and creative actions and ideas, and according to Burić & Moè, (2020) can enhance the development of physical, intellectual, social, and psychological resources that can increase the chances of business success. At the Morokrembangan Surabaya craftsman, it is known that it can achieve its goal of providing products that are suitable for its business. In addition to achieving their goals, these craftsmen are also known to be able to feel the job satisfaction they have gained from the work they do. Because it is known that the level of satisfaction felt by craftsmen of Morokrembangan Surabaya is sufficient even though they are affected by the presence of ACFTA (Asean China Free Trade Agreement), making competition in women's handbag products even tighter. So, the impact experienced by Morokrembangan Surabaya craftsmen does not really affect them to achieve the success of the businesses they have elaborated.

According to Pang & Lu, (2018), job satisfaction refers to matters related to how someone feels about their work and is related to various organizational phenomena such as motivation, performance, leadership, attitude, conflict, and others. Furthermore, according to Rezvani *et al.*, (2016) suggested that when employees are more satisfied with their work, the perceived motivation to contribute to the common interest will increase. So that it can also increase the expectation that the efforts of Morokrembangan Surabaya craftsmen carried out will lead to high performance, and the belief that sustainable efforts will lead to desired behavioural outcomes such as business success. This can be felt by Surabaya Morokrembangan craftsmen who agree that business success is supported by quality products and can be accepted by the community, conducting business management systems properly and appropriately, extensive marketing networks, the existence of business legality, the existence of proper entrepreneurship training.

Effects of Motivation on Business Success

Based on the results of hypothesis testing using partial least square (PLS), it was found that motivation has a positive and significant effect on business success. So that hypothesis 2 can be accepted. It shows that Morokrembangan bag craftsmen have average sufficient level of motivation in running a business to achieve business success in accordance with what is expected.

The average respondent's answers to the motivational variable is 2.6 and is included in the category enough. Furthermore, the business success variable has an average answer of 3.6 respondents which is included in the high category. Even though the average response of the motivational variable is included in the sufficient category and business success is included in the high category, but it can support the influence of motivation owned by Surabaya craftsmen on the success of the Morokrembangan village business.

According to Machmud & Sidharta, (2016), motivation is a set of strengths that can cause others to motivate people to behave in accordance with organizational interests. To achieve optimal performance in a business, entrepreneurs must be willing to do work with high achievement motives in running their business to achieve a special level of competitiveness that is well positioned against strong competition (Machmud & Sidharta, 2016). So that Morokrembangan Surabaya craftsmen have the ability to be creative and innovative, take advantage of differences into something that adds value, look for opportunities, and are open to criticism and suggestions that have become the characteristics of successful entrepreneurs. Research on the impact of individual entrepreneur characteristics has increasingly moved from focusing on characteristics to focusing on factors such as competence, motivation, and cognition based on complex models that can better explain the causal relationship between performance and these

factors, which will further influence Morokrembangan Surabaya bag craftsmen in achieving business success.

Challenges from the initial chaotic time have passed in the circumstances of corporate life, and general business management is essential for the ongoing operations and business growth (Syarifah & Maya Putra, 2017). Changes in operation could result in increased opportunities for Surabaya Morokrembangan handicraft SMEs to develop in the market when business success is achieved. This change will not be aimed at altering the existing motives, but at incorporating motives contributing to the company's long-term sustainable growth. Morokrembangan Surabaya bag craftsmen 's ideas may be the result of exploring new products , new techniques and new skills , especially for engineers and technicians who are exploring new processes. It is interesting to build an idea to do it in a good network and to often see good conditions. This may be linked to Morokrembangan Surabaya craftsmen 's necessary ability to achieve business success. Knowing the motivational factors that drive people into entrepreneurial activities is important because it can provide valuable information for any government or institution to design appropriate programs and methods to be used to improve entrepreneurship among young people (Syarifah & Maya Putra, 2017).

CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the results of data processing carried out using Part Least Square (PLS) and discussion, the following conclusions can be drawn:

1. Job Satisfaction has a positive and significant effect on business success.
2. Motivation has a positive and significant effect on business success.

Suggestions

The Surabaya city government through the Office of Cooperatives and Small and Medium Enterprises along with the Department of Industry and Trade should carry out an appropriate entrepreneurship training program and must be continuous to improve competitiveness and support the success of the Morokrembangan Surabaya kampong business, as well as facilitate the marketing matters by providing free stands at the Center Wholesale Surabaya and all malls in Surabaya to increase sales turnover of Morokrembangan Surabaya craftsmen. The city government should also help in term of capital through cooperation with government banks because so far the craftsmen are very difficult to get capital assistance due to complicated bureaucratic problems.

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