THE IMPACT OF ENTREPRENEURIAL CHARACTERISTICS ON THE SUCCESS OF ONLINE FRESH PRODUCE BUSINESSES IN MEDAN

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ABSTRACT

This research aims to analyze entrepreneurial characteristics, business success, and the influence of entrepreneurial characteristics on business success. The number of samples in this research was 38, using a purposive sampling method. The research results show that the average score level on the entrepreneurial characteristics indicator is 148.8, with a percentage of 78.2% (high category). Not only that, but business success also has an average score of 134.3 with a rate of 70.6% (high category), and there is a significant influence between Entrepreneurial Characteristics (KW) and Business Success (KU). The t-statistical value of Entrepreneurial Characteristics (KW) on Business Success (KU) is 28.476, more significant than the t-table 1.68. This means there is a substantial difference of 28.476 between the average of the two variables and the relationship between them. Apart from that, the resulting research p-value of 0.000 is smaller and much lower than the alpha value (0.05), which means it is significant and rejects H_0. The suggestions in this research are for online fresh fruit and vegetable business actors to improve their management skills and strategies in running their businesses, and further improve strategies in utilizing the technology used in promotions to attract customer attention. Buy and be better able to market their products inside and outside the city by becoming entrepreneurs. Entrepreneurial characteristics have a significant influence on business success.

INTRODUCTION

The quantity of small and medium enterprises exhibits a favorable trend and persists in rising annually. This favorable tendency will positively influence the Indonesian economy. According to data from the Ministry of Cooperatives and SMEs, small and medium firms contribute 60.5% to the national GDP. This indicates that Indonesia's micro, small, and medium firms has significant developmental potential and can further enhance their contribution to the economy (Ministry of Finance, 2023).

Conversely, numerous SMEs were impacted by the COVID-19 epidemic, with the most affected sectors being tourism, food and beverage, wholesale, and retail trade. The data analyzed by The Indonesia Institute of Sciences (P2E-LIPI) indicates that the reduction in tourism has adversely affected SMEs in the micro food and beverage sector by as much as 27%. The impact on small food and beverage enterprises is 1.77%, whereas for larger enterprises, it is 0.07% (Rosita, 2020). Facilitating elements for the advancement of micro, small, and medium firms in Indonesia encompass governmental policies that promote SME growth, including streamlined licensing, diminished bureaucracy, and enhanced access to funding and training. Additionally, advancements in information technology facilitate industry expansion. Due to technology advancements, micro and small enterprises can leverage digital platforms to enhance the promotion of their products.

Mustofa & Suhartatik (2020) research emphasizes that food consumption should not only meet needs but also be safe. Essential advice for the family is to always look after it. No one in the family is sick. We could avoid COVID-19 but get sick from eating food that is not safe. For this reason, when preparing food, we often consume fruit and vegetables to maintain the body's immunity.

Based on the results of research conducted by Sundari et al. (2021), the frequency of vegetable consumption among most respondents (54.3%) before the pandemic was in the rare category. However, during the pandemic, there was a change in the frequency of vegetable consumption; most respondents (59.3%) were in the frequent category. The fruits frequently consumed by respondents include bananas, oranges, and watermelon. Vegetables that respondents often consume include spinach and carrots. There is a significant difference in the

frequency of consumption of vegetables and fruit before and during the COVID-19 pandemic.

Lestari (2022) findings show that the entrepreneurial characteristics of SMEs are an essential factor that must be considered in improving the performance and success of the business. Therefore, it is crucial to maintain entrepreneurial characteristics optimally during the COVID-19 pandemic. Technology, particularly in marketing, can minimize direct contact, thereby reducing the need for human resources. The coronavirus protects resources.

Several characteristics of entrepreneurship are considered essential for business continuity in the era of the COVID-19 pandemic, where characteristics of entrepreneurship are having sensitivity or paying attention to other people, having lots of ideas, being able to influence other people, being able to work together, being independent, being creative, being self-confident, and having a solid and persistent personality. The results of this research are surprising: sensitivity and attention to others, honesty, and integrity are the entrepreneurial characteristics that respondents consider most important in the future. This may differ from several business concepts of managerial ability, which can bring a business out of dark times (Gunawan & Cahayani, 2022).

Expansion into the digital realm is increasingly necessary and unavoidable. This supports food and beverage SMEs entering digital-based businesses (e-commerce). Motivations that support it include being free of charge and having a broader marketing reach (Irawati & Prasetyo, 2021). Social media and marketplaces can be a concept that makes it easier for business actors to get wider marketing channels (Purnomo, 2019). Some sellers sell online via social media and several platforms, such as Tokopedia, Bukalapak, Lazada, and Shopee (Sholihah & Setiadi, 2021).

Medan is one of the major cities in Indonesia. The number of traditional and modern markets in Medan City has also increased from the pandemic to the post-COVID-19 pandemic. The number of traditional and modern markets in Medan City has also increased from the pandemic to the post-COVID-19 pandemic. The number of modern markets in Medan in 2022 will be 29, while the number of traditional markets will be 53 (Pemko Medan, 2022). However, the online fresh vegetable and fruit SMEs business in Medan City still survives.

Many studies have been conducted on SMEs and COVID-19; among others are Paat & Sirinie (2023) and Selwendri et al. (2020), but only some studies focus on entrepreneurship characteristics in online fresh fruit and vegetable business SMEs still surviving and developing today. Therefore, there is a need for research to analyze the entrepreneurial characteristics of online fresh fruit and vegetable business actors in Medan City who can still maintain their online businesses. Based on the background and problem formulation, this study aims to analyze the entrepreneurial characteristics of business actors, the success of online fresh fruit and vegetable businesses in Medan City, and the effect of entrepreneurial

characteristics on the success of online fresh fruit and vegetable businesses in Medan City.

RESEARCH METHOD

Conducted this research in Medan on February 7, 2024. Used a purposive sampling technique to select the location because Medan is one of the largest cities in Indonesia. Additionally, Medan is experiencing a decline in the post-pandemic online fruit and vegetable business. The impact of post-pandemic results from pre-surveys has led to the closure of businesses. The sampling technique in this research is purposive sampling, where samples are taken using specific considerations according to the desired criteria to determine the number of samples to be studied. Sampling criteria include:

a. The products consist of fresh fruit and vegetables because, according to the studied problem formulation, the focus is on vegetable and fruit entrepreneurship. Apart from that, during COVID-19, the online fresh fruit and vegetable business also became a trend.

b. Started his business during the COVID-19 pandemic, the introduction of which was where the company had to be founded or started during COVID-19. Due to COVID-19, many companies moved to online companies, especially fresh fruit and vegetables, which developed.

c. Selling on Instagram media, because Instagram media has practical features, and pre-surveys that have been carried out also show that many online businesses use Instagram media as a means of selling their products.

In this research, 38 samples were used because these samples had the opportunity to become samples with predetermined sample criteria. According to Sholihin & Ratmono (2021), there are no identification problems, and the model can still be estimated with a small sample size (35-50). So, the samples used can still be continued to SEM-PLS.

The reason for choosing Instagram media as a research sample is because Instagram is one of the social media with the most users in Indonesia, amounting to 60 million, and makes Instagram a medium for marketing products that are in great demand. Also, based on research (Hartawan et al., 2021), the linear regression test results show that information on Instagram social media really influences consumer buying interest on the e-commerce platform. Information positively affects consumer buying interest, which means that the better the information available in the advertisement, the higher the consumer's buying interest. The higher the quality of information in Instagram ads, the more interested consumers are in buying products in e-commerce. Quality information includes information that is easy to understand and remember and can also describe goods in detail. Another finding is that displaying images on

Instagram social media positively affects consumer buying interest in e-commerce platforms. This means that the better the image of the advertisement on social media, the higher the consumer's buying interest. Clear images, attractive visualizations or animations, endorser displays, and good color composition on Instagram can increase consumer buying interest through e-commerce.

Two types of research are used in this research, namely qualitative and quantitative. Map the problem model objectively and create a systematic and accurate picture to see and analyze the facts of particular objects through respondents' survey methods. Qualitative research was obtained from interviews with respondents, namely online fresh fruit and vegetable business entrepreneurs. The interview results will be described and discussed to answer problem formulations one, two, and three. Quantitative research refers to the score from the questionnaire results obtained on a scale of 1-5 (Strongly disagree to agree); then, the score will be tabulated and input into Smart PLS to test the statistical results obtained, starting from validity and reliability tests, down to the outer and inner models.

Data analysis was carried out qualitatively and quantitatively. Qualitative research leads to actual speech, gestures, and other social actions. Approach Qualitative uses data collection methods, including in-depth interviewing, document analysis, and unstructured observation (Manafe, 2016). Data collection via informal observations, interviews, and document collection. Qualitative data is used to describe problem formulations 1 and 2, namely, regarding the characteristics of entrepreneurship and the success of the online fresh fruit and vegetables business in Medan City. In the third problem formulation, the data obtained from the questionnaire will be processed using Microsoft Excel and Smart PLS 3.0 computer software.

This research used data processing and analysis using the Microsoft Excel program and Structural Equation Modeling-Partial Least Square (SEM-PLS) with the Smart PLS program. Microsoft Excel is used to tabulate or group the score answers (Likert scale) results from the questionnaire, which will later be tested for further analysis, namely SEM-PLS with Smart PLS 3.0 software. In entering input data using the Microsoft Excel program and Smart Partial Least Square (Smart PLS), the first thing to do is measure the statement score from the questionnaire (questionnaire) to determine the opinion or perception of research respondents regarding a variable, which was measured using a Likert scale consisting of five statements ranging from "strongly disagree" to "strongly agree," each answer has a weighted value:

Table 1.   Likert Scale in Research

No.	Statement	Kode	Score
1.	Strongly Disagree	STS	1
2.	Disagree	TS	2
3.	Quite Agree	CS	3
4.	Agree	S	4
5.	Strongly Agree	SS	5

This Likert scale will be used in class intervals to see the categories of characteristics entrepreneurs possess, whether they are very low, low, fair, high, or very high. The score results (Likert scale) will be added up, and the results will be adjusted to the predetermined class intervals, including very low, low, fair, high, and very high categories.

Class intervals are a way of dividing data by forming classes or groups. The formula for class intervals is as follows:

$$I = \frac{1(a-b)}{k}$$

Note: I = Class interval; a = Maximum total score; b = Minimum score; and k= Number of classes or categories

Assessment scores for each indicator of entrepreneurial characteristics and success of online fresh fruit and vegetable businesses in Medan City:

Max   = 5 x 38 = 190
Smin   = 1 x 38 = 38

Then, the class interval for each indicator is obtained as follows:

$$I = \frac{1(a-b)}{k}$$
$$= \frac{1(190-38)}{5}$$
$$= 30.4 \approx 30$$

The results of the class interval calculation can be used to determine categories of the levels of entrepreneurial characteristics and online business success. The following are class categories for the level of entrepreneurial characteristics and online business success:

38 – 68   = Very Low
68 – 98   = Low
98 – 128   = Enough
128 – 158   = High
158 – 188   = Very High

According to (Abdillah & Hartono 2015), SEM-PLS is a variance-based SEM or component-based SEM, where the latent variable indicators are not correlated with the indicators of other latent variables in a research model. The advantages of using SEM-PLS are that it is nonparametric or does not require many other assumptions, is more suitable for data that does not meet average distribution assumptions or with relatively small samples, can handle many independent variables, even if multicollinearity occurs between independent variables, is better to explore and predict with non-normal, categorical or ordinal data. The analysis steps in processing data in Smart PLS 3.0 include:

1. Validity Test

The validity test in the research assesses the validity of the questionnaire employed for data collection. A questionnaire is deemed valid if its questions can effectively demonstrate the construct it intends to test. Validity assessment is performed utilizing Smart PLS software through the execution of convergent validity testing. A reflecting measure is deemed high if the correlation exceeds 0.70. An outer loading value between 0.50 and 0.60 is deemed adequate for early-stage research development (Salamah et al., 2015).

$$r - value = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{\{n\sum X^2 - (\sum)^2 . (n\sum Y^2 - (\sum Y)^2)\}}}$$

Note: r value = correlation coefficient between variable x and y; ΣX = Total Item Score; ΣY= Total Score; and N= Total Respondents

2. Reliability Test

Sugiyono (2019) states that the reliability test evaluates the dependability, precision, comprehensiveness, and consistency of the indicators inside the questionnaire. In addition to being legitimate, sound research must also be trustworthy to yield accurate values when assessed throughout diverse timeframes. This value denotes the dependability of all indicators within the model. The minimal value is 0.7, whereas the optimal values are 0.8 or 0.9. Composite dependability is seen as superior for assessing the internal consistency of a construct. Composite reliability ratings should exceed 0.7 (Ghozali, 2016). Composite reliability assesses the true reliability value of a variable. Indicators of fluctuating reliability encompass the following:

$$r_i = (\frac{k}{k-1})(1 - \frac{\sum \sigma_b^2}{\sigma_t^2})$$

Note: ri = Instrument reliability; k   = Number of questions; and ðt ²= Total number of variations; and ∑ðb ²= Total item variance

3. R-Square Analysis (R²)

R-squared quantifies the extent of effect that the independent (exogenous) variable exerts on the dependent (endogenous) variable. R squared is a numerical value between 0 and 1 that indicates the extent to which the independent variables (variable Y) affect the dependent variable (variable X). Ghozali (2016) categorizes an R-square value of 0.67 as significant, 0.33 as moderate, and 0.19 as weak. A higher R^2 score indicates superior performance in research.

4. Path Coefficient Test (Inner Model)

Path coefficient testing is carried out based on the results of inner model testing (structural model), which includes output parameter coefficients, t-statistics, and a probability value. The criteria used in testing this hypothesis are:

a. H_0 is rejected and H_1 is accepted if the probability value <0.05.

b. H_0 is accepted, and H_1 is rejected if the probability value > 0.05.

Used Smart PLS 3.0 software for path coefficient testing in this research. The bootstrapping output results clearly demonstrate this assessment. The significance level for the probability value is 0.05, which is equal to 5%. For the two-way hypothesis, testing with a significance level of 0.05, which is equal to 5%, gives a t-statistic value of 1.96 (Susanti et al., 2020).
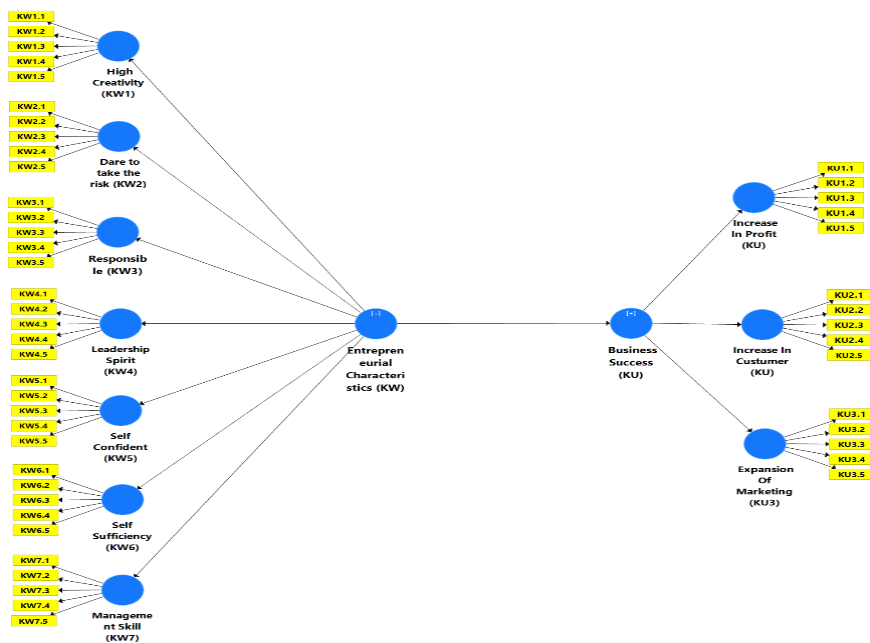

Figure 1.
PLS (Partial Least Square) Path Modeling

Table 2.   Indicators Reflecting Entrepreneurial Characteristics and Business Success

Latent Variable	Indicator
Entrepreneurial Characteristics	Hight Creativity (KW1)
	High curiosity (KW1.1)
	Enjoys seeking new experiences (KW1.2)
	High enthusiasm (KW1.3)
	Engages in innovation (KW1.4)
	Solves problems with ideas (KW1.5)
	Dare To Take The Risk (KW2)
	Risk identification (KW2.1)
	Self-awareness (KW2.2)
	Willing to make decisions (KW2.3)
	Dares to step out of the comfort zone (KW2.4)
	Not afraid of failure (KW2.5)
	Responsible (KW3)
	Conducts business activities properly (KW3.1)
	Consistent with decisions (KW3.2)
	Provides better product quality compared to competitors (KW3.3)
	Delivers good customer service (KW3.4)
	Carries out business activities on time/according to schedule (KW3.5)
	Leadership Spirit (KW4)
	Provides clear direction and goals in running the business (KW4.1)
	Has the ability to influence others (KW4.2)
	Able to make quick and accurate decisions (KW4.3)
	Able to complete all tasks effectively (KW4.4)
	Able to work well with a team (KW4.5)
	Self Confident (KW5)
	Confident in making a solid plan (KW5.1)
	Confident in being able to compete with similar businesses (KW5.2)
	Confident that the business can adapt to changing times (KW5.3)

Latent Variable	Indicator
	Confident that the business can continue to grow (KW5.4)
	Strong belief in entrepreneurial success (KW5.5)
	Self-sufficiency (KW6)
	High sense of responsibility (KW6.1)
	Independent from others (KW6.2)
	Capable of solving problems independently (KW6.3)
	Acts based on own initiative (KW6.4)
	Views challenges as opportunities (KW6.5)
	Management Skill (KW7)
	Able to maintain discipline in running the business (KW7.1)
	Manages finances effectively (KW7.2)
	Able to market products to a wider audience (KW7.3)
	Able to manage the business to reach targets (KW7.4)
	Able to plan business activities effectively (KW7.5)
Business Success	Increase in profit (KU1)
	Profits increase with improved entrepreneurial knowledge (KU1.1)
	Adding product variety can increase profit (KU1.2)
	Use of technology greatly helps to increase profit (KU1.3)
	Profit will increase when adapting to modern developments (KU1.4)
	Increasing the business's value proposition to customers (KU1.5)
	Increase in customers (KU2)
	Customers will return if they feel well-served (KU2.1)
	Customers will return if the products are of good quality (KU2.2)
	The number of customers increases with continuous promotion (KU2.3)

Latent Variable	Indicator
	Customers will return if the pricing is appropriate or affordable (KU2.4)
	Business location influences the number of customers (KU2.5)
	Expansion of marketing (KU3)
	Reaching a wider market facilitates sales (KU3.1)
	Having personal transportation for marketing activities (KU3.2)
	Able to market products both locally and outside the city (KU3.3)
	Using various marketplaces/social media as marketing platforms (KU3.4)
	Promoting products helps expand the marketing reach (KU3.5)

RESULT AND DISCUSSION

The research used 38 samples of online fruit and vegetable business entrepreneurs in the city of Medan who sold the products on Instagram during COVID-19, and sold fruit and vegetables. SMEs are supporting the economy in Medan City after being hit by the COVID-19 pandemic. During the COVID-19 period, namely 2020 to 2021, so during the COVID-19 period. Many SMEs are getting involved in online business or through marketplaces, social media, and other activities, starting with fruit products, vegetables, clothing, et cetera. As a result of several government policies that limit people's movement during COVID-19, business actors sell their products online so that they can be widely reached by consumers who buy them without having to leave the house, simply waiting for the product or order to arrive.

Unfortunately, after conducting research, it turns out that many online business people, especially those in the fruit and vegetable industry, have started to close their businesses after COVID-19. Some still survive with their online business, including some factors that support why their business continues to survive even though it is no longer there. There are more restrictions and space for community movement from government policy. Some supporting factors are entrepreneurs' characteristics in maintaining business and management.

Model Testing Measurement

1) Outer Model

The outer model is a measurement model to assess the validity and reliability of the model. This implies that we conduct outer model analysis to verify the suitability, validity, and reliability of the measurements.
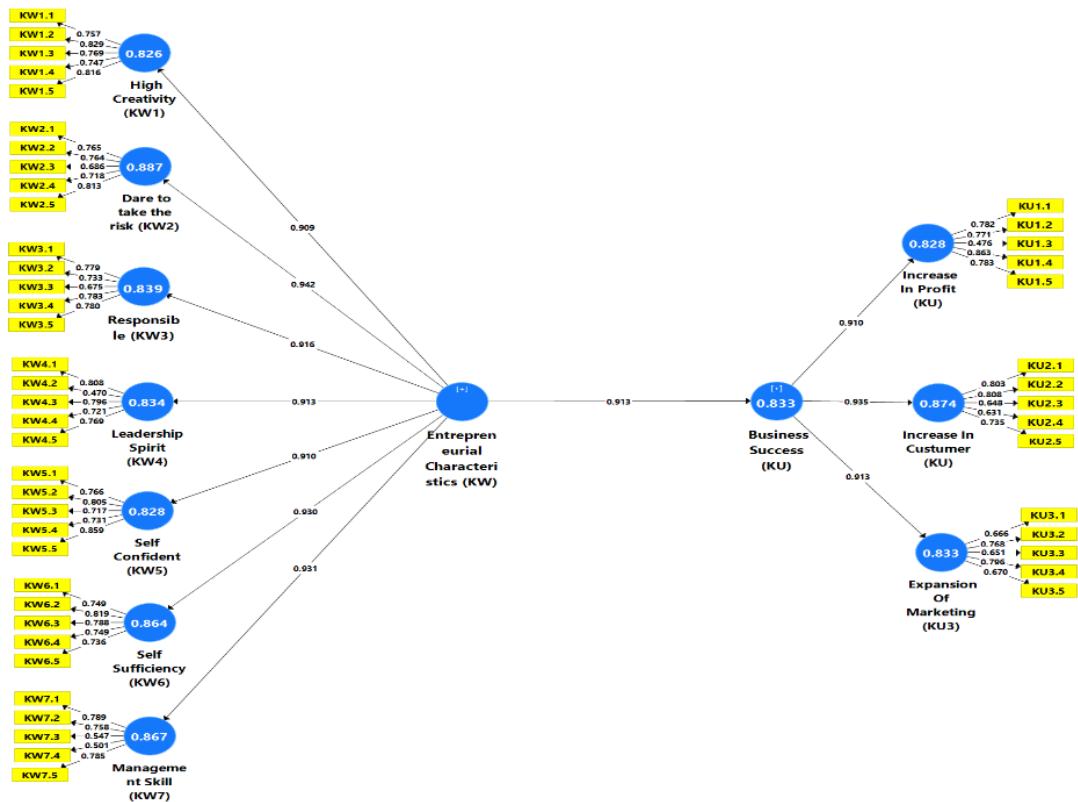

Figure 2.
SEM Model of Research Results

Based on the model above, several invalid statements are still marked as outer loading values that do not meet the requirements. The conditions describing whether the data is valid are the outer loading value > 0.7. Therefore, follow-up is needed using the validity and reliability tests in Smart PLS.
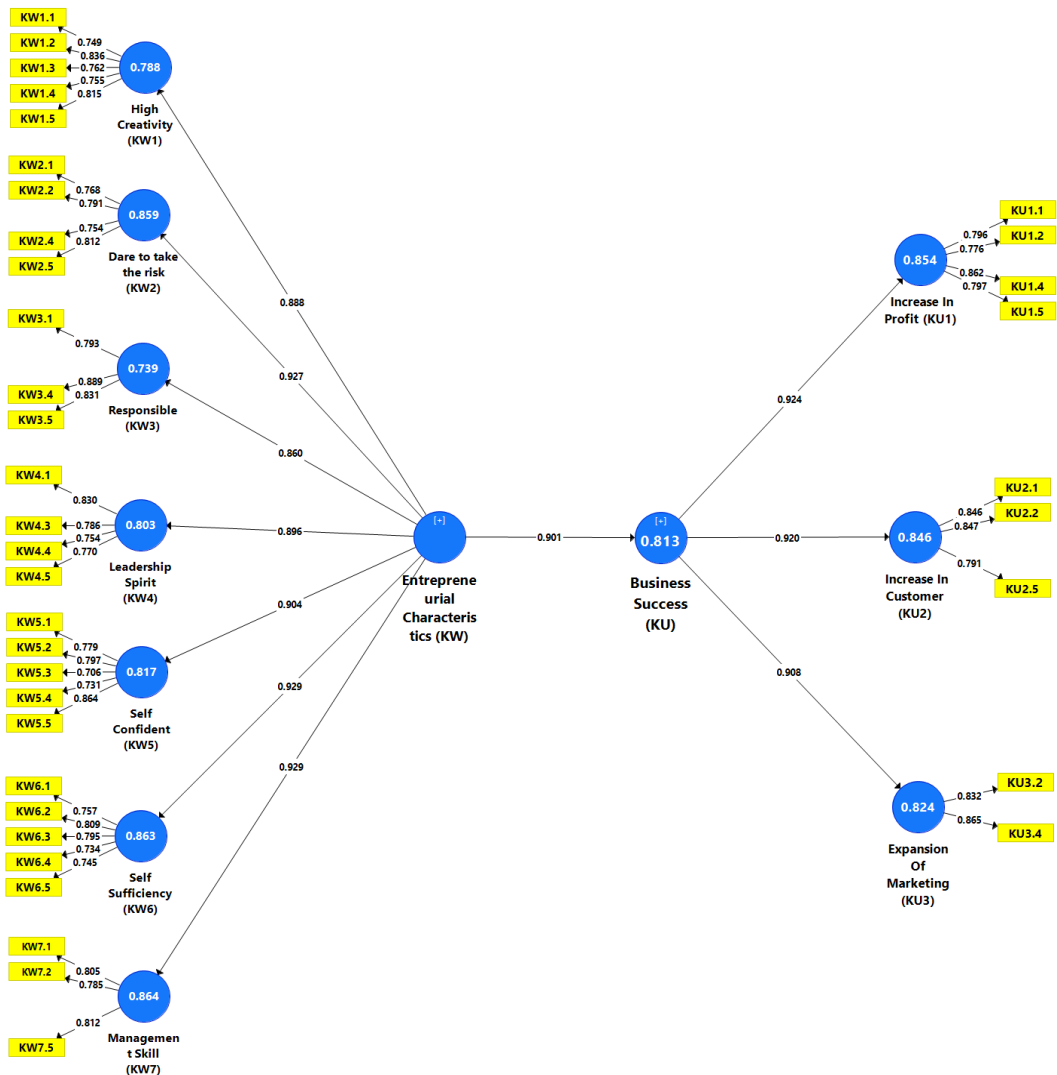
Figure 3.
SEM Model After Elimination

Figure 3. it can be concluded that there are exogenous variables, namely Entrepreneurial Characteristics with indicators in the form of High Creativity (KW1) with five valid statements, Dare to Take Risks (KW2) with four valid statements, Responsibility (KW3) with three valid statements, Leadership Spirit (KW4) with four valid statements, Self-Confidence (KW5) with five valid statements, Leadership Attitude (KW6) with five valid statements and Management Ability (KW7) with three valid statements. Endogenous variables are Business Success with indicators in the form of an Increase in Profit (KU1)

with four valid statements, an Increase in Customers (KU2) with three valid statements, and an Expansion of Marketing (KU3) with two valid statements.

Validity Test

This research uses the validity test to determine whether the construct meets the requirements to be continued as research. The following are the results of testing the validity of each variable.

Table 3.   Entrepreneurial Characteristics Validity Test Results

Variable	Indicator	Outer Loading	Statement
Entrepreneurial Characteristics (KW)	KW1.1	0.749	Valid
	KW1.2	0.836	Valid
	KW1.3	0.762	Valid
	KW1.4	0.755	Valid
	KW1.5	0.815	Valid
	KW2.1	0.768	Valid
	KW2.2	0.791	Valid
	KW2.4	0.754	Valid
	KW2.5	0.812	Valid
	KW3.1	0.793	Valid
	KW3.4	0.889	Valid
	KW3.5	0.831	Valid
	KW4.1	0.830	Valid
	KW4.3	0.786	Valid
	KW4.4	0.754	Valid
	KW4.5	0.770	Valid
	KW5.1	0.779	Valid
	KW5.2	0.797	Valid
	KW5.3	0.706	Valid
	KW5.4	0.731	Valid
	KW5.5	0.864	Valid
	KW6.1	0.757	Valid
	KW6.2	0.809	Valid
	KW6.3	0.795	Valid
	KW6.4	0.734	Valid
	KW6.5	0.745	Valid
	KW7.1	0.805	Valid
	KW7.2	0.785	Valid
	KW7.5	0.812	Valid

Of course, this validity test shows that if the outer loading value for each question in the questionnaire is greater than 0.7, then the statement for each indicator is seen as valid. Based on Table 3. above, the highest validity test results on the highest entrepreneurial characteristic variable are KW 3.4 at 0.889. The instrument items from each questionnaire statement distributed to respondents also show an average of > 0.07. Hence, the validity test results were declared valid. This means that each questionnaire statement instrument is based on the conditions in the field and the thoughts of the respondent or online fresh fruit and vegetable business entrepreneur in the city of Medan.

Table 4.   Validity Test Results for Business Success

Variable	Indicator	Outer Loading	Statement
Business Success (KU)	KU1.1	0.796	Valid
	KU1.2	0.776	Valid
	KU1.4	0.862	Valid
	KU1.5	0.816	Valid
	KU2.1	0.846	Valid
	KU2.2	0.847	Valid
	KU2.5	0.791	Valid
	KU3.2	0.805	Valid
	KU3.4	0.842	Valid

The result of a validity test on business success variables that have been processed using Smart PLS (Table 4). The validity test has gone through the results of eliminating data that does not meet the requirements. The highest validity test results for the Business Success variable are KU1.4 at 0.862. Based on the instrument items, each questionnaire statement distributed to respondents also shows an average of > 0.07, so the validity test results are declared valid. This means that each questionnaire statement instrument is based on the conditions in the field and the respondents' thoughts or thoughts of fresh fruit and vegetable online business entrepreneurs in Medan.

Reliability Test

Respondents use the reliability test to determine the suitability of consistent answers. Reliability tests usually use two criteria to determine their value: Cronbach's alpha and composite reliability. Variables are reliable when the Cronbach Alpha and Composite Reliability values are > 0.7.

Based on Table 5. it can be seen that all reliability test results, as measured by the Cronbach Alpha and Composite reliability tests, show values above 0.7 for each variable and indicator, so it can be said that all indicators of the Entrepreneurial Characteristics variable and the Business Success variable have reliable instruments.

Table 5.   The Results of Reliability Test

Indicator	Composite Reliability	Statement
Increase in customer_(KU)	0.868	Reliable
Increase in profit_(KU)	0.883	Reliable
Expansion of marketing_(KU)	0.827	Reliable
Dare to take the risk_(KW)	0.863	Reliable
Responsible_(KW)	0.876	Reliable
Leadership spirit_(KW)	0.866	Reliable
Entrepreneurial characteristics _(KW)	0.962	Reliable
Business success_(KU)	0.923	Reliable
Management skills_(KW)	0.843	Reliable
High creativity_(KW)	0.888	Reliable
Self-confident_(KW)	0.884	Reliable
Self-sufficiency_(KW)	0.878	Reliable

R-Square Analysis

Table 6 shows that the R-square value or influence between the entrepreneurial characteristics variables on business success is 0.812. This figure means that the ability of the entrepreneurial characteristics variable simultaneously influences business success by 81.2%. Meanwhile, the remaining 0.188, or 18.2%, was influenced by other factors not studied.

Table 6.   The Results of R-Square Test

Variable	R-Square	R Square Adjusted
Business success	0.812	0.807

2) Path Coefficient Test Analysis (Inner Model)

Smart-PLS software assisted in this research's path coefficient testing. The bootstrapping results reveal the existing or resulting value. This research

employs a two-tailed hypothesis, testing at a significance level of 0.05 (5%), with a probability value of 0.05 (5%) and a t-statistic value of 1.68. Figure 3 and Table 7 display the hypothesis testing value of this research.

The results of the Path Coefficients (Table 7) can be concluded as follows: The study's results show that Entrepreneurial Characteristics (KW) and Business Success (KU) are significantly linked. This is because the t-statistic value for KW's effect on KU's Business Success is 28.476, which is higher than the t-table value of 1.68. Apart from that, the resulting p-value of the research is 0.000, which means it is smaller than (0.05). This aligns with research (Gautam & Khadka, 2022); the research results explain a significant influence between daring to take risks, self-efficacy, and entrepreneurship. Entrepreneurial motivation is at the 95 percent confidence level, with coefficients of 0.088, 0.349, and 0.235, respectively. Therefore, there is evidence to support hypotheses H_2, H_3, and H_5, namely that there is a significant favorable influence on the impact of risk-taking tendencies, entrepreneurial self-sufficiency, and entrepreneurial motivation, as well as on entrepreneurial success.

Table 7.   Path Coefficient Test Results

Statement	T Statistic ($|O|STDEV|$)	P Value
Entrepreneurial Characteristics -> The Dare to Take Risks (KW)	39.116	0.000
Entrepreneurial Characteristics -> Responsible (KW)	17.488	0.000
Entrepreneurial Characteristics-> Leadership Spirit (KW)	25.044	0.000
Entrepreneurial Characteristics (KW) -> Business Success (KU)	28.476	0.000
Entrepreneurial Characteristics -> Management Skill (KW)	38.230	0.000
Entrepreneurial Characteristics -> High Creativity (KW)	25.416	0.000
Entrepreneurial Characteristics -> Self Sufficiency (KW)	28.092	0.000
Entrepreneurial Characteristics -> Self-Confident (KW)	39.105	0.000
Business Success -> Increase of Customer (KU)	32.806	0.000
Business Success -> Increase of Profit (KW)	35.624	0.000
Business Success -> Expansion Of Marketing (KU)	29.612	0.000

The entrepreneurial characteristics variable in the Dare to Take Risks indicator obtained a statistical t-statistical value of 39.116, which is more

significant than the t-table, 1.68. It means that there is a big difference of 39.116 between the average of the variables and the relationship on daring to take risks. The t-table value is also 1.68, which means that H_1's hypothesis is true: it does affect entrepreneurial traits on daring to take risks. Apart from that, the resulting research p-value of 0.000 is smaller and much lower than the alpha value (0.05), which means it is significant and rejects H_0.

The entrepreneurial characteristics variable on the responsible indicator obtained a t-statistical value of 17.488, which is more significant than the t-table, 1.68. The t-table value is 1.68, which means that the hypothesis from H_1 is true (it affects the relationship between entrepreneurial traits and responsibility). This means that there is a big difference of 17.488 between the average of the variables and the relationship on responsibility. Apart from that, the resulting research p-value of 0.000 is smaller and much lower than the alpha value (0.05), which means it is significant and rejects H_0.

The entrepreneurial characteristics variable on the leadership spirit indicator obtained a statistical t-statistical value of 25.044, which is more significant than the t-table, 1.68. The t-table value is 1.68, which means that the hypothesis from H_1 is true (it affects the relationship between entrepreneurial traits and leadership spirit). This means that there is a big difference of 25.0444 between the average of the variables and the relationship on leadership spirit. Apart from that, the resulting research p-value of 0.000 is smaller and much lower than the alpha value (0.05), which means it is significant and rejects H0.

When looking at how entrepreneurial traits affect business success, the t-statistical value of entrepreneurial traits (KW) on business success (KU) is 28.476, which is more significant than the t-table value of 1.68. What this means is that there is a big difference of 28.476 between the average of the two variables and the relationship between them. The t-table value is 1.68, which means that H_1's hypothesis is true: it does affect entrepreneurial traits on business success. Apart from that, the resulting research p-value of 0.000 is smaller and much lower than the alpha value (0.05), which means it is significant and rejects H_0.

The entrepreneurial characteristics variable on the management skill indicator obtained a statistical t-statistical value of 38.230, which is more significant than the t-table, 1.68. This means that there is a big difference of 38.230 between the average of the variables and the relationship on management skills. The t-table value is also 1.68, which means that H1's hypothesis is true: it does affect management skills through entrepreneurial traits. Apart from that, the resulting research p-value of 0.000 is smaller and much lower than the alpha value (0.05), which means it is significant and rejects H0.

The Entrepreneurial Characteristics Variable for the High Creativity Indicator obtained a statistical t-statistical value of 25.416, more significant than the t-table, 1.68. The t-table value is 1.68, which means that the hypothesis from H1 is true (it affects entrepreneurial traits on high creativity). This means that

there is a big difference of 25.416 between the average of the variables and the relationship on high creativity. Apart from that, the resulting research p-value of 0.000 is smaller and much lower than the alpha value (0.05), which means it is significant and rejects H0.

The entrepreneurial characteristics variable for the self-sufficiency indicator obtained a statistical t-statistical value of 28.092, more significant than the t-table, which is 1.68. This means that there is a big difference of 28.092 between the average of the variables and the relationship on self-sufficiency. The t-table value is 1.68, which means that H1's hypothesis is true: it does affect self-sufficiency through entrepreneurial traits. Apart from that, the resulting research p-value of 0.000 is smaller and much lower than the alpha value (0.05), which means it is significant and rejects H0.

The variable Entrepreneurial Characteristics to Self-Confidence has a statistical t-statistical value of 39.105, more significant than the t-table, 1.68. This means that there is a big difference of 39.105 between the average of the variables and the relationship on self-confidence. The t-table value is also 1.68, which means that H_1's hypothesis is true: it does affect self-confidence through entrepreneurial traits. Apart from that, the resulting research p-value of 0.000 is smaller and much lower than the alpha value (0.05), which means it is significant and rejects H_0.

The Business Success Variable for the Increase of Customer Indicators obtained a t-statistical value of 32.806, more significant than the t-table, 1.68. The t-table value is 1.68, which means that the hypothesis from H_1 is true (it affects business success, the increased customer). This means that there is a big difference of 32.806 between the average of the variables and the relationship between the increase in customers. Apart from that, the resulting research p-value of 0.000 is smaller and much lower than the alpha value (0.05), which means it is significant and rejects H_0.

The Business Success variable on the Increase of Profit Indicator obtained a t-statistical value of 35.624, more significant than the t-table, 1.68. This means that there is a substantial difference of 35.624 between the average of the variables and the increase in profit, and the t-table value is 1.68, which means that the hypothesis obtained by H_1 is accepted (it influences business success with increased profit). Apart from that, the resulting research p-value of 0.000 is smaller and much lower than the alpha value (0.05), which means it is significant and rejects H_0.

The Business Success variable on the Expansion of Marketing Indicator obtained a t-statistical value of 29.612, which is greater than the t-table, 1.68. This means that there is a significant difference of 29.612 between the average of the variables and the relationship on the expansion of marketing, and the t-table value is 1.68, which means that the hypothesis obtained by H_1 is accepted (it influences business success on expansion marketing). Apart from that, the

resulting research p-value of 0.000 is smaller and much lower than the alpha value (0.05), which means it is significant and rejects H_0.

Entrepreneurial Characteristics

Regarding high creativity (KW1), it has an average score of 153.2, with a percentage of 80.3% in the high category. This can be attributed to the ability of business people to understand online business development during the COVID-19 pandemic and beyond. Apart from that, they can take exciting strategies when the goods or products they sell experience a decline in purchases by holding promotions, bundle packages that are much cheaper, and processing their products into derivative products such as chips, fruit juice, and others. This is in line with research (Widjaja et al., 2022) that entrepreneurial knowledge about the field of business being carried out is something that business owners learn.

Furthermore, the risk-taking indicator (KW2) has an average score of 150.2 with a percentage of 79% in the high category because they can overcome problems regarding damage to goods so that they do not quickly rot and wither, using freezers or other storage. They also arrange goods in a way that prevents rapid damage or packaging. The results of this research are not in line with Khatimah (2021) regarding the lack of solid characteristics in entrepreneurs, the lack of ability to bear risks, and resilience in facing various problems in their business. This research aligns with the results of research conducted by Potts (2016) regarding the study of entrepreneurship attitudes of rural vegetable farmers in Sri Lanka by H.S. Rohitha Rosario. This study's results suggest that most vegetable farmers in Sri Lankan villages have entrepreneurial attitudes. Their entrepreneurial attitude toward innovation, opportunity-seeking, and risk-taking behavior is relatively high.

The responsible indicator (KW3) has an average score of 151.2 with a percentage of 79.5% in the high category. Based on facts in the field during research, fresh fruit and vegetable online business entrepreneurs provide excellent service, prioritizing support and quality for their products and customers because they think it is their responsibility to provide the best for them. Apart from that, this is also in line with Indarto et al. (2020), whose research shows that every entrepreneur must possess responsible characteristics in running their business and have a significant effect.

The leadership spirit indicator (KW4) has an average score of 150.2, with a percentage of 79% in the high category. Most of them can act quickly when a business problem arises, complete their tasks well, and influence customers through service, product marketing, etc. This aligns with Harahap (2023) research on good leadership characteristics, as the majority of coffee shop entrepreneurs are adept at influencing others and making sound decisions to ensure the success of their business.

Then, the self-confident indicator (KW5) has an average score of 160.4 with a percentage of 84.2%, which is in the very high category. Most of them have a high level of confidence in running their business, from convincing their customers to believing that it will continue to grow, especially in this modern era. However, the number of online fresh fruit and vegetable businesses in Medan experienced a decline during the COVID-19 pandemic, as many customers shifted to direct shopping. However, it does not rule out the possibility that this online business of fresh fruit and vegetables will not develop in the increasingly sophisticated era. The results of this research are also in line with research by Widjaja et al. (2022), who found that an individual who has high self-confidence, accompanied by solid self-motivation, will be able to produce a great desire to realize all plans.

The self-sufficiency indicator (KW6) has an average score of 155.2 with a percentage of 81.6% in the high category. This is because most of them carry out their business activities, be it management or strategy, on their initiative, can view challenges as opportunities, and do not depend on other people to run the business. They work with a team of business actors. This is in line with (Indarto et al., 2020), which states that companies have an excellent independent attitude because they can read future opportunities, do not depend on other people, and can plan their business well.

The management capability indicator (KW7) has an average score of 146.6 with a percentage of 77.1% in the high category. Some can manage their business well, starting with finance, marketing, storing goods, labor, etc. However, some need to be more capable of managing their business, including their finances. They still use manual methods, and there is no bookkeeping in their company; the important thing is to have capital turnover. This research also aligns with research conducted by (Widjaja et al., 2022). The results of his study are: understanding the business sector; having simple bookkeeping; having management knowledge; and having marketing knowledge, which are some of the things SME business owners need to learn.

Business Success (KU)

The profit increase indicator (KU1) has an average score of 138.8, with a percentage of 73% in the high category. This is because most online business entrepreneurs have good strategies for increasing their sales profits, and they believe that profits increase as their entrepreneurial knowledge increases. Even though several statements in the category are sufficient, post-COVID-19, technology is not necessarily able to increase profits because now many customers choose to shop directly at prices that are not much different from those offered. It is not sure that profits will increase when they can adapt to developments over time. Apart from that, this research is also in line with (Harahap, 2023) research that growing profits in the success of the SMEs coffee

shop business in Medan City has a high category because all coffee shop business actors believe that when profits increase, they have succeeded in running their business well.

The customer increase indicator (KU2) has an average score of 134.6 with a percentage of 70.8% in the high category. Based on facts in the field during research, many online fresh fruit and vegetable businesses can provide good service and quality to attract customers. This research is also in line with the research results of (Harahap, 2023) that the increase in customers is in the high category, and coffee shop entrepreneurs believe that when customers increase, they have succeeded in running their business well.

The marketing expansion indicator (KU3) has an average score of 129.6 with a percentage of 68.2% in the sufficient category. Because only a tiny portion of the actors can still reach a broader market both within and outside the city, carrying out product promotions will not necessarily be able to expand marketing during post-COVID-19 because many customers buy directly, whether at traditional markets or supermarkets. This does not align with research (Widjaja et al., 2022) that expanding or understanding marketing is part of business success. In fact, in this research, the indicators for marketing expansion are categorized as sufficient, which means that the wider the marketing carried out does not necessarily increase the business's success.

CONCLUSION AND SUGGESTION

Conclusion

Based on the results, the average score level for entrepreneurial characteristics indicators is 148.8, with a percentage of 78.2% in the high category. This proves that the entrepreneurial attributes of online fresh fruit and vegetable business entrepreneurs in Medan City are in the high category and are good enough to run their business. The highest average score indicates high creativity and self-confidence, with a score of 153.2 with a percentage of 80.5%. In contrast, the indicator with the lowest average score is the management ability indicator, with a score of 139.4 with a rate of 73.5%.

The results show that the average level of questionnaire or business success indicator scores is 134.3, with a percentage of 70.6% included in the High category. This proves that the business success of online fresh fruit and vegetable business entrepreneurs in Medan City is in the high category and is good enough to run their business. The highest average score is the profit increase indicator, with a score of 138.8 with a percentage of 73%. In contrast, the indicator with the lowest average score is the marketing expansion indicator, with a score of 129.6 with a rate of 68.2%.

The research results showed the significant influence between Entrepreneurial Characteristics (KW) and Business Success (KU). The t-statistical

value of Entrepreneurial Characteristics (KW) on Business Success (KU) is 28.476, more significant than the t-table, 1.68. Apart from that, the p-value produced by the research is 0.000, which means it is smaller than (0.05). The interpretation of the results of this research is that the higher the Entrepreneurial Characteristics (KW) one has, the higher the business success (KU) of online fresh fruit and vegetable businesses in Medan City.

Suggestions

For entrepreneurial characteristics, online fresh fruit and vegetable business people should improve their management skills regarding the right strategy to be able to manage their business to achieve targets, be able to influence other people to be interested in buying our products, and also be able to market products to a broader market as well as maintaining the characteristics maintain the business. The online fresh fruit and vegetable business actors should further increase marketing expansion, utilizing the technology used in promotions to attract customers to buy and better market their products inside and outside the city. Entrepreneurial characteristics significantly influence business success, and it is hoped that entrepreneurs will maintain these entrepreneurial characteristics for the success of the business.

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