



## The Influence of Social Media, Motivation, and Creativity on Entrepreneurial Ability of MSEs in Kembangan Village, Kebomas District, Gresik

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**Abstract.** This study aims to analyze the influence of social media, motivation, and creativity on entrepreneurial skills in Micro and Small Enterprises (MSEs) in Kembangan Village, Kebomas District, Gresik. MSEs play a crucial role in improving the community's economy, but still face various limitations in terms of both access to resources and entrepreneurial capacity development. Therefore, this study was conducted to determine the extent to which personal factors such as social media utilization, motivational drive, and creativity can contribute to the entrepreneurial skills of MSEs. This study used a quantitative approach, collecting data through a structured questionnaire from 100 registered MSEs in the study area. The data were analyzed using multiple linear regression with SPSS version 25 software. The results showed that social media, motivation, and creativity did not significantly influence entrepreneurial skills, either partially or simultaneously. The coefficient of determination ( $R^2$ ) was 0.073, or 7.3%, indicating that the model only explains a very small proportion of the variation in entrepreneurial skills. These findings suggest that factors beyond the research variables, such as market access, availability of business training, and financial support, likely exert a more dominant influence on the development of entrepreneurial skills among MSEs in rural and peri-urban areas. Therefore, efforts to increase entrepreneurial capacity cannot rely solely on individual factors but also require integrated structural interventions. Synergy between strengthening personal competencies, government policy support, providing funding facilities, and expanding market access is crucial for creating a sustainable entrepreneurial ecosystem. This research is expected to provide input for local governments, MSE support institutions, and academics in formulating more effective and targeted MSE development strategies.

**Keywords:** Creativity; Entrepreneurial Ability; Motivation; Social Media; UMK

### 1. INTRODUCTION

Entrepreneurial ability represents the capacity of individuals or business actors to identify opportunities, mobilize resources, and execute business strategies to achieve sustainable growth. It encompasses a wide range of competencies, including business knowledge, strategic thinking, decision making, and risk management skills, which collectively influence business performance and resilience in competitive environments. A strong entrepreneurial ability is crucial for navigating uncertainty, adapting to market changes, and developing innovative solutions that foster long term success (Mitchelmore & Rowley, 2020). Particularly within micro and small enterprises (MSEs), where resources are often constrained, entrepreneurial ability serves as a pivotal factor in maintaining market relevance and expanding business operations (Zhou & Wu, 2021). The literature further emphasizes that entrepreneurial ability is not solely a function of inherent traits but can be developed and strengthened through experience, training, and exposure to market stimuli (Neneh, 2022). Thus, understanding the

determinants that enhance entrepreneurial ability is central to improving business outcomes, especially among grassroots enterprises such as those in rural and suburban areas.

The increasing relevance of MSEs in national economies has brought attention to the persistent challenges they face in growth and sustainability, particularly in developing countries like Indonesia. In Kembangan Village, Gresik, micro and small businesses dominate the local economic landscape, yet many face limited growth due to weak marketing capabilities, lack of innovation, and insufficient entrepreneurial training. According to local data, more than 100 MSEs are registered in the area, yet their penetration beyond local markets remains minimal. While technological advancements and digital platforms offer significant leverage, many business owners rely on traditional and inefficient means of marketing, such as WhatsApp status sharing, rather than using broader social media platforms like Instagram or TikTok. Inadequate entrepreneurial ability results in limited product development, low customer retention, and stagnating revenues. Therefore, there is an urgent need to explore the driving factors behind entrepreneurial capability in these businesses, particularly in the digital era where innovation, connectivity, and adaptability are crucial (Sahban et al., 2020). This research thus becomes important for both academic and practical realms, offering insights into how key behavioral and digital factors interact in enhancing entrepreneurship at the micro level.

Social media is a transformative tool in modern entrepreneurship, particularly in marketing, customer engagement, and branding. With over 191 million social media users in Indonesia as of 2022, the potential for digital outreach is immense. Social media allows entrepreneurs to access wider markets at minimal costs, offering platforms for showcasing products, building brand narratives, and interacting directly with consumers (Appel et al., 2020). In the context of MSEs, especially those with limited capital, social media provides an affordable and efficient marketing alternative compared to traditional methods (Alalwan, 2021). Studies have found that social media positively affects entrepreneurial visibility, customer acquisition, and business innovation (Nguyen et al., 2021). Moreover, features such as Instagram shops or TikTok marketing campaigns are increasingly integrated into small business strategies, reinforcing customer loyalty and expanding market access (Obi et al., 2021). In rural or suburban areas like Kembangan Village, social media could be a gateway for local products to reach national or even international audiences. Thus, its adoption and optimal utilization can play a pivotal role in strengthening entrepreneurial ability among MSEs.

Motivation is another crucial factor influencing entrepreneurial behavior and performance. It refers to the internal drive that stimulates individuals to initiate, sustain, and grow their ventures despite challenges (Al Mamun et al., 2020). In MSEs, where the environment is highly dynamic and resource limited, motivation often determines how entrepreneurs respond to adversity and exploit emerging opportunities. Entrepreneurial motivation is closely linked to persistence, creativity, and long term commitment to business goals (Gielnik et al., 2021). Empirical studies show that entrepreneurs with high levels of intrinsic motivation are more likely to adopt proactive strategies, invest in skills development, and innovate within their business models (Fatoki, 2020). In the case of Kembangan Village, many entrepreneurs lack formal education or training, making motivation a key psychological determinant that sustains business operations. Motivation not only affects the entrepreneur's individual behavior but also influences their leadership, team dynamics, and customer interactions. Understanding how motivation operates within local micro enterprises offers valuable insights into capacity building and policy interventions that support business sustainability.

Creativity complements motivation and social media as a determinant of entrepreneurial ability. Creativity refers to the ability to generate novel and useful ideas that lead to the development of unique products, services, or business strategies (Amabile & Pratt, 2016). For MSEs, creativity is essential in overcoming market saturation, addressing customer needs, and differentiating their offerings. Creative entrepreneurs are more likely to experiment with new marketing tactics, product designs, or service delivery methods that enhance competitiveness (Choi et al., 2020). Creativity also enhances adaptability, allowing entrepreneurs to respond flexibly to market shifts, consumer trends, and technological disruptions. In rural contexts, where access to capital and infrastructure is limited, creativity often substitutes for these constraints by enabling resourceful and low cost innovations (Im & Nakata, 2021). In Kembangan Village, lack of creativity has been identified as a major bottleneck in scaling up micro enterprises. Thus, fostering entrepreneurial creativity is not only a pathway to product development but also an essential driver of sustainable entrepreneurial performance.

This study aims to investigate the influence of social media, motivation, and creativity on entrepreneurial ability among micro and small enterprises in Kembangan Village, Gresik. By integrating behavioral and digital variables, this research contributes theoretically by expanding the understanding of non financial determinants of entrepreneurship, particularly in resource limited settings. Empirically, it provides practical insights for local entrepreneurs,

government agencies, and development practitioners to design effective interventions that enhance business capabilities. The findings are expected to inform strategies for improving marketing outreach, entrepreneurial education, and creative development within the micro enterprise sector in Indonesia.

Numerous studies have investigated the factors that influence entrepreneurial ability, particularly emphasizing the roles of motivation, creativity, and the use of digital technology to support entrepreneurial activities (Mitchelmore & Rowley, 2020; Appel et al., 2020). However, most of these studies are concentrated in urban areas or medium sized enterprises that typically have better access to technology and entrepreneurial education. In contrast, specific studies focusing on micro and small enterprises (MSEs) in rural or suburban settings, such as Kembangan Village in Gresik, remain limited. This is significant because MSEs in such areas face unique challenges, including limited digital access, low technological literacy, and a lack of formal training in entrepreneurship. Many business owners in Kembangan still rely on basic promotional methods like WhatsApp status updates, which are less effective for market expansion (see Chapter 1, pp. 4–5). This reflects a gap between the potential of social media usage and its actual application in the field.

Moreover, previous research often isolates variables such as motivation or creativity, analyzing their individual effects on business success, rather than examining how these three variables social media, motivation, and creativity interact simultaneously to influence entrepreneurial ability. Entrepreneurial ability itself is a more fundamental construct than business success, as it includes knowledge, skills, and attitudes required to manage and grow a business (Henny Welsa, 2018:33). This study not only explores each variable's partial impact but also their combined effect on entrepreneurial capability (see Hypothesis H4, Chapter II, p. 30). Additionally, the integration of behavioral and digital factors in the context of local MSEs in the digital age remains underexplored, even though this combination is crucial in addressing real world challenges such as limited competitiveness, poor product innovation, and restricted market access among small scale entrepreneurs.

This study offers a novel approach by integrating social media, motivation, and creativity as simultaneous determinants of entrepreneurial ability among MSEs in a suburban context. Unlike prior research that typically focuses on individual variables or final outcomes like business success, this research emphasizes the development of entrepreneurial capacity as the foundation of sustainable business performance. Furthermore, by focusing on a localized context Kembangan Village, where digital infrastructure and business knowledge are limited

this study provides practical and theoretical contributions for designing effective capacity building strategies for community based entrepreneurship development in Indonesia.

## **2. THEORETICAL STUDY**

### **A. Entrepreneurial Ability**

Entrepreneurial ability refers to the overall competence of an individual to recognize business opportunities, organize resources, and execute effective strategies to build and sustain a business. It is not limited to business knowledge but includes a combination of mindset, skills, and adaptive behaviors that enable entrepreneurs to respond to dynamic environments. According to Welsa (2018), entrepreneurial ability is reflected in three main components: knowledge, attitude, and skills. These elements contribute to the entrepreneur's ability to solve problems, manage risk, and lead innovation, especially in uncertain and competitive markets.

In the context of micro and small enterprises (MSEs), entrepreneurial ability plays a more critical role due to limited access to financial capital, formal education, and infrastructure. Entrepreneurs in MSEs are often required to rely heavily on personal attributes and practical experience rather than formal managerial structures. Therefore, strengthening entrepreneurial ability can lead to improved marketing, product development, and customer relationship management, which are vital for sustaining growth. This study emphasizes entrepreneurial ability as the dependent variable because it encapsulates the internal competencies that drive external performance outcomes in small business settings.

### **B. Social Media**

Social media refers to internet based platforms that enable users to create, share, and interact with content and communities. These platforms, such as Instagram, Facebook, and TikTok, have become essential tools for business communication, brand promotion, and customer engagement. McCann and Barlow (2015) argue that social media facilitates low cost marketing and allows businesses to reach wider audiences beyond their local areas. The accessibility and functionality of social media offer MSEs significant advantages in promoting their products and building customer loyalty, even with minimal marketing budgets.

In addition, social media use in entrepreneurship can be analyzed through several key dimensions: context, communication, collaboration, and connection (Afria et al., 2023). These indicators reflect how effectively entrepreneurs use digital content to engage with their audiences, maintain relationships, and generate value. In resource constrained environments like Kembangan Village, social media serves as a cost effective alternative to traditional advertising. This study includes social media as an independent variable to investigate its

potential in enhancing the entrepreneurial ability of MSE actors who may otherwise be limited by offline promotion methods.

### **C. Motivation**

Motivation in entrepreneurship refers to the internal drive or willingness to start, sustain, and grow a business despite external obstacles. It is considered a psychological force that shapes an entrepreneur's behavior, decision making, and resilience. According to Ernawatiningsih and Arizona (2022), motivated individuals are more likely to overcome challenges and persist toward achieving business goals. Motivation fosters initiative, perseverance, and goal orientation all essential attributes for entrepreneurial success, especially in volatile or uncertain environments.

Furthermore, Yunal and Indriyani (2019) identify several indicators of entrepreneurial motivation: task and result orientation, leadership, future orientation, originality, and self confidence. These traits influence how entrepreneurs lead their ventures, innovate within limited means, and seize market opportunities. In rural or suburban MSEs, where formal education or mentorship is often lacking, motivation can serve as a crucial differentiator between growth and stagnation. Therefore, this study investigates motivation as an independent variable affecting entrepreneurial ability among small business owners in Kembangan Village.

### **D. Creativity**

Creativity is the capacity to generate novel, useful, and relevant ideas that lead to innovative solutions, products, or business models. In entrepreneurship, creativity plays a vital role in differentiating offerings, solving problems, and responding to customer needs in unique ways. Sari (2021) defines creativity as the ability to combine existing elements into new forms, which is crucial for small businesses operating in saturated or competitive markets. Entrepreneurs with higher levels of creativity are more likely to design innovative products, develop efficient marketing strategies, and build distinctive brand identities.

Creativity can be measured using five cognitive indicators: sensitivity, fluency, flexibility, elaboration, and originality (Sari, 2021). These dimensions reflect an entrepreneur's ability to perceive opportunities, generate diverse solutions, and develop them in detail. In rural MSE contexts like Kembangan Village, creativity can compensate for a lack of capital or advanced infrastructure, enabling business owners to create value using limited resources. This study includes creativity as a key behavioral factor that potentially enhances entrepreneurial ability and helps local MSEs compete in broader markets.

### 3. RESEARCH METHODS

This study adopts a quantitative approach to examine the influence of social media, motivation, and creativity on entrepreneurial capabilities among micro and small enterprises (UMK) in Kembangan Village, Kebomas District, Gresik. The variables investigated include social media (X1), motivation (X2), and creativity (X3) as independent variables, and entrepreneurial capability (Y) as the dependent variable. The population consists of 100 registered UMK actors in the village, and due to the manageable size of the population, a total sampling technique was employed. This ensures complete representation and minimizes sampling error, enhancing the validity of the findings (Etikan, 2020). Data were collected through a structured questionnaire distributed directly to the UMK actors. To analyze the data, this research employs multiple linear regression using SPSS version 25, which is appropriate for testing the linear relationships between several independent variables and a single dependent variable, as well as for assessing the relative contribution of each predictor (Pallant, 2020).

Measurement of each variable in this study was adapted from prior reputable literature. Social media usage is measured using indicators such as context, communication, collaboration, and connection, following the framework developed by Hueuer as cited in Julia Afria et al. (2023). Motivation is operationalized based on entrepreneurial motivation indicators including task and result orientation, leadership ability, future orientation, originality, and self confidence, as suggested by Yunal and Indriyani (2019). Creativity is assessed using five dimensions: sensitivity, fluency, flexibility, elaboration, and originality, in line with the model by Sari (2021), which aligns with Torrance's creative thinking framework. Entrepreneurial capability is measured through knowledge, attitude, and skills as proposed by Welsa (2018), emphasizing the integration of competencies essential for entrepreneurial success. These measurement constructs have been widely validated in recent entrepreneurship research and are relevant in the context of micro and small business performance in emerging economies (Al Mamun et al., 2020; Fatoki, 2021).

### 4. RESULTS AND DISCUSSION

This section presents the empirical findings derived from the multiple linear regression analysis and interprets them in light of relevant theories and prior research. The analysis focuses on examining both the partial effects of social media, motivation, and creativity on entrepreneurial ability through the t-test, and their simultaneous effect through the F-test. Additionally, the coefficient of determination ( $R^2$ ) is discussed to assess the explanatory power

of the model. The interpretation is guided by the research context of micro and small enterprises (UMK) in Kembangan Village, Kebomas District, Gresik, and compared with existing literature on entrepreneurship, digital adoption, and creativity in similar settings.

## A. Results

**Table 1. T-test.**

		Coefficients <sup>a</sup>		t	Sig.
		Unstandardized Coefficients	Standardized Coefficients		
Model		B	Std. Error	Beta	
1	(Constant)	11.258	2.149		.000
	Media Sosial	-.196	.108	-.197	.072
	Motivasi	.073	.100	.101	.465
	Kreativitas	.130	.100	.184	.196

a. Dependent Variable: ENTREPRENEURIAL ABILITY

Source: Data Processed By Researchers, 2025

**Table 2. F-test.**

		ANOVA <sup>a</sup>			
Model		Sum of Squares	Df	Mean Square	F
1	Regression	25.637	3	8.546	2.348
	Residual	327.566	90	3.640	
	Total	353.202	93		

a. Dependent Variable: ENTREPRENEURIAL ABILITY

b. Predictors: (Constant), SOCIAL MEDIA, MOTIVATION, CREATIVITY

Source: Data Processed By Researchers, 2025

**Table 3. Determination Analysis (R<sup>2</sup>).**

		Model Summary		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.269 <sup>a</sup>	.073	.042	1.908

a. Predictors: (Constant), SOCIAL MEDIA, MOTIVATION, CREATIVITY

Source: Data Processed By Researchers, 2025

## B. Discussion

### *T-test*

The t-test results in Table 1 reveal the individual effects of each independent variable social media, motivation, and creativity on entrepreneurial ability among micro and small enterprises (UMK) in Kembangan Village. The statistical output indicates that none of the three variables reached the conventional 5% significance level. Specifically, social media ( $\beta = -0.196$ ,  $t = -1.818$ ,  $p = 0.072$ ) shows a negative but non-significant effect on entrepreneurial ability. This finding suggests that although social media usage is prevalent, its direct



contribution to enhancing entrepreneurial capabilities is limited in this context. This could be due to suboptimal utilization of social media features for business purposes, as observed in previous research where entrepreneurs used platforms mainly for casual posting rather than structured marketing strategies (Nguyen et al., 2021). Motivation ( $\beta = 0.073$ ,  $t = 0.733$ ,  $p = 0.465$ ) also exhibits a positive but statistically insignificant relationship with entrepreneurial ability. While motivation is theoretically linked to persistence, innovation, and business growth (Gielnik et al., 2021), the lack of significance in this study may indicate that motivation alone, without adequate skills, resources, and strategic direction, is insufficient to produce measurable improvements in entrepreneurial competence.

Creativity ( $\beta = 0.130$ ,  $t = 1.302$ ,  $p = 0.196$ ) shows a positive yet non significant influence. This aligns with findings from Im and Nakata (2021), who argue that creativity needs to be complemented by execution capacity and market knowledge to translate into tangible entrepreneurial skills. In this study, many UMK actors demonstrated creative ideas but lacked implementation support, leading to limited impact on their overall entrepreneurial ability. The absence of statistically significant partial effects suggests that while each factor theoretically contributes to entrepreneurship, in this specific community their influence may be overshadowed by structural barriers such as limited training, low technological literacy, and constrained market access. Similar patterns have been observed in rural entrepreneurship studies, where the benefits of individual competencies are only realized when supported by an enabling ecosystem (Alalwan, 2021).

### ***F-test***

The F-test in Table 2 examines the simultaneous effect of social media, motivation, and creativity on entrepreneurial ability among micro and small enterprises (UMK) in Kembangan Village. The analysis yields an F-value of 2.348 with a significance level of  $p = 0.078$ , which is above the conventional 0.05 threshold. This indicates that, when considered together, the three independent variables do not significantly explain variations in entrepreneurial ability at the 95% confidence level. While the p-value is not statistically significant, its proximity to the 0.05–0.10 range suggests a marginal trend worth further exploration. Such borderline results often occur in social science research when the sample size is modest and the constructs are influenced by multiple contextual factors (Hair et al., 2021). In this case, although social media, motivation, and creativity are conceptually linked to entrepreneurial capability, their collective influence may be diminished by external constraints such as limited access to training, insufficient market networks, and low adoption of digital marketing tools.

This finding contrasts with studies in more urbanized or digitally connected regions, where the combination of social media use, entrepreneurial motivation, and creativity often shows a significant positive effect on entrepreneurial performance (Nguyen et al., 2021; Al Mamun et al., 2020). The difference underscores the importance of local context, suggesting that in Kembangan Village, additional structural enablers such as digital literacy programs, business development services, and creative product training are required for these factors to translate into measurable entrepreneurial competence. From a policy perspective, the non significant F-test result implies that integrated interventions targeting these three variables simultaneously may not yield immediate improvements unless accompanied by supportive infrastructure and knowledge transfer mechanisms. This is consistent with the ecosystem based entrepreneurship model, which emphasizes that individual skills and tools are most effective when embedded within a conducive business environment (Neneh, 2022).

### ***Determination Analysis (R<sup>2</sup>)***

The coefficient of determination (R<sup>2</sup>) in Table 3 is 0.073, with an adjusted R<sup>2</sup> value of 0.042. This indicates that social media, motivation, and creativity collectively explain only 7.3% of the variance in entrepreneurial ability among UMK actors in Kembangan Village. In other words, 92.7% of the variability in entrepreneurial capability is attributable to other factors not included in the model. Such a low R<sup>2</sup> value suggests that while the three predictors are theoretically relevant, their actual contribution to explaining differences in entrepreneurial ability is minimal in this context. This is consistent with findings from rural entrepreneurship studies where external variables such as access to capital, market infrastructure, training opportunities, and community networks play a far more dominant role than individual competencies alone (Neneh, 2022; Fatoki, 2021).

The adjusted R<sup>2</sup> of 0.042 further highlights that the explanatory power of the model slightly decreases when adjusted for the number of predictors, which is typical in small sample social research (Hair et al., 2021). It also implies that improvements in entrepreneurial capability in Kembangan Village may require multifaceted interventions beyond enhancing social media use, motivation, and creativity. For example, targeted capacity building programs, mentorship initiatives, and market linkage projects could complement these personal and digital competencies to achieve more substantial outcomes. In practical terms, the low R<sup>2</sup> underscores the complexity of entrepreneurial development in micro and small enterprises. It signals to policymakers and support organizations that focusing solely on individual behavioral traits or digital adoption may not suffice; instead, a holistic approach that integrates personal skills with structural support is necessary to meaningfully improve entrepreneurial ability.

## **5. CONCLUSION AND SUGGESTIONS**

### **A. Conclusion**

This study examined the influence of social media, motivation, and creativity on entrepreneurial ability among micro and small enterprises (UMK) in Kembangan Village, Kebomas District, Gresik. The statistical analysis revealed that none of the independent variables either individually or collectively had a significant effect on entrepreneurial ability at the 5% level. Furthermore, the model's coefficient of determination ( $R^2$ ) indicated that only 7.3% of the variation in entrepreneurial ability could be explained by these three factors, suggesting that other variables outside the scope of this study play a more dominant role. These findings highlight that while social media, motivation, and creativity are conceptually important in entrepreneurship, their effectiveness in enhancing entrepreneurial ability is heavily dependent on contextual factors. In environments with limited digital literacy, market access, and business training, such as Kembangan Village, these competencies may not yield substantial results without complementary structural support.

### **B. Suggestions**

**Capacity Building for Digital Literacy** – Local governments and business development agencies should implement targeted training programs to improve entrepreneurs' ability to effectively use social media for marketing, branding, and customer engagement. **Integrated Entrepreneurship Training** – Motivation and creativity should be nurtured alongside practical skills such as financial management, market analysis, and product development to ensure that personal competencies translate into measurable business outcomes. **Strengthening Entrepreneurial Ecosystems** – Policy interventions should focus on creating an enabling environment through improved market linkages, access to capital, and networking platforms for UMK actors. **Future Research Directions** – Further studies should include additional predictors such as access to finance, business networks, and formal education, as these may better explain variations in entrepreneurial ability in rural and suburban settings.

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