

# The Effect of Entrepreneurial Motivation and Self-Efficacy on The Performance of Umkm Types of Culinary Micro-Businesses Through Entrepreneurial Education in Serang City

Susi Mulyati<sup>1</sup>, Ahmad Mukhlis<sup>2</sup>, Khaeruman<sup>3\*</sup>

<sup>1,2,3</sup> Universitas Bina Bangsa, Indonesia

\*Corresponding Author:

Email: [khaeruman.oce@gmail.com](mailto:khaeruman.oce@gmail.com)

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## **Abstract.**

*This study aims to analyze the influence of entrepreneurial motivation and self-efficacy on the performance of culinary micro-enterprises in Serang City, both directly and indirectly through entrepreneurial education as an intervening variable. The research method used is a quantitative approach with a survey technique using a Likert scale questionnaire. The research sample was determined through a purposive sampling method of culinary micro-SMEs. Data analysis was conducted using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method. The results of the study indicate that entrepreneurial motivation and self-efficacy have a positive and significant effect on MSME performance. Furthermore, entrepreneurial motivation and self-efficacy also have a positive and significant effect on entrepreneurial education. Entrepreneurial education has been shown to have a positive and significant effect on MSME performance and acts as an intervening variable in the relationship between entrepreneurial motivation and self-efficacy on MSME performance. These findings indicate that increasing motivation, self-confidence, and the quality of entrepreneurial education simultaneously can strengthen the performance of micro-enterprises in the culinary sector. This study provides theoretical contributions in the development of entrepreneurial behavior models and practical implications for local governments and stakeholders in designing more effective, targeted, and sustainable MSME empowerment programs to increase local economic competitiveness.*

**Keywords:** *Entrepreneurial Motivation; Self-Efficacy; Entrepreneurial Education and MSME Performance.*

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## **I. INTRODUCTION**

Management is the process of planning, organizing, directing, and controlling organizational resources to achieve goals effectively and efficiently. In the context of micro-enterprises, management plays a crucial role in optimizing business performance through integrated management of operations, marketing, finance, and human resources. Recent studies confirm that good management practices contribute significantly to increasing the productivity and competitiveness of MSMEs, particularly in the culinary sector, which faces intense competition and dynamic changes in consumer preferences (Prasetyo & Sutopo, 2022; Tambunan, 2023). The performance of culinary micro-enterprises (MSMEs) is a key topic in this research because this sector is the backbone of the local economy in Serang City. Culinary MSMEs absorb labor, increase community income, and support regional economic growth. However, various empirical findings indicate that the performance of culinary MSMEs still faces serious challenges, such as sales stagnation, revenue fluctuations, limited product innovation, and low competitiveness (Sari et al., 2023; Wibowo & Nugroho, 2024). This condition is reinforced by data from the Serang City Market Management Technical Implementation Unit (UPTD), which recorded a decline in the number of culinary vendors in the Old Market from 47 in 2024 to 27 in 2025, accompanied by a significant decline in daily turnover. The research focused on culinary micro-enterprises (MSMEs) in Serang City because this region exhibits both high business growth dynamics and vulnerability to market instability.

The decline in the number of entrepreneurs and turnover reflects fundamental issues in business performance, including managerial, marketing, and human resource readiness. This phenomenon aligns with the findings of Arifin et al. (2024), who stated that culinary MSMEs in urban areas face high competitive pressure due to changes in consumer behavior and digital transformation. Factors influencing MSME performance in this study include entrepreneurial motivation, self-efficacy, and entrepreneurial education. Entrepreneurial motivation acts as an internal drive that determines persistence, risk-taking, and commitment to business development. Recent research has shown that entrepreneurial motivation significantly influences MSME performance and sustainability (Rahman & Hidayat, 2021; Lestari et al., 2023). Meanwhile, self-

efficacy reflects an individual's belief in their ability to manage and develop a business. High self-efficacy has been shown to improve problem-solving, innovation, and strategic decision-making skills (Putri & Indrawati, 2022; Zhang et al., 2024). Entrepreneurship education acts as both an external factor and a mediating variable, strengthening the relationship between motivation and self-efficacy on MSME performance.

Entrepreneurship education equips entrepreneurs with managerial knowledge, innovative skills, and an adaptive attitude to market changes. Recent studies have shown that entrepreneurship education has a significant impact on improving the performance, innovation, and competitiveness of culinary MSMEs (Susanto et al., 2023; Wahyuni & Pratama, 2025). Initial survey results indicate that approximately 45% of respondents experienced a decline in all performance indicators, while entrepreneurial motivation, self-efficacy, and entrepreneurial education also fell within the moderate to low categories. This condition indicates a strong correlation between these three factors and MSME performance. Therefore, this study is important to conduct empirically to test the influence of entrepreneurial motivation and self-efficacy on the performance of culinary micro-enterprises through entrepreneurial education in Serang City, in order to generate strategic recommendations for sustainable MSME development. A prominent phenomenon in the context of culinary micro-enterprises (MSMEs) in Serang City is the suboptimal role of entrepreneurship education as a means of strengthening the capacity of entrepreneurs. Most MSMEs have never participated in structured entrepreneurship training or education, while the small number who have participated have not been able to implement the training material into daily business practices.

This indicates a gap between theoretically acquired entrepreneurial knowledge and practical application in the field. This condition is reinforced by preliminary survey findings that indicate that managerial skills, product innovation, risk-taking, and marketing strategies are still at a moderate to low level. This phenomenon indicates that entrepreneurship education has not functioned optimally as an instrument for transforming knowledge into productive entrepreneurial behavior. Thus, the entrepreneurial motivation and self-efficacy of MSMEs have not been fully converted into improved business performance because they are not reinforced by a systematic and continuous entrepreneurial learning process. This condition emphasizes the position of entrepreneurship education as a strategic intervening variable in strengthening the influence of entrepreneur motivation and self-confidence on the performance of culinary micro-SMEs. Based on this phenomenon, the problems of MSMEs in the culinary micro-business sector in Serang City can be identified in several main aspects, namely: (1) low consistency and orientation of business development due to entrepreneurial motivation that is still survival-oriented, not growth-oriented; (2) weak self-efficacy of business actors which is reflected in hesitation in making strategic decisions, low courage to face risks, and limitations in facing business failures; (3) limited entrepreneurial education which causes weak managerial skills, product innovation, technology utilization, and marketing strategies; and (4) declining performance of MSMEs as indicated by sales stagnation, turnover fluctuations, low customer growth, and threatened business sustainability.

These problems are interrelated and form a circle of structural problems, where low motivation and self-efficacy are unable to drive optimal performance without the support of adequate entrepreneurial education. Therefore, a comprehensive research approach is needed to empirically examine the relationship between entrepreneurial motivation, self-efficacy, and MSME performance with entrepreneurial education as an intervening variable, so that a more effective, competitive, and sustainable development strategy for culinary micro MSMEs in Serang City can be formulated. Various recent studies have shown that entrepreneurial motivation, self-efficacy, and entrepreneurial education play a strategic role in improving the performance of MSMEs, particularly in the culinary sector. Rahmawati et al. (2021) demonstrated that entrepreneurial motivation and self-efficacy significantly influence MSME performance, where entrepreneurs with a high achievement drive and strong self-confidence tend to have better productivity and business sustainability. Furthermore, Putri and Indrawati (2022) emphasized that self-efficacy positively contributes to decision-making and product innovation, which directly impacts the performance of micro-enterprises in the culinary sector. Research by Susanto et al. (2023) demonstrated that entrepreneurial education can improve managerial skills, creativity, and market orientation, thereby strengthening the

competitiveness of MSMEs amidst increasingly fierce competition. Similar results were also found by Lestari et al. (2023), who stated that entrepreneurial motivation significantly influences business sustainability, especially in growth-oriented MSMEs.

Meanwhile, Zhang et al. (2024) emphasized that the combination of self-efficacy and experiential entrepreneurial learning can improve the adaptability and resilience of small businesses to changes in the business environment. These findings strengthen the argument that entrepreneurial motivation and self-efficacy, strengthened through entrepreneurial education, are key determinants of the performance of micro-SMEs in the culinary sector, making them relevant as a conceptual basis for this research. Based on previous research, a significant research gap remains. Most previous studies examined the influence of entrepreneurial motivation and self-efficacy on MSME performance directly without including entrepreneurial education as a mediating or intervening variable. Research by Rahmawati et al. (2021) and Putri and Indrawati (2022), for example, confirmed the significant influence of motivation and self-efficacy on MSME performance, but failed to explain the mechanisms by which these two internal factors are internalized into productive entrepreneurial behavior through entrepreneurship learning and training. On the other hand, research by Susanto et al. (2023) and Zhang et al. (2024) focused more on the role of entrepreneurship education and experiential learning on performance but failed to comprehensively examine their relationship with motivation and self-efficacy as underlying psychological factors. Furthermore, most research was conducted on MSMEs in general and in different regions, leaving the specific context of culinary micro-enterprises in Serang City largely unexplored.

Thus, there is still a gap in studies that integrate entrepreneurial motivation, self-efficacy, and entrepreneurial education in one complete research model, especially in the micro culinary sector at the local level, so that the existing research results have not been fully able to explain the dynamics of MSME performance comprehensively. The novelty of this research lies in the development of a conceptual model that integrates entrepreneurial motivation and self-efficacy as internal factors with entrepreneurial education as an intervening variable in explaining the performance of culinary micro-enterprises (MSMEs) in Serang City. This research not only examines the direct influence of these two psychological factors on performance but also examines the strategic role of entrepreneurial education in strengthening the transformation of motivation and self-confidence of entrepreneurs into managerial skills, product innovation, and applicable marketing strategies. In addition, the empirical focus on culinary micro-SMEs in Serang City presents new contextual data relevant to local characteristics, market dynamics, and the specific challenges of developing urban areas. This integrative approach provides a theoretical contribution in the form of enriching the model of relationships between variables in entrepreneurship studies, as well as a practical contribution as a basis for formulating policies and empowerment programs for MSMEs that are more targeted, sustainable, and oriented towards increasing local competitiveness.

## **II. LITERATURE REVIEW**

### **Entrepreneurial Motivation**

Entrepreneurial motivation is an internal and external drive that drives individuals to start, manage, and sustainably develop a business. McClelland emphasized that the need for achievement is a key factor driving individuals to innovate and face business risks. Recent research shows that entrepreneurial motivation significantly influences MSME performance by increasing persistence, goal orientation, and the courage to make strategic decisions (Rahmawati et al., 2021; Lestari et al., 2023). With high motivation, MSMEs can increase productivity, innovation, and business sustainability amidst the dynamics of market competition.

### **Self-Efficacy in Entrepreneurship**

Self-efficacy is an individual's belief in their ability to complete tasks and face challenges to achieve specific goals. Bandura stated that self-efficacy influences an individual's choice of actions, level of effort, persistence, and resilience to failure. In the context of MSMEs, high self-efficacy encourages entrepreneurs to be more confident, adaptive, and innovative in managing their businesses. Empirical studies show that

self-efficacy positively influences decision-making, creativity, and improves the performance of micro-enterprises, particularly in the culinary sector (Putri & Indrawati, 2022; Zhang et al., 2024).

### **Entrepreneurship Education and MSME Performance**

Entrepreneurship education is a learning process aimed at developing entrepreneurial knowledge, skills, and attitudes so that individuals can manage businesses professionally and innovatively. Entrepreneurship education has been proven to improve the managerial skills, creativity, and market orientation of MSMEs. Contemporary research shows that entrepreneurship education acts as a reinforcing variable that transforms motivation and self-efficacy into productive business behavior, thus significantly impacting the performance and competitiveness of MSMEs, particularly in the competitive culinary sector (Susanto et al., 2023; Wahyuni & Pratama, 2025).

### **Thinking Framework**

#### **The Influence of Entrepreneurial Motivation on the Performance of Micro, Small, and Medium Enterprises in the Culinary Sector**

Entrepreneurial motivation is an internal drive that determines the intensity of effort, persistence, and orientation toward achieving business goals. Individuals with high motivation tend to have a strong commitment, are willing to take risks, and continuously strive to improve the quality of products and services. Research by Rahmawati et al. (2021) and Lestari et al. (2023) demonstrates that entrepreneurial motivation significantly influences MSME performance by increasing productivity, innovation, and business sustainability. Therefore, entrepreneurial motivation is seen as a key determinant in improving the performance of micro-MSMEs in the culinary sector.

*H<sub>1</sub>: It is suspected that there is a direct influence of entrepreneurial motivation on the performance of MSMEs in the culinary micro-business sector.*

#### **The Influence of Self-Efficacy on the Performance of Micro-Businesses in the Culinary Sector**

Self-efficacy reflects an individual's belief in their ability to face business challenges and achieve business goals. MSMEs with high self-efficacy are more confident, adaptive, and persistent in managing their businesses. Putri and Indrawati (2022) and Zhang et al. (2024) demonstrated that self-efficacy significantly influences the quality of decision-making, creativity, and performance of MSMEs. Therefore, increased self-efficacy is expected to have a direct impact on the performance of micro-MSMEs in the culinary sector.

*H<sub>2</sub>: It is suspected that there is a direct influence of self-efficacy on the performance of MSMEs in the culinary micro-business sector.*

#### **The Influence of Entrepreneurial Motivation on Entrepreneurial Education**

Entrepreneurial motivation encourages individuals to continuously improve their capacity through entrepreneurship education and training. Highly motivated entrepreneurs have a strong learning orientation, making them more active participants in entrepreneurship education programs. Susanto et al. (2023) and Lestari et al. (2023) showed that entrepreneurial motivation significantly influences participation in entrepreneurship education and increases business competency. Therefore, entrepreneurial motivation is suspected to have a direct influence on entrepreneurship education.

*H<sub>3</sub>: It is suspected that there is a direct influence of entrepreneurial motivation on entrepreneurial education.*

#### **The Influence of Self-Efficacy on Entrepreneurship Education**

Self-efficacy influences an individual's readiness to participate in the entrepreneurship learning process. Individuals who believe in their abilities are more open to training, able to absorb material, and apply it effectively. Zhang et al. (2024) and Putri and Indrawati (2022) stated that self-efficacy significantly influences the intensity of learning and the effectiveness of entrepreneurship education. Therefore, the higher the self-efficacy of entrepreneurs, the greater their participation and success in entrepreneurship education.

*H<sub>4</sub>: It is suspected that there is a direct influence of self-efficacy on entrepreneurial education.*

## The Influence of Entrepreneurship Education on the Performance of Micro, Small, and Medium Enterprises in the Culinary Sector

Entrepreneurship education improves the managerial skills, innovation, and marketing strategies of MSMEs. Effective education equips entrepreneurs with practical skills, thereby increasing productivity and competitiveness. Research by Susanto et al. (2023) and Wahyuni and Pratama (2025) demonstrated that entrepreneurship education has a positive and significant impact on improving MSME performance. Therefore, entrepreneurship education is expected to directly impact the performance of micro-MSMEs in the culinary sector.

*H<sub>5</sub>: It is suspected that there is a direct influence of entrepreneurial education on the performance of MSMEs in the culinary micro-business sector.*

### The Indirect Effect of Entrepreneurial Motivation on MSME Performance through Entrepreneurship Education

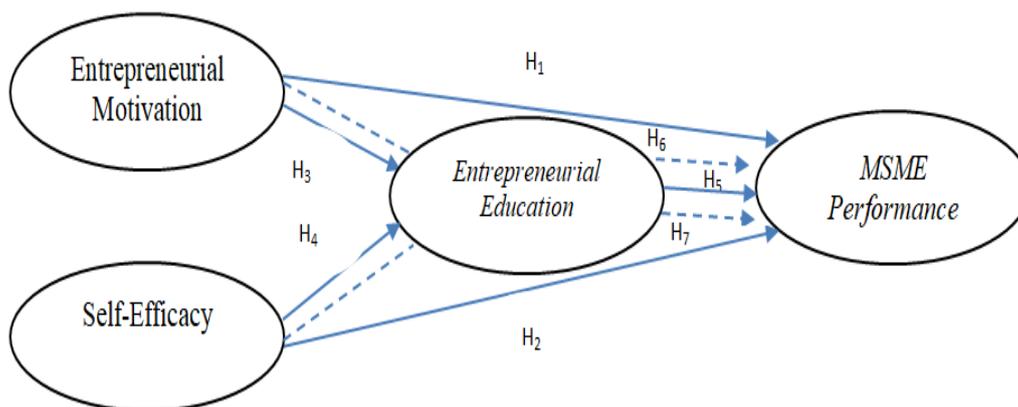
Entrepreneurial motivation not only directly impacts performance but also influences entrepreneurs' participation in entrepreneurship education. This education, in turn, improves business management skills and productivity. Findings by Rahmawati et al. (2021) and Susanto et al. (2023) indicate that entrepreneurship education can strengthen the influence of motivation on MSME performance. Therefore, entrepreneurship education is positioned as an intervening variable in the relationship between entrepreneurial motivation and MSME performance.

*H<sub>6</sub>: It is suspected that there is an indirect influence of entrepreneurial motivation on the performance of MSMEs through entrepreneurial education.*

### The Indirect Effect of Self-Efficacy on MSME Performance through Entrepreneurship Education

Self-efficacy encourages entrepreneurs to actively participate in entrepreneurship education and optimally implement the learning. This education then improves managerial skills and business innovation. Zhang et al. (2024) and Putri and Indrawati (2022) showed that entrepreneurship education strengthens the influence of self-efficacy on MSME performance. Thus, entrepreneurship education acts as a mediating variable in the relationship between self-efficacy and the performance of micro-MSMEs in the culinary sector.

*H<sub>7</sub>: It is suspected that there is an indirect influence of self-efficacy on MSME performance through entrepreneurship education.*



**Fig 1.** Thinking Framework

## III. METHODS

This research uses a quantitative method with an associative approach. According to Hair et al. (2021), associative quantitative research aims to examine the causal relationships and influences between variables using numerical data and inferential statistical techniques. This method is suitable for examining the direct influence of entrepreneurial motivation and self-efficacy on MSME performance, as well as the indirect influence through entrepreneurship education as a mediating variable. This approach allows for systematic and objective hypothesis testing, resulting in generalizable empirical findings.

### Place and Time of Research

This research was conducted on culinary micro-enterprises (MSMEs) in Serang City, Banten Province, specifically in five main market areas: Kepandean Market, Serang Plaza Market, Karanghantu Market, Banten Market, and Kalodran Market. These locations were selected based on the high concentration of culinary MSME activity, reflecting the dynamics of local entrepreneurship and the involvement of business actors in entrepreneurship education programs organized by the local government and related institutions. This location context is relevant to describe the real conditions of micro-SMEs in developing urban areas (Wahyuni & Pratama, 2025). This research was conducted for two months, namely from November to December 2025. This time period was chosen because it is a stable period of trading activity towards the end of the year, thus allowing the collection of representative data related to business performance, motivation, self-efficacy, and participation in entrepreneurship education (Zhang et al., 2024).

### Population and Sample

The population in this study was all micro-enterprises (MSMEs) in the culinary sector in Serang City who had participated in entrepreneurship education programs, whether through training, outreach, or seminars. Based on data from the Serang City Cooperatives and MSMEs Office, the population was recorded at 359 entrepreneurs spread across five main market areas. The sampling technique used probability sampling with a simple random sampling method, which provides an equal opportunity for each member of the population to be selected. The sample size was determined using the Slovin formula with a 5% error rate, resulting in a sample of 190 respondents. This technique is considered capable of representing the population proportionally and minimizing sampling bias (Susanto et al., 2023).

### Data Collection Techniques

Research data was collected through two main methods: library research and field research. Library research was used to examine theories of entrepreneurial motivation, self-efficacy, entrepreneurship education, and MSME performance from textbooks and scientific journals. Field research was conducted by distributing questionnaires to respondents. The instrument used a five-point Likert scale to measure respondents' perceptions of each variable. This method is effective in obtaining valid and reliable primary data (Zhang et al., 2024; Wahyuni & Pratama, 2025).

### Data Analysis Techniques

Data analysis used Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4.0 software. The PLS method was chosen because it can test complex structural models, including mediating variables, without requiring normal data distribution and large sample sizes. Testing included evaluating the outer model (construct validity and reliability) and the inner model (path coefficients,  $R^2$ ,  $f^2$ , and  $Q^2$ ). This approach has proven effective in entrepreneurship and MSME management research (Hair et al., 2021; Zhang et al., 2024).

## IV. RESULT AND DISCUSSION

### Research result

This chapter presents the results of the analysis of research data obtained from 190 respondents, micro-enterprises in the culinary sector. The analysis was conducted in stages, including descriptive statistics, frequency distributions, and instrument validity and reliability testing using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The presentation of these results aims to provide an empirical overview of the characteristics of the research variables and the quality of the instruments used.

### Description of MSME Performance Variables

**Table 1.** Statistical Description of MSME Performance Variable Data

Statistics	Mark
Mean	88,65
Standard Error	0,80
Median	84
Mode	84

Statistics	Mark
Standard Deviation	11,01
Variance	121,22
Kurtosis	-0,99
Skewness	0,34
Range	39
Minimum	66
Maximum	105
Sum	16.844
Count	190

*Source: Data processed by the author (2025)*

Based on Table 1, the mean value of 88.65 indicates that MSME performance is generally in the relatively high category. The median and mode values are the same, at 84, indicating consistency in respondents' answers. The standard deviation value of 11.01 indicates moderate data variation. A positive skewness value of 0.34 indicates a right-skewed data distribution, while a negative kurtosis value indicates a platykurtic distribution. Overall, the MSME performance data shows a good distribution and is suitable for further analysis.

**Table 2.** Frequency Distribution of MSME Performance Variables

No	Interval	Frequency	Relative (%)	Cumulative (%)
1	63–67	2	1,1	1,1
2	68–72	8	4,2	5,3
3	73–77	11	5,8	11,1
4	78–82	25	13,2	24,2
5	83–87	74	38,9	63,2
6	88–92	12	6,3	69,5
7	93–97	5	2,6	72,1
8	98–102	5	2,6	74,7
9	103–107	48	25,3	100

*Source: Data processed by the author (2025)*

The frequency distribution shows that the majority of respondents (38.9%) fell within the 83–87 range, indicating that MSME performance is in the good category. Furthermore, 25.3% of respondents fell within the highest 103–107 range, reflecting very high performance. Conversely, only 1.1% of respondents fell within the lowest range. This indicates that most MSMEs have an adequate level of performance, although there is variation among business actors.

### Description of Entrepreneurial Education Variables

**Table 3.** Descriptive Statistics of Entrepreneurial Education Variables

Statistics	Mark
Mean	89,15
Standard Error	0,82
Median	84
Mode	84
Standard Deviation	11,31
Variance	127,86
Kurtosis	-0,99
Skewness	0,12
Range	40
Minimum	65
Maximum	105
Sum	16.938
Count	190

*Source: Data processed by the author (2025)*

The mean value of 89.15 indicates that the level of entrepreneurial education is in the fairly high category. A standard deviation of 11.31 indicates moderate variation among respondents. A skewness value close to zero indicates a symmetrical data distribution, while negative kurtosis indicates a relatively flat data

distribution. This indicates that respondents have a fairly good level of participation in and utilization of entrepreneurship education.

**Table 4.** Frequency Distribution of Entrepreneurial Education

Interval	Freak	%
63–67	5	2,6
68–72	9	4,7
73–77	9	4,7
78–82	15	7,9
83–87	73	38,4
88–92	14	7,4
93–97	5	2,6
98–102	15	7,9
103–107	45	23,7

*Source: Data processed by the author (2025)*

A total of 38.4% of respondents fell within the 83–87 range, indicating their entrepreneurship education level was in the upper-middle category. A total of 23.7% of respondents fell within the highest range, indicating a group of MSMEs with very good levels of entrepreneurial literacy. Overall, the data distribution reflects that the majority of MSMEs have benefited significantly from entrepreneurship education.

**Description of Entrepreneurial Motivation Variables**

**Table 5.** Descriptive Statistics of Entrepreneurial Motivation

Statistics	Mark
Mean	37,93
Std Dev	4,61
Median	36
Mode	36
Range	16
Minimum	29
Maximum	45
Skewness	0,18
Kurtosis	-0,83

*Source: Data processed by the author (2025)*

The mean score of 37.93 indicates that respondents' entrepreneurial motivation is relatively high. The low standard deviation indicates homogeneity of responses. The data distribution is close to normal, thus concluding that most respondents have a strong internal drive to develop a sustainable culinary business.

**Table 6.** Frequency Distribution of Entrepreneurial Motivation

Interval	Freak	%
29–30	10	5,3
31–32	11	5,8
33–34	13	6,8
35–36	71	37,4
37–38	15	7,9
39–40	13	6,8
41–42	9	4,7
43–44	15	7,9
45–46	33	17,4

*Source: Data processed by the author (2025)*

The frequency distribution shows that 37.4% of respondents fell within the 35–36 range, indicating moderately high motivation. Furthermore, 17.4% fell within the very high category. This demonstrates that MSMEs possess a strong drive to maintain and grow their businesses.

**Description of Self-Efficacy Variable**

**Table 7.** Descriptive Statistics of Self-Efficacy

Statistics	Mark
Mean	75,81
Std Dev	9,75

Median	72
Mode	72
Range	36
Skewness	-0,08
Kurtosis	-0,74

Source: Data processed by the author (2025)

A mean score of 75.81 indicates that respondents' self-efficacy is relatively high. The moderate distribution of data indicates variation in self-confidence in running a business. The data distribution is approximately normal, indicating the reliability of this construct's measurement.

**Table 8.** Frequency Distribution of Self-Efficacy

Interval	Freak	%
54–57	7	3,7
58–61	10	5,3
62–65	6	3,2
66–69	9	4,7
70–73	77	40,5
74–77	12	6,3
78–81	2	1,1
82–85	18	9,5
86–90	49	25,8

Source: Data processed by the author (2025)

A total of 40.5% of respondents fell within the 70–73 range, indicating a predominance of high levels of self-confidence. Furthermore, 25.8% fell within the very high category. This confirms that the majority of MSMEs possess strong confidence in managing their culinary businesses.

### Measurement Model Testing

**Table 9.** Outer Loading of All Variables

Variables	Indicator	Outer Loading
MSME Performance	KU1–KU7	0,819 – 0,967
Motivation	MB1–MB3	0,882 – 0,926
Education	PB1–PB7	0,896 – 0,957
Self Efficacy	SE1–SE6	0,808 – 0,940

Source: Data processed by the author (2025)

All indicators had outer loading values above 0.70, indicating excellent convergent validity. This demonstrates that the indicators optimally represent the latent constructs, making the measurement model suitable for use in structural testing.

### Discussion of Research Results

This discussion aims to interpret the results of hypothesis testing regarding the influence of entrepreneurial motivation, self-efficacy, and entrepreneurship education on the performance of culinary micro-enterprises (MSMEs). The analysis was conducted by comparing the empirical findings of this study with those of previous research to strengthen the validity of the findings. Thus, this discussion is expected to provide a comprehensive understanding of the mechanisms of relationships between variables in improving the performance of culinary MSMEs.

#### 1. The Influence of Entrepreneurial Motivation on MSME Performance

The results of the study indicate that entrepreneurial motivation has a positive and significant effect on the performance of culinary MSMEs, with a path coefficient of 0.182, a T-statistic of 2.700, and a p-value of 0.007. These findings confirm that motivation is an important driving factor in increasing work enthusiasm, perseverance, and commitment of entrepreneurs in managing their businesses. High motivation encourages MSMEs to set clear targets, dare to take risks, and strive to continuously improve the quality of products and services. These results align with research by Delsi and Maat (2024), who found that entrepreneurial motivation positively influences the performance of culinary MSMEs in Kupang City. They emphasized that motivation plays a key role in increasing productivity and business sustainability. Furthermore, Jatmiko et al. (2021) also demonstrated that motivation significantly influences the success of

food startups in Surabaya. These similar results indicate that entrepreneurial motivation is a crucial determinant of optimal business performance, particularly in the highly competitive culinary sector.

## **2. The Influence of Self-Efficacy on MSME Performance**

The test results show that self-efficacy has a positive and significant influence on MSME performance with a coefficient of 0.340, a t-statistic of 3.983, and a p-value of 0.000. This indicates that MSME actors' self-confidence in managing their businesses, facing challenges, and making decisions directly contributes to improved business performance. Self-efficacy enables entrepreneurs to be more optimistic, resilient, and adaptive to market changes. This finding aligns with research by Arimbi and Diptyana (2023), which found that self-efficacy positively influences the performance of MSMEs in Surabaya. This study confirmed that entrepreneurs with high self-efficacy tend to be more innovative and productive. Furthermore, research from the Laboratory Research Journal (2025) also showed that self-efficacy significantly influences the performance of MSMEs in Bengkayang. This consistent finding reinforces the conclusion that self-efficacy is a crucial psychological factor determining the success of micro-enterprises, particularly in the culinary sector.

## **3. The Influence of Entrepreneurial Motivation on Entrepreneurial Education**

The analysis results show that entrepreneurial motivation has a positive and significant effect on entrepreneurial education. This finding indicates that highly motivated entrepreneurs are more likely to improve their competencies through entrepreneurial education and training. Motivation drives individuals to continue learning, broaden their business horizons, and develop managerial skills to enhance their business competitiveness. These results align with research by Rahmawati and Diansyah (2024), which found that entrepreneurial motivation significantly influences interest in participating in entrepreneurship education. Similarly, Aeni et al. (2024) found that motivation and entrepreneurship education simultaneously had a positive effect on students' entrepreneurial behavior index. These findings confirm that motivation is an internal factor that drives individuals to actively participate in entrepreneurship education as an effort to improve their personal capacity and business performance.

## **4. The Influence of Entrepreneurship Education on MSME Performance**

The results of the study indicate that entrepreneurship education has a positive and significant effect on MSME performance, with a coefficient of 0.368, a t-statistic of 3.937, and a p-value of 0.000. This indicates that entrepreneurship education can improve the managerial skills, innovation, financial management, and marketing strategies of culinary MSMEs. Education provides practical knowledge that can be implemented in managing a business effectively and efficiently. These findings align with research by Aries et al. (2023), which states that entrepreneurship education significantly influences the success of MSMEs. Furthermore, Al-Mawardi et al. (2025) found that education level positively impacts the performance of culinary MSMEs in Cirebon Regency. The consistency of these results suggests that entrepreneurship education is a strategic investment in increasing the competitiveness and sustainability of micro-enterprises in the culinary sector.

## **5. The Influence of Self-Efficacy on Entrepreneurship Education**

The results of the study indicate that self-efficacy has a very strong influence on entrepreneurial education, with a coefficient of 0.593, a t-statistic of 7.414, and a p-value of 0.000. These findings indicate that MSMEs with high self-confidence are more prepared, courageous, and open to participating in entrepreneurial training and education. Self-efficacy encourages individuals to believe in their ability to understand and apply the knowledge they have acquired. These results align with research by Srimulyani and Hermanto (2022), which found that self-efficacy positively influences the success of micro-enterprises in the food and beverage sector. Furthermore, Tuwonaung and Anisah (2025) also found that self-efficacy significantly influenced the success of culinary businesses in Banjarbaru. These findings reinforce the idea that self-efficacy not only directly improves performance but also increases participation in entrepreneurship education.

## **6. The Indirect Effect of Entrepreneurial Motivation on MSME Performance through Entrepreneurship Education**

The analysis results show that entrepreneurial motivation has a significant indirect effect on MSME performance through entrepreneurship education, with a coefficient of 0.116, a T-statistic of 2.642, and a p-value of 0.008. This confirms that entrepreneurship education acts as a mediator that strengthens the relationship between motivation and business performance. This finding aligns with research by Hasan et al. (2021), which states that entrepreneurship education influences entrepreneurial attitudes and motivation, which in turn improves the performance of family businesses in the culinary sector. Furthermore, Amaliawati et al. (2019) found that entrepreneurship education mediates the relationship between entrepreneurial intentions and MSME performance. This consistency suggests that motivation supported by entrepreneurship education can produce a more optimal performance impact.

## **7. The Indirect Effect of Self-Efficacy on MSME Performance through Entrepreneurship Education**

The results of the study indicate that self-efficacy has a significant indirect effect on MSME performance through entrepreneurship education, with a coefficient of 0.218, a T-statistic of 3.409, and a p-value of 0.001. This finding indicates that MSME actors' self-confidence strengthens the effectiveness of entrepreneurship education in improving business competence and performance. These results align with Ali's (2024) research, which found that self-efficacy strengthens the mediating relationship between entrepreneurial competence and MSME performance. Furthermore, Hutasuhut et al. (2024) stated that entrepreneurship education and self-efficacy simultaneously improve MSME performance. These findings emphasize that increasing self-efficacy through entrepreneurship education is a crucial strategy for driving the growth and sustainability of culinary MSMEs.

## **V. CONCLUSION**

This study aims to analyze the influence of entrepreneurial motivation and self-efficacy on the performance of culinary micro-enterprises (MSMEs), both directly and indirectly through entrepreneurial education as a mediating variable. The results indicate that entrepreneurial motivation has a positive and significant effect on MSME performance. This finding confirms that strong internal motivation can increase work enthusiasm, perseverance, and commitment among entrepreneurs in managing their businesses, thus impacting productivity and business success. Entrepreneurial motivation has also been shown to have a positive and significant impact on entrepreneurial education. This indicates that the higher the motivation of MSMEs, the greater their desire to improve their entrepreneurial knowledge and skills through various forms of education and training.

Entrepreneurial education itself has been shown to significantly impact MSME performance, highlighting the importance of strengthening managerial competencies, innovation, and operational capabilities in supporting business success. Self-efficacy also demonstrates a positive and significant impact on MSME performance. Entrepreneurs' confidence in managing and developing their businesses encourages more effective decision-making, the courage to face risks, and resilience in facing business challenges. Thus, this study demonstrates that entrepreneurial motivation and self-efficacy not only directly influence MSME performance but also indirectly through entrepreneurial education. These findings confirm that strengthening psychological aspects and entrepreneurial education are key strategies for improving the performance and sustainability of micro-MSMEs in the culinary sector.

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