
SOCIAL CAPITAL AND ENTREPRENEURIAL GENETICS IN FORMING BUSINESS SUCCESS

Siti Alfiyana¹, Shinta Miftachul Chasanatin², Joko Hadi Susilo³, Moh Saiful Anam⁴

^{1,4} Faculty of Economics, Bojonegoro University

JL. Lettu Suyitno No.02, Bojonegoro, East Java, 62119, Indonesia.

sitialfiyana.bjn@gmail.com

ABSTRACT

This research aims to analyze the influence of social capital and entrepreneurial genetics on entrepreneurial success, both partially and simultaneously. Social capital includes networks, trust, and social norms that support business activities. Entrepreneurial genetics includes innate traits that support ability and success in entrepreneurship. Data was collected through a survey of a number of entrepreneurs in various business sectors. Data analysis was carried out using the multiple regression method to measure the influence of each variable on entrepreneurial success. The research results show that social capital and entrepreneurial genetics have a significant influence on partial entrepreneurial success. Simultaneously, these two variables also make a significant contribution to entrepreneurial success, with social capital showing a more dominant influence than entrepreneurial genetics. These findings show the importance of strengthening social capital and developing entrepreneurial genetic potential in increasing entrepreneurial success.

Keywords: Social Capital, Entrepreneurial Genetics, Business Success

INTRODUCTION

Business success is the main goal of a company, where all activities within it aim to achieve success (Supriyanto, 2022). This is reflected in the company's ability to achieve its stated goals. Business success can be identified from certain behaviors such as innovation, the ability to take risks wisely, hard work, dedication to quality and service, and efficiency in the production process. When a company is able to implement these conditions well, its business activities will develop and change for the better. This concerns the optimal use of energy and thoughts to achieve continuous improvement in business.

Business success can often be measured by considering operational scale and significant growth (Ramadani et al., 2024). For example, an increase in production volumes and a company's ability to manage more raw materials indicates progress in its operational capacity. Apart from that, business success criteria also include factors such as human resources as seen from the number of employees working, low turnover rate, employee years of service, and management education level. Apart from that, increasing sales turnover is also an important indicator in driving the success of a business. This can be seen from the number of orders received, the effectiveness of product or service promotions, the pricing policies set, and the income generated from sales activities. All these factors collectively reflect a business's ability to grow, develop and generate added value for stakeholders including owners, employees and customers..

The success of Micro, Small and Medium Enterprises (MSMEs) really depends on the efforts and hard work of the MSME owners (Akmal & Arifa, 2023). MSME owners not only have to be effective managers but also have to be able to implement appropriate management policies. The use of accounting information is important in making strategic and timely decisions to ensure business continuity and growth. In this increasingly developing era, MSMEs have a fairly large role in the economy (Pranoto, 2023). Not only does it contribute to economic growth through job creation but also in terms of employment. MSMEs often become the backbone of local economies by utilizing local resources, expanding supply networks, and providing products and services that meet the needs of local and international markets (Vinatra, 2023). Therefore, supporting the development of MSMEs with policies that support and provide access to the resources

needed is very important to ensure that MSMEs can continue to make a positive contribution to overall economic growth.

Micro, Small and Medium Enterprises (MSMEs) in Bojonegoro Regency have an important role in the regional economy. Bojonegoro Regency, located in East Java Province, is famous for its strong agricultural, fisheries and processing industry sectors. MSMEs here play a role in exploiting local potential and providing employment opportunities for local communities.

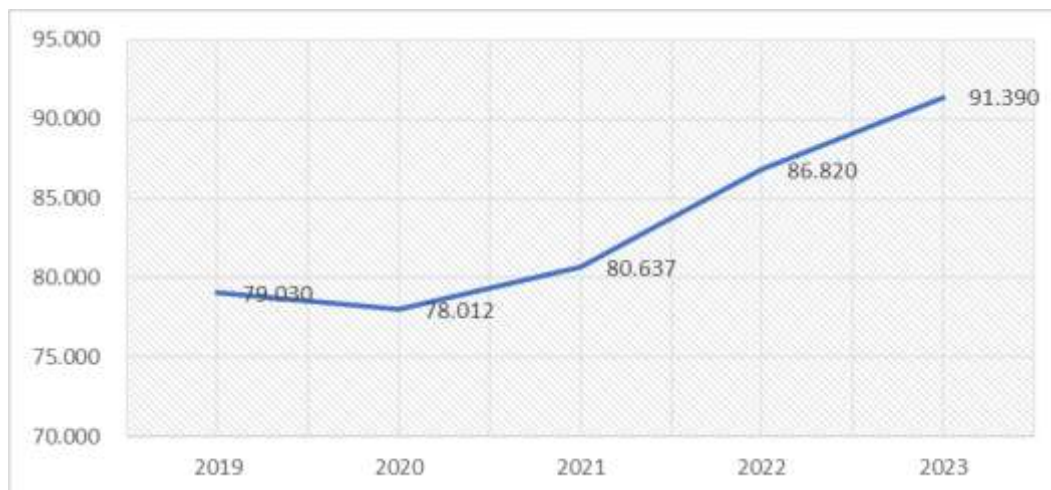


Figure 1. Data on the Number of Micro, Small and Medium Enterprises in Bojonegoro

Source: Data processed (2024)

Based on data on the number of Micro, Small and Medium Enterprises (MSMEs) in Bojonegoro Regency from 2019 to 2023, it can be seen that the number of MSMEs has experienced interesting variations. In 2019, there were 79,030 MSME players, but this experienced a slight decrease in 2020 to 78,012 MSME players due to the significant impact of the COVID-19 pandemic. However, in 2021, the number of MSME players increased again to 80,637, which shows the recovery of the MSME sector after the crisis. This positive trend continued in 2022 with 86,820 MSME players recorded, and the peak occurred in 2023 with the number of MSME players reaching 91,930 people, showing significant growth in the last four years.

The success of a business does not only depend on the quality of the product or service offered, but is also significantly influenced by social capital variables. Social capital, which includes networks of relationships, social interactions, and trust among individuals and groups in a community or business environment, has a crucial role in supporting the growth and desirability of a business (Azarah et al., 2024). Through a strong social network, an entrepreneur can expand access to various resources that are important for business development, such as financial capital, market information, and collaboration opportunities (Soemarsono et al., 2024). These connections not only open doors to new opportunities but also provide access to knowledge and experience that can improve business strategies. Then, social capital supports the formation of partnerships and partnership strategies. This collaboration not only expands market share but also increases competitiveness through the exchange of technology, resources and innovation. By utilizing existing connections, entrepreneurs can expand distribution networks and increase operational efficiency. Additionally, social capital helps build reputation and trust which are important in business relationships. Strong trust between customers, business partners and communities can increase loyalty and support for a brand or business. A good reputation also makes it easier to access new markets and increases the chances of getting positive references (Yani & Lubis, 2023). Therefore, building and maintaining strong social capital is an important step in creating an

environment that supports business growth. By utilizing social relationships effectively, entrepreneurs are not only able to overcome existing challenges but also make better use of opportunities to achieve success in the competitive business world.

The success of a business is also influenced by entrepreneurial genetics which includes a series of innate traits and characteristics possessed by an entrepreneur. Entrepreneurial genetics determine a number of key factors in a person's ability to manage, develop and withstand challenges in business. (Winarni & Mahsun, 2021). First, traits such as courage and perseverance inherent in entrepreneurial genetics play a critical role in an entrepreneur's ability to take calculated risks and persevere in the face of difficult times. The ability to consider risks wisely and stay focused on long-term goals is critical to achieving business success. Second, creativity and innovation are also genetic traits of entrepreneurship that contribute to the development of new products, discovery of new markets, and effective marketing strategies. The ability to think out-of-the-box and meet challenges with creative solutions is what sets successful entrepreneurs apart from others. Apart from that, genetic entrepreneurship also influences leadership patterns and decision making in business. Entrepreneurs who have entrepreneurial genetics tend to have the ability to motivate teams, collaborate, and manage resources efficiently. Thus, entrepreneurial genetics not only influence individual characteristics but also play a role in shaping the culture and values that underlie a business (Mala et al., 2022). Understanding and developing these traits in a positive way can increase the chances of success in running a business, even though market conditions and the business environment continue to change.

The success of a business is influenced by a complex combination of social capital and entrepreneurial genetics. Social capital, which includes networks of relationships, trust, and collaboration between individuals and groups within a business community, provides a strong foundation for business growth and sustainability. Through a solid social network, an entrepreneur can gain access to important resources such as market information, financial capital, and collaboration opportunities that can increase the competitiveness and innovation of his business. On the other hand, entrepreneurial genetics plays a role in determining personality traits and mental attitudes that influence a person's ability to manage risks, survive in the face of challenges, and take advantage of business opportunities. Traits such as courage, perseverance, and creativity that may be inherited can also shape effective leadership strategies and good business decisions. A good combination of strong social capital and supportive entrepreneurial genetics can create an environment conducive to business growth. By utilizing social relationships effectively and developing positive entrepreneurial traits, an entrepreneur can increase his chances of success in facing complex market dynamics and intense competition.

Previous research consistently shows that social capital has a significant influence on business success (Safii & Anom, 2021). Social capital includes a network of relationships, trust, social norms, and involvement in a business community or network that can influence various operational and strategic aspects of a business. Then, entrepreneurial genetics have a significant influence on business success (Susilo, 2023). This concept refers to the inherent traits or characteristics of individuals and how these influence the way they run business and face challenges in a complex business environment. Recent research on business success highlights two main influencing factors, namely social capital and entrepreneurial genetics. Social capital, which includes networks of social relationships, trust, and norms within a business community or network, has been shown to play an important role in helping businesses access critical resources such as market information, financial support, and strategic partnerships. Research shows that businesses that are able to leverage strong social relationships tend to have a competitive advantage in building a good reputation, increasing customer loyalty, and exploiting new business opportunities more effectively. These research gaps demonstrate the importance of continuing to develop multidisciplinary approaches and more sophisticated research methodologies to understand more deeply how social capital and entrepreneurial genetics interact and influence each other in the context of business

success. By completing this understanding, we can identify more effective strategies and policies to support business growth and sustainability in a variety of economic and social contexts.

Based on the background of business success which is influenced by social capital and entrepreneurial genetics. Therefore, understanding and implementing strategies to strengthen these two factors is key to optimizing business performance and achieving long-term success. Strengthening social capital and genetic entrepreneurship have an important role for MSMEs in Bojonegoro in achieving sustainable and competitive business success. This research examines the variables of social capital and entrepreneurial genetics on business success. Several previous studies have not examined these variables simultaneously with certain variables. So, given the research gaps from several previous studies, researchers were inspired to conduct research that tested the variables of social capital and entrepreneurial genetics on business success. This research is intended to be able to provide an explanatory picture of what factors or indicators can influence the success of an MSME business.

LITERATURE REVIEW

Business Success

The business success of a company is one of the goals of every entrepreneur (Andini & Nawawi, 2024). The success of small industrial businesses can be interpreted as the level of business success of a company which can be seen from various aspects, such as: financial performance and company image. Business success is a condition that describes conditions that are better than before (Gemina & Harini, 2021). Entrepreneurial success is not identical to someone's success in accumulating money or assets to become rich, because wealth can be obtained in various ways to produce added value.

Business is seen more from how someone can form, establish and run a business from something that was previously formless, not running or perhaps did not exist at all (Taman, 2020). And business success is the success of the business in achieving its goals. To be a successful entrepreneur you must have a clear business idea or vision, then have the willingness and courage to face risks, both time and money (Maryadi, 2021). Business success is a business that can achieve its business goals, apart from that, a company whose activities refer to achieving success (Rizky et al., 2023). Meanwhile, the company's success in maintaining the continuity of its product sales business lies in its ability to change the owner's mindset and innovative nature regarding its ability to provide value to customers (Maula, 2022). The success of a business is one that generates acceptable returns on the assets used. This is positioned to continue running well without depending on the owner. Business success means achieving an action within a certain time period or within certain parameters, or it can also mean achieving a goal or achieving a goal (Widdianti et al., 2023).

Business success is identified with business development (Victor & Goh, 2022). This term is defined as the process of increasing the quantity of company dimensions. Business success is essentially a business condition that is better than the previous situation and can achieve the desired goals and can be shown in five things, namely The number of sales increases, namely an increase in sales which is the goal of the business. Increased sales are an indication of the success or failure of a business in competition, Increasing production results, namely the size of business productivity, will determine the size of business production. This will affect the size of sales which ultimately determines income, thereby influencing the size of the profits earned, Increase in profit or profit, namely profit is the excess value obtained from sales proceeds after deducting capital and production costs which can determine subsequent productivity results, Business Growth, namely business growth as seen from sales, profits and assets. Business growth can be seen well with the higher the growth rate of a business, the better the business, Business development develops quickly and satisfactorily, which is a form of business effort itself

so that it can develop even better and reach a point or peak towards success. Business development is carried out by businesses that have started the process and see the possibility of further progress.

According to the indicators in achieving business success as follows: 1) Sales volume is the number of sales obtained from traded commodities in a certain period; 2) Profit is the difference in income above costs within a certain period; 3) Revenue is the entry or increase in the value of business unit prices or termination of debt or a combination of both in one period obtained from the delivery/production of goods, delivery of services and the implementation of other economic activities; 4) Labor growth is a situation where there is an increase in labor in a company because the needs of a company are met.

Based on the definition above, it can be concluded that business success is a business condition that is better than the previous situation and can achieve the goals in the business so that it succeeds in collecting money or assets and becomes rich thereby generating added value. Based on the explanation above, the indicators for measuring business success are as follows: (1) Increase in sales volume; (2) Increase in sales turnover; (3) Expansion of marketing areas; (4) Increase in production quantities; (5) Increase in the number of workers; (6) Increase in the number of customers.

Social Capital

The theory of social capital was first introduced systematically by Bourdieu in 1972 and Coleman in 1988. The basic definition introduced was that social capital is a resource inherent in social relationships that can utilize these resources for personal and group interests. This basic definition is also agreed upon by Putnam, Burt, and Lin, although each has a slightly different point of view. Social capital is the ability to benefit from social networks and build interpersonal relationships with social networks that are useful for seeking additional resources (Darmawan et al., 2022). The development of the concept of social capital varies according to experts, according to Bourdieu and Wacquant, social capital is the amount of actual or virtual resources accumulated within an individual or group because they have a long-term network in the form of reciprocal relationships. a more or less institutionalized relationship of acquaintance and recognition. Meanwhile, Bourdieu explains that social capital is a collection of actual or potential resources that are tied together to create long-term (long-lasting) networks so that they can conceptualize mutually beneficial friendship (acquaintance) relationships..

Social capital is the ability that a person has to generate and create benefits and profits through strategies in the form of investing in social networks (Safii & Anom, 2021). Companies or organizations that have good relationships in social networks have a higher opportunity to innovate. Indicators used as measures to assess social capital include: 1) Ability to build collaboration, The ability to build cooperation at work, so that they have the same goals and are able to support and encourage each other to move forward and achieve common goals; 2) Ability to build trust, The ability that a person has to make other people believe in a person's performance, character, attitude and everything about themselves so that it can be useful for various interested parties; 3) Participation in local society, Ability to integrate and adapt to the environment, community and society in profitable activities and events.

Based on the definition above, it can be concluded that social capital is capital possessed by individual humans which refers to cooperative behavior. This behavior refers to organizations that have social networks, norms, social trust that can bridge the creation of profitable cooperation to encourage order and improve the economic welfare of society. In this research, the social capital referred to is trust, networks and social norms. Based on the explanation above, the indicators for measuring social capital are (1) cooperation in the business world; (2) the trust of the other party; and (3) active participation in society.

Genetics of Entrepreneurship

Entrepreneurship comes from the French word *entreprendre*, which means to under take, in the sense of carrying out organizing and management activities. This term was first introduced by Richard Cantillon in 1755 in his essay *Sur La Nature du Commerce en General*. At that time, the term entrepreneurship was a term for traders who bought goods in an area and then sold them at uncertain prices. In Indonesian, the term entrepreneurship is defined as entrepreneurship, which according to experts has a slightly different meaning. However, each opinion has the essence of entrepreneurship, namely creativity or innovation. In general, the definition of entrepreneurship is the process of creativity and innovation activities to create change by exploiting existing opportunities and resources to produce added value for oneself and others and win the competition. In entrepreneurship literature, entrepreneurship is interpreted differently by experts. Entrepreneurship is a process of applying creativity and innovation to solve and seek opportunities from the problems faced by everyone in everyday life (Wahyudi et al., 2023). Based on this definition, the essence of entrepreneurship is creativity and innovation (Ubaidillah, 2021). Creativity is the ability to create new ideas by combining, changing, or reconstructing old ideas. Meanwhile, innovation is the application of the discovery of a new production process or the introduction of a new product.

Entrepreneurship is an attitude to create something new and valuable for oneself and others (Pelipa & Marganingsih, 2020). According to this definition, entrepreneurship is not just about seeking personal profit, but must also have social value. Innovation (Innovativeness), Proactivity, and Risk Taking are 3 indicators of entrepreneurship proposed by (Miller, 1983). This indicator was further complemented by (Lumpkins and Dess, 1996) by adding 2 new indicators, namely competitive aggressiveness and autonomy. Therefore, currently the basic indicators of entrepreneurship that are commonly used include innovation, proactiveness, risk taking, competitive aggressiveness, and autonomy.

Innovation is an important factor used to characterize entrepreneurship. Innovation reflects a company's tendency to engage in and support new ideas, novelty, experimentation, and creative processes that can result in new products, services, or technological processes. Therefore, Lundvall defines innovation as a process that continuously learns, searches for, and produces new products, new processes, new organizational forms, and new markets.

Entrepreneurial managers play an important role in enhancing a company's growth because they provide the vision and imagination necessary to engage in opportunistic expansion by implementing the best strategies to exploit market opportunities. They also take initiative by anticipating and pursuing new opportunities and by participating in the marketplace. Therefore, proactiveness is defined as the tendency to take actions that can influence an environment or situation. Cantillon was the first to formally use the term entrepreneurship. He stated that the main factor that differentiates entrepreneurs from workers is the uncertainty and risk of entrepreneurship.

Risk has various meanings, depending on the context, but in the context of entrepreneurship, these risks can be grouped into personal risks, social risks, or psychological risks. Thus, the concept of risk taking is a quality often used to describe entrepreneurship. Therefore, risk taking is defined as an attempt to take action based on logical and accurate predictions and selected from various alternative options that are the most profitable. Action, Logic Thinking, and Gain Oriented are indicators in the application of risk taking.

Competitive Aggressiveness refers to a company's tendency to directly and intensely challenge its competitors to achieve entry or improve positions with the goal of outperforming industry competitors in the market. Forms of Competitive Aggressiveness

can be direct confrontation, for example when a company enters a market that is already dominated by other competitors, or reactive, for example when a company lowers prices in response to challenges from its competitors.

Autonomy refers to the independent action of an individual or team in generating ideas or visions and implementing them until these ideas and visions are realized/completed. This means that one's abilities and will are directed towards pursuing opportunities. In an organizational context, this refers to the actions taken that must be free from stifling organizational constraints. Factors such as the availability of resources, the actions of competitive rivals, or internal organizational considerations may change the direction of a new venture initiative, but are not enough to stop the autonomous entrepreneurial process that leads to new entrants: Throughout the process, organizational actors remain free to act independently, make important decisions, and move on.

These five Entrepreneurship indicators are indicators that are commonly used in entrepreneurship and are general characteristics of an entrepreneur, and are the most validated and most widely used constructs in entrepreneurship literature. Apart from that, these five indicators are believed to be able to improve company performance and contribute to performance.

Based on the definition above, it can be concluded that entrepreneurship is a form of attitude to create something new and valuable for oneself and others which is not only seeking personal gain, but must also have social value and create change by utilizing what already exists. opportunities and resources. to produce added value for yourself and others and win the competition.

Entrepreneurship is a combination of nature and nurture. There are people who are genetically inherited to be entrepreneurs so they can enter the business world more quickly without hesitation. However, there are also those who ignore the formation of DNA (through parenting), either voluntarily or forced by circumstances. Prospective entrepreneurs where the person concerned actually has descendants from their parents and/or previous parents who naturally have descendants from a person or family of business actors or entrepreneurs. In this context, the process of becoming an entrepreneur is caused by genetic factors that are passed down from generation to generation. However, you also need to know that even though you have genetic descendants from a businessman or businessman's family, if you are not engineered, educated, trained, and not in an entrepreneurial environment, then the person concerned will not be able to become an entrepreneur. good and reliable businessman. It's just that those who already have the genetics and/or descendants of entrepreneurs/entrepreneurs will have good entrepreneurial seeds and this will certainly simplify and speed up the process of becoming an entrepreneur/entrepreneur. For those with no entrepreneurial bloodline or genetics at all, the process is even more difficult than described above. In order for the engineering process to become entrepreneurial, various systematic processes are needed. This process can be carried out systematically either through a structured education and training process or through the process of gaining work and technical experience by actively participating in behaving and acting as well as carrying out entrepreneurial-like activities in the workplace.

Based on the definition above, it can be concluded that Genetic Entrepreneurship is the offspring of a family of entrepreneurs or entrepreneurs who are educated, trained, and are in an entrepreneurial environment to create change by exploiting existing opportunities and resources to produce added value for themselves. and others and win the competition so that you can become a good and reliable entrepreneur. Based on the explanation above, the indicators for measuring genetic entrepreneurship are as follows: (1) value; (2) behavior; and (3) way of thinking.

METHODS

This research was conducted using quantitative descriptive analysis, namely a research methodology approach used to collect and analyze data quantitatively in an effort to understand phenomena or answer research statements. This method emphasizes the use of measurements, statistics, and numbers for description, analysis, and interpretation of relationships between variables. This research was conducted at Bojonegoro University and focused on economics faculty students. The research's primary data is in the form of a questionnaire which is measured using a Likert scale. The number of samples taken was to meet the representative sample size of 65 respondents. Data instrument testing, classical assumptions, and multiple linear regression analysis are the steps used in this research data analysis.

RESULTS

The validity test is used to determine whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure. To test the correlation table coefficient, the significance is 0.05, meaning that if r calculated $>$ r table the result is significant at 0.05, then it shows that each question is valid. The results of the validity test can be seen in the following Table 1.

Table 1. Validity Test Results

| Variable | Statement | r counting | r table | Sig | Notes. |
|-------------------------------------|-------------|---------------|---------|-------|--------|
| Social Capital | Statement 1 | 0.866 | 0.1852 | 0.000 | Valid |
| | Statement 2 | 0.879 | 0.1852 | 0.000 | Valid |
| | Statement 3 | 0.794 | 0.1852 | 0.000 | Valid |
| | Statement 4 | 0.866 | 0.1852 | 0.000 | Valid |
| | Statement 5 | 0.879 | 0.1852 | 0.000 | Valid |
| | Statement 6 | 0.794 | 0.1852 | 0.000 | Valid |
| The Genetics of Entrepreneurship | Statement 1 | 0.813 | 0.1852 | 0.000 | Valid |
| | Statement 2 | 0.772 | 0.1852 | 0.000 | Valid |
| | Statement 3 | 0.792 | 0.1852 | 0.000 | Valid |
| | Statement 4 | 0.521 | 0.1852 | 0.000 | Valid |
| | Statement 5 | 0.677 | 0.1852 | 0.000 | Valid |
| | Statement 6 | 0.772 | 0.1852 | 0.000 | Valid |
| Business Success | Statement 1 | 0.744 | 0.1852 | 0.000 | Valid |
| | Statement 2 | 0.785 | 0.1852 | 0.000 | Valid |
| | Statement 3 | 0.824 | 0.1852 | 0.000 | Valid |
| | Statement 4 | 0.698 | 0.1852 | 0.000 | Valid |
| | Statement 5 | 0.816 | 0.1852 | 0.000 | Valid |

Source: Processed data (2024)

Based on the table above, the results of the validity test are the results. In this study, 80 respondents were used with an alpha of 0.05, resulting in an r table of 0.1852. The validity test results in the table show that the calculated r value for each variable indicator is greater than the r table, namely 0.1852. Because the value of each variable indicator shows r count $>$ r table, the results state that all the indicators are valid. Furthermore, the results of the reliability test of this research are as follows (Table 2).

Table 2. Reliability Test Results

| Variable | Reliability Coefficient | Cronbach Alpha | Coefficient Alpha | Notes. |
|-------------------------------------|----------------------------|-------------------|----------------------|----------|
| Social Capital | 6 Statement | 0.925 | 0.60 | Reliabel |
| The Genetics of Entrepreneurship | 6 Statement | 0.824 | 0.60 | Reliabel |
| Business Success | 5 Statement | 0.833 | 0.60 | Reliabel |

Source: Processed data (2024)

All variables used in this research show a Cronbach Alpha value of more than 0.60 as indicated by the reliability test results above. This shows that the tools or instruments used for data collection have an adequate level of internal consistency. With a Cronbach Alpha value that meets or exceeds the established standards, it can be concluded that the instrument has sufficient reliability, so that the data obtained is reliable and reliable.

The multicollinearity test aims to test whether in the regression model a correlation is found between the independent variables by analyzing the correlation matrix between the dependent variables by looking at the Tolerance and Variance Inflation Factor (VIF) values. If the tolerance value is greater than 0.10 or equal to a VIF value of less than 10, it means that multicollinearity does not occur. The results of the multicollinearity test can be seen in the following table :

Table 3. Multicollinearity Test Results

| Variable | Collinearity Statistics | |
|----------------------------------|-------------------------|-------|
| | Tolerance | VIF |
| Social Capital | 0.147 | 6.782 |
| The Genetics of Entrepreneurship | 0.147 | 6.782 |

Source: Processed data (2024)

Based on the table above, it shows the results of the multicollinearity test. The research results show that all independent variables which include social capital and entrepreneurial genetics have a Tolerance value ≥ 0.10 and a VIF value ≤ 10 , so it can be concluded that the regression model used in the research does not contain multicollinearity.

The heteroscedasticity test aims to test whether in a regression model there is an inequality of residual variance from one observation to another. The method used includes the Glejser test, namely if the test results show a calculated t value $< t$ table and a significant probability of > 0.05 , then the regression model does not have heteroscedasticity (Ghozali, 2006). The results of the heteroscedasticity test can be seen in the following Table 4.

Table 4. Heteroscedasticity Test Results

| Variable | Sig. |
|----------------------------------|-------|
| Social Capital | 0.609 |
| The Genetics of Entrepreneurship | 0.564 |

Source: Processed data (2024)

Based on the table above are the results of heteroscedasticity testing using the Glejser test. The research results show that all independent variables including social capital and entrepreneurial genetics have a significance value greater than 0.05. Because the significance level is > 0.05 , it can be concluded that in the regression model used in this research there are no symptoms of heteroscedasticity.

The data normality test aims to test whether in the regression model used, the residual variables have a normal distribution using the Kolmogorov Smirnov Test (KS test). The way to test normality is to look at the significance value of the variable. If the significance is greater than 0.05, it indicates that the data distribution used in the regression analysis model is normally distributed. The results of the normality test can be seen in the following Table 5.

Based on the Table 5, the following are the results of normality testing using the non-parametric Kolmogorov-Smirnov (K-S) method. The research results show that the significance level of the Kolmogorov Smirnov test is 0.294. Because the significance level is $0.294 > 0.05$, the data used in the regression model is normally distributed.

Table 5. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 80 |
| Normal Parameters ^{a,b} | Mean | 0.000000 |
| | Std. Deviation | 1.31703708 |
| Most Extreme Differences | Absolute | 0.109 |
| | Positive | 0.055 |
| | Negative | -0.109 |
| Kolmogorov-Smirnov Z | | 0.978 |
| Asymp. Sig. (2-tailed) | | 0.294 |

Source: Processed data (2024)

Linear regression analysis can be used to determine the influence of independent variables, namely social capital and entrepreneurial genetics, on business success. The results of multiple linear regression analysis are presented in the following table 6.

Table 6. Results of Multiple Linear Regression Analysis

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---------------------------------------------|-----------------------------|------------|---------------------------|--------|-------|
| | B | Std. Error | Beta | | |
| (Constant) | -1.471 | 1.003 | | -1.466 | 0.147 |
| Social Capital | 0.377 | 0.099 | 0,403 | 3.795 | 0.000 |
| The Genetics of Entrepreneurship | 0,661 | 0.128 | 0,549 | 5.166 | 0.000 |
| Simultaneous Test Results Sig. 0,000 < 0,05 | | | | | |
| R2 Test Results 0,869 | | | | | |

Source: Processed data (2024)

The results of the data analysis above show that: A constant value of -1.471 indicates that if the independent variable has a constant (fixed) value, then the dependent variable, namely business success, has a value of -1.471. The significance value of the social capital variable is $0.000 < 0.05$ with a coefficient value of 0.377. So it can be explained that the social capital variable has a significant positive effect on the business success variable. Thus, increasing each unit of the social capital variable will increase business success by 0.377. The significance value of the genetic entrepreneurship variable is $0.000 < 0.05$ with a coefficient value of 0.661. So it can be explained that the entrepreneurial genetic variable has a significant positive influence on the business success variable. Thus, increasing each unit of the entrepreneurial genetic variable will increase business success by 0.661. The significance value in the simultaneous test is $0.000 < 0.05$ so it can be explained that the variables of social capital and entrepreneurial genetics simultaneously influence business success. The R2 value of 0.869 indicates that social capital and entrepreneurial genetics contribute to business success by 86.9% while the remaining 13.1% is influenced by other variables not discussed in this research.

The Influence of Social Capital on Business Success

The research results show that social capital influences business success, this is in line with research (Wusko & Alfiantoro, 2022) which shows that social capital has a significant effect on business success. Social capital plays an important role in business success, especially on the MSME scale (Micro, Small and Medium Enterprises). Social capital includes the network of relationships, beliefs and norms that exist between individuals or groups in a community. In Bojonegoro, social capital can help MSMEs access important information, resources and market opportunities through their social networks. For example, good relationships with customers, suppliers and local communities can

strengthen a business's reputation and increase customer loyalty. Trust built through positive social interactions can also reduce transaction costs and increase operational efficiency. Additionally, community support in the form of cooperation and solidarity can provide a significant moral and practical boost to small entrepreneurs, helping them overcome challenges and achieve greater success.

The Influence of Entrepreneurial Genetics on Business Success

The research results show that entrepreneurial genetics influence business success, this is in line with research (Susilo, 2023) which shows that entrepreneurial genetics has a significant influence on business success. Entrepreneurial genetics, or genetically inherited entrepreneurial abilities, are thought to influence business success. Some research suggests that certain traits such as risk-taking, creativity, and stress resistance can be passed from parents to children. These traits can help individuals face business challenges and make the right decisions in uncertain situations. In Bojonegoro, for example, entrepreneurs who have a family background and a history of entrepreneurship may have an advantage in starting and managing their MSME businesses. They may have been familiar with the business environment since childhood and have the insight and skills necessary to identify opportunities and overcome obstacles. Although genetics is not the only factor that determines business success, the combination of genetic and environmental factors can provide a strong foundation for entrepreneurs to achieve success in the business world.

CONCLUSION

Based on the research results, it can be concluded that social capital has a positive and significant influence on business success. Interaction between individuals and strong networks within local communities supports business growth through better access to resources and information. Meanwhile, entrepreneurial genetics has a positive and significant influence on business success. And simultaneously, the combination of strong social capital and entrepreneurial genetic characteristics together influence business success.

REFERENCES

- Akmal, N. H., & Arifa, C. (2023). Resiliensi Bisnis Pada Usaha Mikro Kecil dan Menengah dalam Masa Pandemi COVID-19 (Studi Kasus pada Pengusaha Batik di Daerah Istimewa Yogyakarta). *ABIS: Accounting and Business Information Systems Journal*, 11(1), 1–34.
- Andini, A., & Nawawi, Z. M. (2024). PENGARUH PENERAPAN NILAI-NILAI KEWIRAUSAHAAN ISLAM TERHADAP KEBERHASILAN USAHA (Studi Pada Pengusaha UMKM Kuliner Muslim Di Kecamatan Lubuk Pakam). *Musytari: Neraca Manajemen, Akuntansi, Dan Ekonomi*, 3(1), 1–10.
- Azarah, A. Y., Harpy, M. S., & Agustina, R. D. (2024). Peran Modal Sosial Terhadap Kesejahteraan Pelaku Usaha Laundry Rumahan di Kabupaten Jember. *WISSEN: Jurnal Ilmu Sosial Dan Humaniora*, 2(3), 1–12.
- Darmawan, D., Fuady, A. H. R., Mardikaningsih, R., & Retnowati, E. (2022). Tiga Pilar Sukses: Perilaku Kewirausahaan, Etika Bisnis, dan Modal Sosial Untuk Meningkatkan Kinerja Bisnis. *TIN: Terapan Informatika Nusantara*, 3(5), 185–192.
- Gemina, D., & Harini, S. (2021). Keberhasilan Usaha Industri Mikro Kecil Menengah Makanan Ringan di Priangan Barat Pendekatan Lingkungan Usaha, Manajemen Usaha, Kreativitas, dan Inovasi. *Jurnal Operations Excellence: Journal of Applied Industrial Engineering*, 13(1), 99–110.
- Mala, A., Purwatiningsih, B., & Ghozali, S. (2022). Implementasi Pengembangan Jiwa Literasi Entrepreneurship Pada Siswa Sekolah Dasar. *Attadrib: Jurnal Pendidikan Guru Madrasah Ibtidaiyah*, 5(2), 120–144.
- Maryadi, T. (2021). Pengaruh Efikasi Diri Terhadap Keberhasilan Usaha (Studi Pada Program Mahasiswa Wirausaha (PMW) Universitas Jambi). *Jurnal Dinamika*

- Manajemen*, 9(4), 214–228.
- Maula, I. (2022). *Pengaruh Karakteristik Wirausaha, Motivasi Dan Kemampuan Usaha Terhadap Keberhasilan Usaha Pada Sentra Percetakan Pagarsih Bandung*. Universitas Komputer Indonesia.
- Pelipa, E. D., & Marganingsih, A. (2020). Membangun Jiwa Wirausahawan (Entrepreneurship) Menjadi Mahasiswa Pengusaha (Entrepreneur Student) Sebagai Modal Untuk Menjadi Pelaku Usaha Baru. *Jurnal Pendidikan Ekonomi (JURKAMI)*, 5(2), 125–136.
- Pranoto, H. I. (2023). Peran Signifikan Media Sosial Terhadap Pemasaran Produk Kemasan UMKM Pada Daerah Karawang. *OPTIMAL Jurnal Ekonomi Dan Manajemen*, 3(3), 128–142.
- Ramadani, A., Nurmitasari, A., Zenara, B., & Amelia, D. (2024). Penerapan Digital Accounting dan Dampaknya terhadap Kinerja Usaha UMKM di Kecamatan Sukarame Bandar Lampung. *Jurnal Kendali Akuntansi*, 2(2), 274–290.
- Rizky, F. A., Sentosa, E., & Nursina, N. (2023). Pengaruh pengetahuan kewirausahaan, kualitas produk, dan keterampilan wirausaha terhadap keberhasilan pedagang cabai pd jaya pasar induk kramatjati jakarta timur. *IKRAITH-EKONOMIKA*, 6(2), 182–190.
- Safii, A. A., & Anom, L. (2021). Peran Moderasi Financial Access Pada Pengaruh Human Capital Dan Social Capital Terhadap Kinerja UMKM. *Jurnal Manajemen Dan Penelitian Akuntansi*, 14(1), 36–49.
- Soemarsono, A. A. W., Vernanda, H., & Roselawati, L. (2024). Keterlekatan Budaya dan Ekonomi pada Industri Tahu Rumahan di Kecamatan Arjasa, Jember. *WISSEN: Jurnal Ilmu Sosial Dan Humaniora*, 2(3), 76–88.
- Supriyanto, A. (2022). PENGARUH INOVASI PRODUK DAN PERILAKU KEWIRAUSAHAAN TERHADAP KEBERHASILAN USAHA KAIN SASIRANGAN. *Jurnal Sains Manajemen Dan Kewirausahaan*, 6(1), 1–24.
- Susilo, J. H. (2023). *FAKTOR-FAKTOR YANG MEMPENGARUHI KEBERHASILAN WIRAUSAHA MUDA PADA USAHA KAFE DI KOTA MALANG*.
- Taman, S. A. L. (2020). *Pengaruh Self Efficacy Dan Motivasi Usaha Terhadap Keberhasilan Usaha Pada Sentra Percetakan Pagarsih Bandung*. Univesitas Komputer Indonesia.
- Ubaidillah, M. F. (2021). Peluang Membangun Potensi Usaha Kreatif, Inovatif dan Bermanfaat Melalui Penerapan Kewirausahaan Sosial. *Jurnal Manajemen Dan Bisnis*, 3(02), 227–239.
- Victor, V., & Goh, F. (2022). Analisis Pengaruh Kemampuan Berwirausaha dan Strategi Pengembangan Bisnis Terhadap Keberhasilan Usaha Pada Warkop di Jl. Asia Medan. *Jurnal Administrasi Dan Manajemen*, 12(4), 408–415.
- Vinatra, S. (2023). Peran Usaha Mikro, Kecil, dan Menengah (UMKM) dalam Kesejahteraan Perekonomian Negara dan Masyarakat. *Jurnal Akuntan Publik*, 1(3), 1–8.
- Wahyudi, A., Agustin, R. D., Ambarawati, M., & Fadhilah, K. (2023). Pelatihan Kewirausahaan untuk Meningkatkan Jiwa Enterpreneur pada Siswa Dengan Memaanfaatkan Limbah Daur Ulang. *Lumbung Ngabdi: Jurnal Pengabdian Masyarakat*, 1(1), 15–18.
- Widdianti, Y., Iranita, I., & Paramita, B. (2023). *Pengaruh Modal Usaha Dan Kreativitas Terhadap Keberhasilan Usaha Mikro Kecil Dan Menengah (Umkm) Pada Taman Tepi Laut Kota Tanjungpinang*. Universitas Maritim Raja Ali Haji.
- Winarni, E., & Mahsun, A. (2021). Faktor-Faktor yang Mempengaruhi Keberhasilan Usaha Mikro Kecil Berbasis Ekonomi Kreatif di Kota Sidoarjo. *Yos Soedarso Economic Journal (YEJ)*, 3(3), 51–66.
- Wusko, A. U., & Alfiantoro, E. A. (2022). Pengaruh Social Capital dan Human Capital Terhadap Kinerja UMKM yang Tergabung pada Sukorejo Smart. *SKETSA BISNIS (e-Jurnal)*, 9(1), 91–101.
- Yani, F., & Lubis, F. A. (2023). Analisis Manajemen Resiko Dana Tabarru PT. Prudential Life Insurance Cabang Binjai. *YUME: Journal of Management*, 6(2).