



Kementerian Pendidikan, Kebudayaan, Riset dan Teknologi
Jalan Jenderal Sudirman, Senayan, Jakarta Pusat 10270
<https://bima.kemdikbud.go.id>

PROTEKSI ISI PROPOSAL

Dilarang menyalin, menyimpan, memperbanyak sebagian atau seluruh isi proposal ini dalam bentuk apapun kecuali oleh pengusul dan pengelola administrasi pengabdian kepada masyarakat

PROPOSAL PENELITIAN 2023

Rencana Pelaksanaan Penelitian: tahun 2023 s.d. tahun 2023

1. JUDUL PENELITIAN

Peningkatan Kewirausahaan melalui penguatan keinovatifan

Bidang Fokus RIRN / Bidang Unggulan Perguruan Tinggi	Tema	Topik (jika ada)	Rumpun Bidang Ilmu
Sosial Humaniora, Seni Budaya, Pendidikan Desk Study Dalam Negeri	Ekonomi dan sumber daya manusia	Kewirausahaan, koperasi, dan UMKM	Ekonomi Manajemen

Kategori (Kompetitif Nasional/ Desentralisasi/ Penugasan)	Skema Penelitian	Strata (Dasar/ Terapan/ Pengembangan)	SBK (Dasar, Terapan, Pengembangan)	Target Akhir TKT	Lama Penelitian (Tahun)
Penelitian Kompetitif Nasional	Penelitian Dosen Pemula	Riset Dasar	SBK Riset Pembinaan/ Kapasitas	3	1

2. IDENTITAS PENGUSUL

Nama, Peran	Perguruan Tinggi/ Institusi	Program Studi/ Bagian	Bidang Tugas	ID Sinta
NANDA HIDAYATI Ketua Pengusul	Universitas IPWIJA	Manajemen	Bertanggung jawab terhadap seluruh proses analisis dan hasil penelitian, membuat dan memeriksa isi laporan penelitian, melakukan tahapan penelitian, dan mengarahkan pengumpulan data.	6755774
DEDE MULYANA Anggota Pengusul	Universitas IPWIJA	Manajemen	Membantu ketua peneliti selama penelitian berlangsung, khususnya membantu merancang pertanyaan, dan mengumpulkan data	6799094

Nama, Peran	Perguruan Tinggi/ Institusi	Program Studi/ Bagian	Bidang Tugas	ID Sinta
			penelitian	
ANGKA UTAMA Anggota Pengusul	Universitas IPWIJA	Kewirausahaan	Membantu ketua peneliti selama penelitian berlangsung dalam melakukan penyusunan laporan penelitian	6774965

3. MITRA KERJASAMA PENELITIAN (JIKA ADA)

Pelaksanaan penelitian dapat melibatkan mitra kerjasama yaitu mitra kerjasama dalam melaksanakan penelitian, mitra sebagai calon pengguna hasil penelitian, atau mitra investor

Mitra	Nama Mitra	Dana
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4. LUARAN DAN TARGET CAPAIAN

Luaran Wajib

Tahun Luaran	Kategori Luaran	Jenis Luaran	Status target capaian	Keterangan
1	Video Kegiatan	Video Kegiatan	Ada/Tersedia	-
1	Artikel di Jurnal	Artikel di Jurnal Internasional Terindeks di Pengindeks Bereputasi	accepted/published	https://www.calitatea.ro/en/DefaultCalitatea.aspx Quality - Access to Success SRAC - Societatea Romana Pentru Asigurarea Calitatii

5. ANGGARAN

Rencana Anggaran Biaya penelitian mengacu pada PMK dan buku Panduan Penelitian dan Pengabdian kepada Masyarakat yang berlaku.

Total RAB 1 Tahun Rp. 17.500.000,00

Tahun 1 Total Rp17.500.000,00

Jenis Pembelanjaan	Komponen	Item	Satuan	Vol.	Biaya Satuan	Total
Pengumpulan Data	Biaya konsumsi	Makan siang	OH	15	50.000	750.000
Pengumpulan Data	HR Sekretariat/ Administrasi Peneliti	Administrasi peneliti	OJ	3	300.000	900.000
Analisis Data	HR Sekretariat/ Administrasi Peneliti	Administrasi	OJ	2	300.000	600.000
Bahan	ATK	Odner Bantex F4	Paket	4	50.000	200.000

Jenis Pembelanjaan	Komponen	Item	Satuan	Vol.	Biaya Satuan	Total
Pengumpulan Data	Biaya konsumsi	Snack	OH	15	25.000	375.000
Analisis Data	Biaya konsumsi rapat	Makan Siang	OH	15	50.000	750.000
Bahan	ATK	Spidol whiteboard Snowman 1 box	Paket	2	80.000	160.000
Bahan	ATK	Toner Printer HP Black 85A	Paket	1	1.250.000	1.250.000
Pelaporan, Luaran Wajib, dan Luaran Tambahan	Publikasi artikel di Jurnal Internasional	Publikasi di jurnal internasional terindeks di Pengeindeks Bereputasi	Paket	1	7.000.000	7.000.000
Pengumpulan Data	HR Petugas Survei	Petugas survei (1 orang)	OH/OR	100	10.000	1.000.000
Bahan	ATK	Pulpen Standard A7	Paket	3	25.000	75.000
Bahan	ATK	Kertas HVS A4 Sinar Dunia 80 gr	Paket	3	60.000	180.000
Bahan	Barang Persediaan	Flash disk Sandisk 128 GB	Unit	3	115.000	345.000
Pengumpulan Data	HR Pembantu Lapangan	Pembantu Lapangan	OH	6	80.000	480.000
Analisis Data	Biaya konsumsi rapat	Snack	OH	15	25.000	375.000
Pelaporan, Luaran Wajib, dan Luaran Tambahan	Publikasi artikel di Jurnal Internasional	Penerjemah artikel jurnal internasional terindeks di Pengeindeks Bereputasi	Paket	1	3.000.000	3.000.000
Bahan	ATK	Map Document/Tas Plastik Kancing	Paket	4	15.000	60.000

6. KEMAJUAN PENELITIAN

A. RINGKASAN

1. Latar belakang penelitian :

Perkembangan UMKM (Usaha Mikro, Kecil, dan Menengah) di Indonesia cukup pesat dalam beberapa tahun terakhir. Perkembangan UMKM di Indonesia cukup pesat dalam beberapa tahun terakhir. Menurut data dari Kementerian Koperasi dan UKM, pada tahun 2020 terdapat sekitar 64,2 juta unit usaha mikro, kecil, dan menengah yang beroperasi di Indonesia. Jumlah ini meningkat sekitar 2,02% dibandingkan dengan tahun sebelumnya. Dalam tujuan pembangunan berkelanjutan, kemiskinan merupakan skala prioritas yang harus diperhatikan. Pengaruh inflasi serta tingkat pengangguran terhadap daya beli masyarakat di Kabupaten Bogor bahwa inflasi mempengaruhi daya beli masyarakat (1). Tingkat pengangguran mempengaruhi kemampuan daya beli untuk masyarakat Kabupaten Bogor yang

diindikasikan dengan rendahnya pendapatan masyarakat untuk membeli barang atau jasa. Dengan demikian, penguatan sektor UMKM dapat menjadi kunci dalam mempercepat pembangunan ekonomi yang inklusif dan berkelanjutan di Indonesia. Urgensi peneliti ini adalah semakin banyaknya UMKM menyebabkan perlu adanya manajer operasional untuk mengatur kegiatan UMKM agar kegiatan UMKM dapat berjalan secara berkelanjutan. Manajer operasional UMKM diharapkan mampu memiliki keinovatifan sehingga kegiatan UMKM dapat menjadi lebih efektif, efisien dan inovatif berbasis ekonomi digital. Kepuasan kerja manajer operasional UMKM kelompok usaha kecil dapat meningkatkan kewirausahaan. Berdasarkan hal tersebut maka peningkatan kewirausahaan melalui penguatan keinovatifan dan kepuasan kerja pada manajer operasional UMKM kelompok usaha kecil penting untuk diteliti.

2. Tujuan dan Tahapan Metode Penelitian:

a. Tujuan

Secara umum penelitian ini bertujuan menemukan upaya atau strategi meningkatkan kewirausahaan manajer operasional kelompok usaha kecil di kabupaten Bogor dengan cara mengidentifikasi kekuatan pengaruh keinovatifan dan kepuasan kerja yaitu dengan cara mengidentifikasi dan menganalisis pengaruh antar variabel tersebut, sebagai berikut :

1. Besarnya pengaruh langsung keinovatifan terhadap kewirausahaan;
2. Besarnya pengaruh langsung kepuasan kerja terhadap kewirausahaan;
3. Besarnya pengaruh langsung keinovatifan terhadap kewirausahaan;
4. Besarnya pengaruh tidak langsung keinovatifan terhadap kewirausahaan melalui kepuasan kerja.

b. Tahapan Metode Penelitian

Tahapan pelaksanaan penelitian yaitu tahap persiapan yang meliputi pengumpulan literatur dan pengumpulan data objek penelitian, tahap identifikasi yaitu analisis masalah, analisis populasi dan sampel, Tahap perancangan yaitu merancang kuesioner dan merancang teknik analisis data, Tahap pengumpulan data yaitu penyebaran kuesioner dan pengisian kuesioner dan Tahap Implementasi yang meliputi analisis data, pembuatan laporan tertulis dan publikasi hasil penelitian.

Tahapan pada penelitian ini pengumpulan data primer yang dihasilkan dari kuisisioner dengan responden 100 Manajer Operasional Kelompok Usaha Kecil yang memiliki NIB (Nomor Induk Berusaha) binaan Dinas Koperasi dan UMKM di Kabupaten Bogor. Responden akan diminta untuk mengisi kuisisioner yang telah disusun dengan menggunakan teknik skala likert. Teknik skala likert menggolongkan pilihan jawaban kuisisioner menjadi lima skala meliputi sangat tidak setuju, tidak setuju, netral, setuju, dan sangat setuju. Data primer yang berasal dari kuisisioner selanjutnya diolah dengan aplikasi SmartPLS 3.2.9. Variabel intervening yang digunakan dalam penelitian ini adalah kepuasan kerja. Variabel intervening adalah variabel yang secara teoritis mempengaruhi hubungan antara variabel independen dengan dependen menjadi hubungan yang tidak langsung dan tidak dapat diamati dan diukur. Metode pengumpulan data yang digunakan dalam penelitian ini yaitu kuisisioner dengan pilihan jawaban yang telah ditentukan oleh peneliti. Pemilihan jawaban yang dipilih oleh peneliti sesuai dengan skala likert yang telah

ditetapkan skor untuk mempermudah pengukuran. SmartPLS dapat digunakan untuk menjelaskan ada tidaknya hubungan antara dua variabel atau lebih variabel laten (prediction). SmartPLS merupakan salah satu metode analisis regresi, dan menguji korelasi kanonikal, yang meniadakan asumsi-asumsi OLS (Ordinary Least Square) yang memerlukan distribusi data normal. PLS merupakan literasi algorithm dalam mengukur variabel indikator dan memberikan jumlah bobot nilai untuk variabel latent serta berkoneksi dengan variabel latent lainnya. Prosedur bootstrapping digunakan untuk mengevaluasi korelasi variabel latent yang terbentuk, tergambarkan pada analisis jalur (path analysis) nilai koefisien korelasi, koefisien determinan (R-squared) dan signifikansi kontribusi variabel eksogen terhadap endogen. Dalam evaluasi model pengukuran atau outer model, dimulai dari tahapan uji validitas konstruk yang terdiri dari validitas konvergen dan validitas diskriminan, kemudian tahap kedua yaitu pengujian reliabilitas. "Rule of thumb yang biasanya digunakan untuk menilai validitas konvergen yaitu nilai loading factor harus lebih dari 0,7 serta nilai average variance extracted (AVE) harus lebih besar dari 0,5. Tahap ini ada dua kriteria nilai yang akan dievaluasi yaitu nilai loading factor dan nilai Average Variance Inflation Factor (AVE).

3. Luaran yang ditargetkan :

Luaran hasil penelitian ini akan dipublikasikan pada artikel di jurnal internasional terindeks di pengindeks bereputasi.

4. Uraian TKT penelitian :

Teknologi yang akan diukur Tingkat Kesiapan Teknologi (TKT) dalam penelitian ini adalah tingkat efisiensi dan produktivitas, dimana nilai TKT saat ini adalah 2 dan target akhir TKT adalah 3.

5. Hasil penelitian yang diperoleh sesuai dengan tahun pelaksanaan penelitian.

Hasil penelitian ini outer loadings dari semua indikator dari masing-masing variabel bernilai lebih dari 0,6, sehingga dapat dikatakan semua indikator adalah reliabel, terlihat nilai indikator pada variabel keinovatifan bernilai (0,865, 0,913, 0,892, 0,858), sedang untuk variabel Kepuasan Kerja nilai indikator bernilai (0,871, 0,881, 0,851, 0,709), dan untuk indikator dari variabel dependent yaitu kewirausahaan nilai indikatornya (0,758, 0,936, 0,923, 0,858, 0,836), semua nilai indikator > dari 0,6 dan dapat ditarik kesimpulan semua indikator pada variabel yang diteliti adalah reliabel. Untuk Construct Reliability and Validity nampak pada nilai Average Variance Extraxted (AVE) dari Innovativeness (0,778), kemudian Kepuasan Kerja (0,691), kemudian variabel kewirausahaan (0,748), semua lebih besar dari 0,5, sehingga dapat dikatakan semua nilai pernyataan indikator memiliki validitas konvergen yang baik. Nilai cronbach's Alpha variabel keinovatifan bernilai (0,905), variabel Kepuasan Kerja bernilai (0,848), dan variabel kewirausahaan bernilai (0,915) semua nilai cronbach's Alpha lebih besar dari 0,7. Demikian pula untuk composite reliability dari variabel Keinovatifan bernilai (0,933), untuk variabel Kepuasan Kerja bernilai (0,899), kemudian untuk variabel kewirausahaan bernilai (0,936) semua nilai composite reliability dari semua variabel lebih besar dari 0,7, ini menunjukkan bahwa semua variabel dalam tabel-1 memiliki

keandalan yang baik atau reliabel. Average Variance Extracted (AVE) berdasarkan kriteria, nilai variabel bernilai lebih dari 0,5, maka semua variabel memiliki keandalan yang baik. Variabel Keinovatifan bernilai 0,882, nilai ini lebih besar dari nilai dari variabel lain dalam kolom yang sama, yaitu kolom Kepuasan Kerja bernilai 0,563, dan kewirausahaan 0,712, demikian pula dalam kolom Kepuasan Kerja nilai teratas adalah 0,831 lebih besar dari nilai lain dalam kolom yang sama yaitu 0,674. bahwa nilai R-square Adjusted variabel Kepuasan Kerja adalah 0,310, artinya variabel Kepuasan Kerja dapat dijelaskan 31,0% oleh variabel Keinovatifan. Sedangkan nilai R-Square adjusted kewirausahaan adalah 0,608 artinya variabel kewirausahaan dapat dijelaskan oleh 60,8% variabel Kepuasan Kerja dan Keinovatifan, selebihnya dipengaruhi oleh variabel di luar penelitian.

Keinovatifan memiliki dampak langsung dan signifikan terhadap Kewirausahaan terlihat dengan hasil nilai signifikansi p-value yaitu 0,000, nilai ini lebih kecil dari 0,05, yang artinya semakin tinggi nilai Keinovatifan, maka semakin tinggi pula nilai Kewirausahaan.

Keinovatifan memiliki dampak langsung dan signifikan terhadap Kepuasan Kerja, terlihat dengan hasil nilai signifikansi p-value yaitu 0,000, nilai ini lebih kecil dari 0,05, yang artinya semakin tinggi nilai Keinovatifan, maka semakin tinggi pula nilai Kepuasan Kerja.

Kepuasan Kerja memiliki dampak langsung yang positif dan signifikan terhadap kewirausahaan, terlihat dengan hasil nilai signifikansi p-value yaitu 0,001, nilai ini lebih kecil dari 0,05, yang artinya semakin tinggi nilai Kepuasan Kerja, maka semakin tinggi pula nilai kewirausahaan.

Keinovatifan memiliki dampak tidak langsung dan signifikan terhadap Kewirausahaan melalui Kepuasan kerja ini terlihat dengan hasil nilai signifikansi p-value yaitu 0,005, nilai ini lebih kecil dari 0,05, yang artinya semakin tinggi nilai Keinovatifan, maka semakin tinggi pula nilai Kewirausahaan melalui kepuasan kerja.

B. KATA KUNCI

keinovatifan; kepuasan kerja; kewirausahaan; manajer operasional;UMKM

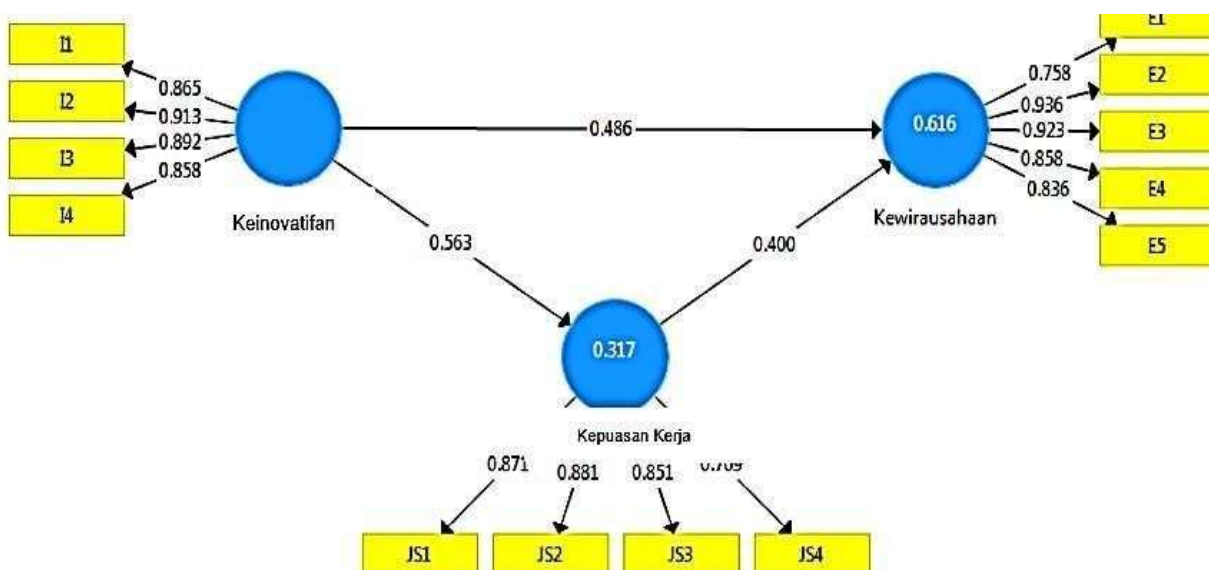
Pengisian poin C sampai dengan poin H mengikuti template berikut dan tidak dibatasi jumlah kata atau halaman namun disarankan ringkas mungkin. Dilarang menghapus/modifikasi template ataupun menghapus penjelasan di setiap poin.

C. HASIL PELAKSANAAN PENELITIAN: Tuliskan secara ringkas hasil pelaksanaan penelitian yang telah dicapai sesuai tahun pelaksanaan penelitian. Penyajian meliputi data, hasil analisis, dan capaian luaran (wajib dan atau tambahan). Seluruh hasil atau capaian yang dilaporkan harus berkaitan dengan tahapan pelaksanaan penelitian sebagaimana direncanakan pada proposal. Penyajian data dapat berupa gambar, tabel, grafik, dan sejenisnya, serta analisis didukung dengan sumber pustaka primer yang relevan dan terkini.

Tahapan pelaksanaan penelitian yaitu tahap persiapan yang meliputi pengumpulan literatur dan pengumpulan data objek penelitian, tahap identifikasi yaitu analisis masalah, analisis populasi dan sampel, Tahap perancangan yaitu merancang kuesioner dan merancang teknik analisis data, Tahap pengumpulan data yaitu penyebaran kuesioner dan pengisian kuesioner dan Tahap Implementasi yang meliputi analisis data, pembuatan laporan tertulis dan publikasi hasil penelitian.

Tahapan pengumpulan data primer yang dihasilkan dari kuesioner dengan responden 100 Manajer Operasional Kelompok Usaha Kecil yang memiliki NIB (Nomor Induk Berusaha) binaan Dinas Koperasi dan UMKM di Kabupaten Bogor. Responden akan diminta untuk mengisi kuesioner yang telah disusun dengan menggunakan teknik skala likert. Teknik skala likert menggolongkan pilihan jawaban kuesioner menjadi lima skala meliputi sangat tidak setuju, tidak setuju, netral, setuju, dan sangat setuju. Data primer yang berasal dari kuesioner selanjutnya diolah dengan aplikasi SmartPLS 3.2.9. Variabel intervening yang digunakan dalam penelitian ini adalah kepuasan kerja. Variabel intervening adalah variabel yang secara teoritis mempengaruhi hubungan antara variabel independen dengan dependen menjadi hubungan yang tidak langsung dan tidak dapat diamati dan diukur.

Metode pengumpulan data yang digunakan dalam penelitian ini yaitu kuesioner dengan pilihan jawaban yang telah ditentukan oleh peneliti. Pemilihan jawaban yang dipilih oleh peneliti sesuai dengan skala likert yang telah ditetapkan skor untuk mempermudah pengukuran (1). SmartPLS dapat digunakan untuk menjelaskan ada tidaknya hubungan antara dua variabel atau lebih variabel laten (*prediction*). PLS merupakan literasi algorithm dalam mengukur variabel indikator dan memberikan jumlah bobot nilai untuk variabel latent serta berkoneksi dengan variabel latent lainnya. Prosedur bootstrapping digunakan untuk mengevaluasi korelasi variabel *latent* yang terbentuk, tergambar pada analisis jalur (*path analysis*) nilai koefisien korelasi, koefisien determinan (*R-squared*) dan signifikansi kontribusi variabel eksogen terhadap endogen. Dalam evaluasi model pengukuran atau outer model, dimulai dari tahapan uji validitas konstruk yang terdiri dari validitas konvergen dan validitas diskriminan, kemudian tahap kedua yaitu pengujian reliabilitas(2). “*Rule of thumb* yang biasanya digunakan untuk menilai validitas konvergen yaitu nilai *loading factor* harus lebih dari 0,7 serta nilai *average variance extracted* (AVE) harus lebih besar dari 0,5. Tahap ini ada dua kriteria nilai yang akan dievaluasi yaitu nilai *loading factor* dan nilai *Average Variance Inflation Factor*.



Gambar 1. Outer Loadings
Sumber: data penelitian diolah 2023

Pada Gambar 1. *Outer loadings* dari semua indikator dari masing-masing variabel bernilai lebih dari 0,6, sehingga dapat dikatakan semua indikator adalah reliabel, terlihat nilai indikator pada variabel keinovatifan bernilai (0,865, 0,913, 0,892, 0,858), sedang untuk variabel Kepuasan Kerja nilai indikator bernilai (0,871, 0,881, 0,851, 0,709), dan untuk indikator dari variabel dependen yaitu kewirausahaan nilai indikatornya (0,758, 0,936, 0,923, 0,858, 0,836), semua nilai indikator > dari 0,6 dan dapat ditarik kesimpulan semua indikator pada variabel yang diteliti adalah reliabel.

Construct Reliability and Validity pada tabel 1 dibawah ini nampak pada nilai *Average Variance Extraxted* (AVE) dari Keinovatifan (0,778), kemudian Kepuasan Kerja (0,691), kemudian variabel kewirausahaan (0,748), semua lebih besar dari 0,5, sehingga dapat dikatakan semua nilai pernyataan indikator memiliki validitas konvergen yang baik. Nilai *cronbach's Alpha* variabel keinovatifan bernilai (0,905), variabel Kepuasan Kerja bernilai (0,848), dan variabel kewirausahaan bernilai (0,915) semua nilai *cronbach's Alpha* lebih besar dari 0,7. Demikian pula untuk *composite reliability* dari variabel Keinovatifan bernilai (0,933), untuk variabel Kepuasan Kerja bernilai (0,899), kemudian untuk variabel kewirausahaan bernilai (0,936) semua nilai *composite reliability* dari semua variabel lebih besar dari 0,7, ini menunjukkan bahwa semua variabel dalam tabel-1 memiliki keandalan yang baik atau reliabel. *Average Variance Extracted* (AVE) berdasarkan kriteria, nilai variabel bernilai lebih dari 0,5, maka semua variabel memiliki keandalan yang baik.

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Keinovatifan	0,905	0,908	0,933	0,778
Kepuasan Kerja	0,848	0,858	0,899	0,691
Kewirausahaan	0,915	0,923	0,936	0,748

Tabel 1. Construct Reliability and Validity

Sumber: Data penelitian diolah 2023

Variabel Keinovatifan bernilai 0,882 pada tabel 2, nilai ini lebih besar dari nilai dari variabel lain dalam kolom yang sama, yaitu kolom Kepuasan Kerja bernilai 0,563, dan kewirausahaan 0,712, demikian pula dalam kolom Kepuasan Kerja nilai teratas adalah 0,831 lebih besar dari nilai lain dalam kolom yang sama yaitu 0,674.

Discriminant Validity

	Keinovatifan	Kepuasan Kerja	Kewirausahaan
Keinovatifan	0,882		
Kepuasan Kerja	0,563	0,831	
Kewirausahaan	0,712	0,674	0,865

Tabel 2. Discriminant validity Test

Sumber: data penelitian diolah (2023)

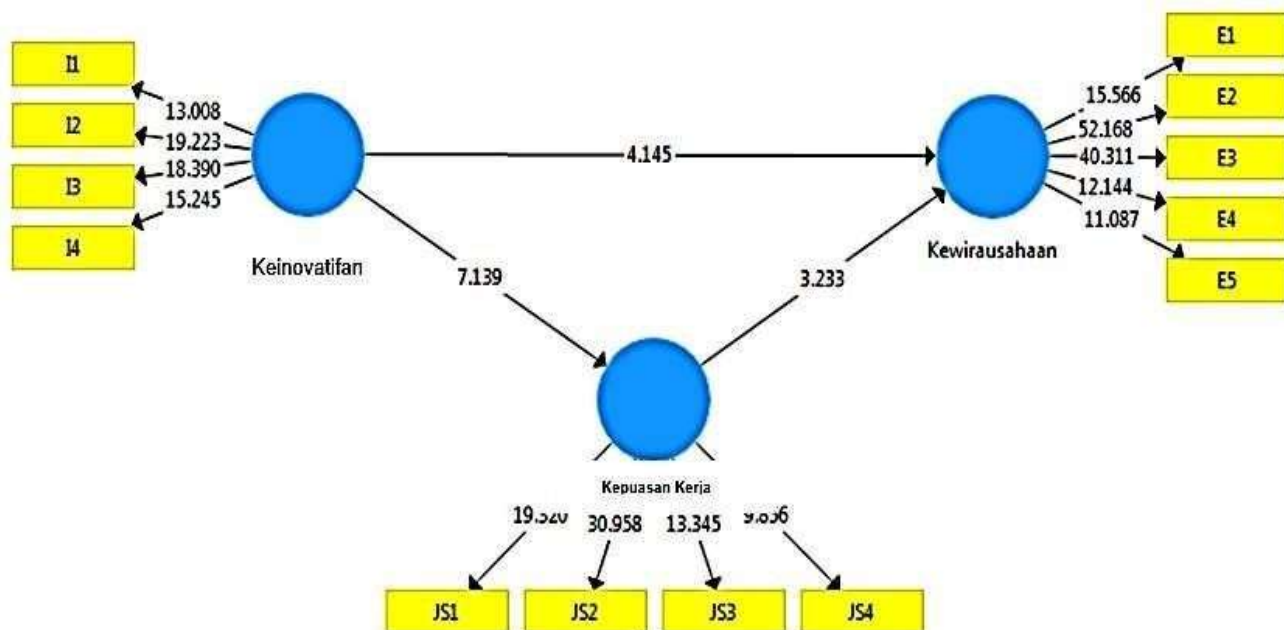
Nilai *R-square Adjusted* variabel Kepuasan Kerja adalah 0,310, artinya variabel Kepuasan Kerja dapat dijelaskan 31,0% oleh variabel Keinovatifan. Sedangkan nilai *R-Square adjusted* kewirausahaan adalah 0,608 artinya variabel kewirausahaan dapat dijelaskan oleh 60,8% variabel Kepuasan Kerja dan Keinovatifan, selebihnya dipengaruhi oleh variabel di luar penelitian.

R Square

	R Square	R Square Adjusted
Kepuasan Kerja	0,317	0,310
Kewirausahaan	0,616	0,608

Tabel-3 Nilai R.Square

Sumber: data penelitian diolah (2023)



Gambar 2. Inner values

Total Effects
Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Keinovatifan -> Kewirausahaan	0,563	0,573	0,079	4,145	0,000
Keinovatifan -> Kepuasan Kerja	0,486	0,473	0,117	7,139	0,000
Kepuasan Kerja -> Kewirausahaan	0,400	0,416	0,124	3,233	0,001

Tabel 4. Path coefficient

Sumber: data penelitian diolah (2023)

Total Indirect Effects
Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Keinovatifan -> Kepuasan Kerja					
Keinovatifan -> Kewirausahaan	0,225	0,241	0,088	2,562	0,005
Kepuasan Kerja -> Kewirausahaan					

Tabel 5. Indirect effects

Sumber: data penelitian diolah (2023)

Keinovatifan memiliki dampak langsung dan signifikan terhadap Kewirausahaan dengan nilai signifikansi *p-value* yaitu 0,000, nilai ini lebih kecil dari 0,05, yang artinya semakin tinggi nilai Keinovatifan, maka semakin tinggi pula nilai Kewirausahaan. Penelitian ini berhasil membuktikan hasil penelitian terdahulu mengenai pengaruh Keinovatifan terhadap Kewirausahaan. Penelitian yang dilakukan oleh Tosida, E. T., Hairlangga, O., Amirudin, F., & Ridwanah, M *Application of decision rules for empowering of Indonesian telematics services SMEs*, hasil penelitian menunjukkan bahwa Inovasi berpengaruh positif serta signifikan terhadap kewirausahaan(3). Kemudian

penelitian dari Sukmanasa, E., Rubini, B., & Sunaryo, W. (2021). *Increasing Innovativeness through knowledge management, transformational leadership and personality reinforcement* hasil penelitian menunjukkan bahwa Keinovatifan berpengaruh positif dan signifikan terhadap kewirausahaan(4).

Keinovatifan memiliki dampak langsung dan signifikan terhadap Kepuasan Kerja, dengan nilai signifikansi *p-value* yaitu 0,000, nilai ini lebih kecil dari 0,05, yang artinya semakin tinggi nilai Keinovatifan, maka semakin tinggi pula nilai Kepuasan Kerja. Penelitian ini berhasil membuktikan hasil penelitian terdahulu mengenai pengaruh Keinovatifan terhadap Kepuasan Kerja Mustafa dan Hulya (2021) yang berjudul “*The Effect of Innovation and Participation as Workplace Values on Job Satisfaction and the Mediating Effect of Psychological Ownership*” menunjukkan bahwa inovasi berpengaruh signifikan terhadap kepuasan kerja bahwa terdapat pengaruh positif dan signifikan Keinovatifan terhadap Kepuasan Kerja(5).

Kepuasan Kerja memiliki dampak langsung yang positif dan signifikan terhadap kewirausahaan, terlihat dengan hasil nilai signifikansi *p-value* yaitu 0,001, nilai ini lebih kecil dari 0,05, yang artinya semakin tinggi nilai Kepuasan Kerja, maka semakin tinggi pula nilai kewirausahaan. Penelitian ini berhasil membuktikan hasil penelitian terdahulu mengenai pengaruh Kepuasan Kerja terhadap kewirausahaan dari penelitian Farukh, Syahid dan Tanzila (2014) yang berjudul “*The impact of innovation climate & Job Satisfaction on corporate entrepreneurship*” menemukan bahwa kepuasan kerja berpengaruh positif dan signifikan terhadap kewirausahaan Perusahaan (6).

Keinovatifan memiliki dampak tidak langsung dan signifikan terhadap Kewirausahaan melalui Kepuasan kerja dengan hasil nilai signifikansi *p-value* yaitu 0,005, nilai ini lebih kecil dari 0,05, yang artinya semakin tinggi nilai Keinovatifan, maka semakin tinggi pula nilai Kewirausahaan melalui kepuasan kerja. Penelitian ini berhasil membuktikan hasil Penelitian yang dilakukan oleh Rutherford M.W. Holt,D.T (2007), *Corporate entrepreneurship: An empirical look at the Innovativeness dimension and its antecedents* bahwa inovasi berpengaruh terhadap kewirausahaan yang dimediasi oleh Kepuasan Kerja(7).

Capaian luaran hasil penelitian ini diterima pada artikel di jurnal internasional terindeks di pengindeks bereputasi pada laporan akhir sudah mendapatkan *letter of acceptance* di jurnal *Migration Letters*.

D. STATUS LUARAN: Tuliskan jenis, identitas dan status ketercapaian setiap luaran wajib dan luaran tambahan (jika ada) yang dijanjikan. Jenis luaran dapat berupa publikasi, perolehan kekayaan intelektual, hasil pengujian atau luaran lainnya yang telah dijanjikan pada proposal. Uraian status luaran harus didukung dengan bukti kemajuan ketercapaian luaran sesuai dengan luaran yang dijanjikan. Lengkapi isian jenis luaran yang dijanjikan serta unggah bukti dokumen ketercapaian luaran wajib dan luaran tambahan melalui BIMA.

Luaran yang dijanjikan dalam penelitian ini, *accepted* pada artikel di jurnal internasional terindeks di pengindeks bereputasi sebagai luaran wajib. Hasil penelitian sudah *accepted* pada Jurnal *Migration Letters* pada 20 November 2023. Isian jenis luaran yang dijanjikan yaitu unggahan bukti dokumen *letter of acceptance* sudah di upload di BIMA.

E. PERAN MITRA: Tuliskan realisasi kerjasama dan kontribusi Mitra baik *in-kind* maupun *in-cash* (untuk Penelitian Terapan, Penelitian Pengembangan, PTUPT, PPUPT serta KRUP). Bukti pendukung realisasi kerjasama dan realisasi kontribusi mitra dilaporkan sesuai dengan kondisi yang sebenarnya. Bukti dokumen realisasi kerjasama dengan Mitra diunggah melalui BIMA.

Skema penelitian ini adalah Penelitian Dosen Pemula (PDP), sehingga tidak memiliki mitra.

F. KENDALA PELAKSANAAN PENELITIAN: Tuliskan kesulitan atau hambatan yang dihadapi selama melakukan penelitian dan mencapai luaran yang dijanjikan, termasuk penjelasan jika pelaksanaan penelitian dan luaran penelitian tidak sesuai dengan yang direncanakan atau dijanjikan.

Kendala yang dihadapi dalam penelitian ini yaitu proses luaran yang dijanjikan yaitu diterima di jurnal internasional terindeks di pengindeks bereputasi publikasi artikel pada jurnal *General Management -Quality Access to Success* yang disubmit 24 Agustus 2023 dan baru mendapatkan review di tanggal 24 Desember 2023, karena proses yang agak lama dalam proses *accepted* maka dialihkan ke jurnal internasional terindeks di pengindeks bereputasi publikasi artikel pada jurnal *Migration Letters* dan sudah mendapatkan *letter of acceptance*.

G. RENCANA TAHAPAN SELANJUTNYA: Tuliskan dan uraikan rencana penelitian di tahun berikutnya berdasarkan indikator luaran yang telah dicapai, rencana realisasi luaran wajib yang dijanjikan dan tambahan (jika ada) di tahun berikutnya serta *roadmap* penelitian keseluruhan. Pada bagian ini diperbolehkan untuk melengkapi penjelasan dari setiap tahapan dalam metoda yang akan direncanakan termasuk jadwal berkaitan dengan strategi untuk mencapai luaran seperti yang telah dijanjikan dalam proposal. Jika diperlukan, penjelasan dapat juga dilengkapi dengan gambar, tabel, diagram, serta pustaka yang relevan. Jika laporan kemajuan merupakan laporan pelaksanaan tahun terakhir, pada bagian ini dapat dituliskan rencana penyelesaian target yang belum tercapai.

Penelitian ini merupakan Penelitian Dosen Pemula (PDP) yang hanya dilakukan selama 1 tahun (mono tahun). Sudah dilakukan penyusunan laporan kemajuan dan laporan akhir penelitian, serta merealisasikan target luaran yang telah dijanjikan, yaitu diterima pada jurnal internasional terindeks di pengindeks bereputasi publikasi artikel pada jurnal *Migration Letters*.

H. DAFTAR PUSTAKA: Penyusunan Daftar Pustaka berdasarkan sistem nomor sesuai dengan urutan pengutipan. Hanya pustaka yang disitasi pada laporan kemajuan yang dicantumkan dalam Daftar Pustaka.

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Dear **Author(s)**

Hidayati NANDA¹, Utama ANGKA^{2*}, Mulyana DEDE³

1,2,3Lecturer of Management study program, IPWUJA University, Jakarta, Indonesia

*We would like to inform you that your manuscript has been accepted for publication in the upcoming issue of **Migration Letters** ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online).*

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How to increase entrepreneurship by strengthening innovativeness and job satisfaction among the managers of SME groups' operations in Bogor City, Indonesia

Hidayati NANDA¹, Utama ANGKA^{2*}, Mulyana DEDE³

^{1,2,3}Lecturer of Management study program, IPWIIA University, Jakarta, Indonesia
Email: nanda.assalaam@gmail.com¹, angka.ipwija@gmail.com^{2*}, dedemcikeas2@gmail.com³

*Corresponding Author

Abstract

This study objectives to determine the efforts or strategies to increase the entrepreneurship of the operational managers of small business groups in Bogor City by identifying the strength of the induce of innovativeness and job satisfaction. The population and sample of the study are SMEs in Bogor City, with 100 respondents of Operational Managers of Small Business Groups that have a license (single business number) under the guidance of the Cooperative and SMEs Office in Bogor City, questionnaire research to collect primary data, with the assist of Smart PLS to scrutinize the data. The results of the study show that innovativeness and job satisfaction affect entrepreneurship, innovativeness affects job satisfaction, and ultimately the increase in job satisfaction can mediate innovativeness to entrepreneurship.

Keywords: SMEs, Operational Manager, Job satisfaction, Innovativeness; Entrepreneurship.

1. Introduction

The enhancement of SMEs in Indonesia has increased in the last few years rendering to data from the Ministry of Cooperatives and SMEs, in 2020.

Kategori	2017	2018	2019	2020	2021
Accesories	927	984	1,045	1,110	1,179 (27,18%)
Batik	927	984	1,045	1,110	1,179 (27,18%)
Embroidery	132	141	149	159	168 (27,27%)
Craft	33,111	35,159	37,335	39,644	42,097 (27,13%)
Fashion	32,316	34,315	36,438	38,693	41,087 (40,98%)
Convection	19,374	20,955	22,251	23,628	25,090 (24,99%)
Culinary	142,508	151,325	160,688	170,630	181,187 (27,14%)
Food	104,232	110,681	117,529	124,801	132,523 (19,73%)
Beverage	19,337	20,533	21,803	23,152	24,585 (27,14%)
Service/others	45,030	47,816	50,775	53,916	57,252 (27,14%)

Table 1 SME's data period 2017-2022

Source: Processed research data (2023) Ministry of Cooperatives and SMEs

There were about 64.2 million micro, small, and medium enterprises operating in Indonesia. This

number increased by about 2.02% compared to the previous year

Table 1 shows the growth rate of SMEs that has increased from 2017 to 2022, with the Fashion category experiencing the largest increase of 40.98% and the rest experiencing an average increase of 27%. This proves that SMEs are increasingly in demand by the people of Bogor City as a solution for financial income and the difficulty of job opportunities. The important role of managing SMEs through human resources needs to be prioritized because SME businesses require serious and well-organized handling with good management that will produce superior products and be able to compete with other competitors.

Many factors influence the increase of SMEs in Indonesia, ranging from government regulations and policies, the role of human resources, production/operations, financial, marketing, partnerships, inflation effects, and unemployment. Unemployment and inflation factors are very influential on the purchasing power of the people in Bogor City (Hidayati and Maskuri, 2020). The people of Bogor City have low income and cannot afford many goods or services because of the high unemployment rate. The global outbreak of covid 19 virus from 2020 to 2022 forced many businesses to shut down, resulting in this situation.

Managing SMEs requires human resources that are lacking after the number of SMEs in Bogor City

increased, creating a problem. related to the startup activities of SMEs, namely how the concept of managing human resource management and strategies to foster the output of innovations in the products or services they produce (Hidayati, 2022);(Handayani and Hidayati, 2022) which will increase entrepreneurship in the SME sector in Bogor City. The important role can be assigned to an operational manager, focused on the job satisfaction of the operational manager related to the management of SMEs that will be examined in this research (Luu, 2023);

So far, the job satisfaction of operational managers in SME organizations (Bigliardi and Filippelli, 2022) in their role as mediators has not been much raised in research related to business innovation and entrepreneurship, nor has the role of job satisfaction of operational managers in mediating innovativeness to entrepreneurship been much studied in existing journals.

In some studies on job satisfaction of operational managers, innovativeness, and entrepreneurship by Farukh, Syahid, and Tanzila (Farukh, Iqbal and Khan, 2014), Job Satisfaction as an self-determining variable and entrepreneurship as a dependent variable, the result is Entrepreneurship is influenced significantly by job satisfaction..

In another study by Mustafa and Hulya (Aslan and Atesoglu, 2021) innovation as independent and Job Satisfaction as dependent, The study's findings indicate that innovation can influence job satisfaction. Innovation is the process of generating and implementing new ideas that have a positive impact on the organization. When employees are involved in innovative behavior, they tend to feel more motivated and satisfied with their work.

In the next study from (Lee *et al.*, 2011) L Lee, PK Wong, M Der Foo, A Leung, innovation and Job Satisfaction as independent variables and entrepreneurship as dependent variable, the result of the study is that innovation and Job Satisfaction affect entrepreneurship.

In another study on Job Satisfaction and entrepreneurship by J Li, F Yang, J Qi, R Sun, and R Geng, (Li *et al.*, 2022) Job Satisfaction as independent and entrepreneurship as dependent, the result is that Job Satisfaction affects entrepreneurship.

The existing research shows the role of Job Satisfaction and innovativeness as independent variables in SMEs that can be the key to accelerating inclusive and justifiable economic development in Indonesia namely the problems of unemployment and poverty, but previous research has not shown the

role of operational managers as managers and regulators of SMEs in fostering innovativeness. (Sugiyono, 2017)

This research's original contribution is to close the gap of research that has not been studied on the role of the Operational Manager in SME business through his Job Satisfaction as a mediator of the variable innovativeness to variable entrepreneurship because, with the increasing business of SMEs, the quality of products and human resource management needs to be nurtured and improved.

The practical implications of this research are to improve some indicators of variables that are still low and maintain indicators that are already good. Meanwhile, the contribution of this research to policymakers is the achievement of the SDGs (Sustainable Development Goals) (Solling Hamid and M Anwar, 2019) goals that focus on poverty alleviation, job creation, and sustainable economic growth. For this reason, the role of the Operational Manager through Job Satisfaction as a trigger for the creativity of SME actors can influence the entrepreneurial spirit that exists in Bogor City. Based on the search for research that shows the lack of a Job Satisfaction variable on the operational managers of SMEs as an intervening variable in entrepreneurship, in this research, the researcher raises the variables of Innovativeness, Job Satisfaction, and entrepreneurship as research themes.

II. Literature Review

2.1 Innovativeness

The definition of innovativeness according to expert theories is as follows from Junaedi, A., Sunaryo, W., & Notosudjono, D. (2021). this is how expert theories define innovativeness: Insight article How Work Motivation, Organizational Culture and Transformational Leadership Enhance the Innovativeness of a Regional Government Employees. Innovativeness is The act of coming up with new ideas and making them a reality. (Junaedi, Sunaryo and Notosudjono, 2021), and then from Robbins, S. P., Judge, T. A., & Vohra, N. (2019). *Organizational behavior* (Robbins, Judge and Vohra, 2019) Innovativeness is The application of new ideas to create or enhance products, processes, and services. It includes products that are goods, processes that are procedures, and services that are activities. And then research from Sriyanta, R. A., Notosudjono, D., & Rubini, B. The Innovative Improvement through Strengthening Quality of Work Life, Situational Leadership, and Self-Efficacy

(Sriyanta, Notosudjono and Rubini, 2019) *The process of turning opportunities into new ideas and incorporate it into widely accepted practice.* (Nurdjannah, Hardhienata and Sunaryo, no date) *innovatisme Creating new products, processes and services requires translating, adapting and inventing new ideas that are applied in daily practice..* Bigliardi, B., & Filippelli, S. (2022). Sustainability, smartness and health: a literature review on innovation in the agrofood industry (Bigliardi and Filippelli, 2022) *Innovation is creating new products/services that are useful and widely accepted based on a new idea.* Sukmanasa, E., Rubini, B., & Sunaryo, W. (2021). How knowledge management, transformational leadership, and personality reinforcement can boost innovativeness. (Sukmanasa, Rubini and Sunaryo, 2021) *Innovativeness Innovation is creating and implementing new ideas into new products / services that are useful..* Tosida, E. T., Hairlangga, O., Amirudin, F., & Ridwanah, M. (2018, March). Using decision rules to empower Indonesian SMEs in telematics services (Tosida *et al.*, 2018), Based on new ideas, innovation is creating new products, processes and services

The Conclusion from some expert opinions on Innovativeness is the movement of generating new concepts and applying Creating new products/services that are useful based on them. So that they can be widely accepted, they need to be useful

2.2 Job Satisfaction

The definition of job satisfaction according to some expert theories and previous research is according to Wahyuingsih, J. W., Notosudjono, D., Sunaryo, W., & Abidin, Z. (2020). Personality, Self-Efficacy, and Job Satisfaction Enhance Engagement (Wahyuingsih *et al.*, 2020) How one feels about their work is their job satisfaction., which is sourced from his perception of his work. Winarto, A. I., Notosudjono, D., & Sunaryo, W. How private high school teachers in Banten province, Indonesia feel about their work is influenced by situational leadership, organizational climate, and personality: A study that explains the results sequentially. (Winarto, Notosudjono and Sunaryo, no date) Job satisfaction is the feeling of being happy or unhappy with one's work as a teacher, based on how they evaluate different aspects of their job situation, such as the rewards, the relationships, the personal fit, and other factors that affect their physical and mental

well-being. Another definition of job satisfaction comes from Setyaningsih, S., & Sunaryo, W. (2021). Teacher Commitment Increases by Optimizing the Strengthening of Transformational Leadership, Self Efficacy and Job Satisfaction (Setyaningsih and Sunaryo, 2021) Job satisfaction is the emotional state of a person that comes from how they judge their work or their work experiences. Another definition of job satisfaction from Rosandi, A., Hardhienata, S., Sunaryo, W., & Arifin, M.Z. (2019). Strengthening Transformational Leadership, Job Satisfaction, and Self-Efficacy Improves Organizational Citizenship Behavior (OCB) (Rosandi *et al.*, 2019) Job satisfaction is the positive feeling that comes from the perception when one's work meets or enables the meeting of the important values of one's work. Another study from Mardhiah, S. H., & Sunaryo, W. (2018). Using a sequential explanatory method, examine how organizational culture, transformational leadership, and job satisfaction affect organizational commitment. (Mardhiah and Sunaryo, 2018), job satisfaction is an emotional response to someone's work. Research Rochyadi, Y., Hardhienata, S., & Sunaryo, W. (2017). How Organizational Culture, Transformational Leadership, and Integrated Quality Management Effectiveness Affect Teachers' Job Satisfaction: A Study that Explains the Results Sequentially. International (Rochyadi, Hardhienata and Sunaryo, 2017), When one's job or job experiences are appraised positively, they feel a pleasant emotion that is called job satisfaction. Employees who are satisfied with their work have good thoughts and feelings about it. Cronley, C., & kyoung Kim, Y. (2017). How organizational culture moderates the effects of job satisfaction, which mediates the intentions to leave the job, within the Salvation Army: A study that uses Job Satisfaction as a positive emotional state from fulfilling work values.

Suryani, N. L., Hubeis, A. V. S., & Sunaryo, W. (2021). How the personality, job satisfaction, and organizational climate of lecturers in private higher education institutions in South Tangerang city affect their dedication to the profession. (Suryani, Hubeis and Sunaryo, 2021) researched that the definition of job satisfaction is Job Satisfaction is a feeling of pleasure to support or not to support that is experienced by employees at work.

The conclusion from some expert opinions on job satisfaction is synthesized as follows Job satisfaction is an emotional response (feeling) of employees about the achievement of expectations from the results of their work.

2.3 Entrepreneurships

The definition of entrepreneurship according to some expert theories and previous research is according to Aslam, N., Ahmed, A.M., Nisar, Q.A., & Sarfraz, M. (2017). How personal and organizational characteristics affect entrepreneurial behaviours (Aslam *et al.*, 2017) Entrepreneurship can be seen as a behavior or intention of individuals or organizations to create new ventures or initiatives, such as starting a new business or launching a new project. Another definition of entrepreneurship from ul Haq , M.A, Khalid, S., & Usman,M. (2018). How trust mediates the relationship between employee entrepreneurial behavior and the factors of organizational justice and perceived organizational support, and what entrepreneurship means. (ul Haq, Khalid and Usman, 2018), namely : Employees who behave entrepreneurially are willing to break away from the usual methods and seek new opportunities and innovations for their organization. This is another way of defining entrepreneurship. from Escrig-Tena, A.B., Segarra-Ciprés, M., García-Juan , B., & Badoiu , G.A. (2022). How employee well-being affects the link between work conditions and employee entrepreneurial behavior: a study.(Escrig-Tena *et al.*, 2022) Identifying and pursuing opportunities by autonomously creating and using innovative combinations of resources is what entrepreneurial behavior means, according to ‘a set of activities and practices by individuals at multiple levels. Another definition of entrepreneurship from Saif , H.A. (2022). Entrepreneurial passion for founding as a mediator of the career anchors to entrepreneurial behavior relationship (Saif, 2022) , is : Entrepreneurship refers to an individual drive or need that begins with the exploration of an idea and continues through the evaluation of opportunities Initiation with motivation and recognition is followed by start-up. Then, emergence (employees and revenues) comes, and, finally, early-stage growth. Bell gives another definition of entrepreneurship.

R. (2022). Developing entrepreneurial behaviours in the Chinese classroom through value creation pedagogy . Innovations in Education and Teaching International, (Bell, 2022), the meaning of entrepreneurship is Entrepreneurship is the characteristics of individuals (entrepreneurs) who have the freedom (celebrated) to build their own business (become a founder) , carry out innovations (as an innovator), and have competitive advantage (competitive edge). Entrepreneurship according to Troise, C. , Ben-Hafaïedh ,C., Tani, M. , &

Yablonsky, S.A . (2022). Guest editorial : New technologies and entrepreneurship : exploring entrepreneurial behavior in the digital transformation era (Troise *et al.*, 2022), namely : Entrepreneurship is a pattern of behavior that is based on the concept of strategic thinking and risk taking , which is able to create new opportunities and is oriented towards progress or improvement for organizations and individuals . The definition of entrepreneurship from Bejinaru, R. , Neamțu, D.M., Condratov , I. , Stanciu, P. , & Hapenciuc , C.V . (2022). Exploring the effectiveness of university agenda for developing students’ entrepreneurial behavior (Bejinaru *et al.*, 2023) , is Entrepreneurship is about (behavior or action) discovery, evaluation and exploitation of opportunities, to make an organization or company emerge

The conclusion from some expert opinions on entrepreneurship is synthesized as follows Individual characteristics that emerge where employees innovate, proactively seek opportunities for their organization and independently use innovative resources that start with the exploration of ideas and continue through the evaluation of opportunities and recognition to initiate.

Constructed on the introductory results and hypothetical studies, the hypothetical framework in this study is as follows:



Figure 1. Theoretical Thinking Framework

III. Research Methods

The stages in this research start from collecting primary data obtained from questionnaires with 100

Operational Managers of Small Business Groups who have NIB (Business Identification Number) under the guidance of the Cooperative and SMEs Department in Bogor City. Respondents will be asked to fill out a questionnaire that has been prepared using the Likert scale technique. The Likert scale technique classifies the survey answer choices into five gauges including strongly disagree, disagree, neutral, agree, and strongly agree. The primary data from the questionnaire will then be processed with the SmartPLS 3.2.9 application. The intervening variable used in this research is job satisfaction. The intervening variable is a variable that theoretically affects the relationship between the independent and dependent variables into an indirect and unobservable and unmeasurable relationship. The data assortment method used in this research is a survey with answer choices that have been determined by the researcher.

The selection of answers chosen by the researcher is in accordance with the Likert scale that has set a score to facilitate measurement (10). SmartPLS can be used to explain whether or not there is a relationship between two or more latent variables

(prediction). SmartPLS is one of the regression analysis methods, and tests canonical correlation, which eliminates OLS (Ordinary Least Square) assumptions that require normal data distribution. PLS is an algorithm literacy in measuring indicator variables and providing a number of weight values for latent variables and connecting with other latent variables. The bootstrapping procedure is used to evaluate the correlation of latent variables formed, illustrated in path analysis (path analysis) correlation coefficient values, coefficient of determination (R-squared) and significance of contribution of exogenous variables to endogenous. In evaluating the measurement model or outer model, starting from the stage of testing construct validity consisting of convergent validity and discriminant validity, then the second stage is reliability testing (11). The “statute of thumbThe factor loading value must be higher than 0.7 and the average variance extracted (AVE) value must be more than 0.5 to assess convergent validity.. This stage has two criteria values that will dievaluasi yaitu nilai *loading factor* dan nilai *AVE*

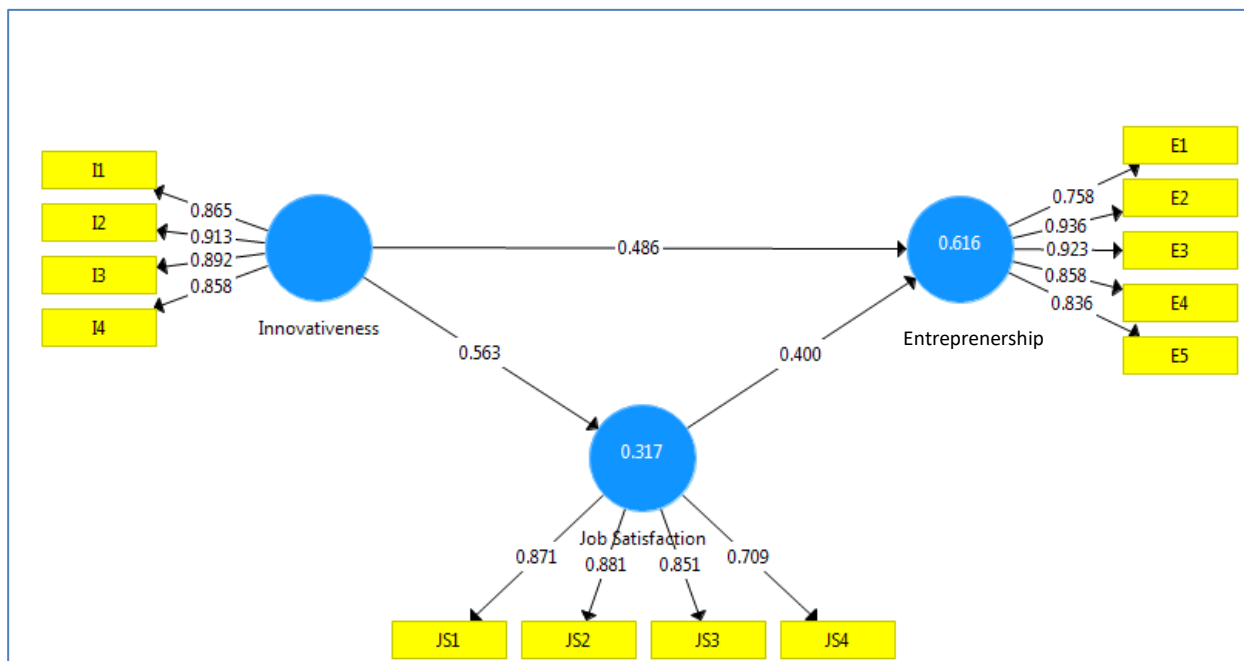


Figure-2 Outer Loadings
Source: Processed research data (2023)

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Innovativeness	0,905	0,908	0,933	0,778
Job Satisfaction	0,848	0,858	0,899	0,691
Entrepreneurships	0,915	0,923	0,936	0,748

Table-1 Construct Reliability and Validity
Source: Processed research data (2023)

All indicators of each variable are reliable because their outer loadings are higher than 0.6, as shown in Figure-2. The indicators of innovativeness have values of (0.865, 0.913, 0.892, 0.858), the indicators of job satisfaction have values of (0.871, 0.881, 0.851, 0.709), and the indicators of entrepreneurship have values of (0.758, 0.936, 0.923, 0.858, 0.836). All indicator values are > than 0.6, so it can be concluded that all indicators on the variables studied are reliable.

For Table-1 Construct Reliability and Validity, it can be seen that the Average Variance Extracted (AVE) value of Innovativeness (0.778), then Job Satisfaction (0.691), then the entrepreneurship variable (0.748), all are greater than 0.5, so it can be said that all statement values of indicators have good convergent validity.

From table-1, the cronbach's Alpha value of the Innovativeness variable is (0.905), the Job Satisfaction variable is (0.848), and the entrepreneurship variable is (0.915) all cronbach's Alpha values are greater than 0.7. Likewise for composite reliability from the Innovativeness variable is (0.933), for the Job Satisfaction variable is (0.899), then for the entrepreneurship variable

Discriminant Validity.

	Innovativeness	Job Satisfaction	Entrepreneurs hips
Innovativeness	0,882		
Job Satisfaction	0,563	0,831	
Entrepreneurs hips	0,712	0,674	0,865

Table-2 Discriminant validity Test

Source: Processed research data (2023)

The value is (0.936) all amalgamated reliability values from all variables are greater than 0.7, this indicates that all variables in table-1 have good reliability. Also from Average Variance Extracted (AVE) based on criteria, variable values are more than 0.5, then all variables have good reliability.

In Table-2, it can be seen that the value of the innovativeness variable column is 0.882, this value is bigger than the value of other variables in the same column, namely the Job Satisfaction column is 0.563, and entrepreneurship is 0.712, likewise in the Job Satisfaction column the top value is 0.831 greater than other values in the same column which is 0.674 R-square calculation must be done in measuring the structural model research.

Motionless constructed on SmartPLS 3.0 As shown in Table 4.6, the R-square output from the software - PLS Algorithm can be seen for the Endogenous Trust Variable and the Endogenous Customer Satisfaction Variable.

R Square.

	R Square	R Square Adjusted
Job satisfaction	0,317	0,310
Entrepreneurs hips	0,616	0,608

Table-3 R.Square values

Source: Processed research data (2023)

From Table-3 above, it displays that the Adjusted R-square value of the Job Satisfaction variable is 0.310, meaning that the Job Satisfaction variable can be explained by 31.0% by the Innovativeness variable. Meanwhile, the Adjusted R-Square value of entrepreneurship is 0.608, meaning that the entrepreneurship variable can be explained by 60.8% of the Job Satisfaction and innovativeness variables, and . The rest can be explained by variables outside the model.l.

I. Result

Hypothesis Test

This research uses a quantitative research approach to obtain accurate results in predicting entrepreneurship where the research variables indicated are innovativeness and job satisfaction of SME's operational managers. Where the independent variable is innovativeness and the intervening variable is job satisfaction of SME's operational managers. The population in this study is 100 Operational Managers of Small Business Groups who have NIB (Business Identification Number) under the guidance of the Cooperative and SMEs Department in Bogor City. The sampler method finished was random sampling, where the researcher only had 100 SME performers who were measured effective in directing business development. Research surveys were used to obtain primary data. While the data analysis using path analysis. And it can be seen in figure-2 the results of the relationship between innovativeness and entrepreneurship, as well as the relationship between Job Satisfaction and entrepreneurship, as well as the relationship between innovativeness and entrepreneurship through Job Satisfaction. And the loading factor values of each indicator or dimension that build variables from

Innovativeness, entrepreneurship and Job Satisfaction can be seen. The calculation model that will be used in this research is the measurement model (outer model). The relationship between indicators and latent variables is described by the outer model, while the inner model describes how latent variables are related based on the research hypothesis / problem formulation. Hypothesis testing also involves the inner model.

The researcher will see using bootstrap to see whether there is a significant or insignificant relationship between latent variables. By using hypothesis testing or statistical significance testing, one can examine the relationship between independent variable (X) and dependent variable (Y). It will be clear whether the hypothesis is true or not after the test is done. T-test statistics are used to test the null hypothesis. The given hypothesis necessity be restrained for its significance. This can be obtained by looking at T-statistics > 1.65 (one tailed) and P-value < 0.05 because this research uses a 95% confidence level.

Innovativeness and Entrepreneurships

According to the research conducted by Tosida, E. T., Hairlangga, O., Amirudin, F., & Ridwanah, M. Using decision rules to empower Indonesian SMEs in telematics services (17), the research results show that Innovation is creating new ideas in developing and designing new products, processes, and services, with the research results Innovation has a positive and significant effect on entrepreneurship. Then the research from Sukmanasa, E., Rubini, B., & Sunaryo, W. (2021). Knowledge management, transformational leadership, and personality reinforcement enhance innovativeness. (Sukmanasa, Rubini and Sunaryo, 2021) the research results show that innovativeness has a positive and significant effect on entrepreneurship, then the research from Bigliardi, B., & Filippelli, S. (2022). Sustainability, smartness and health: a literature review on innovation in the agrofood industry. (Bigliardi and Filippelli, 2022) where the research results state positive and significant results then the research from Farukh, Syahid and Tanzila (2014) entitled “The impact of innovation climate

& Job Satisfaction on corporate entrepreneurship” (Farukh, Iqbal and Khan, 2014) the research results show that innovation climate has a positive and significant effect on entrepreneurship, therefore the hypothesis proposed is

H1. Innovativeness influences entrepreneurship.

Innovativeness and Job satisfaction

The research conducted by Mustafa and Hulya (2021) entitled “How Job Satisfaction is Affected by Innovation and Participation as Values in the Workplace and the Role of Psychological Ownership as a Mediator” shows that innovation has a significant effect on job satisfaction (Aslan and Atesoglu, 2021). This research uses SEM-PLS and uses the bootstrap resampling method. The analysis was done using the SmartPLS 3.2.9 statistical software to test the effect of innovation on job satisfaction. The results of this test show that there is a significant effect of innovation on all dimensions of job satisfaction. This means that increasing innovativeness will significantly increase job satisfaction, therefore the hypothesis proposed is

H2. Innovativeness influences Job satisfaction

Job satisfaction and entrepreneurship

The research by Farukh, Syahid and Tanzila (2014) entitled “The study titled “The impact of innovation climate & Job Satisfaction on corporate entrepreneurship” revealed that corporate entrepreneurship is influenced positively and significantly by job satisfaction.. This research used regression analysis to analyze the impact of job satisfaction on corporate entrepreneurship. The research results showed that job satisfaction had a significant impact on entrepreneurship, therefore the hypothesis proposed in this research was

H3. Job satisfaction influences entrepreneurships

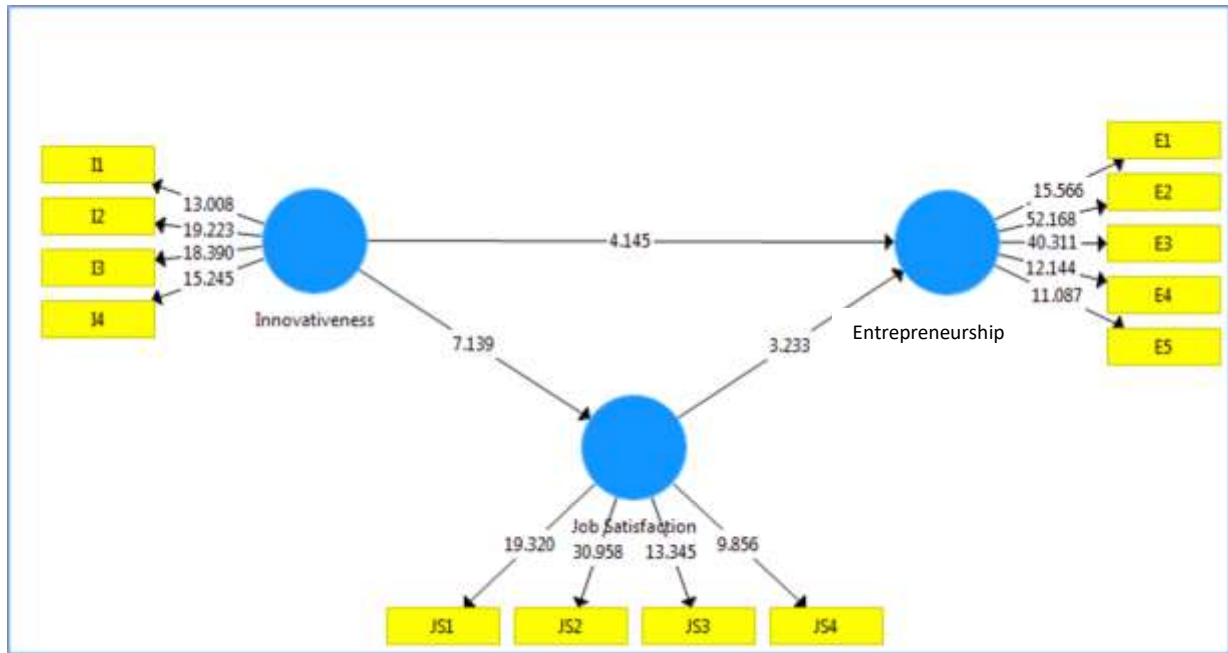
Innovativeness and Entrepreneurships

The research conducted by Rutherford M.W. Holt, D.T (2007), A study on how corporate innovation affects entrepreneurial activities, taking into account the role of job satisfaction and personal well-being, (32) found that innovation has a positive impact on entrepreneurship through these two factors., therefore the hypothesis

proposed in this research is

through job satisfaction

H4. Innovativeness influences entrepreneurship



Total Effects

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Innovativeness -> Entrepreneurships	0,563	0,573	0,079	4,145	0,000
Innovativeness -> Job satisfaction	0,486	0,473	0,117	7,139	0,000
Job_satisfaction -> Entrepreneurships	0,400	0,416	0,124	3,233	0,001

Table-4. Path coefficient

Source: Processed research data (2023)

Total Indirect Effects

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Innovativeness -> Job satisfaction					
Innovativeness -> Entrepreneurships	0,225	0,241	0,088	2,562	0,005
Job satisfaction -> Entrepreneurships					

Using the Smart PLS Program, the data underwent quantitative analysis with statistics. The tests included validity and reliability of indicators and constructs, discriminant and loading factor tests (outer model) and inner model. These results are to test the hypotheses proposed at the beginning of the research and the results obtained from the research are seen from the t value and significance of the pvalues, calculated results.

The diagonal values of each variable in each column are higher than the values of the other variables in the same group, which shows that the variables are distinct from each other.

Internal Consistency Reliability calculates to what extent an indicator can measure its latent construct. (Memon et al., 2017). The instrument used to assess this is composite reliability and Cronbach's alpha. Composite reliability values of 0.6 - 0.7 are considered to have good reliability (Sarstedt et al., 2017), and the expected Cronbach's alpha value is above 0.7 (Ghozali and Latan, 2015).

The stated hypothesis must be tested for its significance. This can be obtained by looking at t-statistics > 1.65 (one tailed) and P-value < 0.05 because this research uses a 95% confidence level

Innovativeness on Entrepreneurships

Innovativeness has a direct and significant impact on Entrepreneurship as seen by the significance value of p-value which is 0.000, this value is smaller than 0.05, which means that the higher the value of Innovativeness, the higher the value of Entrepreneurship as well. As an implication of the results of this research, then Hypothesis 1 in this research is accepted.

This research successfully proved the previous research results regarding the effect of Innovativeness on Entrepreneurship. The research conducted by Tosida, E. T., Hairlangga, O., Amirudin, F., & Ridwanah, M. Application of decision rules for empowering of Indonesian telematics services SMEs (Tosida *et al.*, 2018), The study reveals that Innovation means generating new ideas for creating and improving products, processes, and services. The study also shows that Innovation has a positive and significant influence on entrepreneurship. Then the research from Sukmanasa, E., Rubini, B., & Sunaryo, W. (2021). Increasing innovativeness through knowledge management, transformational leadership. And personality reinforcement (Sukmanasa, Rubini and Sunaryo, 2021) the research results show that innovativeness has a positive and significant effect on entrepreneurship, then the research from Bigliardi, B.,

& Filippelli, S. (2022).

A review of the literature on innovation in the agrofood industry: sustainability, smartness and health. (Bigliardi and Filippelli, 2022), where the research results state positive and significant results then the research from Farukh, Syahid and Tanzila (2014) entitled "The impact of innovation climate & Job Satisfaction on corporate entrepreneurship" (Farrukh, Iqbal and Khan, 2014) the research results show that innovation climate has a positive and significant effect on entrepreneurship that there is a positive and significant effect of Innovativeness on Entrepreneurship.

Actions related to Innovativeness in SME's business in Bogor city become a solution in increasing entrepreneurship among businessmen, this is highly recommended for beginners and SME's business actors to continue to carry out activities that lead to innovation and new and creative findings on their products and businesses in order to be able to compete in improving the output quality and quantity of entrepreneurship in Bogor City.

Innovativeness and job satisfaction

Innovativeness has a direct and significant impact on Job Satisfaction, as seen by the significance value of p-value which is 0.000, this value is smaller than 0.05, which means that the higher the value of Innovativeness, the higher the value of Job Satisfaction as well. This research successfully proved the previous research results regarding the effect of Innovativeness on Job Satisfaction. Mustafa and Hulya (2021) entitled "The Effect of Innovation and Participation as Workplace Values on Job Satisfaction and the Mediating Effect of Psychological Ownership" showed that innovation has a significant effect on job satisfaction (7) that there is a positive and significant effect of Innovativeness on Entrepreneurship. As an implication of the research results, Hypothesis 2 in this research is accepted. Steps and actions related to Innovativeness in SME's business in Bogor city are very much needed to increase job satisfaction for Operational Managers who are involved in SME's business, this is proven by the significance and strong influence that innovation of business actors on job satisfaction of their Operational Managers. It is recommended that innovativeness be implemented in order to achieve a significant increase in job satisfaction of Operational Managers in SME's business.

Job satisfaction and Entrepreneurships

Job Satisfaction has a direct positive and significant impact on entrepreneurship, as seen by the significance value of p-value which is 0.001, this value is smaller than 0.05, which means that the higher the value of Job Satisfaction, the higher the value of entrepreneurship as well. This research successfully proved the previous research results regarding the effect of Job Satisfaction on entrepreneurship from the research by Farukh, Syahid and Tanzila (2014) entitled "The impact of innovation climate & Job Satisfaction on corporate entrepreneurship" which found that job satisfaction has a positive and significant effect on corporate entrepreneurship (6). As an implication of the research results, Hypothesis 3 in this research is accepted. Job satisfaction of Operational Managers has a strong influence on entrepreneurship, it is recommended for SMEs to pay attention to the factors of job satisfaction of SME's Operational Managers because they have a significant and strong impact on improving the entrepreneurial climate in Bogor City..

Innovativeness on Entrepreneurships through Job satisfaction

Innovativeness has an indirect and significant impact on Entrepreneurship through Job Satisfaction, as seen by the significance value of p-value which is 0.005, this value is smaller than 0.05, which means that the higher the value of Innovativeness, the higher the value of Entrepreneurship through job satisfaction as well. As an implication of the results of this research, then Hypothesis 4 in this research is accepted. This research successfully proved the results of the research conducted by Rutherford M.W. Holt, D.T (2007), Corporate entrepreneurship: An empirical look at the innovativeness dimension and its antecedents, (32) which revealed that innovation influences entrepreneurship mediated by Job Satisfaction and individual well-being. Activities related to Innovativeness in SME's business in Bogor city are recommended to involve factors that increase the welfare of Operational Managers, because it has been proven to increase entrepreneurship through Job Satisfaction positively and significantly. It is suggested that the local government can provide development and assistance in managing SMEs through government training centers, subsidies and partner search, as well as how to increase entrepreneurship by improving the quality of human resources of Operational Managers so that SMEs can have high competitiveness.

V. Conclusion and Recommendation

Please translate the following sentence into English: This research, which raises the theme of entrepreneurship in the framework of the focus unit of analysis of SME's business in Bogor City, where the researcher encountered various phenomena of increasing entrepreneurship since 2017 until 2021. The increase in the number of entrepreneurs is due to several factors. ranging from government regulations and policies, the role of human resources, production/operations, finance, marketing, partnerships, inflation effects and also unemployment. And among the many factors that cause it, the researcher focuses on increasing the human resources of SME's managers, namely operational managers through job satisfaction, by increasing the job satisfaction of operational managers, then an increase can be achieved. The first research result shows the innovation climate where SME's business actors in Bogor City in creating and innovating have a significant impact on increasing entrepreneurship. When many industrial sector workers close and become unemployed, their creation and innovation to plunge into entrepreneurship emerges and increases along with the movement restrictions during the pandemic. The research results also show that innovativeness has a significant and strong effect on job satisfaction. This makes innovation and creativity of business actors able to increase the job satisfaction of operational managers through factors that cause job satisfaction of an operational manager in SME's business. Related to operational managers who have been stuck in a situation that is stigmatized as expensive, large wages and facilities from their company, it looks different from operational managers in SME's business, where allowances and incentives and facilities are not necessarily there and as good as operational managers in industry. This is what makes a difference when SME's increase, then it is necessary for business actors to prepare operational managers who are also given job satisfaction supporters. The research results show that the satisfaction of operational managers will increase the entrepreneurial climate significantly and strongly which indicates that the role of supporting factors for job satisfaction is very much needed to achieve an increase in entrepreneurship in Bogor City. This is in line with the function of human resource management in increasing competence through competence and skills and followed by giving rewards to maintain the climate of job satisfaction. The research results also show that the role of job satisfaction can mediate innovativeness on increasing entrepreneurship significantly and strongly, this makes evidence of the role of job satisfaction in achieving optimal goals of increasing entrepreneurship very much needed for SME's business actors in Bogor City. So from the

results of research on 100 operational managers of SME's business in Bogor City, it can be explained that the important role in increasing entrepreneurship is the form of providing job satisfaction to their operational managers, because with that entrepreneurship can increase directly. Even the role of job satisfaction for operational managers can mediate the influence of creation and innovativeness in increasing entrepreneurship in Bogor City. The results of this study support and confirm the previous research theory on Innovativeness and job satisfaction towards Entrepreneurship.

The limitations and remarks of this study are that the findings of this study differ from the previous studies, because this study was conducted in Bogor City with respondents of SMEs operational managers of small business groups, different research locations are used to identify the characteristics of very diverse respondents. This study uses the most recent books and journals. The benefit of using the most recent books and journals is that this study becomes relevant to the advancement of other research outcomes, especially those published in scientific journals. Hence, with the limitations and gaps that exist, it is open for other researchers to explore and investigate the variables of innovativeness and job satisfaction in influencing entrepreneurship through different places, sources and research settings and vary.

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Dear **Author(s)**

Hidayati NANDA¹, Utama ANGKA^{2*}, Mulyana DEDE³

1,2,3Lecturer of Management study program, IPWUJA University, Jakarta, Indonesia

*We would like to inform you that your manuscript has been accepted for publication in the upcoming issue of **Migration Letters** ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online).*

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How to increase entrepreneurship by strengthening innovativeness and job satisfaction among the managers of SME groups' operations in Bogor City, Indonesia

Hidayati NANDA¹, Utama ANGKA^{2*}, Mulyana DEDE³

^{1,2,3}Lecturer of Management study program, IPWIIA University, Jakarta, Indonesia
Email: nanda.assalaam@gmail.com¹, angka.ipwija@gmail.com^{2*}, dedemcikeas2@gmail.com³

*Corresponding Author

Abstract

This study objectives to determine the efforts or strategies to increase the entrepreneurship of the operational managers of small business groups in Bogor City by identifying the strength of the induce of innovativeness and job satisfaction. The population and sample of the study are SMEs in Bogor City, with 100 respondents of Operational Managers of Small Business Groups that have a license (single business number) under the guidance of the Cooperative and SMEs Office in Bogor City, questionnaire research to collect primary data, with the assist of Smart PLS to scrutinize the data. The results of the study show that innovativeness and job satisfaction affect entrepreneurship, innovativeness affects job satisfaction, and ultimately the increase in job satisfaction can mediate innovativeness to entrepreneurship.

Keywords: SMEs, Operational Manager, Job satisfaction, Innovativeness; Entrepreneurship.

1. Introduction

The enhancement of SMEs in Indonesia has increased in the last few years rendering to data from the Ministry of Cooperatives and SMEs, in 2020.

Kategori	2017	2018	2019	2020	2021
Accesories	927	984	1,045	1,110	1,179 (27,18%)
Batik	927	984	1,045	1,110	1,179 (27,18%)
Embroidery	132	141	149	159	168 (27,27%)
Craft	33,111	35,159	37,335	39,644	42,097 (27,13%)
Fashion	32,316	34,315	36,438	38,693	41,087 (40,98%)
Convection	19,374	20,955	22,251	23,628	25,090 (24,99%)
Culinary	142,508	151,325	160,688	170,630	181,187 (27,14%)
Food	104,232	110,681	117,529	124,801	132,523 (19,73%)
Beverage	19,337	20,533	21,803	23,152	24,585 (27,14%)
Service/others	45,030	47,816	50,775	53,916	57,252 (27,14%)

Table 1 SME's data period 2017-2022

Source: Processed research data (2023) Ministry of Cooperatives and SMEs

There were about 64.2 million micro, small, and medium enterprises operating in Indonesia. This

number increased by about 2.02% compared to the previous year

Table 1 shows the growth rate of SMEs that has increased from 2017 to 2022, with the Fashion category experiencing the largest increase of 40.98% and the rest experiencing an average increase of 27%. This proves that SMEs are increasingly in demand by the people of Bogor City as a solution for financial income and the difficulty of job opportunities. The important role of managing SMEs through human resources needs to be prioritized because SME businesses require serious and well-organized handling with good management that will produce superior products and be able to compete with other competitors.

Many factors influence the increase of SMEs in Indonesia, ranging from government regulations and policies, the role of human resources, production/operations, financial, marketing, partnerships, inflation effects, and unemployment. Unemployment and inflation factors are very influential on the purchasing power of the people in Bogor City (Hidayati and Maskuri, 2020). The people of Bogor City have low income and cannot afford many goods or services because of the high unemployment rate. The global outbreak of covid 19 virus from 2020 to 2022 forced many businesses to shut down, resulting in this situation.

Managing SMEs requires human resources that are lacking after the number of SMEs in Bogor City

increased, creating a problem. related to the startup activities of SMEs, namely how the concept of managing human resource management and strategies to foster the output of innovations in the products or services they produce (Hidayati, 2022);(Handayani and Hidayati, 2022) which will increase entrepreneurship in the SME sector in Bogor City. The important role can be assigned to an operational manager, focused on the job satisfaction of the operational manager related to the management of SMEs that will be examined in this research (Luu, 2023);

So far, the job satisfaction of operational managers in SME organizations (Bigliardi and Filippelli, 2022) in their role as mediators has not been much raised in research related to business innovation and entrepreneurship, nor has the role of job satisfaction of operational managers in mediating innovativeness to entrepreneurship been much studied in existing journals.

In some studies on job satisfaction of operational managers, innovativeness, and entrepreneurship by Farukh, Syahid, and Tanzila (Farukh, Iqbal and Khan, 2014), Job Satisfaction as an self-determining variable and entrepreneurship as a dependent variable, the result is Entrepreneurship is influenced significantly by job satisfaction..

In another study by Mustafa and Hulya (Aslan and Atesoglu, 2021) innovation as independent and Job Satisfaction as dependent, The study's findings indicate that innovation can influence job satisfaction. Innovation is the process of generating and implementing new ideas that have a positive impact on the organization. When employees are involved in innovative behavior, they tend to feel more motivated and satisfied with their work.

In the next study from (Lee *et al.*, 2011) L Lee, PK Wong, M Der Foo, A Leung, innovation and Job Satisfaction as independent variables and entrepreneurship as dependent variable, the result of the study is that innovation and Job Satisfaction affect entrepreneurship.

In another study on Job Satisfaction and entrepreneurship by J Li, F Yang, J Qi, R Sun, and R Geng, (Li *et al.*, 2022) Job Satisfaction as independent and entrepreneurship as dependent, the result is that Job Satisfaction affects entrepreneurship.

The existing research shows the role of Job Satisfaction and innovativeness as independent variables in SMEs that can be the key to accelerating inclusive and justifiable economic development in Indonesia namely the problems of unemployment and poverty, but previous research has not shown the

role of operational managers as managers and regulators of SMEs in fostering innovativeness. (Sugiyono, 2017)

This research's original contribution is to close the gap of research that has not been studied on the role of the Operational Manager in SME business through his Job Satisfaction as a mediator of the variable innovativeness to variable entrepreneurship because, with the increasing business of SMEs, the quality of products and human resource management needs to be nurtured and improved.

The practical implications of this research are to improve some indicators of variables that are still low and maintain indicators that are already good. Meanwhile, the contribution of this research to policymakers is the achievement of the SDGs (Sustainable Development Goals) (Solling Hamid and M Anwar, 2019) goals that focus on poverty alleviation, job creation, and sustainable economic growth. For this reason, the role of the Operational Manager through Job Satisfaction as a trigger for the creativity of SME actors can influence the entrepreneurial spirit that exists in Bogor City. Based on the search for research that shows the lack of a Job Satisfaction variable on the operational managers of SMEs as an intervening variable in entrepreneurship, in this research, the researcher raises the variables of Innovativeness, Job Satisfaction, and entrepreneurship as research themes.

II. Literature Review

2.1 Innovativeness

The definition of innovativeness according to expert theories is as follows from Junaedi, A., Sunaryo, W., & Notosudjono, D. (2021). this is how expert theories define innovativeness: Insight article How Work Motivation, Organizational Culture and Transformational Leadership Enhance the Innovativeness of a Regional Government Employees. Innovativeness is The act of coming up with new ideas and making them a reality. (Junaedi, Sunaryo and Notosudjono, 2021), and then from Robbins, S. P., Judge, T. A., & Vohra, N. (2019). *Organizational behavior* (Robbins, Judge and Vohra, 2019) Innovativeness is The application of new ideas to create or enhance products, processes, and services. It includes products that are goods, processes that are procedures, and services that are activities. And then research from Sriyanta, R. A., Notosudjono, D., & Rubini, B. The Innovative Improvement through Strengthening Quality of Work Life, Situational Leadership, and Self-Efficacy

(Sriyanta, Notosudjono and Rubini, 2019) *The process of turning opportunities into new ideas and incorporate it into widely accepted practice.* (Nurdjannah, Hardhienata and Sunaryo, no date) *innovatisme Creating new products, processes and services requires translating, adapting and inventing new ideas that are applied in daily practice..* Bigliardi, B., & Filippelli, S. (2022). Sustainability, smartness and health: a literature review on innovation in the agrofood industry (Bigliardi and Filippelli, 2022) *Innovation is creating new products/services that are useful and widely accepted based on a new idea.* Sukmanasa, E., Rubini, B., & Sunaryo, W. (2021). How knowledge management, transformational leadership, and personality reinforcement can boost innovativeness. (Sukmanasa, Rubini and Sunaryo, 2021) *Innovativeness Innovation is creating and implementing new ideas into new products / services that are useful..* Tosida, E. T., Hairlangga, O., Amirudin, F., & Ridwanah, M. (2018, March). Using decision rules to empower Indonesian SMEs in telematics services (Tosida *et al.*, 2018), Based on new ideas, innovation is creating new products, processes and services

The Conclusion from some expert opinions on Innovativeness is the movement of generating new concepts and applying Creating new products/services that are useful based on them. So that they can be widely accepted, they need to be useful

2.2 Job Satisfaction

The definition of job satisfaction according to some expert theories and previous research is according to Wahyuingsih, J. W., Notosudjono, D., Sunaryo, W., & Abidin, Z. (2020). Personality, Self-Efficacy, and Job Satisfaction Enhance Engagement (Wahyuingsih *et al.*, 2020) How one feels about their work is their job satisfaction., which is sourced from his perception of his work. Winarto, A. I., Notosudjono, D., & Sunaryo, W. How private high school teachers in Banten province, Indonesia feel about their work is influenced by situational leadership, organizational climate, and personality: A study that explains the results sequentially. (Winarto, Notosudjono and Sunaryo, no date) Job satisfaction is the feeling of being happy or unhappy with one's work as a teacher, based on how they evaluate different aspects of their job situation, such as the rewards, the relationships, the personal fit, and other factors that affect their physical and mental

well-being. Another definition of job satisfaction comes from Setyaningsih, S., & Sunaryo, W. (2021). Teacher Commitment Increases by Optimizing the Strengthening of Transformational Leadership, Self Efficacy and Job Satisfaction (Setyaningsih and Sunaryo, 2021) Job satisfaction is the emotional state of a person that comes from how they judge their work or their work experiences. Another definition of job satisfaction from Rosandi, A., Hardhienata, S., Sunaryo, W., & Arifin, M.Z. (2019). Strengthening Transformational Leadership, Job Satisfaction, and Self-Efficacy Improves Organizational Citizenship Behavior (OCB) (Rosandi *et al.*, 2019) Job satisfaction is the positive feeling that comes from the perception when one's work meets or enables the meeting of the important values of one's work. Another study from Mardhiah, S. H., & Sunaryo, W. (2018). Using a sequential explanatory method, examine how organizational culture, transformational leadership, and job satisfaction affect organizational commitment. (Mardhiah and Sunaryo, 2018), job satisfaction is an emotional response to someone's work. Research Rochyadi, Y., Hardhienata, S., & Sunaryo, W. (2017). How Organizational Culture, Transformational Leadership, and Integrated Quality Management Effectiveness Affect Teachers' Job Satisfaction: A Study that Explains the Results Sequentially. International (Rochyadi, Hardhienata and Sunaryo, 2017), When one's job or job experiences are appraised positively, they feel a pleasant emotion that is called job satisfaction. Employees who are satisfied with their work have good thoughts and feelings about it. Cronley, C., & kyoung Kim, Y. (2017). How organizational culture moderates the effects of job satisfaction, which mediates the intentions to leave the job, within the Salvation Army: A study that uses Job Satisfaction as a positive emotional state from fulfilling work values.

Suryani, N. L., Hubeis, A. V. S., & Sunaryo, W. (2021). How the personality, job satisfaction, and organizational climate of lecturers in private higher education institutions in South Tangerang city affect their dedication to the profession. (Suryani, Hubeis and Sunaryo, 2021) researched that the definition of job satisfaction is Job Satisfaction is a feeling of pleasure to support or not to support that is experienced by employees at work.

The conclusion from some expert opinions on job satisfaction is synthesized as follows Job satisfaction is an emotional response (feeling) of employees about the achievement of expectations from the results of their work.

2.3 Entrepreneurships

The definition of entrepreneurship according to some expert theories and previous research is according to Aslam, N., Ahmed, A.M., Nisar, Q.A., & Sarfraz, M. (2017). How personal and organizational characteristics affect entrepreneurial behaviours (Aslam *et al.*, 2017) Entrepreneurship can be seen as a behavior or intention of individuals or organizations to create new ventures or initiatives, such as starting a new business or launching a new project. Another definition of entrepreneurship from ul Haq , M.A, Khalid, S., & Usman,M. (2018). How trust mediates the relationship between employee entrepreneurial behavior and the factors of organizational justice and perceived organizational support, and what entrepreneurship means. (ul Haq, Khalid and Usman, 2018), namely : Employees who behave entrepreneurially are willing to break away from the usual methods and seek new opportunities and innovations for their organization. This is another way of defining entrepreneurship. from Escrig-Tena, A.B., Segarra-Ciprés, M., García-Juan , B., & Badoiu , G.A. (2022). How employee well-being affects the link between work conditions and employee entrepreneurial behavior: a study.(Escrig-Tena *et al.*, 2022) Identifying and pursuing opportunities by autonomously creating and using innovative combinations of resources is what entrepreneurial behavior means, according to ‘a set of activities and practices by individuals at multiple levels. Another definition of entrepreneurship from Saif , H.A. (2022). Entrepreneurial passion for founding as a mediator of the career anchors to entrepreneurial behavior relationship (Saif, 2022) , is : Entrepreneurship refers to an individual drive or need that begins with the exploration of an idea and continues through the evaluation of opportunities Initiation with motivation and recognition is followed by start-up. Then, emergence (employees and revenues) comes, and, finally, early-stage growth. Bell gives another definition of entrepreneurship.

R. (2022). Developing entrepreneurial behaviours in the Chinese classroom through value creation pedagogy . Innovations in Education and Teaching International, (Bell, 2022), the meaning of entrepreneurship is Entrepreneurship is the characteristics of individuals (entrepreneurs) who have the freedom (celebrated) to build their own business (become a founder) , carry out innovations (as an innovator), and have competitive advantage (competitive edge). Entrepreneurship according to Troise, C. , Ben-Hafaïedh ,C., Tani, M. , &

Yablonsky, S.A . (2022). Guest editorial : New technologies and entrepreneurship : exploring entrepreneurial behavior in the digital transformation era (Troise *et al.*, 2022), namely : Entrepreneurship is a pattern of behavior that is based on the concept of strategic thinking and risk taking , which is able to create new opportunities and is oriented towards progress or improvement for organizations and individuals . The definition of entrepreneurship from Bejinaru, R. , Neamțu, D.M., Condratov , I. , Stanciu, P. , & Hapenciuc , C.V . (2022). Exploring the effectiveness of university agenda for developing students’ entrepreneurial behavior (Bejinaru *et al.*, 2023) , is Entrepreneurship is about (behavior or action) discovery, evaluation and exploitation of opportunities, to make an organization or company emerge

The conclusion from some expert opinions on entrepreneurship is synthesized as follows Individual characteristics that emerge where employees innovate, proactively seek opportunities for their organization and independently use innovative resources that start with the exploration of ideas and continue through the evaluation of opportunities and recognition to initiate.

Constructed on the introductory results and hypothetical studies, the hypothetical framework in this study is as follows:

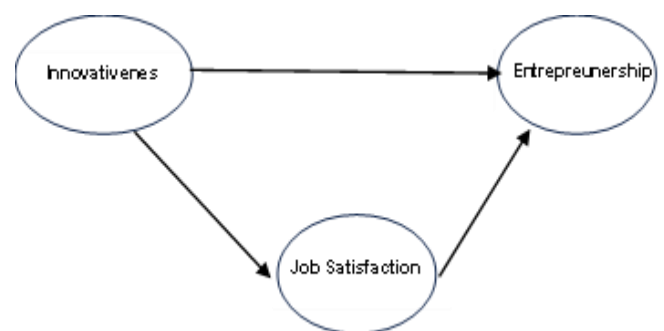


Figure 1. Theoretical Thinking Framework

III. Research Methods

The stages in this research start from collecting primary data obtained from questionnaires with 100

Operational Managers of Small Business Groups who have NIB (Business Identification Number) under the guidance of the Cooperative and SMEs Department in Bogor City. Respondents will be asked to fill out a questionnaire that has been prepared using the Likert scale technique. The Likert scale technique classifies the survey answer choices into five gauges including strongly disagree, disagree, neutral, agree, and strongly agree. The primary data from the questionnaire will then be processed with the SmartPLS 3.2.9 application. The intervening variable used in this research is job satisfaction. The intervening variable is a variable that theoretically affects the relationship between the independent and dependent variables into an indirect and unobservable and unmeasurable relationship. The data assortment method used in this research is a survey with answer choices that have been determined by the researcher.

The selection of answers chosen by the researcher is in accordance with the Likert scale that has set a score to facilitate measurement (10). SmartPLS can be used to explain whether or not there is a relationship between two or more latent variables

(prediction). SmartPLS is one of the regression analysis methods, and tests canonical correlation, which eliminates OLS (Ordinary Least Square) assumptions that require normal data distribution. PLS is an algorithm literacy in measuring indicator variables and providing a number of weight values for latent variables and connecting with other latent variables. The bootstrapping procedure is used to evaluate the correlation of latent variables formed, illustrated in path analysis (path analysis) correlation coefficient values, coefficient of determination (R-squared) and significance of contribution of exogenous variables to endogenous. In evaluating the measurement model or outer model, starting from the stage of testing construct validity consisting of convergent validity and discriminant validity, then the second stage is reliability testing (11). The “statute of thumbThe factor loading value must be higher than 0.7 and the average variance extracted (AVE) value must be more than 0.5 to assess convergent validity.. This stage has two criteria values that will dievaluasi yaitu nilai *loading factor* dan nilai *AVE*

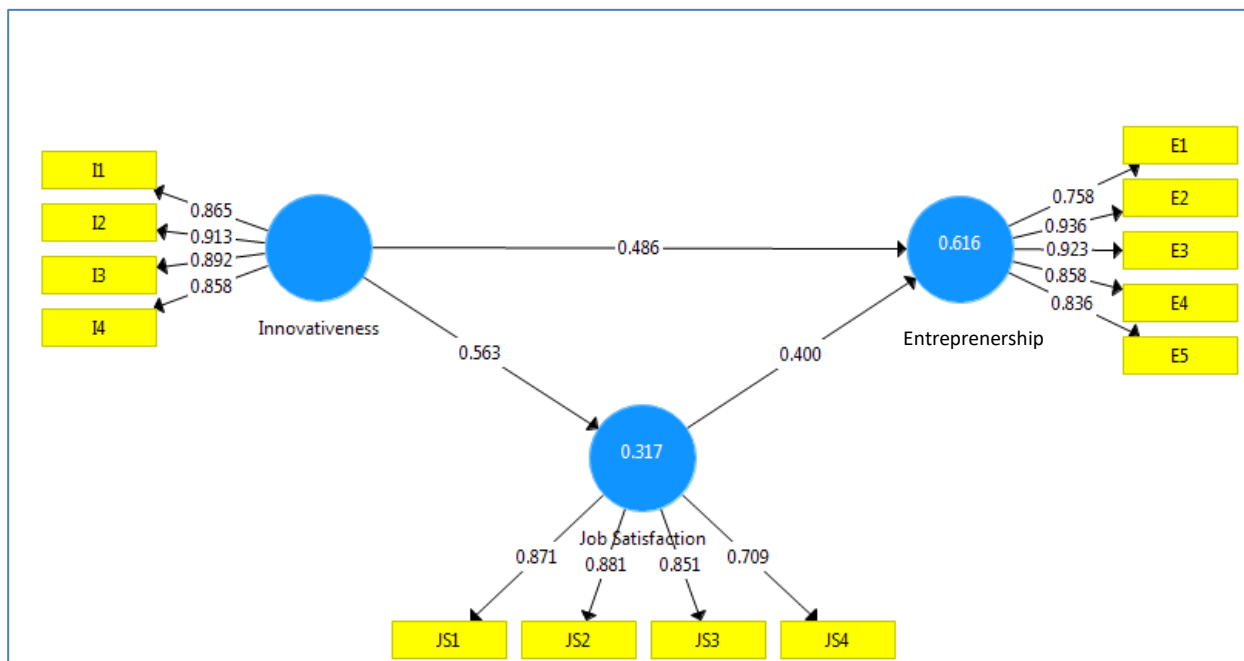


Figure-2 Outer Loadings
Source: Processed research data (2023)

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Innovativeness	0,905	0,908	0,933	0,778
Job Satisfaction	0,848	0,858	0,899	0,691
Entrepreneurships	0,915	0,923	0,936	0,748

Table-1 Construct Reliability and Validity
Source: Processed research data (2023)

All indicators of each variable are reliable because their outer loadings are higher than 0.6, as shown in Figure-2. The indicators of innovativeness have values of (0.865, 0.913, 0.892, 0.858), the indicators of job satisfaction have values of (0.871, 0.881, 0.851, 0.709), and the indicators of entrepreneurship have values of (0.758, 0.936, 0.923, 0.858, 0.836). All indicator values are > than 0.6, so it can be concluded that all indicators on the variables studied are reliable.

For Table-1 Construct Reliability and Validity, it can be seen that the Average Variance Extracted (AVE) value of Innovativeness (0.778), then Job Satisfaction (0.691), then the entrepreneurship variable (0.748), all are greater than 0.5, so it can be said that all statement values of indicators have good convergent validity.

From table-1, the cronbach's Alpha value of the Innovativeness variable is (0.905), the Job Satisfaction variable is (0.848), and the entrepreneurship variable is (0.915) all cronbach's Alpha values are greater than 0.7. Likewise for composite reliability from the Innovativeness variable is (0.933), for the Job Satisfaction variable is (0.899), then for the entrepreneurship variable

Discriminant Validity.

	Innovativeness	Job Satisfaction	Entrepreneurs hips
Innovativeness	0,882		
Job Satisfaction	0,563	0,831	
Entrepreneurs hips	0,712	0,674	0,865

Table-2 Discriminant validity Test

Source: Processed research data (2023)

The value is (0.936) all amalgamated reliability values from all variables are greater than 0.7, this indicates that all variables in table-1 have good reliability. Also from Average Variance Extracted (AVE) based on criteria, variable values are more than 0.5, then all variables have good reliability.

In Table-2, it can be seen that the value of the innovativeness variable column is 0.882, this value is bigger than the value of other variables in the same column, namely the Job Satisfaction column is 0.563, and entrepreneurship is 0.712, likewise in the Job Satisfaction column the top value is 0.831 greater than other values in the same column which is 0.674 R-square calculation must be done in measuring the structural model research.

Motionless constructed on SmartPLS 3.0 As shown in Table 4.6, the R-square output from the software - PLS Algorithm can be seen for the Endogenous Trust Variable and the Endogenous Customer Satisfaction Variable.

R Square.

	R Square	R Square Adjusted
Job satisfaction	0,317	0,310
Entrepreneurs hips	0,616	0,608

Table-3 R.Square values

Source: Processed research data (2023)

From Table-3 above, it displays that the Adjusted R-square value of the Job Satisfaction variable is 0.310, meaning that the Job Satisfaction variable can be explained by 31.0% by the Innovativeness variable. Meanwhile, the Adjusted R-Square value of entrepreneurship is 0.608, meaning that the entrepreneurship variable can be explained by 60.8% of the Job Satisfaction and innovativeness variables, and . The rest can be explained by variables outside the model.l.

I. Result

Hypothesis Test

This research uses a quantitative research approach to obtain accurate results in predicting entrepreneurship where the research variables indicated are innovativeness and job satisfaction of SME's operational managers. Where the independent variable is innovativeness and the intervening variable is job satisfaction of SME's operational managers. The population in this study is 100 Operational Managers of Small Business Groups who have NIB (Business Identification Number) under the guidance of the Cooperative and SMEs Department in Bogor City. The sampler method finished was random sampling, where the researcher only had 100 SME performers who were measured effective in directing business development. Research surveys were used to obtain primary data. While the data analysis using path analysis. And it can be seen in figure-2 the results of the relationship between innovativeness and entrepreneurship, as well as the relationship between Job Satisfaction and entrepreneurship, as well as the relationship between innovativeness and entrepreneurship through Job Satisfaction. And the loading factor values of each indicator or dimension that build variables from

Innovativeness, entrepreneurship and Job Satisfaction can be seen. The calculation model that will be used in this research is the measurement model (outer model). The relationship between indicators and latent variables is described by the outer model, while the inner model describes how latent variables are related based on the research hypothesis / problem formulation. Hypothesis testing also involves the inner model.

The researcher will see using bootstrap to see whether there is a significant or insignificant relationship between latent variables. By using hypothesis testing or statistical significance testing, one can examine the relationship between independent variable (X) and dependent variable (Y). It will be clear whether the hypothesis is true or not after the test is done. T-test statistics are used to test the null hypothesis. The given hypothesis necessity be restrained for its significance. This can be obtained by looking at T-statistics > 1.65 (one tailed) and P-value < 0.05 because this research uses a 95% confidence level.

Innovativeness and Entrepreneurships

According to the research conducted by Tosida, E. T., Hairlangga, O., Amirudin, F., & Ridwanah, M. Using decision rules to empower Indonesian SMEs in telematics services (17), the research results show that Innovation is creating new ideas in developing and designing new products, processes, and services, with the research results Innovation has a positive and significant effect on entrepreneurship. Then the research from Sukmanasa, E., Rubini, B., & Sunaryo, W. (2021). Knowledge management, transformational leadership, and personality reinforcement enhance innovativeness. (Sukmanasa, Rubini and Sunaryo, 2021) the research results show that innovativeness has a positive and significant effect on entrepreneurship, then the research from Bigliardi, B., & Filippelli, S. (2022). Sustainability, smartness and health: a literature review on innovation in the agrofood industry. (Bigliardi and Filippelli, 2022) where the research results state positive and significant results then the research from Farukh, Syahid and Tanzila (2014) entitled “The impact of innovation climate

& Job Satisfaction on corporate entrepreneurship” (Farukh, Iqbal and Khan, 2014) the research results show that innovation climate has a positive and significant effect on entrepreneurship, therefore the hypothesis proposed is

H1. Innovativeness influences entrepreneurship.

Innovativeness and Job satisfaction

The research conducted by Mustafa and Hulya (2021) entitled “How Job Satisfaction is Affected by Innovation and Participation as Values in the Workplace and the Role of Psychological Ownership as a Mediator” shows that innovation has a significant effect on job satisfaction (Aslan and Atesoglu, 2021). This research uses SEM-PLS and uses the bootstrap resampling method. The analysis was done using the SmartPLS 3.2.9 statistical software to test the effect of innovation on job satisfaction. The results of this test show that there is a significant effect of innovation on all dimensions of job satisfaction. This means that increasing innovativeness will significantly increase job satisfaction, therefore the hypothesis proposed is

H2. Innovativeness influences Job satisfaction

Job satisfaction and entrepreneurship

The research by Farukh, Syahid and Tanzila (2014) entitled “The study titled “The impact of innovation climate & Job Satisfaction on corporate entrepreneurship” revealed that corporate entrepreneurship is influenced positively and significantly by job satisfaction.. This research used regression analysis to analyze the impact of job satisfaction on corporate entrepreneurship. The research results showed that job satisfaction had a significant impact on entrepreneurship, therefore the hypothesis proposed in this research was

H3. Job satisfaction influences entrepreneurships

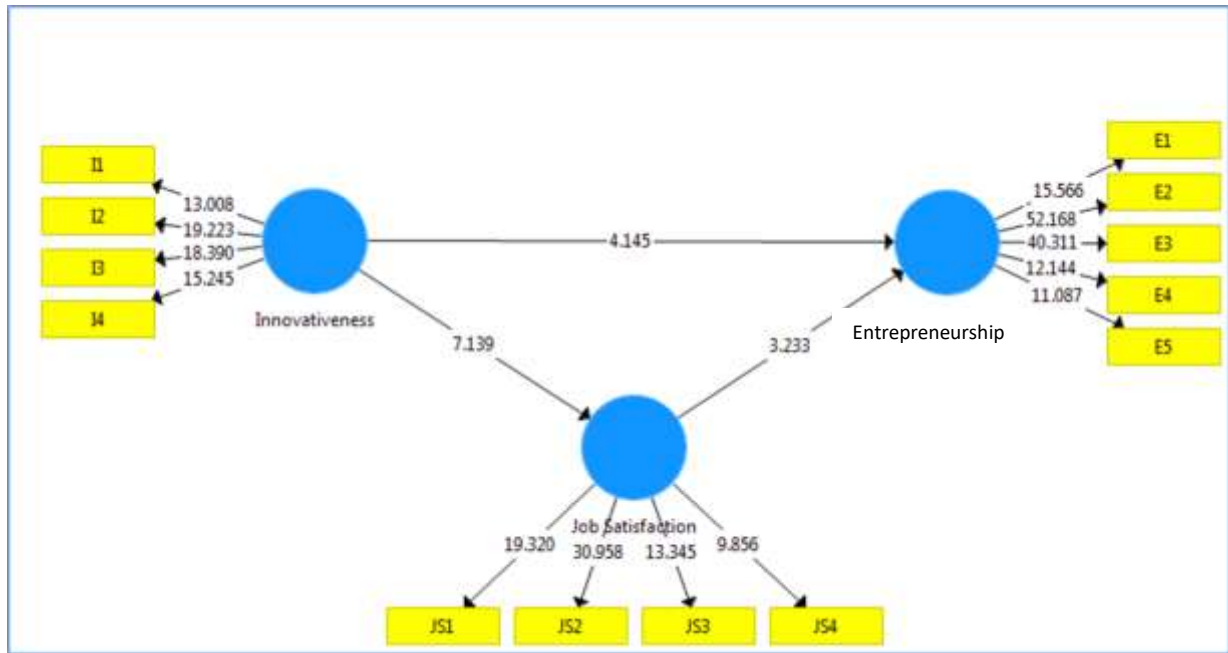
Innovativeness and Entrepreneurships

The research conducted by Rutherford M.W. Holt, D.T (2007), A study on how corporate innovation affects entrepreneurial activities, taking into account the role of job satisfaction and personal well-being, (32) found that innovation has a positive impact on entrepreneurship through these two factors., therefore the hypothesis

proposed in this research is

through job satisfaction

H4. Innovativeness influences entrepreneurship



Total Effects

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Innovativeness -> Entrepreneurships	0,563	0,573	0,079	4,145	0,000
Innovativeness -> Job satisfaction	0,486	0,473	0,117	7,139	0,000
Job_satisfaction -> Entrepreneurships	0,400	0,416	0,124	3,233	0,001

Table-4. Path coefficient

Source: Processed research data (2023)

Total Indirect Effects

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Innovativeness -> Job satisfaction					
Innovativeness -> Entrepreneurships	0,225	0,241	0,088	2,562	0,005
Job satisfaction -> Entrepreneurships					

Using the Smart PLS Program, the data underwent quantitative analysis with statistics. The tests included validity and reliability of indicators and constructs, discriminant and loading factor tests (outer model) and inner model. These results are to test the hypotheses proposed at the beginning of the research and the results obtained from the research are seen from the t value and significance of the pvalues, calculated results.

The diagonal values of each variable in each column are higher than the values of the other variables in the same group, which shows that the variables are distinct from each other.

Internal Consistency Reliability calculates to what extent an indicator can measure its latent construct. (Memon et al., 2017). The instrument used to assess this is composite reliability and Cronbach's alpha. Composite reliability values of 0.6 - 0.7 are considered to have good reliability (Sarstedt et al., 2017), and the expected Cronbach's alpha value is above 0.7 (Ghozali and Latan, 2015).

The stated hypothesis must be tested for its significance. This can be obtained by looking at t-statistics > 1.65 (one tailed) and P-value < 0.05 because this research uses a 95% confidence level

Innovativeness on Entrepreneurships

Innovativeness has a direct and significant impact on Entrepreneurship as seen by the significance value of p-value which is 0.000, this value is smaller than 0.05, which means that the higher the value of Innovativeness, the higher the value of Entrepreneurship as well. As an implication of the results of this research, then Hypothesis 1 in this research is accepted.

This research successfully proved the previous research results regarding the effect of Innovativeness on Entrepreneurship. The research conducted by Tosida, E. T., Hairlangga, O., Amirudin, F., & Ridwanah, M. Application of decision rules for empowering of Indonesian telematics services SMEs (Tosida *et al.*, 2018), The study reveals that Innovation means generating new ideas for creating and improving products, processes, and services. The study also shows that Innovation has a positive and significant influence on entrepreneurship. Then the research from Sukmanasa, E., Rubini, B., & Sunaryo, W. (2021). Increasing innovativeness through knowledge management, transformational leadership. And personality reinforcement (Sukmanasa, Rubini and Sunaryo, 2021) the research results show that innovativeness has a positive and significant effect on entrepreneurship, then the research from Bigliardi, B.,

& Filippelli, S. (2022).

A review of the literature on innovation in the agrofood industry: sustainability, smartness and health. (Bigliardi and Filippelli, 2022), where the research results state positive and significant results then the research from Farukh, Syahid and Tanzila (2014) entitled "The impact of innovation climate & Job Satisfaction on corporate entrepreneurship" (Farrukh, Iqbal and Khan, 2014) the research results show that innovation climate has a positive and significant effect on entrepreneurship that there is a positive and significant effect of Innovativeness on Entrepreneurship.

Actions related to Innovativeness in SME's business in Bogor city become a solution in increasing entrepreneurship among businessmen, this is highly recommended for beginners and SME's business actors to continue to carry out activities that lead to innovation and new and creative findings on their products and businesses in order to be able to compete in improving the output quality and quantity of entrepreneurship in Bogor City.

Innovativeness and job satisfaction

Innovativeness has a direct and significant impact on Job Satisfaction, as seen by the significance value of p-value which is 0.000, this value is smaller than 0.05, which means that the higher the value of Innovativeness, the higher the value of Job Satisfaction as well. This research successfully proved the previous research results regarding the effect of Innovativeness on Job Satisfaction. Mustafa and Hulya (2021) entitled "The Effect of Innovation and Participation as Workplace Values on Job Satisfaction and the Mediating Effect of Psychological Ownership" showed that innovation has a significant effect on job satisfaction (7) that there is a positive and significant effect of Innovativeness on Entrepreneurship. As an implication of the research results, Hypothesis 2 in this research is accepted. Steps and actions related to Innovativeness in SME's business in Bogor city are very much needed to increase job satisfaction for Operational Managers who are involved in SME's business, this is proven by the significance and strong influence that innovation of business actors on job satisfaction of their Operational Managers. It is recommended that innovativeness be implemented in order to achieve a significant increase in job satisfaction of Operational Managers in SME's business.

Job satisfaction and Entrepreneurships

Job Satisfaction has a direct positive and significant impact on entrepreneurship, as seen by the significance value of p-value which is 0.001, this value is smaller than 0.05, which means that the higher the value of Job Satisfaction, the higher the value of entrepreneurship as well. This research successfully proved the previous research results regarding the effect of Job Satisfaction on entrepreneurship from the research by Farukh, Syahid and Tanzila (2014) entitled "The impact of innovation climate & Job Satisfaction on corporate entrepreneurship" which found that job satisfaction has a positive and significant effect on corporate entrepreneurship (6). As an implication of the research results, Hypothesis 3 in this research is accepted. Job satisfaction of Operational Managers has a strong influence on entrepreneurship, it is recommended for SMEs to pay attention to the factors of job satisfaction of SME's Operational Managers because they have a significant and strong impact on improving the entrepreneurial climate in Bogor City..

Innovativeness on Entrepreneurships through Job satisfaction

Innovativeness has an indirect and significant impact on Entrepreneurship through Job Satisfaction, as seen by the significance value of p-value which is 0.005, this value is smaller than 0.05, which means that the higher the value of Innovativeness, the higher the value of Entrepreneurship through job satisfaction as well. As an implication of the results of this research, then Hypothesis 4 in this research is accepted. This research successfully proved the results of the research conducted by Rutherford M.W. Holt, D.T (2007), Corporate entrepreneurship: An empirical look at the innovativeness dimension and its antecedents, (32) which revealed that innovation influences entrepreneurship mediated by Job Satisfaction and individual well-being. Activities related to Innovativeness in SME's business in Bogor city are recommended to involve factors that increase the welfare of Operational Managers, because it has been proven to increase entrepreneurship through Job Satisfaction positively and significantly. It is suggested that the local government can provide development and assistance in managing SMEs through government training centers, subsidies and partner search, as well as how to increase entrepreneurship by improving the quality of human resources of Operational Managers so that SMEs can have high competitiveness.

V. Conclusion and Recommendation

Please translate the following sentence into English: This research, which raises the theme of entrepreneurship in the framework of the focus unit of analysis of SME's business in Bogor City, where the researcher encountered various phenomena of increasing entrepreneurship since 2017 until 2021. The increase in the number of entrepreneurs is due to several factors. ranging from government regulations and policies, the role of human resources, production/operations, finance, marketing, partnerships, inflation effects and also unemployment. And among the many factors that cause it, the researcher focuses on increasing the human resources of SME's managers, namely operational managers through job satisfaction, by increasing the job satisfaction of operational managers, then an increase can be achieved. The first research result shows the innovation climate where SME's business actors in Bogor City in creating and innovating have a significant impact on increasing entrepreneurship. When many industrial sector workers close and become unemployed, their creation and innovation to plunge into entrepreneurship emerges and increases along with the movement restrictions during the pandemic. The research results also show that innovativeness has a significant and strong effect on job satisfaction. This makes innovation and creativity of business actors able to increase the job satisfaction of operational managers through factors that cause job satisfaction of an operational manager in SME's business. Related to operational managers who have been stuck in a situation that is stigmatized as expensive, large wages and facilities from their company, it looks different from operational managers in SME's business, where allowances and incentives and facilities are not necessarily there and as good as operational managers in industry. This is what makes a difference when SME's increase, then it is necessary for business actors to prepare operational managers who are also given job satisfaction supporters. The research results show that the satisfaction of operational managers will increase the entrepreneurial climate significantly and strongly which indicates that the role of supporting factors for job satisfaction is very much needed to achieve an increase in entrepreneurship in Bogor City. This is in line with the function of human resource management in increasing competence through competence and skills and followed by giving rewards to maintain the climate of job satisfaction. The research results also show that the role of job satisfaction can mediate innovativeness on increasing entrepreneurship significantly and strongly, this makes evidence of the role of job satisfaction in achieving optimal goals of increasing entrepreneurship very much needed for SME's business actors in Bogor City. So from the

results of research on 100 operational managers of SME's business in Bogor City, it can be explained that the important role in increasing entrepreneurship is the form of providing job satisfaction to their operational managers, because with that entrepreneurship can increase directly. Even the role of job satisfaction for operational managers can mediate the influence of creation and innovativeness in increasing entrepreneurship in Bogor City. The results of this study support and confirm the previous research theory on Innovativeness and job satisfaction towards Entrepreneurship.

The limitations and remarks of this study are that the findings of this study differ from the previous studies, because this study was conducted in Bogor City with respondents of SMEs operational managers of small business groups, different research locations are used to identify the characteristics of very diverse respondents. This study uses the most recent books and journals. The benefit of using the most recent books and journals is that this study becomes relevant to the advancement of other research outcomes, especially those published in scientific journals. Hence, with the limitations and gaps that exist, it is open for other researchers to explore and investigate the variables of innovativeness and job satisfaction in influencing entrepreneurship through different places, sources and research settings and vary.

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9. Vice Rector for Innovation and Development Dr. Heru Mulyanto S.E., M.M.
10. Head of the Institute for Research and Community Service Dr. Ir. Titing Widyastuti, MM.
11. Lecturers and Education Staff of Ipwija University
12. Managers and staff of SMEs involved in data collection research.
13. Field data collection team and data processor.
14. All parties involved in the research process and preparation of this research that cannot be written one by one.
15. This translation is based on the Bing Translator

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PENINGKATAN KEWIRAUSAHAAN MELALUI
PENGUATAN KEINOVATIFAN, DAN KEPUASAN KERJA
PADA MANAJER OPERASIONAL UMKM KELOMPOK USAHA KECIL
DI KABUPATEN BOGOR

Anggota Peneliti :

Ketua Peneliti :

Nanda Hidayati, S.Pd.I., M.Pd

NIDN.0302029103

1. Dede Mulyana, S.E., M.M.

NIDN. 0310118702

2. Angka Utama, SE., M.M.

NIDN. 0309057703

UNIVERSITAS IPWIJA - 2023



LATAR BELAKANG

Perkembangan UMKM (Usaha Mikro, Kecil, dan Menengah) di Indonesia cukup pesat dalam beberapa tahun terakhir. Perkembangan UMKM di Indonesia cukup pesat dalam beberapa tahun terakhir. Menurut data dari Kementerian Koperasi dan UKM, pada tahun 2020 terdapat sekitar 64,2 juta unit usaha mikro, kecil, dan menengah yang beroperasi di Indonesia. Jumlah ini meningkat sekitar 2,02% dibandingkan dengan tahun sebelumnya. Usaha mikro kecil (UMK) merupakan sektor ekonomi yang mampu memberdayakan dan membangun kemandirian ekonomi masyarakat. Perkembangan UMKM juga penting dalam pencapaian tujuan SDGs (Sustainable Development Goals) yang berfokus pada pengentasan kemiskinan, penciptaan lapangan kerja, dan pertumbuhan ekonomi yang berkelanjutan.

TUJUAN

Secara umum penelitian ini bertujuan menemukan upaya atau strategi meningkatkan kewirausahaan manajer operasional kelompok usaha kecil di kabupaten Bogor dengan cara mengidentifikasi kekuatan pengaruh keinovatifan dan kepuasan kerja yaitu dengan cara mengidentifikasi dan menganalisis pengaruh antar variabel tersebut, sebagai berikut :

1. Besarnya pengaruh langsung keinovatifan terhadap kewirausahaan;
2. Besarnya pengaruh langsung kepuasan kerja terhadap kewirausahaan;
3. Besarnya pengaruh langsung keinovatifan terhadap kewirausahaan;
4. Besarnya pengaruh tidak langsung keinovatifan terhadap kewirausahaan melalui kepuasan kerja

KEBAHARUAN PENELITIAN

Hasil penelitian ini berbeda dengan penelitian yang lain, karena tempat penelitian ini dilakukan di Kabupaten Bogor dengan responden manajer operasional UMKM kelompok usaha kecil, tempat penelitian yang berbeda gunanya agar dapat mengidentifikasi karakteristik- karakteristik responden yang sangat beragam. Penelitian ini menggunakan buku dan jurnal yang terbaru. Kegunaan menggunakan buku dan jurnal terbaru, agar penelitian ini menjadi relevan dengan perkembangan hasil penelitian lain, khususnya penelitian yang terdapat pada jurnal ilmiah.



METODE PENELITIAN

Tahapan pengumpulan data primer yang dihasilkan dari kuesioner dengan responden 100 Manajer Operasional Kelompok Usaha Kecil yang memiliki NIB (Nomor Induk Berusaha) binaan Dinas Koperasi dan UMKM di Kabupaten Bogor. Responden akan diminta untuk mengisi kuesioner yang telah disusun dengan menggunakan teknik skala likert. Teknik skala likert menggolongkan pilihan jawaban kuesioner menjadi lima skala meliputi sangat tidak setuju, tidak setuju, netral, setuju, dan sangat setuju. Data primer yang berasal dari kuesioner selanjutnya diolah dengan aplikasi SmartPLS 3.2.9. Variabel intervening yang digunakan dalam penelitian ini adalah kepuasan kerja.



HASIL PENELITIAN

1. Keinovatifan memiliki dampak langsung dan signifikan terhadap Kewirausahaan dengan nilai signifikansi p-value yaitu 0,000, nilai ini lebih kecil dari 0,05, yang artinya semakin tinggi nilai Keinovatifan, maka semakin tinggi pula nilai Kewirausahaan.
2. Keinovatifan memiliki dampak langsung dan signifikan terhadap Kepuasan Kerja, dengan nilai signifikansi pvalue yaitu 0,000, nilai ini lebih kecil dari 0,05, yang artinya semakin tinggi nilai Keinovatifan, maka semakin tinggi pula nilai Kepuasan Kerja.
3. Kepuasan Kerja memiliki dampak langsung yang positif dan signifikan terhadap kewirausahaan, terlihat dengan hasil nilai signifikansi p-value yaitu 0,001, nilai ini lebih kecil dari 0,05, yang artinya semakin tinggi nilai Kepuasan Kerja, maka semakin tinggi pula nilai kewirausahaan.
4. Keinovatifan memiliki dampak tidak langsung dan signifikan terhadap Kewirausahaan melalui Kepuasan kerja dengan hasil nilai signifikansi p-value yaitu 0,005, nilai ini lebih kecil dari 0,05, yang artinya semakin tinggi nilai Keinovatifan, maka semakin tinggi pula nilai Kewirausahaan melalui kepuasan kerja.



LUARAN DALAM BENTUK PUBLIKASI

Accepted Artikel di Jurnal Internasional Terindeks di Pengindeks Bereputasi

KESIMPULAN

Keinovatifan memiliki dampak langsung dan signifikan terhadap Kewirausahaan, Keinovatifan memiliki dampak langsung dan signifikan terhadap Kepuasan Kerja, Kepuasan Kerja memiliki dampak langsung yang positif dan signifikan terhadap kewirausahaan, Keinovatifan memiliki dampak tidak langsung dan signifikan terhadap Kewirausahaan melalui Kepuasan kerja

SARAN DAN REKOMENDASI

No	Deskripsi Program	Keterangan
1	Nama Program	Pelatihan Penguatan Keinovatifan dan Kepuasan Kerja dalam rangka Peningkatan Kewirausahaan
3	Bentuk Program	Pelatihan terhadap penguatan Keinovatifan dan Kepuasan Kerja pada Manajer Operasional UMKM Kelompok Usaha Kecil di Kabupaten Bogor
4	Penanggung Jawab	Ketua Forum UMKM di Kabupaten Bogor
5	Jadwal Pelaksanaan	2 kali dalam setahun setiap awal semester (Januari dan Juli)



Article ID 4739

Date: 20-11-2023

Dear Author(s)

Hidayati NANDA¹, Utama ANGKA^{2*}, Mulyana DEDE³
1,2,3Lecturer of Management study program, IPWJIA University, Jakarta, Indonesia

We would like to inform you that your manuscript has been accepted for publication in the upcoming issue of Migration Letters ISSN: 1741-8984 (Print) ISSN: 1741-8992 (Online).

Manuscript Title: How to increase entrepreneurship by strengthening innovativeness and job satisfaction among the managers of SME groups' operations in Bogor City, Indonesia

Thanks for submission of your work with us.

Regards,

Editor

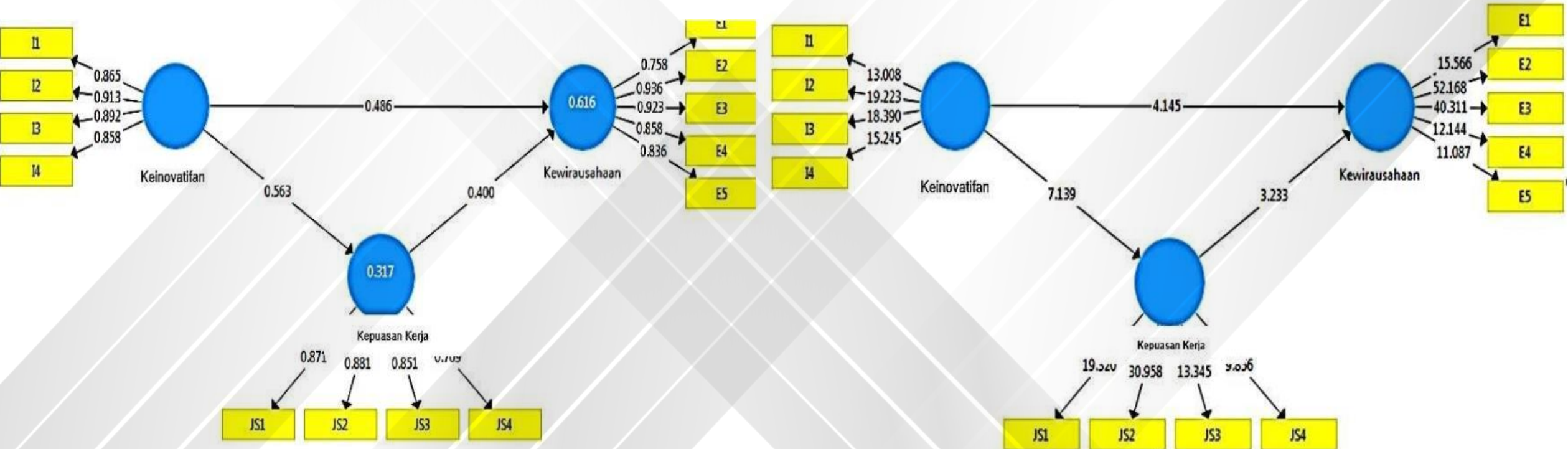
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FOTO HASIL PENELITIAN



Gambar 1. Outer Loadings
Sumber: data penelitian diolah 2023

Gambar 2. Inner values

SURAT PERNYATAAN TANGGUNG JAWAB BELANJA

Yang bertanda tangan di bawah ini :

Nama : NANDA HIDAYATI S.Pd.I, M.Pd

Alamat : Griya Bukit Jaya Blok F1 No 30 Tlajung Udik, Gunungputri Kabupaten Bogor

berdasarkan Surat Keputusan Nomor 179/E5/PG.02.00/PL/2023 dan Perjanjian / Kontrak Nomor 1411/LL3/AL.04/2023 mendapatkan Anggaran Penelitian Peningkatan Kewirausahaan melalui penguatan keinovatifan Sebesar 17,500,000

Dengan ini menyatakan bahwa :

1. Biaya kegiatan Penelitian di bawah ini meliputi :

No	Uraian	Jumlah
01	Bahan Kertas HVS A4 Sinar Dunia 80 gr = 3 Paket x Rp 60.000 = Rp 180.000 Spidol Whiteboard Snowman 1 box = 2 Paket x Rp 80.000 = Rp 160.000 Map Document/Tas Plastik Kancing = 4 Paket x Rp 15.000 = Rp 60.000 Pulpen Standard A7 = 3 Paket x Rp 25.000 = Rp 75.000 Flash disk Sandisk 128 GB = 3 Unit x Rp 115.000 = Rp 345.000 Toner Printer HP Black 85A = Rp 1.250.000 Odner Bantex F4 = 4 Paket x Rp 50.000 = Rp 200.000	2,270,000
02	Pengumpulan Data Biaya Konsumsi Snack = 15 OH x Rp 25.000 = Rp 375.000 HR Petugas Survei = 100 OH x Rp 10.000 = Rp 1.000.000 Makan Siang = 15 OH x Rp 50.000 = Rp 750.000 Administrasi peneliti = 3 OB x Rp 300.000 = Rp 900.000 Pembantu Lapangan = 6 OH x Rp 80.000 = Rp 480.000	3,505,000
03	Analisis Data(Termasuk Sewa Peralatan Biaya Konsumsi Rapat Snack = 15 OH x 25.000 = Rp 375.000 HR Sekretariat/Administrasi Peneliti Administrasi = 2 OB x Rp 300.000 = Rp 600.000 Makan Siang = 15 OH x Rp 50.000 = Rp 750.000 Jasa Pengolahan dan interpretasi data = Rp 1.750.000	3,475,000
04	Pelaporan, Luaran Wajib dan Luaran Tambahan Penerjemah artikel jurnal internasional terindeks di Pengindeks Bereputasi = Rp 3.000.000 Publikasi di jurnal internasional terindeks di Pengindeks Bereputasi	3,000,000 5,250,000
05	Lain-lain	0
	Jumlah	17,500,000

2. Jumlah uang tersebut pada angka 1, benar-benar dikeluarkan untuk pelaksanaan kegiatan Penelitian dimaksud.

Demikian surat pernyataan ini dibuat dengan sebenarnya.

Jakarta, 29-12-2023

Ketua,

A handwritten signature in black ink, appearing to be 'Nanda Hidayatis', written in a cursive style.

(NANDA HIDAYATIS.Pd.I, M.Pd)

NIP/NIK 3201024202910004