

The Influence of the Entrepreneurial Environment and Government Support on the Performance of MSMEs in Bandung

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ABSTRACT

Entrepreneurship is an important factor in the entrepreneurial process. Entrepreneurs who are prosperous tend to continue their business, while entrepreneurs who are not prosperous will abandon their business. This research aims to determine the factors that influence the welfare of MSME (Micro, Small and Medium Enterprises) entrepreneurs in the city of Bandung. Entrepreneurs play a big role in improving the economy of developing countries, such as Indonesia. The research methodology used is a quantitative method where data collection is carried out using the Quisenare method and Smart PLS to calculate the data. It can be concluded that Government Support and the External Environment have a significant influence on the performance of MSMEs in the City of Bandung. Apart from that, the performance of MSMEs is known to influence the welfare of entrepreneurs.

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1. INTRODUCTION

Entrepreneurs play a major role in economic development by creating innovation, jobs and In the current era of globalization and rapid technological development, the role of Small and Medium Enterprises (SMEs) is becoming increasingly important in a country's economy. SMEs are not only the main supporters of economic growth, but are also a source of innovation and creation which is very important for the social and economic development of society. In Indonesia, especially in the city of Bandung which is known as one of the centers of creativity and creative industry, SMEs have a significant role in strengthening the regional economy. (Alkahtani et al., 2020; Iskamto et al., 2021). In this context, entrepreneurial environmental factors and government support play an important role in determining the performance and sustainability of SMEs in Bandung. A conducive entrepreneurial environment creates an atmosphere that supports the growth of SMEs, while government support through policies and programs can provide the necessary impetus for the development and expansion of SMEs. (Adel et al., 2020). Influence of the Entrepreneurial Environment:

The entrepreneurial environment covers various aspects, including culture, infrastructure, market access and capital, as well as support from the business world and supporting institutions. In Bandung, the existence of creative and collaborative communities, such as coworking spaces and networking events, has created an environment that stimulates creativity and innovation among SMEs. Additionally, evolving digital



infrastructure enables SMEs to increase the visibility and accessibility of their products, both locally and globally (Efendi et al., 2020).

The government's role is also very important in supporting the growth of SMEs. Through supportive policies, such as providing funding and training facilities, as well as reducing bureaucracy, the government can help create a friendly environment for SMEs. In Bandung, various programs such as entrepreneurship training, technical guidance, and easy access to resources have been introduced by the local government to strengthen the SME sector. However, although the entrepreneurial environment and government support have a significant positive influence on the performance of SMEs in Bandung, there are still several challenges that need to be overcome. For example, problems with access to capital and markets, as well as a lack of managerial and technical capabilities among SMEs. Therefore, this research aims to examine in more depth how the entrepreneurial environment and government support influence the performance of SMEs in Bandung City, as well as to identify effective strategies in overcoming the challenges faced by this sector. By better understanding the factors that influence SME performance, it is hoped that more effective policies and programs can be formulated in supporting the growth and sustainability of SMEs in Bandung, as well as their contribution to economic and social development. (Agaba & Christine, 2023).

1.1 Problem Formulation

This research examines entrepreneurial welfare as a dependent variable which is rarely found in the literature reviewed. Based on the literature, the dependent variable used in entrepreneurship research is company performance (Adel et al., 2020). Research on entrepreneurial well-being as a dependent variable in entrepreneurship will produce more variations that reflect the diversity of entrepreneurs, providing research value and new perspectives and theories about entrepreneurship. Specifically, this research examines the independent variables, namely: (i) government support, and (ii) entrepreneurial environment. In addition, this research uses company performance variables as mediators in the relationship between independent variables and entrepreneurial welfare variables.

1.2 Research objectives and benefits

The aim of this research is to determine the influence of the external environment and government support on the performance of SMEs in Pekanbaru City during PPKM.

It is hoped that this research will provide benefits at an academic and practical level. Apart from being beneficial for scientific development in the field of MSME Performance in particular and micro and small businesses in general, It is hoped that this research will be more applicable in providing suggestions for all stakeholders in making policies related to improving the performance of MSMEs in Pekanbaru City so that the welfare of entrepreneurs increases.

This research will be carried out to save micro and small businesses from losses by defining the problems they face and suggesting appropriate solutions to the problems they experience. In this way, Micro and Small Enterprises in Indonesia can develop effectively, helping to improve the economy, reducing unemployment and overcoming poverty.

2. LITERATURE REVIEW

2.1 MSME Business Environment

The entrepreneurial environment has been studied extensively by researchers in various disciplines, including economics, management, sociology, and psychology. The literature highlights the multifaceted nature of this concept and its influence on entrepreneurial activities and overall economic development in a region or country. A number of studies have explored the role of economic factors in shaping the entrepreneurial environment. Researchers have examined the impact of market size, access to capital, labor costs, and tax policy on entrepreneurial activity (Akmal & Azliyanti, 2023; Iskanto & Ghazali, 2021). These studies suggest that favorable economic conditions, such as stable and growing markets, availability of funding sources, and reasonable costs of doing business, can stimulate entrepreneurial ventures. Government policies and regulations have also been identified as important components of the entrepreneurial environment. Researchers have

investigated the impact of regulatory frameworks, trade policies, and intellectual property rights protection on entrepreneurship (Agus et al., 2015; Iskanto et al., 2022). These studies highlight the importance of simplified regulations, supportive government initiatives, and a strong legal system in encouraging entrepreneurial activity. The role of education and skills development in fostering entrepreneurship has been widely explored. Researchers have examined the impact of entrepreneurship education, training programs, and mentoring opportunities on entrepreneurial intentions and success (Tambunan, 2017). These studies show that developing entrepreneurial skills and mindset through formal education and practical training can contribute significantly to the growth of entrepreneurial ventures. Cultural and social norms have also been recognized as influential factors in the entrepreneurial environment. Researchers have investigated the influence of societal attitudes toward risk-taking, innovation, and entrepreneurial role models on entrepreneurial activity (Abdullah & Mansor, 2018; Suryanto, 2020). These studies highlight the importance of a supportive cultural environment that values and celebrates entrepreneurship. Additionally, the literature has explored the role of infrastructure and support systems in shaping the entrepreneurial environment. Researchers have examined the impact of physical infrastructure, business incubators, professional services, and industrial clusters on entrepreneurial ventures (Ibidunni et al., 2018). These studies show that a well-developed supporting ecosystem can significantly increase the success and growth of entrepreneurial activities. Furthermore, researchers have emphasized the importance of research and development (R&D) in fostering an entrepreneurial environment. Research has explored the relationship between research and development investment, university-industry collaboration, and the commercialization of innovative ideas (Akyol & Gurbuz, 2008). These studies show that a strong focus on research and development and effective knowledge transfer mechanisms can foster innovation and entrepreneurial ventures. Overall, the literature highlights the multidimensional nature of the entrepreneurial environment and the interactions between various factors in shaping entrepreneurial activities. Researchers have emphasized the need for a holistic approach that considers economic, regulatory, educational, cultural, infrastructure and research aspects to create a conducive environment for entrepreneurship to flourish.

2.3 Government Support

Government support has been widely recognized as an important factor in fostering a profitable entrepreneurial environment. Researchers have extensively studied various forms of government support and their impact on entrepreneurial activity and economic development. One area of focus is government policies and regulations related to the establishment and operation of businesses. Research has examined the impact of regulatory frameworks, tax policies, and administrative procedures on entrepreneurship (Adu & Nawangsari, 2022; Adula & Kant, 2022). These studies show that simplified regulations, favorable tax policies, and efficient bureaucratic processes can significantly reduce barriers to entry and encourage entrepreneurial ventures. Another aspect of government support that has received great attention is the availability of financial assistance and incentives for entrepreneurs. Researchers have investigated the role of government-sponsored funding programs, grants, and tax incentives in supporting entrepreneurial activities (Kurniawan et al., 2021). These studies show that access to financial resources can be an important factor in the success and growth of new ventures, especially in the early stages of the venture. Government support for entrepreneurship education and skills development has also been studied extensively. Researchers have examined the impact of government-funded entrepreneurship education programs, training initiatives, and mentorship opportunities on entrepreneurial intentions and success (Anwar & Li, 2021). These studies highlight the importance of developing entrepreneurial skills and mindsets through targeted education and training efforts. Furthermore, the literature has explored the role of government-backed infrastructure and support systems in fostering entrepreneurship. Researchers have investigated the impact of business incubators, accelerators, and technology parks established with government support (Mian et al., 2016; Bone et al., 2019; Hausberg & Korreck, 2020). These studies show that such support systems can provide valuable resources, guidance, and networking opportunities for entrepreneurs, thereby increasing their chances of success. In addition, researchers have examined the impact of government initiatives aimed at encouraging research and development (R&D) and innovation on entrepreneurial activity. Research has explored the role of government funding for research and development, university-industry collaboration, and commercialization of innovative technologies (Audretsch et al., 2006; Guerrero et al., 2015; Colombo et al., 2019). These studies show that government support for research and development and technology transfer can foster innovation and encourage entrepreneurial ventures, especially in knowledge-intensive sectors.



2.4 Understanding MSME Performance

The performance and growth of micro, small and medium enterprises (MSMEs) has been widely researched due to their significant contribution to job creation and economic development. Researchers have studied various factors that influence the performance of MSMEs in various industries and regions. One aspect that has received sufficient attention is the role of entrepreneurial characteristics and abilities in determining the performance of MSMEs. Research has explored the impact of entrepreneurial orientation, innovation, risk-taking propensity, and managerial skills on firm performance.(Anwar & Li, 2021; Kurniawan et al., 2021). These studies show that entrepreneurial traits and competencies are critical to driving the growth and success of MSMEs. Access to financing has been identified as an important factor influencing MSME performance. Researchers have investigated the challenges that MSMEs face in obtaining financial resources and the impact of various sources of financing, such as bank loans, venture capital, and microfinance, on firm performance.(Fatoki, 2016)). These studies highlight the importance of overcoming financial constraints and providing adequate access to capital so that MSMEs can thrive. The role of innovation and technological capabilities on the performance of MSMEs has also been widely researched. Researchers have examined the relationship between innovation strategy, research and development (R&D) efforts, and firm performance(Feranita et al., 2019). These studies show that innovation and the ability to utilize technology can contribute significantly to the competitiveness and growth of MSMEs. Another focus area is the impact of networking and collaboration on MSME performance. Researchers have explored the benefits of networking with other companies, industry associations, and research institutions, as well as the role of strategic alliances and partnerships in improving company performance.(Alkahtani et al., 2020). These studies highlight the importance of leveraging external resources and knowledge through collaborative efforts. The influence of government support policies and programs on the performance of MSMEs has also been widely researched. Researchers have investigated the effectiveness of various government initiatives, such as tax incentives, subsidies, regulatory frameworks, and entrepreneurship development programs, in driving the growth and success of MSMEs.(Chandra et al., 2023; Soesetio, 2023). These studies provide insight into the role of government support in overcoming the challenges faced by MSMEs.

Entrepreneurial Welfare

Entrepreneurial well-being has emerged as a topic of interest for researchers studying the economic and social impacts of entrepreneurship. This concept refers to the overall well-being and quality of life experienced by entrepreneurs, which includes various aspects beyond traditional measures of financial success. One area of focus in the literature is the relationship between entrepreneurship and subjective well-being, which includes measures of life satisfaction, happiness, and overall psychological health. Researchers have explored factors that contribute to entrepreneurial well-being, such as autonomy, work-life balance, and the sense of accomplishment gained from entrepreneurial endeavors.(Andersson, 2008). These studies show that although entrepreneurship is a challenge, it can also provide a sense of satisfaction and make a positive contribution to overall well-being. Additionally, researchers have investigated the relationship between entrepreneurship and physical and mental health. Research has explored the potential stress and mental health challenges entrepreneurs face, as well as strategies and support systems that can improve their overall well-being.(Andersson, 2008). These studies highlight the importance of addressing the unique demands and pressures associated with entrepreneurial ventures.

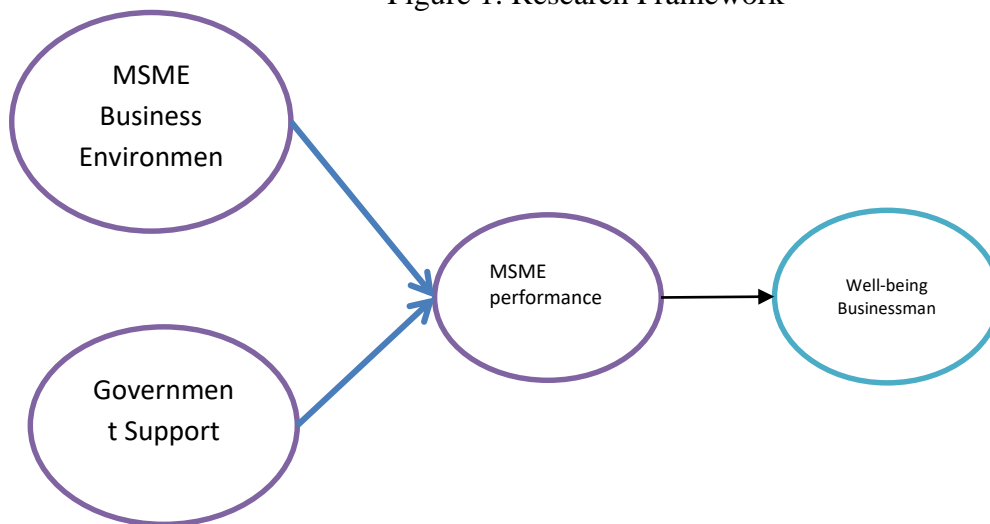
Furthermore, the literature has examined the role of entrepreneurial ecosystems and support systems in promoting entrepreneurial prosperity. Researchers have studied the impact of mentoring, networking, and access to resources on an entrepreneur's overall well-being and success(Iskamto & Ghazali, 2021; Yetim & Yetim, 2006). These studies suggest that supportive ecosystems can provide valuable resources and a sense of community, thereby contributing to the overall well-being of entrepreneurs. Although the literature on entrepreneurial well-being is still growing, it emphasizes the multidimensional nature of well-being and the importance of considering aspects beyond financial success when evaluating the impact of entrepreneurship.

By understanding the factors that contribute to overall entrepreneurial well-being, policymakers, support organizations, and entrepreneurs themselves can develop strategies to foster more sustainable and fulfilling entrepreneurial journeys.

4 Research Framework

This research proposes independent variables: Business Environment and Government Support, while the Dependent Variable is MSME Performance.

Figure 1: Research Framework



3. METHODS

The object of this research is entrepreneurs in the city of Bandung. Because the number of MSMEs is not yet known, the sample was taken according to Kreji and Morgan, namely the larger population (SPS 2017) using the Slovin formula, the sample was 350 MSMEs. The data used in this research is primary data, namely data taken through surveys by distributing questionnaires. Regarding the type of data required is secondary data, the data collection technique is carried out using library research, namely by collecting all the necessary data from books, magazines, reports, essays and written works in other forms, as well as accessing information from various sites that are considered relevant and accountable.

4. RESULTS

Variables This report assesses the composition of data around several demographic factors of respondents in descriptive analysis. Based on this survey, respondents were asked to identify their sex, gender, age, business-related experience, occupation, family background. A summary of the demographic description of respondents can be seen in table 1 below:

Table 1: Respondent Profile

Characteristics	Frequency	Percent
Gender		
Man	177	51%
Woman	173	49%
Status		
Married	266	76%
Bachelor	74	21%
Divorce	10	3%



Age		
Less than 20 years	17	5%
21 to 30 years old	103	29%
31 to 40 years old	129	37%
41 to 50 years old	76	22%
51 years and over	25	7%
Business Related Experience		
Yes related	220	63%
No, Not related	130	37%
Education		
base	4	1%
Secondary	39	11%
Senior High School	247	71%
Diplomas and Degrees	54	15%
Passed	6	2%
Family's background		
Business Family	171	49%
Non-Business Family	179	51%
Company Age		
less than 1 year	61	17%
1 to 2 years	81	23%
3 to 5 years	127	36%
More than 6 years	81	23%

In table 2, the calculated mean Loading Factor > 0.7 meets the convergent validity criteria so that all indicators are valid. The results of the Variance Extracted analysis (AVE is greater than 0.5 so it meets the requirements of the convergent validity test. The cross-loading value based on discriminant validity is considered valid because it is higher than the cross-loading value of the previous indicators. Based on these calculations it is known that each indicator can be predicted by each latent variable with several correlation results between constructs. The research data is also considered to have met the criteria for composite reliability and Cronbach's alpha, because each construct variable has a value greater than 0.6

Table 2. Validity

ITEMS			Composite Reliability	(AVE)	Cronbach's Alpha
Well-being	S12	0.821	0.899	0.64	0.859
	S11	0.817			
	S9	0.806			
	S13	0.804			
	S8	0.748			
Externalr environment	E2	0.766	0.888	0.727	0.809
	E4	0.883			
	E5	0.902			

Government Support	G1	0.845	0.915	0.644	0.905
	G2	0.844			
	G3	0.661			
	G4	0.836			
	G5	0.852			
	G6	0.758			
Show	P1	0.701	0.858	0.547	0.796
	p2	0.721			
	p4	0.766			
	p5	0.771			
	p6	0.736			

In table 3 of the Fornell-Larcker criteria test, discriminant validity can be said to be good if the AVE root of the construct is higher than the correlation of the construct with other latent variables (Fornell & Larcker (Hair et al., 2021:78).

Table 3. Fornel Lockers

	Externalr environment	Government Support	Show
Externalr environment	0.853		
Government Support	0.077	0.802	
Show	0.629	0.141	0.739
Well-being	0.693	0.066	0.54

Hypothesis testing

The hypotheses established in this study were tested with path coefficients calculated in the bootstrapping algorithm in SEM software. As a result, all of the first set of hypotheses are supported:

Table 4. Path coefficients

Variable	CR(>0.60)	ρA	AVE(>0.50)	R2	R2 adjustment
Government Support	0.915	0.883	0.644		
Externalr environment	0.888	0.812	0.727		
Show	0.858	0.805	0.547	0.405	0.402
Well-being	0.899	0.864	0.64	0.291	0.289

Table 1. Model measurement values.

The results of applying Composite Reliability (CR), A, and Average Variance Extracted (AVE) are shown in Table 0. These methods prove that the construct explains variance and not error. The coefficient of determination also represents variables selected to have a high level of explanation by the model. Based on table 1, the composite reliability value for Government Support, External Environment, Performance and Welfare is quite good because it is above the threshold of 0.6. This shows the high level of internal consistency of the latent variable. The AVE and A values are good for this construction. The research model obtained can be seen in Figure 1, and the significance test of the hypothesis path is presented in Table 5.

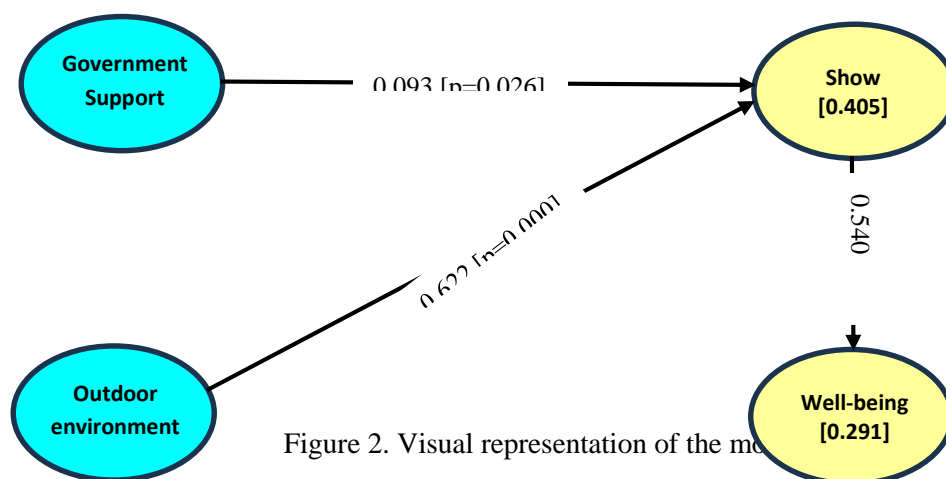


Figure 2. Visual representation of the model

Table 5. Path Significance Test

Track	Original Sample	Sample Mean	Std. Deviation	t-Statistics	p-Value
H1: Government Support Performance→	0.093	0.108	0.042	2,234	0.026
H2: External Environmental Performance→	0.622	0.62	0.04	15,374	0,000
H3: Welfare Performance→	0.54	0.537	0.051	10,522	0,000

In table 5 it can be

See in figure 2 that the value in the circle shows the coefficient of determination R². The yellow circle represents the endogenous variable that is influenced by the exogenous variable represented by the blue circle. Values in arrows indicate path coefficients, and values in parentheses indicate p values. The path coefficient shows the relationship between variables. The p value for all domains is below the required criterion of p<0.05. Hypotheses H1 – H3 are confirmed.

DISCUSSION

Government Support and the External Environment in Influencing the Performance of MSMEs in Bandung City

Government support and the external environment play a very important role in influencing the performance of Micro, Small and Medium Enterprises (MSMEs) in a region, including the city of Bandung. Support from the local government, whether in the form of policies, incentives or other facilities, can greatly influence the competitiveness and growth of MSMEs. Apart from that, external factors such as market conditions, infrastructure and support from financial institutions also play a role in shaping the environment for MSMEs.

Government Support and MSME Performance

The government has a crucial role in providing support to MSMEs. Policies that support the development of MSMEs, such as reducing bureaucracy, tax incentives, entrepreneurship training, and access to financing, can encourage the growth and competitiveness of MSMEs. In the city of Bandung, efforts such as training and mentoring programs for MSMEs, capital access facilities through microfinance institutions, and the provision of co-working spaces are clear examples of government support for MSMEs. These findings are in line with research Alkahtani et al. (2020) and Guci & Ghazali (2017) which states that government support greatly influences the performance of MSMEs, but research (Krishnan & Kamalnabhan, 2015) previously showed the opposite that government support did not have a significant impact on the performance of MSMEs.

External Environment and MSME Performance

Apart from support from the government, external environmental factors also have a significant impact on MSME performance. For example, stable and developing market conditions, access to adequate infrastructure such as transportation and information technology, as well as collaboration with related parties such as universities or research institutions for innovation and product development. In the city of Bandung, the existence of a creative community, pro-entrepreneurship universities, and a developing information technology infrastructure have created a conducive environment for the growth of MSMEs. This research is in accordance with research conducted by previous research that the external environment influences the performance of MSMEs (Amwele, 2013; Yetim & Yetim, 2006).

The Influence of MSME Performance on Entrepreneurial Welfare

Good MSME performance not only has a positive economic impact for entrepreneurs, but also has an impact on their overall welfare. The success of MSMEs in creating local jobs, increasing income and providing added value to society can directly improve the welfare of entrepreneurs. Apart from that, good MSME performance can also open up opportunities for entrepreneurs to develop their businesses further, improve their reputation and expand their business networks. The findings of other scholars show that the influence of MSME performance on the welfare of entrepreneurs (Andersson, 2008; Iskanto & Ghazali, 2021).

4. CONCLUSION

The results of this research focus on the problems experienced by MSME entrepreneurs, namely the welfare of entrepreneurs. By achieving outcomes that meet the Technology Readiness Level (TKT) TRL 3. The promised results are: knowing the factors that influence the performance of MSMEs and their impact on the welfare of entrepreneurs, thereby providing entrepreneurs and business owners with a better understanding of the influencing factors. significant impact on performance and its impact on the welfare of entrepreneurs, as well as input to the government regarding the support needed by entrepreneurs in improving business performance and welfare of entrepreneurs. From data processing it can be concluded that Government Support and the External Environment have a significant influence on the performance of MSMEs in the City of Bandung. Apart from that, the performance of MSMEs is known to influence the welfare of entrepreneurs.

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