

## The role of government support in entrepreneurs' success in the context of micro and small enterprises in Surabaya

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**ABSTRACT:** This study aimed to determine the effect of government support on entrepreneurs' success in the context of MSEs in Surabaya. Many factors may encourage the success of entrepreneurs; one of which is government support. This explanatory study used a quantitative approach, and the primary data used in this research were collected using a questionnaire. The population of this study was MSEs registered with the Department of Commerce and Industry of Surabaya City within three industrial categories (culinary, fashion, and craft), comprising 263 MSEs in total. The census method was used to determine the population. The analysis was carried out using SEM (structural equation modeling) with IBM SPSS AMOS 20.0 software. The results show that the support of the Surabaya city government failed to encourage entrepreneurial success in MSEs, despite the implementation of its standard coaching program named "Pahlawan Ekonomi and Pejuang Muda."

**Keywords:** entrepreneur success, government support, micro and small businesses

### 1 INTRODUCTION

Since the early 1990s, entrepreneurship has been promoted by the government and is considered a crucial factor in increasing economic growth. Entrepreneurs are often portrayed as heroic figures who save the economy's life (Olaison & Sørensen 2014). Measuring the success/performance of MSEs is not easy. The indicators for the success of micro, small, and medium enterprises are yet to be standardized. Each researcher used different measurements. Some measured success on the basis of company financial performance (Chowdhury 2013), but Perren (2000) suggested using non-financial measurements. Taormina and Sammi (2007), for example, linked entrepreneurial success to sustainable business operations (a minimum of three years).

Government support is one of the factors that can encourage the success of an entrepreneur. The research by Garg and Phaahla (2018) shows that government policies and support are the main aspects that support the success of MSEs and are positively related to business performance. This research focused on the city regulations/policies as a form of government support. The Surabaya City government in particular has introduced a unique policy for the development of micro, small and medium businesses, named the "Pahlawan Ekonomi dan pejuang Muda" program, hereinafter translated into Economic Heroes and Young Fighters Program's. The unique program belonging exclusively to the Surabaya City government aimed to improve the welfare of micro and small entrepreneurs and alleviate poverty in the city of Surabaya.

The number of micro, small and medium enterprises (MSMEs) in Indonesia increases by 1 million annually. In eight years (2011–2018), MSMEs made up 99% of all businesses, provided 89% of jobs in the private sector, and contributed 60% of the country's GDP. ([www.kemenkopukm.go.id](http://www.kemenkopukm.go.id)). The Indonesian economy is dominated by three sub-sectors in the creative economy, namely the culinary (41.69%), fashion (18.15%) sectors. These three sub-sectors were the largest contributors to the gross domestic product (GDP) of Indonesia ([www.bekraf.go.id](http://www.bekraf.go.id)). The development of MSMEs in East Java also shows an increase. In 2012, the total number of MSMEs in East Java was 6,825,931.

Of that figure, 6,533,694 were micro-scale informal businesses with limited assets, access, and productivity, 261,827 were small-scale businesses, and the remaining 30,410 were medium-scale businesses. Four years later, the number of MSMEs in East Java soared to 9,595,000, up by 46.77%, and in 2018, it further increased to 9,782,262 ([diskopukm.jatimprov.go.id](http://diskopukm.jatimprov.go.id)). Despite the growth of the number of MSMEs in East Java, most MSMEs were still running in the informal sector, with no exactly known number of informal entrepreneurs involved. Surabaya City government's goals are to improve the community welfare through various MSEs policies and programs and to alleviate poverty and famine. As such, in 2010, The Surabaya City government, then led by Surabaya City Mayor Tri Rismaharini, initiated a program named the Economic Heroes and Young Fighters program for these purposes.

In the beginning, there were only 89 MSEs participating in the program, but in the following year this figure increased to 759. In each year from 2012 to November 2019 the number of MSEs joining the program was 861; 1848; 2640; 3,320; 5,000; 8656; 10,680, and 12,464, respectively. The constant increase in the number of MSEs indicates that the Surabaya City government's Economic Heroes and Young Fighters program has met its target. This success of the Surabaya City's government in meeting its target is also indicated by the decrease in the number of poor people in the city of Surabaya (i.e., in 2010, the number of poor people in Surabaya was 195.7 thousand, and this number decreased to 130.55 thousand in 2019) ([www.bps.go.id](http://www.bps.go.id)). Most successful MSEs are under the intensive guidance and monitoring of the Surabaya City government in collaboration with the Department of Commerce and Industry of Surabaya City.

## 2 LITERATURE REVIEW

The definition of MSMEs in Indonesia is clearly stated in Government Regulation No. 7 of - 2021 on the convenience, protection, and empowerment of cooperatives and micro, small, and medium enterprises. Based on the policies, working capital criteria for micro businesses is maximum 1 billion, and for small businesses it is >1 billion to 5 billion. Revenue category per year for micro businesses is maximum 2 billion, and it is 2–15 billion for small businesses ([www.depkop.go.id](http://www.depkop.go.id)).

Robbins and Judge (2017) stated that “entrepreneurship is the process of starting new businesses, generally in response to opportunities.” In support of the definition above, Schermerhorn and Bachrach (2015) described entrepreneurship as “strategic thinking and risk-taking behavior that results in creating new opportunities.” Yukl and Gardner (2020) defined an entrepreneur as “one who creates a new business in the face of risk and uncertainty to achieve profit and growth by identifying opportunities and assembling the necessary resources to capitalize on those opportunities.” Based on the various definitions above, it can be concluded that entrepreneurs can see opportunities to pursue profit by creating a business, managing and utilizing the resources they have, and having the will to take risks. Even the ability to innovate (create products/services) is a new requirement for an entrepreneur.

There is no universal agreement on entrepreneurial success measurement. Every entrepreneur has a different criterion. Entrepreneur success can be measured through (1) tangible criteria (monetary criteria) such as profitability, sustainability, personal wealth creation, revenue or company growth, and turnover (Amit et al. 2003; Perren 1999, 2000) and (2) non-monetary criteria such as consumer satisfaction, personal development, and personal achievement (Ostgaard & Birley 1996). The criteria should be adjusted to the unit of analysis used, whether it be at the organizational level or the MSE level. Using the financial criteria for measuring micro and small business performance comes with various weaknesses, such as non-standardized financial statements and differing calculations for each financial indicator used. Therefore, financial indicators are not appropriate for micro and small business scales because micro and small businesses have minimal/no financial reports. Leković and Marić (2015) suggested using non-financial criteria.

Most governments in the world focus on supporting the development of the MSE sector to create economic stability (Jasra et al. 2011). MSE growth is hampered directly or indirectly by a series of central and local government policies. The research conducted by Ramananda and Rahman

(2012) shows that government support in policies related to MSEs will determine the success of entrepreneurs (Genty et al. 2015). Garg and Phaahla (2018) concluded that government policies and various government supports are the main aspects that support the success of MSEs and are positively related to business performance. This research focused on Surabaya City government's regulations/policies as a form of government support. One of such regulations is the Economic Heroes and Young Fighters program that was intended to empower MSEs through various training programs, mentoring, and information related to licensing and entrepreneurship events. Based on the explanation above, the following hypothesis is proposed: H1: government support positively affects entrepreneur success.

### 3 METHODS

This study used a quantitative approach and an explanatory research design. Primary data were collected using a questionnaire. The population in this study was MSEs registered with the Department of Commerce and Industry of Surabaya City in three industrial categories (culinary, fashion, and crafts). The target population was MSEs that had survived for at least three years. There were 263 MSEs included as the target population, and all of them were used as respondents (census approach). The data analysis was conducted using Structural Equation Model (SEM) with IBM SPSS AMOS 20.0 software.

### 4 RESULTS AND DISCUSSION

Hypothesis testing was carried out to evaluate the relationship between variables as explained through the proposed hypothesis. It means that the hypothesis is not supported. Evaluation of influence was determined by the significance and direction of influence between variables. The hypothesis would be declared supported if it had the same direction of influence as the test results and if it demonstrated a significance as shown by a C.R. greater than 1.96 or a p-value less than 0.05. The test results show that the value ( $p = 0.088$ ) is significant at 5%. The score means that government supports did not affect entrepreneur success. In this research, government support referred to the support from Surabaya City government. The results of this study are not in line with those of several previous studies, including one conducted by (Mazzarol 2003) which concluded that the government's legality-related role played a dominant role in MSEs' survival and growth.

This research's results are not in line with the claims of the Surabaya City government about the success of the MSEs program. The Surabaya City government claimed that the Economic Heroes and Young Fighter programs was able to reduce the poverty line and the number of poor people in Surabaya. The poverty rate in Surabaya per se decreased from 7.07% in 2010 to 4.51% in 2019. The poverty line decreased from Rp. 282,528 in 2010 to Rp. 567,474 in 2019, whereas, the number of poor people decreased from 195.7 thousand in 2010 to 130.55 thousand in 2019 (BPS, Surabaya 2019) (Putra et al. 2020). The results of Itching's (2006) research revealed that government support through regulations has direct and indirect influences on the performance/success of MSEs, either with or without the awareness of the entrepreneurs. All regulations affect the performance/success of MSEs, but it will be up to the MSEs whether they would exploit the regulatory opportunities or not. Regulations have no impact on MSEs unless the MSEs make changes in behavior as a response to those regulations. This study shows that, although the Surabaya City government had implemented various regulations in the form of work programs that supported the development of MSEs, the outcomes had not been able to accelerate and increase the success of MSEs in Surabaya. MSEs awareness to participate in the various work programs initiated by the Surabaya City government needs to be increased. Although the Surabaya City government had implemented various rewards and punishments to the MSEs that it assisted, the awareness of the MSEs to make various changes towards progress was still at a minimum because of the range of constraints faced by the MSEs, such as low HR competence, low motivation, greater focus on material assistance and financial limitations.

## 5 CONCLUSIONS, RECOMMENDATIONS, AND LIMITATIONS

The results show that government support did not affect entrepreneurial success in MSEs in Surabaya, even though various efforts have been made through development programs. Several suggestions thus are offered accordingly: (1) information related to MSEs, MSE development programs, and various MSEs events should be disseminated to entrepreneurs through MSEs community leaders in each sub-district in Surabaya; (2) coaching programs should be based on needs assessments on MSEs to determine the real needs of the MSEs for coaching programs' greater relevance to MSEs' needs; and (3) the Surabaya City government should evaluate the regulations pertaining to MSEs and its coaching programs to know which ones are effective and which are not for future improvements. There are several limitations in this study: (1) this research was conducted during the COVID-19 pandemic, during which business conditions did not run as usual, while all government regulations were issued before the pandemic occurred so that the application in the field was somewhat different; and (2) this study only used data on MSEs that were recorded in the Department of Commerce and Industry of Surabaya City, so many MSEs that met the criteria were not included in the sample.

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