

## Analysis Of Understanding The Entrepreneurial Spirit In Running A Business In Msmes Warkop Simbah Lorah Ngasem Kediri

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### Abstract

**Research aim :** optimize employee performance and make a significant contribution to the development of business strategies in the MSME sector, especially in fostering the entrepreneurial spirit of business actors.

**Design/Method/Approach:** Qualitative methods are used by researchers to obtain information from interviews with businesses, employees, and consumers of Warkop Simbah Lorah UMKM.

**Research Finding :** As a result of the research, Warkop Simbah Lorah MSMEs face problems in understanding the entrepreneurial spirit when running a business. Small and medium-sized businesses (MSMEs) are seeing increased competition for creativity and innovation. By applying the entrepreneurial spirit, businesses encourage employees to have an entrepreneurial spirit to increase customer loyalty and create a positive cycle for business continuity. This research shows that the growth of MSMEs greatly affects the understanding of the entrepreneurial spirit in terms of optimizing employee performance at MSME Warkop Simbah Lorah.

**Theoretical contribution/Originality :** this research can be a benchmark and provide recommendations for MSME actors to increase the spirit of entrepreneurship through the development of an entrepreneurial spirit that must be owned by business actors.

**Practitioner/Policy implication :** This research is expected to help MSME owners by providing advice and information on how to develop leadership style skills that can increase understanding of the entrepreneurial spirit and improve employee quality. For readers, this research is expected to be a reference for those who want to start a business and face problems about the entrepreneurial spirit.

**Research limitation :** This researcher is very short of information related to detailed data, because MSME actors do not store data regularly.

**Keywords :** Analysis, Understanding of Entrepreneurial Spirit, MSMEs.

### 1. Introduction

One of the main pillars of the Indonesian economy is micro, small and medium enterprises (MSMEs), and coffee shops are one of the subsectors that are experiencing rapid development in entrepreneurial opportunities. According to Ariyanto A. (2021), an entrepreneur is someone who wants and is able to change the economic system successfully through innovation and new ideas [1]. However, although many people want to become

entrepreneurs, many fail to take advantage of opportunities for entrepreneurship. This happens because of the wrong mindset about business or entrepreneurship, as well as sometimes because they feel limited so they cannot keep up with the times. This happens because business growth is not accompanied by increased management and good management, so the industry often fails and does not last long. The main factor is the mentality of new entrepreneurs, most of whom are afraid of failure when starting a business. According to Desmintari, D., Aryani, and Pusporini (2020) entrepreneurship has six basic principles: self-confidence, task and result orientation, courage to take risks, leadership, future orientation, and originality (creativity and innovation)[2] . According to Tambunan and Hasibuan (2019), self-confidence is a person's belief in every aspect of his excellence that gives him the confidence to achieve his life goals. According to Hidayat, T., and Nawawi, Z.M. (2022) task and result oriented is someone who always prioritizes the values of achievement motivation, profit orientation, perseverance, and hard work. According to Wijaya, F., and Hidayah, N. (2022) risk taking has a positive and significant impact on students' desire for entrepreneurship. The more courageous students take risks, the greater their desire for entrepreneurship. According to Sembiring, AW, Damanik, AS, Widya, KA, and Suawandi, S. (2024) said that effective leadership is essential to create an environment that encourages creativity, manages risk, and adopts new ideas. According to Priyambudi, Y. and Azis, A. (2022) future orientation is the way a person sees the future, including expectations, standard goals, planning, and strategies to achieve these goals. According to Mulyati, Iskandar and Setiawan (2023) Always focusing on future progress according to the abilities and potential of business actors, is originality (innovative creativity) and productive.

An entrepreneur can be considered risk-averse if they want to take opportunities without taking any risks, and an entrepreneur can be considered risk-loving if they take many opportunities, which is influenced by their courage to make decisions. Wulandari, A., & Deliabilda, S. A. (2020) However, there needs to be risk tolerance, namely the ability and creativity to solve risks, strong self-confidence increases the confidence to be able to make decisions, the impact increases the courage to try work that is considered risky[3]. According to Suari (2019) The courage to take risks in life involves considering the situation that occurs and considering the future. The courage to take risks triggered by a strong commitment will help an entrepreneur to continue to look for opportunities until they achieve the desired results.

Good leadership will show that a leader is related to the success or failure of an endeavor in achieving its goals. According to Said, E.A.A. (2024) no great vision can be built into a great enterprise without strong leadership because leadership is not about position, status, or rank, but about influence and the power of change[4]. Leadership means engaging and connecting people at the right level rather than competing for power or wealth. According to Fitriyana, D., Assayuti, M. J., Laia, H. W., & Salbiah, E. (2024) stated that when leaders can only rely on abstract ideas, they lose confidence in strategy and execution[5]. Leaders can influence employees to perform tasks in accordance with the work standards set and desired by the company to achieve goals. As a business center that seeks to achieve common goals, it is important that there are components that drive success in addition to the leadership component. The existence of entrepreneurial knowledge is an effort to find opportunities and take action. To achieve business income targets, business actors must have this knowledge.



### Documentation of UMKM Warkop Simbah Lorah

For a business owner, the turnover of sales development is the main goal, but the existence of his business is also the main goal. Business actors always analyze their sales of various products to maintain consumer buying interest, which always increases and decreases when facing the challenges of ever-changing consumer buying interest. UMKM Warkop Simbah Lorah has sales transaction data for several products that experienced poor sales performance in 2024, precisely in January-June as follows:

**Table 1**

#### Sales transaction data of MSME products Warkop Simbah Lorah Kediri

Month	Black coffee	Milk coffee	Glutinous milk	Ginger drink	Happy soda
January	302	124	65	51	32
February	335	156	68	56	38
March	134	78	49	61	30
April	158	91	76	35	36
May	341	158	81	52	43
June	403	163	87	63	55

Source: UMKM Warkop Simbah Lorah

From the data presented above, in January-June sales experienced inconsistencies in sales due to the lack of business actors in understanding the target market. Some products from Warkop Simbah Lorah UMKM have the following price list:

**Table 2**

#### Data List of Several Products and Prices at MSME Warkop Simbah Lorah

Products	Price
Black Coffee	4.000
Milk Coffee	6.000
Glutinous Milk	8.000
Ginger	6.000
Joyfull Soda	10.000

Source: UMKM Warkop Simbah Lorah

The selling price of the product varies, UMKM Warkop Simbah Lorah makes a lot of sales during certain days such as weekends, red dates, online game tournaments, and watching football together.

It is important for businesses to keep up with trends and foster trust through innovation and experience. These two factors are critical to the success of MSMEs, especially in the coffee shop industry.

### **1.1. Statement of Problem**

This research refers to the background and problem formulation as follows: 1. What are the main challenges faced by Warkop Simbah Lorah MSME players in building confidence when facing consumers? 2. How is the entrepreneurial spirit applied by business actors in running Warkop Simbah Lorah MSMEs? 3. What dominant traits do business actors apply in applying their entrepreneurial spirit to employees?

### **1.2. Research Objectives**

The background and problem formulation in the study determine the objectives of this study. This research can provide information about how business actors apply the entrepreneurial spirit to Warkop Simbah Lorah MSMEs, which can increase the intensity of success.

## **2. Methods**

In this study, a qualitative approach was used to describe the spirit of entrepreneurship in running a business at Warkop Simbah Lorah UMKM. The purpose of qualitative research is to find and tell about what researchers do and how these actions have an impact on what researchers do.

Research as a method collects data through interviews, observation, and documentation. Thus, researchers can easily identify the results, or data, that they collect during the observation process. According to Nasution, A. F. (2023), data can be interpreted in at least two ways: (1) data as factual information (e.g. measurements or statistics) that is used as a basis for reasoning, discussion, or calculation, for example in scientific research and, (2) data as pure that has not been given any interpretation, has not been changed, or has not been manipulated, but has been arranged in a certain statistical systematics.

The presence of researchers in an observation in order to capture a person's perception only by direct contact, collecting and summarizing information and describing during interview observations, with data collection techniques carried out using structured interviews, namely researchers prepare written questions along with alternative answers that have been prepared and ask the same questions to informants.

Triangulation is a data analysis approach that synthesizes data from various sources. According to Susanto, D., & Jailani, M. S. (2023) explains that Triangulation seeks to quickly test existing data in strengthening interpretations and improving policies and programs based on available evidence[6]. By using multiple data sources (interviews, observations, and documents) researchers can compare findings from different sources and confirm or strengthen research results. This triangulation allows researchers to see the problem from multiple perspectives, which ultimately increases the credibility of the research results, if we refer to the responses given by the owners and employees of Warkop Simbah Lorah MSMEs, researchers use triangulation to ensure the validity of the data obtained.

To ensure the validity of the data, this research used source triangulation techniques. Practically, source triangulation is done by comparing data obtained from different informants. For example, findings from interviews regarding how informants cope with anxiety compared with observations of how they act in stressful situations. According to Yin (2018), by using this triangulation approach, researchers can verify the accuracy and consistency of data, so that research findings can be trusted and have high credibility. The

selection of sources and informants in this study was carried out through purposive techniques. According to Handoko, Y., Wijaya, H. A., & Lestari, A. (2024) This triangulation technique was chosen because it allows researchers to select research subjects who have experiences that are relevant to the phenomenon under study.

Selection of informants in qualitative research is the most important aspect. According to Dyah Ayu Septi F. (2017) Therefore, it is very important to choose informants according to the following criteria:

- a. Relevance  
What is said to be relevant in this study means that the informant is related to the problem under study.
- b. Recommended  
Here informants are obtained on the basis of recommendations from trusted people.
- c. Rapport  
To dig deeper information, the researcher must ascertain whether the informant can be close to the researcher or not.
- d. Readiness  
Informants in qualitative research must really be made ready to be interviewed.
- e. Reassurance  
The informants taken really talk according to the truth[7].

There are 3 informants, namely the owner and 2 employees of the UMKM Warkop Simbah Lorah, each male. The following is a table of respondent criteria:

**Table 3 Respondent Criteria**

Name	Age	Section	Role
Rakhmat Hadi Maskur	43 Years	MSME business actor Warkop Simbah Lorah (owner).	Executing business ideas.
Iful Ardiansyah	22 Years	(Employee 1) MSME Warkop Simbah Lorah.	Responsible for customer service.
Falentino	20 Years	(Employee 2) MSME Warkop Simbah Lorah.	Responsible for customer service.

Source: Observation Data at UMKM Warkop Simbah Lorah

Based on the criteria above, the respondents are able to provide in-depth data that supports qualitative research.

### 3. Results and Discussion

#### Interview Results

**Table 4**

**The results of interviews related to improving service quality at MSMEs Warkop Simbah Lorah Kediri**

Questions	Informant	Answer	Conclusion
How is the history of the establishment of the business in bringing the experience of the entrepreneurial spirit applied by business actors in Warkop Simbah Lorah MSMEs?	Owner	In the early days before opening Warkop I had also started a restaurant business (Gondreng), but I did not understand the market strategy so the business had to be closed after not getting a commensurate profit and opened Warkop Simbah Lorah with my entrepreneurial spirit, thank God the business can run until now.	The failure of business actors does not make them give up on running a business.
	Employee 1	I don't know much about the history, but from the owner's story I believe he was able to become a successful business pioneer with his entrepreneurial spirit after experiencing the failure.	
	Employee 2	The entrepreneurial spirit of the owner of the Warkop motivates me about the history of the owner's determination for the development of his business.	
How does an owner adopt a wise entrepreneurial spirit?	Owner	By encouraging and motivating employees and listening to complaints experienced by employees so that employees and I can establish good communication.	The policies implemented by businesses are a motivation for their employees.
	Employee 1	The owner always listens to complaints and shortcomings about stock materials, which makes employees feel comfortable under his leadership.	
	Employee 2	The owner always wisely prioritizes the safety and comfort of his employees so I	



		feel comfortable with his decisions.	
Is it appropriate for business actors to apply an understanding of entrepreneurial spirit to their employees?	Owner	I personally think it's enough to serve as an example to my employees when they feel comfortable while working here.	Businesses implement and model good entrepreneurial spirit.
	Employee 1	It is appropriate, as a fair leader can give me justice for my rights during work.	
	Employee 2	I think it's right while I still feel treated well as an employee.	
To what extent do business actors build confidence in running the Warkop Simbah Lorah MSME business?	Owner	I personally build confidence from the encouragement of my parents and their prayers, which Alhamdulillah, the business is running smoothly.	The self-confidence of the business owner has always been his driving force in running his business.
	Employee 1	I think his confidence is very big in running this business, especially this business can grow until now.	
	Employee 2	His high self-confidence can result in the progress of his business to date.	
How desperate is the spirit planted by business actors in the courage to take risks to innovate to improve Warkop Simbah Lorah MSMEs?	Owner	I am determined and ready to fail when running a business, as long as I have not stopped trying, God willing, God will still bless me until I reach my goal.	Risk is not an obstacle for entrepreneurs as long as they don't stop trying.
	Employee 1	He is very brave in taking risks without calculating profit and loss for the progress of his business.	
	Employee 2	The courageous determination he has has an impact on the development of his business now.	
What can be emulated from the leadership style applied by the owner of Warkop Simbah Lorah	Owner	I provide high motivation and encouragement of my entrepreneurial spirit to my employees so that they can emulate me in becoming a good leader.	A good example is always providing safety and comfort for employees in carrying out operations.

MSME?	Employee 1	He sets a good example and equalizes employees without any difference.	
	Employee 2	With his leadership style, I feel that the rights and comfort of employees are guaranteed as he sets a good example in operations.	
What motivation do business owners use to encourage their employees?	Owner	Motivation and encouragement to employees can give them Confidence.	Business actors always provide support by giving bonuses to employees in order to provide motivation for employees.
	Employee 1	By providing commensurate bonuses when sales meet and exceed expectations, I am even more motivated under his leadership.	
	Employee 2	He taught me to stay humble and always think positively about things in running a business.	
Is it right that the entrepreneurial spirit applied by business actors can contribute to business sustainability?	Owner	In my opinion, a successful business is one that is run with full confidence and not afraid of failure.	Business actors always think positively in running their business.
	Employee 1	It's right, he is not only a leader with a high entrepreneurial spirit but also an example for me to continue to innovate and not give up easily in failure.	
	Employee 2	It's right with his motivations in running a business.	

Source: observation of UMKM Warkop Simbah Lorah

### Discussion

Some of the research results reinforce that the understanding of the entrepreneurial spirit has a strong relationship or correlation as shown by some of the research below:

According to Nuraeni, Y. A. (2022) Entrepreneurship is an attitude, soul, and ability to create something new, which is valuable and useful for both himself and others. Meanwhile, according to Ramadhan, F. S., Hafid, A., Ardiansyah, A., & Nurjaman, U. (2024) Entrepreneurship is a mental attitude and spirit, which is always active and creative, empowered, creating, working, unpretentious and trying in order to increase income its business activities, while business is a productive activity[8]. To get entrepreneurial opportunities, entrepreneurs must have various skills and knowledge, namely the ability to produce new products and services, produce new added value, start new businesses or new techniques and develop new businesses. Entrepreneurship is the ability to be creative and



innovative and meticulously see opportunities and always be open to receiving any input and positive changes that can bring his business to continue to grow.

Warkop Simbah Lorah MSMEs are growing because the understanding of the entrepreneurial spirit and strategies implemented by business actors can have a positive impact on employees and business sustainability. UMKM Warkop Simbah Lorah also makes various efforts to ensure customer satisfaction, including increasing customer loyalty in providing comfort and equal service quality.

Based on the results of observations, the strategy in increasing customer loyalty carried out by UMKM Warkop Simbah Lorah is by giving free rice every Friday which makes these MSMEs known to many people, besides that the marketing strategy of UMKM Warkop Simbah Lorah also often holds events such as watching football together and game tournaments that can attract customers from various circles. Customer loyalty according to Rafiah, K. K. (2019) is defined as a commitment held to repurchase or subscribe in the future to a preferred product or service even though situational influences and marketing efforts have the potential to cause behavior change[9].

UMKM Warkop Simbah Lorah Kediri has data on product sales transactions in 2024, to be precise the last 6 months from July to December after experiencing an increase in revenue as follows:

**Table 1**

**Sales Transaction Data of MSME Products Warkop Simbah Lorah Kediri**

Month	Black coffee	Milk coffee	Glutinous milk	Ginger drink	Happy soda
July	431	183	75	62	73
August	478	224	94	56	51
September	512	287	121	53	56
October	418	203	88	41	33
November	370	201	107	53	42
December	374	172	83	80	32

Source: UMKM Warkop Simbah Lorah

Based on the table above, it shows that in July-December the sales turnover of Warkop Simbah Lorah MSMEs has increased from the previous month because business actors apply their entrepreneurial spirit to employees by encouraging encouragement and motivation such as bonuses for employees so that when carrying out their performance, employees can provide hospitality and comfort in increasing consumer loyalty.

From the results of the research, the utilization of ideas such as free rice every Friday, watching football together, reserving places, and game tournaments is considered very effective and does not require large costs in attracting customer interest and loyalty. Increased sales, employee performance growth, and innovation in understanding the entrepreneurial spirit can help success in running the Warkop Simbah Lorah MSME business.

#### 4. Conclusion

Based on the results of the research conducted, it can be concluded that understanding the entrepreneurial spirit has a positive and significant impact on the success of running a business. Entrepreneurial spirit, innovative and serious in seeing opportunities and always open to any input from employees and positive changes that can make the business continue to grow. Warkop Simbah Lorah MSMEs have proven to be able to develop employee performance and develop markets, so that they can survive in market competition.

Appropriate leadership in providing encouragement to employees that has been applied by business actors can be used as a basis for running a business to increase long-term competitive advantage.

Based on the above conclusions, researchers can provide suggestions and input as follows: For business actors, the factors that cause business success must be further improved, namely, understanding the entrepreneurial spirit, improving employee performance, and leadership which can be an example for employees in successfully running Warkop Simbah Lorah MSMEs. In the future, with the application of the right understanding of the entrepreneurial spirit for business actors, researchers hope that UMKM Warkop Simbah Lorah can become an example for other businesses and become a mecca in competitive market competition and full of innovation.

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