



# Innovation and Business Growth: Personality, Sociological and Environmental Factors in Entrepreneurs

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## *Authors' contributions*

*This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.*

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## **ABSTRACT**

Researchers frequently wonder why some entrepreneurs run small and medium-sized businesses (SMEs) more successfully than others and why different SMEs have different survival rates even in the same operational environment. This has resulted in a need to investigate how other factors such as personality, sociology and environment may mediate relationships between innovations and the growth of SMEs. This research was conducted on entrepreneurs in Mataram City. This type of research is quantitative research. The analysis tool uses PLS analysis. It was found that personality has a significant direct and indirect influence on business innovation and business

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growth at a 10 percent test alpha. The sociological factors have a significant influence on alpha 5.00%, both directly and indirectly on innovation and business growth. Environmental factors are empirically ignored because they do not have a significant direct and indirect influence on business innovation and business growth. The contribution of this study is the clarification of the facts of personality and sociological factor of entrepreneurs and the indication that external environments can impact the business innovation and growth of entrepreneurs.

*Keywords: Business innovation; business growth; entrepreneurs.*

## 1. INTRODUCTION

Indonesia is still struggling with endless problems, draining the country's attention and resources. The state and society seem to forget about their backward position in the global economy, which has an impact on Indonesia's condition which is far behind. Indonesia is ranked 37th in the world competitiveness index in 2021, where this ranking will decline to 44th in 2022 (World Economic Forum, 2022). Government must be aware that in this low position, every movement carried out will be much slower than the movement of a country that already has high innovation capital (the level of leverage is much greater. Papanek et al., [1] stated that Indonesia is at least 25 years behind other countries.

In fact, the real condition of the Indonesian economy is very low in terms of innovation (Hartono and Kusumawardhani, 2018). Innovation does not only occur in multinational scale projects, but can start from products produced in micro and small scale businesses [2]. Another study states that company growth can be seen from the age of the company and the characteristics of its owners. This provides an indication that company and individual characteristics have an indirect influence on company growth, but through innovation [3].

Entrepreneurship has been seen as a contributory factor and an essential strategy for many nations' economies [4,5]. Unfortunately, not more than 50% of SMEs will survive in their first five years [6,7] or even more than 75% fail in their first three years [8]. Despite the fact that the number of SMEs is expanding rapidly each year. Factors influencing the survival rate of small and medium-sized enterprises (SMEs) include variations in their internal and external settings [9,10]. This is a compelling argument for understanding the environment that improved the rate of business survival.

Suardana's research (2023) found that 90.71% of business scales in Mataram were still at the

micro criteria (annual sales <Rp. 2 billion) and 9.29% were micro scale (sales Rp. 2 billion-Rp. 15 billion). The characteristics of micro and small businesses are that the business owner runs his own business with the help of several employees (78.58% in the range of 1-3 people and 17.14% in the range of 4-7 people; [11] In conditions like this, Mataram City, including its business actors, is believed to need attention to increase innovation so that their businesses can develop. Suardana [11] has identify items for each factor that influences innovation, and are followed up in association research or model formation that leads to this growth of micro and small businesses in the city of Mataram. These factors include personality, sociology and environment.

There has not been much research in innovation and business growth entrepreneurs in Mataram. This research will focus on looking at the Personality, Sociological and Environmental Factors in entrepreneurs on Innovation and Business Growth. The remaining of this paper divided into four sections. The first section is discussed about the introduction of Business Innovation. The second section, discuss the factors of business innovation. The third section will discuss the methodology of the paper. The last section concludes the result and conclusion of this research.

## 2. FACTORS OF BUSINESS INNOVATION

### 2.1 Business Growth

The existence of the business scale above can change if it experiences business growth. Business growth shows that business conditions experience a real increase in profits, sales and assets, which is manifested from its ability to carry out production efficiency per unit of product [12]. According to Ramli [13] three dimensions can be explained in more detail regarding company performance as follows: 1) Share Performance, namely an assessment of the number of transactions and share growth in a business, (2) Sales Growth, the company's

achievement from the number of and sales growth, (3) Profit performance in a certain period. Business performance for small and medium enterprises, according to Fransiska (2022) can be measured as follows: 1) Sales development, 2) Customer development, 3) Revenue development, 4) Working capital development.

The indicators in this research are the following; 1) the ability to increase production efficiency; 2) the ability to improve product quality; 3) increase the sales' omzet; 4) increase in profit gains; 5) increase the number of employees; 6) increase of machinery capacity; 7) increase working capital; 8) increase assets; 9) increase welfare and 10) increase of partners [12,14].

## 2.2 Innovation

Innovation covers broad aspects of business, including product innovation, process innovation, marketing innovation and organizational innovation (OECD in Suardana, [11] In the model built by Suardana [11] the learning orientation of entrepreneurs significantly influences the dimensions of innovation, next, product innovation and process innovation have a significant effect on the performance of MSMEs. The innovation indicators in this research measure four dimensions (product, process, marketing and organizational innovations), in accordance with the outer model that has been formed [11] as follows 1) new items in the product; 2) improvements based on customer complaints; 3) improving product quality; 4) preparation of advanced product types; 5) control over defective products; 6) increasing production efficiency; 7) increase consumer satisfaction; 8) after sales service; 9) easier to communicate with consumers and 10) business is improved [15].

## 2.3 Personality, Sociology and Environmental

Personality factors concern aspects of the personality and a entrepreneurs From a management perspective, information about an individual's personality can provide valuable information pertaining to what is the best method of communicating with them and what types of jobs and tasks they are most suitable for. However, personality traits may also be key indicators of other facets of an individual's life, including innovativeness [16], Hsieh, Hsieh, & Wang, 2011). Innovation basically cannot be

separated from special behavioral studies. Deenitchin & Pikul [17] identified influential personal factors as abilities and skills, family background, personality, perceptions, attitudes, characteristics, learning capacity, age, race, gender and experience.

Sociological factors are related to relationship with other people. These factors consist of items such as, the existence of a team for cooperation, encouragement from parents or close parties, assistance from other parties and experience. (Demirbass et al, 2011). Gibson [18] identified them as a working environment and a non-working environment (family, economy, fun and hobbies). Suardana [11] in his research was able to find sociological factors that lead individuals to produce added value from their economic activities such as 1) relationships with other people; 2) supply from others, 3) sales by others), 4) others to partner with, 5) partner support and 6) family support. Other big corporations and government aid are still found to be very minimal, thus, in this further research only what is relevant to the behavior of entrepreneurs in generating added value, efficiency and economic productivity.

Environmental factors are related to the relationship between entrepreneurs and the environment. Witek [19] Identified the items such as the competition in the business world, resources that can be utilized, following training and government policies. Suardana [11] identified environmental factor items which lead business innovation such as 1) competition in economic life; 2) getting formal work difficulty; 3) ownership opportunities of raw material resources; 4) ownership opportunities of supporting material resources; 5) ownership opportunities of labor resources; 6) NGOs or similar movements and 7) facilities provided by the government. These items are the basic for business activities in running a business and also indicated as factors that will determine innovation.

## 3. METHODOLOGY

This research has relevance to the previous research that has been written by Suardana, I Made [20], where the focus of the study is on MSMEs in Mataram City. The subjects of this research were entrepreneurs in Mataram City, totaling 140 people (n). This type of research is quantitative research. The results of this research will be described in depth, especially the data findings and association results [21]. The analysis tool uses PLS analysis

The variables in this research consist of personality variables (X1), sociology (X2), environmental (X3), business innovation (Y1) and business growth (Y2). These variables are classified into independent variables (personal, sociology and environmental), intervening variables (business innovation) and dependent

variables (business growth). Each variable, according to the meaning of the variable as a quantity that cannot be measured directly, requires measurement items/manifest variables (Ferdinand, 2003). The items have been described completely in sub-theoretical terms in the following table.

**Table 1. Variable measurement Items**

No.	Variable	Manifest/Indicator/Item Variables
1.	Personality (X <sub>1</sub> )	1). Awareness to improve the economy (X <sub>1.1</sub> ) 2). Ability to produce products (X <sub>1.2</sub> ) 3). Interest in business (X <sub>1.3</sub> ) 4). Risk-taking Courage (X <sub>1.4</sub> ) 5). Confidence (X <sub>1.5</sub> ) 6). Able to mobilizeoneself (X <sub>1.6</sub> ) 7). Business skills (X <sub>1.7</sub> ) 8). Suitability of attitude to business (X <sub>1.8</sub> ) (Dyah, et al., 2003; Suardana, [11])
2.	Sosiology (X <sub>2</sub> )	1). Relationships with other people (X <sub>2.1</sub> ) 2). Supply from others (X <sub>2.2</sub> ) 3). Sales by others (X <sub>2.3</sub> ) 4). Others to partner with (X <sub>2.4</sub> ) 5). Partner support (X <sub>2.5</sub> ) 6). Family support ((X <sub>2.6</sub> ) (Dyah, et al., 2003; Suardana, [11])
3.	Environmental (X <sub>3</sub> )	1). Competition in economic life (X <sub>3.1</sub> ) 2). Difficulty getting a formal job (X <sub>3.1</sub> ) 3). raw material resource ownership opportunity (X <sub>3.1</sub> ) 4). Sourcing Opportunity for auxiliary material (X <sub>3.1</sub> ) 5). Labor resource ownership opportunity (X <sub>3.1</sub> ) 6). Movement from ISM or similar (X <sub>3.1</sub> ) 7). Facilities provided by the government (X <sub>3.1</sub> ) (Dyah, et al., 2003; Suardana, [11])
4.	Business Innovation (Y <sub>1</sub> )	1). New items in products (Y <sub>1.1</sub> ) 2). Improvements based on customer complaints (Y <sub>1.2</sub> ) 3). Improved product quality (Y <sub>1.3</sub> ) 4). Advanced product type preparation (Y <sub>1.4</sub> ) 5). Control over defective products (Y <sub>1.5</sub> ) 6). Increased production efficiency (Y <sub>1.6</sub> ) 7). Increase consumer satisfaction (Y <sub>1.7</sub> ) 8). After-sales service (Y <sub>1.8</sub> ) 9). Easier Communication with consumers (Y <sub>1.9</sub> ) Business improved (Y <sub>1.10</sub> ) Suardana, [11] Baker & Sinkula, [15]
5.	Business growth	1). Ability to increase production efficiency (Y <sub>2.1</sub> ) 2). Ability to improve product quality (Y <sub>2.2</sub> ) 3). Sales omsetimprovement (Y <sub>2.3</sub> ) 4). Profit improvement(Y <sub>2.4</sub> ) 5). Employees improvement (Y <sub>2.5</sub> ) 6). Engine capacity improvement(Y <sub>2.6</sub> ) 7). working capital improvement (Y <sub>2.7</sub> ) 8). Assetsimprovement (Y <sub>2.8</sub> ) 9). Welfare improvement (Y <sub>2.9</sub> ) 10). Partner upgrade (Y <sub>2.10</sub> ) (Philippe, 2022; Hilka, [14] Aleksandra, 2015; Michael & Mark, 2009).

## 4. RESULTS AND DISCUSSION

### 4.1 Respondent Identity

The results of this research are directed businesswomen in managing their personal factors, adjusting sociological and environmental factors in order to increase their innovation and provide guarantees for business growth. This research is also very important for the government, especially the Mataram City government, in formulating policies, thus the existence of entrepreneurs which are generally on a micro scale can increase to a higher scale business [22,23].

Businesswomen are of concern, because of the large potential number of women in Mataram City. The number of entrepreneurs residents over 15 years old is 197,479 out of a total of 395,070 people. The number of people who have had economic activity is 110,249 people, the rest are in the position of looking for job or other activities such as studying, taking care of the household and others (BPS Mataram City, 2022). The

number of women in Mataram City, especially labor, is relatively balanced (49.99%), so this potential must be optimized by opening businesses or existing women's businesses experiencing growth, one of them is an indication of employees improvement [24,25].

The identity of women entrepreneurs in Mataram City can be seen in Table 2.

### 4.2 Data Analysis

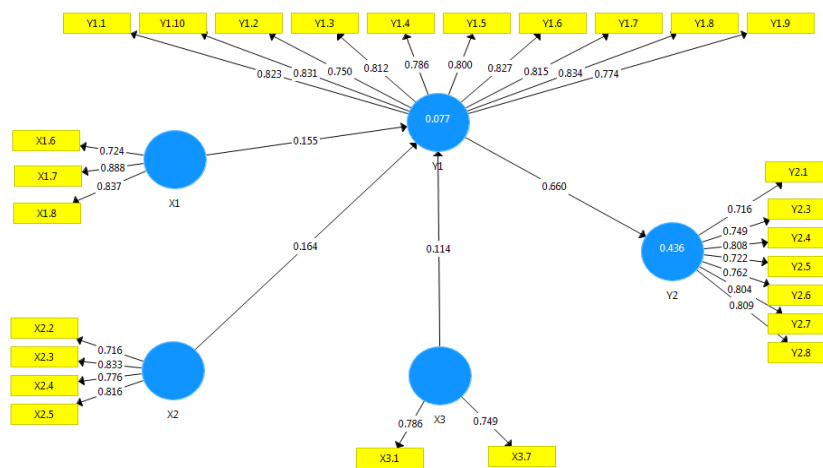
The measurement results model above (outer model) is a correlation of each reflection item to the construct. The number of valid items will not reduce the meaning of the related variables, in contrast to formative items. In this research, the number of valid indicators will be the basic for describing each variable. In order to make the above measurement results clearer, the validity criteria can be strengthened from the AVE value and then the consistency of the items in explaining the variable, based on the reliability coefficient value.

**Table 2. Identity of micro-small entrepreneurs in mataram city in 2023**

No.	Description	Number (People)	Percentage (%)
<b>A. Age (Year)</b>			
1.	20-29	47	33,57
2.	30-39	36	25,71
3.	40-49	42	30,00
4.	50-59	10	7,14
5.	≥60	5	3,57
<b>B. Education</b>			
1.	Elementary-Junior High School	20	14,29
2.	Senior High School	55	39,29
3.	Diploma	17	12,14
4.	Bachelor Degree/Post Graduate	48	34,29
<b>C. Type of Business</b>			
1.	Tradeing	63	45,00
2.	Culinary	44	31,43
3.	Services	29	20,71
4.	etc	4	2,86
<b>D. Business Experience (Year)</b>			
1.	1-3	51	36,43
2.	4-6	41	29,29
3.	7-10	24	17,14
4.	11-15	9	6,43
5.	>15	15	10,71
<b>E. Sales Range (IDR. Million/day)</b>			
1.	< IDR.1 million	70	50,00
2.	1-2 million	41	29,29
3.	3-5 million	16	11,43
4.	5-10 million	10	7,14

No.	Description	Number (People)	Percentage (%)
5.	> 10 million	3	2,14
F. Number of employees (People)			
1.	1-3	110	78,57
2.	4-7	24	17,14
3.	8-10	1	0,71
4.	11-15	2	1,43
5.	> 15	3	2,14
G. Capital source			
1.	Own capital	115	82,14
2.	Loan	9	6,43
3.	Combination	16	11,43

Source: processed primary data



**Model 1. Business Growth Association Model (Y<sub>2</sub>) with Explanatory Variables Personality Factors (X<sub>1</sub>), Sosiology (X<sub>2</sub>) and Environmental (X<sub>3</sub>) and Entrepreneurs Innovation Intervening Variables (Y<sub>1</sub>)-Final Model**

Source: Primary data processed

**Table 3. Reliability test**

	Cronbach's Alpha	Average Variance Extracted (AVE)
X1	0,761	0,671
X2	0,797	0,618
X3	0,603	0,589
Y1	0,940	0,649
Y2	0,888	0,590

Source: Primary data processed.

By the above criteria of validity and constancy, personality conditions can be informed (X<sub>1</sub>), sociology (X<sub>2</sub>), environmental (X<sub>3</sub>), business innovation (Y<sub>1</sub>) and business growth (Y<sub>2</sub>) among entrepreneurs in Mataram City. The personality factor of female MSMES entrepreneurs in Mataram City has high potential for development, because from the three valid items, an average measurement score of 3.42 was obtained (indicating high criteria). These criteria are still at

the lower edge of the high interval class, so it can be stated that the potential personality of entrepreneurs in Mataram City is just emerging. The context is to be easy to move, because of its nature which is likely to receive information easily, adapt and other potentials [26,27].

The personality item which has valid criteria is the ability to move oneself (X<sub>1.6</sub>), received an assessment with good criteria (average score

3.59). The ability to move oneself indicates that there is internal potential to adapt to external conditions or government policies. The next item is business skills ( $X_{1.7}$ ), where this item received an assessment with high general criteria (average score 3.41). The assessment of this item shows that entrepreneurs in Mataram City have raised up their ability to open and run their businesses, of course in accordance with the scale and complexity of their businesses, with the general criteria for micro businesses. The next important item needed to measure personality dimensions related to business is the suitability of attitudes to the business ( $X_{1.8}$ ), such as saving, investing and other attitudes that are relevant for running a business and developing it. The description of the three items reflecting the personality dimensions/factors above shows the condition of the personality of entrepreneurs in Mataram City. There is own potency for innovation and subsequent business growth. Empirical conditions will be proven through significance tests in the PLS analysis process [28,29].

The second dimension is sociology which is measured by four items/manifest reflection variables. The assessment of female MSMES in Mataram City on sociological factors is in fairly good criteria (average score 2.88). It needs to be emphasized that a dimension has a significant influence on the dependent variable not based on the assessment criteria, but how the movement of the score of the independent variable is in line with the movement of the value of the dependent variable. Sociological conditions are assessed or measured using supply items of production factors or products from other people ( $X_{2.2}$ ), sales by others ( $X_{2.3}$ ), cooperation with others ( $X_{2.4}$ ) as well as partner support ( $X_{2.5}$ ). These items have relevance to the formation of partnerships in running a business, both in terms of the availability of production factors, sales of production products and other support. In general, these items received an assessment with fairly good criteria (the average score was in the range of 2.81-3.00)

The third independent variable in this research is the environmental dimension, measured using two reflection items such as 1) competition in economic life ( $X_{3.1}$ ) and facilities provided by the government ( $X_{3.7}$ ). The average assessment scores for these two items are 3.02 and 2.10 respectively; thus assessments of the environmental dimension tend to be low or unfavorable. The dimensions of environmental

factors show the government's role in providing support, thus it is hoped that it will be able to generate innovation among businessmen. Empirically, this variable will be proven by its influence criteria and will be the basic for formulating policies [30,31].

The fourth dimension in this research is businessmen innovation, classified as an intermediate variable. Entrepreneurs in Mataram City are still on a micro business scale, starting their businesses independently in all dimensions of business, including producing products generally, capital and others. In this conditions, respondents gave a general assessment of their ability to accept and practice something new or experience improvement at very high criteria (average score 4.28; average of 10 items). The limitations of innovation as a form of self-assessment in making business changes, are still on a micro business scale and will experience complexity in line with increasing business capacity [32].

The final dimension is business growth, measured by seven reflective indicators that meet the validity and reliability criteria. The average respondent assessment of the growth items, which generally gives a high assessment (average score 4.11). Growth items do not provide quantitative limits, if only there is or not an increase in the business. In general, respondents) gave an assessment that there had been an increase in production efficiency, sales value, profit generation, machine capacity, working capital and welfare. The growth context does not provide time limits and quantity added to each item. It can be stated as a weakness of qualitative approach which is quantified

## 5. DISCUSSION

In order to focus more on realizing innovation, this model succeeded in finding the main focus on sociological and personality factors. The fact is that environmental factors are neglected (there is a role for the government in this) in realizing innovation and subsequently realizing business growth. The focus of the findings is on how entrepreneurs in Mataram City are able to form partnerships, both in the production factor market, the goods and services market and other forms of relationships between entrepreneurs whose systems both provide benefits to each other. Innovation will be realized more quickly from partner information or its form of adoption, compared to the role of the government. The role

of personality factors in providing support from sociological factors in accelerating the realization of innovation.

To begin with, the findings of the study demonstrate that innovation has a multifaceted impact on the expansion of businesses. Consequently, it makes sense for team owners to realize the expansion of their businesses by applying their innovation. Founders' personality creating businesses to employ innovation and identify opportunities that are difficult for others to perceive. It also helps businesses thrive by introducing novel products or services that truly satisfy customers' demands. Furthermore, inventiveness can foster a culture of innovation within entrepreneurial teams and assist businesses in continuously updating their knowledge base in response to external developments. Not all competent managers are creative in the context of entrepreneurship. An organization that is well-managed does not automatically become innovative, but one key element influencing the company's growth is innovation. As a result, business owners should focus on preserving and developing their innovation, particularly in the context of intense, dynamic competition. They must come up with fresh concepts and seek out and create better chances in order for their company to expand.

In the context of policy formulation by the government, it can be focused on the association of sociological factors with innovation and subsequently with business growth. It is appropriate that the government's policy gives responsibility to big entrepreneurs to provide training and its similar, because the concept was initially formed earlier. For example, large flour producing companies or other culinary raw material companies can provide training to entrepreneurs or other forms of partnerships that make it easier to obtain production factors, including information inside. The assistance of one party to the other in marketing a product becomes crucial, where in its relationship there is an exchange of information about production, marketing and other activities.

Practically, women entrepreneurs in the culinary business (cybermarket, e-commerce) can be continued, including stalls in cyberspace, where partner fulfills another customer demand. Culinary entrepreneurs who cannot fulfill many orders can ask others to fulfill consumer demand, but product and quality requirements are determined. The context of this relationship will be the exchange of information in production

activities, thus it will give rise to innovation indirectly by entrepreneurs.

In micro and small scale businesses, it can be implemented via WhatsApp group media (WA) or similar, depending on the ability to run the application, thus the sociology of entrepreneurs can be smoother and wider. Today the dimensions of sociology are not only in the conventional world, but also in the virtual world, so partnerships will be wider. Further research on this empirical condition needs to be digged deeper and wider, for example within the province scope (this empirical research has been carried out at the city scope. It is clear that this context is one of the simple meanings of the formation of associations from sociological factors towards innovation and business growth (X2 -> Y1 -> Y2) entrepreneurs MSMES in Mataram City

## 6. CONCLUSION

1. The business growth of entrepreneurs MSMES in Mataram City can absolutely be realized from the innovation of entrepreneurs. The innovation of entrepreneurs cannot appear suddenly, but it requires a clearing factor management. In the findings of this research, it was done by improving the quality of personality, both by entrepreneurs and the role of the government. The main concern can be done by managing sociological factors, which in this research is realized through partnerships and cooperation between entrepreneurs or the role of big entrepreneurs in providing partnerships.
2. Environmental factors in the findings of this research are neglected, where one of the items is the role of government. This factor is not felt by entrepreneurs, especially in realizing innovation and subsequently business growth.

This research has several limitations, much like any other, but these can be solved in further studies. The small sample size is by far the biggest drawback of the current analysis. It is thought that more observations could produce findings that are more reliable. The present investigation was carried out within a restricted geographical scope; the inclusion of more city (or province level) in the future may yield distinct outcomes. In the future, researchers can include additional personality characteristic components in their analysis. Their combined impact on



business innovation and growth would be an intriguing subject to investigate, in addition to their roles as moderating and mediating variables in prospective conceptual models. In a similar vein, relationships can be researched and business obstacles or infrastructure components introduced.

### DISCLAIMER (ARTIFICIAL INTELLIGENCE)

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc) and text-to-image generators have been used during writing or editing of manuscripts.

### COMPETING INTERESTS

Authors have declared that no competing interests exist.

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