

## The Influence of the Work Environment, Commitment and Personality of UMKM on the Loyalty of Human Resources Through The Performance of UMKM in Klambir V Kebun Village

<sup>1</sup>Saimara AM. Sebayang, <sup>2</sup>Firman Ario, <sup>3</sup>Mahful Taufik

<sup>1,2,3</sup>Manajemen, Universitas Pembangunan Panca Budi Medan

saimarasebayang@dosen.pancabudi.ac.id

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**Abstract.** This study aims to analyze the effect of the work environment, commitment, personality of UMKM on HR loyalty through UMKM performance. The research was conducted in Kelambir Lima Kebun Village, Hampan Perak District, Deli Serdang Regency. This type of research is associative research with quantitative descriptive method. The number of samples studied in this study were 50 respondents who were UMKM actors. Data analysis was carried out through PLS-SEM using the SmartPLS v. program. 3. The results of direct effect research show that the work environment, commitment and personality of UMKM have a positive and significant effect on UMKM performance. The personality of UMKM has a positive and significant effect on HR loyalty. The work environment has no positive and insignificant effect on HR loyalty. UMKM performance has a positive and significant effect on HR loyalty. While the results of the indirect effect research show that the work environment, commitment and personality of UMKM have a positive and significant effect on HR loyalty through UMKM performance.

**Keywords:** Work Environment, Commitment, Personality of UMKM, HR Loyalty and UMKM Performance.

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### 1. Introduction

Successful corporations and organizations value their employees and treat them as an investment in the company's future. When it comes to the progression of globalization, human resources play a crucial role. One of the ways the corporation is preparing for competitive pressures is by maximizing the potential of its human resources. Human resources, as defined by Wirawan [1], are those that help move and synergize other resources in order to accomplish corporate goals. When it comes to growing a company, human resources play a crucial part. In order to stay competitive, businesses are making an effort to ensure their human resources are as strong as possible.

Entrepreneurship at the level of UMKMs (Micro, Small, and Medium-Sized Businesses) is a major force in the Indonesian economy. Because many solopreneurs and small businesses get their starts in the domestic sphere. UMKM plays a crucial part in the national economy's development and progress. The UMKM industry has the potential to significantly raise the annual amount of foreign currency that the government receives. However, UMKM will not progress and thrive unless it is accompanied by high-quality human resources and a strong loyalty spirit. Human resource loyalty is thought to be influenced by UMKM's work environment, dedication, and character. According to Sedarmayanti [2], an individual's work environment includes not only the tools and materials he or she uses but also the physical space in which he or she performs those tasks, as well as the people with whom he or she collaborates on projects and the ways in which he or she organizes their time. The workplace is a social setting where individuals

and teams utilize a variety of resources to carry out the company's strategic plan and fulfill its vision and mission. As you know, Sedarmayanti [2]. The explanation leads one to the conclusion that the working environment is a state that surrounds natural resources and can have an impact on them when it comes to executing their assigned tasks. Human resources are less likely to be distracted and more likely to put up their best effort when working in an inviting and secure setting.

Putting an emphasis on dedication is another way to ensure that human resources are loyal to the company. In order to continue the growth of the organization, dedication is seen as crucial. A relationship's success inside an organization is determined by the depth of its commitment to one another. If both parties value and respect each other, and if they trust and have faith in one other, then commitment will naturally develop. A long-lasting connection between two parties requires the dedication of all human resources involved. Commitment to one's organization occurs when a person actively supports the organization's mission and values. Some employees have what is called "organizational commitment," which can be described as an intention to continue working for the same company. To cite: Colquitt et al. [3] cited in Wibowo [4]. Employees' long-term interest in staying with the company is a good indicator of their level of organizational commitment. Whether or whether an employee decides to remain a part of the organization or seek new employment opportunities is influenced by their level of organizational commitment. According to Alpian & Suryaman [5] within Busro [6], "when employees do not have a commitment to the organization, they will work indifferently and will not be able to produce high performance that will eventually lead to their departure from the organization," which can happen for a variety of reasons, including the employee's own volition or the company's decision to let them go.

A devoted employee is more likely because of the employee's personality. Human resources with personalities that are not readily swayed will be loyal employees. Personality is a unique trait that every person possesses, and it is an emotional trait. The ability to control one's own ego and emotions and to act in an authentic manner are all aspects of personality that set each person apart from the rest. Having a distinct personality is something that every person has when it comes to expressing themselves, as said by Salman [7]. Robbins and Judge [8] define personality as an individual's "total number of ways of reacting to and interacting with others," but this definition is too broad to encompass the full complexity of human behavior. According to several studies published in the fields of psychology and sociology, an individual's natural inclinations and values might shape his or her desire to strike out on their own. According to Dacul [9], the study of personality evaluation has piqued the interest of a wide range of fields, one of which is the study of entrepreneurship. Theories of entrepreneur behavior, such as intention in entrepreneurship, rely heavily on the individual's unique personality traits. While outlining the ways in which an individual's character strengths can inspire them to take risks as an entrepreneur [10].

This research was based on interviews with residents of Klambir Lima Village, a place in which UMKM has brought in a steady stream of income for the locals. It is important to strengthen employee loyalty to UMKM. Overall, UMKM has not been successful in Indonesia. Loyalty is one of those concepts that sounds simple to discuss in everyday life but becomes convoluted when its meaning is examined in depth. One of the causes is the prevalence of family-based management structures. Family ties are still given more weight than professional ones in the world of business management [11]. UMKM's inability to compete, particularly with large corporations, may be traced back to a number of root factors, including inadequate human resources, product ownership, funding, and marketing. Positively impacting national economic growth will be the UMKM's strong showing. Aribawa [12] claims that an employee's UMKM performance is tied to the value or standard of the company they work for, and that this performance is a function of the employee's accomplishment of work inside the organization during a specified time frame. UMKM's success is used as a standard against which other metrics are measured [13]. When all is said and done, UMKM is what keeps the community running. In order for UMKM to contribute to the growth and well-being of Klambir Lima Village, it is important to gauge their effectiveness.

## **2. Method**

### **2.1. Research Types**

According to Sugiyono [14], the researcher employs a quantitative approach, which is a technique

grounded in positivism and designed to describe and test hypotheses. Numbers have an outsized role in quantitative research, from data collection and analysis to the dissemination of findings. Independent (which affects) and dependent (which are affected by) variables were employed in this study to establish a sociative or causal link (which are influenced). While surveys serve as the study's foundation, additional survey research is required to collect the study's distribution, relative events, correlations between variables, and sociological and psychological characteristics. [14].

### **2.1. Research Location and Time**

This research was conducted in Kelambir Lima Kebun Village, Hamparan Perak District, Deli Serdang Regency- North Sumatra. The time of the study was conducted in 2022

### **2.3. Population and Sample**

There will be research done on the topic of population. Not only living beings, but also inanimate and natural items make up this population [14]. Thirty people, representing a community in Kelambir Lima Kebun Village, Sedayu Hamlet, were interviewed for this study because they fit the profile of UMKM owners and have been operating for at least three years. The sample should accurately reflect the characteristics of the population being studied. Since the sample size needs to be larger than 100, complete sampling is utilized. Under the assumption of a small or somewhat small population, total sampling can be performed with minimum error [14]. This means that all 30 respondents were included in the study's sample.

### **2.4. Data Collection**

#### **a. Questionnaire**

Angket technique is questions in the form of writing that are shared and later answered directly by research respondents. The purpose of this questionnaire technique is to obtain relevant information about a problem simultaneously [15]. For the preparation of this research questionnaire using the Likert scale (scores 1 to 5), namely; 1 = Strongly Agree (ST); 2 = Agree (S); 3 = Indecisive (R); 4 = Disagree (TS); 5 = Strongly Disagree (STT).

#### **b. Interview**

Interviews were conducted with all village respondents and devices at the research site regarding the information needed by the researcher. Interviews can be conducted in a structured or unstructured manner and can be conducted face-to-face or by telephone [14]

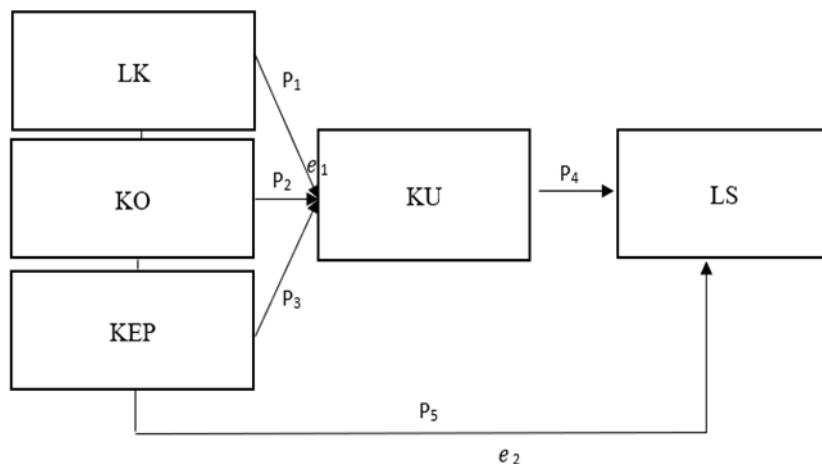
#### **c. Documentation**

Some examples of documentation needed to complete this research, namely; magazines, transcripts, books, meeting minutes, newspapers, inscriptions, agendas are some examples that used the method of documentation and searched for matters related to research variables [16]. This technique is used to strengthen research data sources.

### **2.5. Research Data Analysis Techniques**

Structural Equation Model (SEM) analysis using Partial Least Squares testing was used to verify the research hypotheses (PLS). PLS is a SEM for structural safety that takes into account potential permutations or components. One branch of statistics, known as structural equation modeling (SEM), allows for the simultaneous testing of a number of correlations that are otherwise impossible to quantify. Santoso claims [17]. The objective of structural equation modeling (SEM) is to examine the connection between the variables in a model, whether those variables are indicators and their constructs or relationships between constructs. SEM is a multivariate analysis technique that combines factor analysis and regression analysis (correlation). As Ghozali and Latan [18] point out, PLS is an alternate method that has moved away from the covariance-based SEM approach and toward the variant-based one. Covariance-based SEMs are more interested in testing theories or causal relationships, while PLS-based SEMs are more interested in making predictions. Both covariance-based SEM and component-based PLS use structural equation modeling for theory testing and development, although they do it in different ways. Here is a screenshot of the SEM-PLS

model that was employed for the analysis.



**Fig 1.** Research Path Diagram Model

$$Z = \rho_1 LK + \rho_2 KO + \rho_3 KEP + e_1$$

$$Y = \rho_4 KU + \rho_{LK, KO, KEP} + e_2$$

Information:

LK = Work Environment

KO = Commitment

KEP = Personality

KU = UMKM Performance

LS = HR Loyalty

$\rho$  = Regression Coefficient Path

e = Error Term

The analysis technique in this study uses the PLS technique which is carried out in 2 (two) stages, as follows:

- a) The first stage is to conduct a *measurement model* test, which is to test the validity and reliability of the constructs of each indicator.

The second stage is to conduct a *structural model* test which aims to determine whether there is an influence between variables / correlations between constructs measured using the t test from PLS itself.

## 2.6. Measurement (Outer) Model

Questionnaires were utilized to collect information for this investigation. Researchers utilized SmartPLS 2.0 to ascertain the validity and reliability of the survey. Convergent validity is examined by calculating the loading factor from the correlation between the item score (component score) and the construct score. If the component or indicator correlates with the construct of interest at a higher than 0.70 loading factor value, the value is said to be high. However, a loading factor of 0.5 to 0.6 is regarded enough for the preliminary stage of research and development [19]. When multiple measurements are taken, they should generally yield the same findings, and this is what we mean when we talk about reliability. Alpha coefficients, also known as cronbach's alpha and composite reliability, are used to assess the dependability of study variables. When the value of the alpha coefficient is larger than 0.6, it can be claimed that the item being measured can be trusted[19].

## 2.7. Structural (Inner) Model

The structural model test examines the correlation between the measured constructs, which is the t test of the partial least square. The R-Square value of the model can be used to evaluate the structural or internal model, as it indicates the degree of influence between variables. The subsequent step is the estimation of the path coefficient, which is the estimated value for the path relationship in the structural model obtained

by the bootstrapping method with a value considered significant if the statistical t value is greater than 1.96 (significance level 5%) or greater than 1.65 (significance level 10%) for each of its path relationships.

## 2.8. Hypothesis Testing

This study employs the Partial Least Squares (PLS) technique to examine the hypotheses. Partial Least Square (PLS), as stated by (Ghozali, 2013), is a potent analysis tool due to its lack of reliance on several assumptions. The data does not have to be normally distributed, the measurement scale can be nominal, ordinal, interval, or ratio, the number of samples does not have to be large, the indicator can be in the form of reflection (it can be both reflective and formative indicators), and the model does not have to be based on theory (Ghozali, [19] Partial Least Square (PLS)).

## 2.9. Reasons to Use *Partial Least Square* (PLS)

Since PLS does not rely on a large set of assumptions, it is a robust analysis tool [19]. Multivariate data (indicators with theoretical scales, ordinals, intervals until ratios are employed on the same model) does not need to be normally distributed, nor does a large sample size necessitate statistical significance. PLS can be used to both confirm the theory and provide an explanation for why certain hypothesized links do or do not exist between latent variables. Model misspecification has less impact on parameter estimate because of the increased emphasis on data and reduced scope of estimation processes. Constructs produced with both reflexive and formative indicators can be simultaneously analyzed in PLS, but running such an analysis in covariance-based SEM would result in an unidentifiable model [18]. Some of the main justifications for employing PLS in this investigation are as follows:

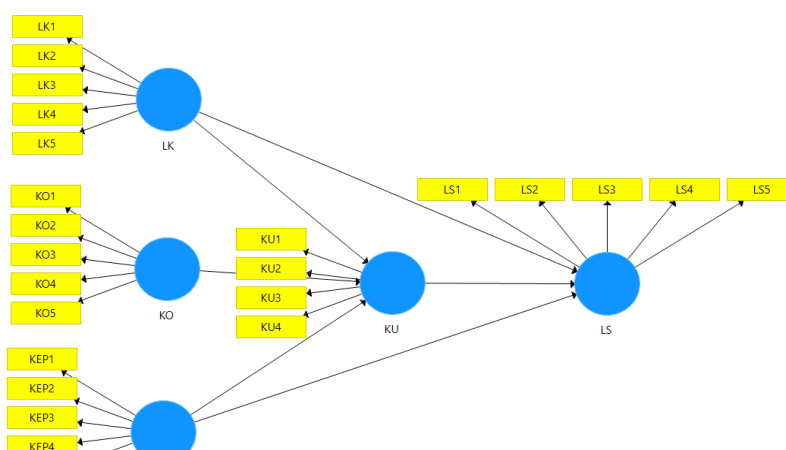
- a) The PLS algorithm is not limited only to the relationship between the indicator and its latent constellation which is reflective, but the PLS algorithm is also used for formative relationships.
- b) PLS can be used to assess *path* models.
- c) PLS can be used for very complex models that consist of many latent and *manifest* variables without experiencing problems in data estimation.
- d) PLS can be used when the distribution of data is very skewed or not scattered across its average values.

PLS can be used to calculate the moderator variability directly, because this study itself consists of 1 moderator variable.

## 3. Findings

### 3.1. PLS-SEM Model Analysis

The initial model proposed in this study was carried out using all indicators on each research construct and can be seen in the figure, as follows:



**Fig 2.** First Diagram Model

Based on Figure 2, the results show that a *First order* analysis is carried out on each research variable, to see the suitability of each indicator in each dimension that is the reference for the decline in research indicators. If the indicators of each dimension are reliable and precise in measuring each dimension, then research can more accurately predict the relationship between variables.

### 3.2. Measurement (Outer) Model

The *outer loading factor* value of each indicator against the research construct with the results, as follows:

**Table 1.** Outer Loading Factor Results

	KEP	KO	I	LK	LS
KEP1	<b>0.918</b>				
KEP2	<b>0.878</b>				
KEP3	<b>0.891</b>				
KEP4	<b>0.829</b>				
KEP5	<b>0.844</b>				
KO1		<b>0.325</b>			
KO2		<b>0.886</b>			
KO3		<b>-0.007</b>			
KO4		<b>0.179</b>			
KO5		<b>-0.083</b>			
KU1			<b>-0.201</b>		
KU2			<b>0.701</b>		
KU3			<b>0.833</b>		
KU4			<b>0.749</b>		
LK1				<b>0.965</b>	
LK2				<b>0.288</b>	
LK3				<b>0.834</b>	
LK4				<b>0.883</b>	
LK5				<b>0.804</b>	
LS1					<b>0.100</b>
LS2					<b>0.582</b>
LS3					<b>0.944</b>
LS4					<b>0.839</b>
LS5					<b>0.236</b>

Based on Table 1, the results of each indicator of many research variables have an *outer loading* value of  $> 0.5$ . *Outer loading* between 0.5-0.6 is considered sufficient to qualify for *convergent validity*[19]. The data shows the indicator is declared valid for research use and can be used for further analysis. An *internal consistency reliability* assessment is performed on each construct. The *composite reliability* value of each construct is expected to be at least 0.7. However, in exploratory studies, the *composite reliability* value of  $\geq 0.6$  is acceptable. The results on the *composite reliability* of each construct are, as follows:

**Table 2.** Composite Reliability Results

	<i>Composite Reliability</i>
KEP	<b>0.941</b>
LK	<b>0.884</b>
KU	<b>0.662</b>
LS	<b>0.709</b>
KO	<b>0.294</b>

Based on Table 2, the results show that each construct has met the outer *model* reliability assessment criteria with an average *composite reliability* value of  $> 0.7$ . Thus the *outer model* analysis proceeds to the stage of validity of the *outer model*. The validity of the *outer model* is performed using *convergent validity* and *discriminant validity*. *Convergent validity* assessment is carried out by looking at the *average variance extracted* (AVE) value on each construct stating that the AVE value on each good construct [20] is at least  $> 0.5$ . The results on the *average variance extracted* (AVE) value, as follows:

**Table 3.** *Average Variance Extracted (AVE) Results*

	<i>Average Variance Extracted</i>
KEP	<b>0.762</b>
LK	<b>0.626</b>
KU	<b>0.557</b>
LS	<b>0.500</b>
KO	<b>0.186</b>

Based on Table 5, the results show that the *average variance extracted* (AVE) value of each construct in the final model has mostly reached a value of  $> 0.5$ . Thus, the proposed model of structural equations already meets the criteria of *convergent validity*.

### 3.3. Structural (Inner) Model

After completing the results of the *Measurement (Outer) Model*, then measurement by testing the *structural (Inner) model* by looking at the value of *R-Square* ( $R^2$ ) on the research variable. With results, as follows

**Table 4.** *R Square Results*

	<i>R Square</i>
KU	<b>0.380</b>
LS	<b>0.191</b>

Based on Table 4, the results are known that the *R Square* value for the UMKM Performance variable is 0.380, this states the percentage of influence of the Work Environment, Commitment and Personality of UMKM on UMKM Performance which is 38.0% while the remaining 62.0% is explained in other variables outside this study.

The result of the *RSquare* for the HR Loyalty variable is 0.191, this means that the percentage of influence of the Work Environment, Commitment and Personality of UMKM on HR Loyalty is 19.1% while the remaining 80.9% is explained by other variables outside this study.

### 3.4. Direct Effect

*Direct effect* is carried out by t-statistics test with sig level. by 5%. If in this test, a p-value of  $< 0.05$  is obtained, significant results. If the p-value  $> 0.05$  the result is insignificant. The *direct effect* results are as follows:

**Table 5.** *Path Coefficients Results*

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
KEP -> KU	<b>0.433</b>	<b>0.332</b>	<b>0.521</b>	<b>0.832</b>	<b>0.016</b>
KEP -> LS	<b>0.462</b>	<b>0.368</b>	<b>0.354</b>	<b>1.305</b>	<b>0.012</b>
KO -> KU	<b>0.236</b>	<b>0.211</b>	<b>0.577</b>	<b>0.409</b>	<b>0.038</b>
KU -> LS	<b>0.049</b>	<b>0.018</b>	<b>0.472</b>	<b>0.103</b>	<b>0.049</b>
LK -> KU	<b>0.613</b>	<b>0.434</b>	<b>0.378</b>	<b>1.621</b>	<b>0.001</b>
LK -> LS	<b>0.029</b>	<b>0.001</b>	<b>0.454</b>	<b>0.064</b>	<b>0.094</b>

Based on Table 5, the results are known that the influence between UMKM personality on UMKM performance and (P-Values = 0.016 < 0.05) means that there is a positive and significant influence between the UMKM Personality and the Performance of UMKM.

The results are known that the influence between UMKM personality on HR loyalty with (P-Values = 0.012 < 0.05) means that there is a positive and significant influence between UMKM Personality and SDM Loyalty.

The results are known that the effect between Commitment to UMKM Performance and (P-Values = 0.038 < 0.05) means that there is a positive and significant influence between Commitment and UMKM Performance.

The results are known that the influence between UMKM Kinerja on HR Loyalty with (P-Values = 0.049 < 0.05) means that there is a positive and significant influence between UMKM Performance and SDM Loyalty.

The results are known that the influence between the Work Environment on UMKM Performance with (P-Values = 0.001 < 0.05) means that there is a positive and significant influence between the Work Environment and the Performance of UMKM.

The results are known that the Effect between the Work Environment on HR Loyalty with (P-Values = 0.094 > 0.05) means that there is no positive and insignificant influence between the Work Environment and HR Loyalty.

### 3.5. Indirect Effect

*Indirect effect* is the magnitude of influence through mediation variables. The magnitude of the indirect influence is the multiplication between the direct influence of the free variable on the mediation variable and the direct influence of the mediation variable on the bound variable, with the result, as follows:

**Table 6.** Indirect Effect Results

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics ( O/STDEV )</i>	<i>P Values</i>
KO -> KU -> LS	<b>1.107</b>	<b>0.214</b>	<b>0.406</b>	<b>2.727</b>	<b>0.007</b>
KEP -> KU -> LS	<b>0.389</b>	<b>0.347</b>	<b>0.162</b>	<b>2.405</b>	<b>0.017</b>
LK -> KU -> LS	<b>0.401</b>	<b>0.276</b>	<b>0.172</b>	<b>2.333</b>	<b>0.020</b>

Based on Table 6, the results show that the variable Commitment to HR Loyalty through UMKM Performance is with an indirect influence coefficient value of 1,107 with a P-Values value = 0.007 < 0.05 then Commitment indirectly has a positive and significant effect on HR Loyalty through UMKM Performance.

The results show that the UMKM Personality variable on HR Loyalty through UMKM Performance is with an indirect influence coefficient value of 0.389 with a P-Values = 0.017 < 0.05 then the personality of UMKM indirectly has a positive and significant effect on HR Loyalty through UMKM Performance.

The results shows that the Work Environment variable on HR Loyalty through UMKM Performance is based on the value of the indirect influence coefficient of 0.401 with a P-Values = 0.020 < 0.05 then the Work Environment indirectly has a positive and significant effect on HR Loyalty through UMKM Performance.



## 4. Discussion

Based on the results of direct effect testing, it is known that the Work Environment has no positive and insignificant effect on HR Loyalty, where the path coefficient value of the Work Environment is 0.029 and the significance is  $0.094 > 0.05$ . Thus, **the first hypothesis of Rejected**.

The results of direct effect testing is known to have a positive and significant effect on the performance of UMKM, where the value of the path coefficient of the Work Environment is 0.613 and significant  $0.01 < 0.05$ . Thus, **the second hypothesis Accepted**.

The results of direct effect testing is known Commitment has a positive and significant effect on UMKM Performance, where the path coefficient value of the Commitment is 0.236 and the significance is  $0.038 < 0.05$ . Thus, **the third hypothesis Accepted**.

The results of direct effect testing is known that the personality of UMKM has a positive and significant effect on the performance of UMKM, where the value of the path coefficient of the UMKM Personality is 0.433 and the significance is  $0.016 < 0.05$ . Thus, **the fourth hypothesis Accepted**.

The results of direct effect testing is known that the personality of UMKM has a positive and significant effect on HR loyalty, where the value of the path coefficient of the UMKM Personality is 0.462 and the significant is  $0.012 < 0.05$ . Thus, **the fifth hypothesis Accepted**.

The results are direct effect testing is known UMKM performance has a positive and significant effect on SDM loyalty, where the path coefficient value of UMKM Performance is 0.049 and significant  $0.049 < 0.05$ . Thus, **the sixth hypothesis Accepted**.

The results are testing indirect effect is known to have a positive and significant effect on HR Loyalty through UMKM Performance, where the path coefficient value of the Work Environment is 1.107 and the significant is  $0.007 < 0.05$ . Thus, **the seventh hypothesis Accepted**.

Hasil testing indirect effect is known Commitment has a positive and significant effect on HR Loyalty through UMKM Performance, where the value of the path coefficient of the Commitment is 0.389 and the significant is  $0.017 < 0.05$ . Thus, **the eighth hypothesis Accepted**.

Hasil indirect effect testing is known that the personality of UMKM has a positive and significant effect on HR Loyalty through UMKM Performance, where the value of the path coefficient of the UMKM Personality is 0.401 and the significant is  $0.020 < 0.05$ . Thus, **the ninth hypothesis Accepted**.

## 5. Conclusion

Based on the conclusions of the research results, it always increases the loyalty of human resources so that the performance of UMKM is increasing. The Kelambir Lima Kebun Village Apparatus needs to continue to collaborate with its community so that the community's enthusiasm in improving UMKM continues to run well. Keep taking care of the surrounding environment, because a good environment will make the mood of the resources in it better and vice versa. Commitment and personality must also be considered, must remain established and establish good cooperation and get along well, help each other in the area.

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