

The Influence of Entrepreneurial Literacy, Entrepreneurial Behavior and Market Orientation Towards Sustainability of Halal Food MSMEs In East Medan District

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ABSTRACT

This study examines the effect of entrepreneurial literacy, entrepreneurial behavior, and market orientation on the sustainability of halal food MSMEs in Medan Timur District. This issue is important due to increasing competition, limited managerial skills, and low market adaptability. This research used a quantitative approach with a survey method. Data were collected through online questionnaires from 86 MSME actors selected from a population of 600 businesses. Data analysis was conducted using multiple linear regression with SPSS. The results indicate that entrepreneurial literacy, entrepreneurial behavior, and market orientation have positive and significant effects on MSME sustainability, both partially and simultaneously. These variables explain 81.2% of the variance in sustainability, while 18.8% is influenced by other factors. Market orientation has the strongest effect, highlighting the importance of understanding customer needs and market trends. Therefore, improving these aspects is essential to support sustainable MSME development.

ABSTRAK

Penelitian ini bertujuan menguji pengaruh literasi kewirausahaan, perilaku kewirausahaan, dan orientasi pasar terhadap keberlanjutan UMKM makanan halal di Kecamatan Medan Timur. Isu ini penting karena meningkatnya persaingan, keterbatasan kemampuan manajerial, dan rendahnya adaptasi pasar. Penelitian menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui kuesioner online dari 86 pelaku UMKM yang dipilih dari populasi 600 usaha. Analisis data menggunakan regresi linear berganda dengan SPSS. Hasil menunjukkan bahwa literasi kewirausahaan, perilaku kewirausahaan, dan orientasi pasar berpengaruh positif dan signifikan terhadap keberlanjutan UMKM, baik secara parsial maupun simultan. Ketiga variabel menjelaskan 81,2% variasi keberlanjutan, sedangkan 18,8% dipengaruhi faktor lain. Orientasi pasar memiliki pengaruh paling dominan, sehingga pemahaman kebutuhan pelanggan dan tren pasar menjadi penting. Oleh karena itu, peningkatan ketiga aspek tersebut diperlukan untuk mendukung keberlanjutan UMKM.

INTRODUCTION

The global economy is currently undergoing a significant transformation with increasing attention to the sharia economy and the halal industry. Based on *State of the Global Islamic Economy Report By 2025*, the value of the global Islamic economy is projected to reach USD 2.4 trillion by 2024, with the halal food sector becoming the largest contributor to the sharia economic ecosystem (DinarStandard, 2024). This growth is driven by the increasing Muslim population of the world which reaches 1.9 billion people and global consumer awareness of halal products that are not only limited to halal aspects, but also include health, hygiene, and sustainability dimensions (Ismail et al., 2025).

Indonesia, as a country with the largest Muslim population in the world, has tremendous potential in developing the sharia economy and halal industry. Based on data from the Ministry of Cooperatives and SMEs, the number of MSMEs currently reaches 64.2 million with a contribution to GDP of 61.07 percent or worth 8,573.89 trillion rupiah. The contribution of MSMEs to the Indonesian economy includes the ability to absorb approximately 117 million workers or 97 percent of the total existing workforce, and can collect up to 60.4 percent of the total investment (Ministry of Finance, 2024). With the increasing involvement of the workforce in MSMEs, this can help reduce the number of unemployed in this country (KopKUMKM, 2023).

According to Law Number 20 of 2008, MSMEs or Micro, Small and Medium Enterprises have the definition of Micro Enterprises, namely productive businesses owned by individuals and/or individual business entities that meet the criteria for micro enterprises as regulated in the law. The existence of MSMEs as strategic partners in the country's economic activities, not as a child of a company or branch of a company, but as a form of individual business or a group of people (Dahrani et al., 2022).

Table 1. Criteria for MSMEs according to Law Number 20 of 2008

Yes	Type of Business	Criteria	
		Assets	Annual Turnover
1	Micro Enterprises	Max IDR 50,000,000	Max IDR300.000.000
2	Small Business	IDR 50,000,000 to IDR 500,000,000	IDR 300,000,000 to IDR 2,500,000,000
3	Medium Business	IDR 500,000,000 to IDR 2,500,000,000	IDR 2,500,000,000 to IDR 10,000,000,000

Sources: Ministry of Cooperatives and SMEs, 2021

Micro and Small and Medium Enterprises (MSMEs) have a substantial impact on Indonesia's economic growth (Pramajaya, 2024). After the COVID-19 pandemic, MSMEs in the halal food sector are experiencing encouraging growth with digital transformation and increased consumer awareness of halal certification (Ismail et al., 2025). This growth phenomenon is also reflected in North Sumatra Province, halal food MSMEs face various challenges in maintaining the sustainability of their business. North Sumatra Province has 33 districts/cities spread and has great human resource potential. Medan City consists of 21 sub-districts and 151 sub-districts with an area of 265.00 km² (Medan City SME Cooperative Office, 2025).

Table 2. Number and Types of MSMEs in East Medan District

Types of MSMEs	Total
Agriculture, Forestry, Fisheries	674
Fashion	397
Large and Retail Trading	739
Automotive	250
Culinary	725

Source: Medan City Cooperatives and SMEs Office 2025

According to data from the Medan City Cooperatives and SMEs Office, MSMEs in East Medan District have experienced significant growth in recent years and have become the main drivers of the local economy. By 2025, there will be 2,060 MSME actors and 725 MSMEs active in the culinary sector, with the majority of them working in the food and beverage industry. Since more than 65% of the region's population is Muslim, halal food is one of the most prominent industries. The high demand for halal food products is driven by consumer preferences who are increasingly aware of the importance of halal certification, both in terms of religion and product quality assurance.

Based on observations made by researchers with several MSME actors in East Medan District, there are still many MSME actors who run businesses with limited knowledge. Around

70% of MSME actors still have a simple mindset that "the important thing is sellers, buyers, and profits". This perspective causes MSME actors to not have a strong managerial foundation, do not understand the basics of entrepreneurship, business planning, financial management, and halal principles in the production process. This condition affects the ability of MSME actors to maintain and develop their businesses, so that the sustainability of MSMEs becomes difficult to achieve. This is a major problem. According to Byabashaija & Katono (2014), Entrepreneurial literacy is the ability of individuals to understand, analyze, and manage business processes effectively. Entrepreneurial literacy includes understanding the principles of Islamic economics, halal certification mechanisms, halal value chain management, and the integration of sharia values in business operations (Riziqiyah et al., 2024). Low literacy leads to unplanned business decision-making. MSME actors who do not understand management and do not plan their business correctly will run a business with a trial and error pattern. This phenomenon shows that low entrepreneurial literacy is a serious obstacle that has implications for the weak foundation of business sustainability.

One of the main symptoms that is an obstacle for Halal Food MSME actors in East Medan District is weak entrepreneurial behavior. The results of the same survey show that there are still many MSME actors who have not shown ideal managerial behavior, especially in terms of operational discipline, risk management, and financial management. In practice, many MSME actors use their own labor force, both themselves and family members, but do not include the labor as part of production costs. Production costs consist of three main elements: raw material costs, labor costs, and overhead costs (Dahrani, Siregar, Indah, 2022). Business actors often feel that their business is profitable because there is no salary to pay, managerial labor costs must still be calculated so that the business can be realistically assessed. This causes business actors to not have a clear picture of their business cash flow, be it profits, losses, or business assets owned (Hayati et al., 2023).

This condition weakens the ability of MSMEs to maintain business sustainability, even causing some business actors to go out of business because they are unable to control cash flow properly. This phenomenon is in line with Apriliyanto (2023), who explains that entrepreneurial behavior includes the ability to innovate, discipline in carrying out business processes, proactivity in improvement, and the courage to take measurable risks. In line with Human Capital Theory (Becker, 1993) which states that individual knowledge, skills, and capacities are the main capital in the success of a business.

When MSME actors do not improve managerial skills, do not learn new things, and do not develop operational competencies, they will find it difficult to survive and adapt in a dynamic business environment. Another problem is related to the weak market orientation in the face of increasingly fierce market competition. Data from the Global Entrepreneurship Monitor (GEM, 2025) shows that 40% of startups fail in the first 5 years due to a lack of *Product-Market Fit*. Based on the results of initial observations with several MSME actors, most have never conducted consumer surveys and have not mapped the target market. Many halal food MSME actors actually follow market trends without careful analysis. This pattern causes MSMEs to only "go up for a while and then go down again", not a few even suffer losses because the products sold do not have a long-term market. Products that only follow trends without reading the direction of consumer demand risk going out of business in a few months because they don't have *Positioning* strong. This phenomenon emphasizes that the market orientation of MSME actors is still low, even though reading consumer needs, understanding the target market, and

segmenting the market is very important for business sustainability is evidence of the low market orientation of MSME actors.

Market orientation refers to the ability of a product to precisely meet the needs of a specific market segment, which is reflected in an effective segmentation, targeting, and positioning (STP) strategy and the use of digital marketing (Ramadhani et al., 2025). In the dynamic halal food industry, the ability of MSMEs to identify consumer preferences, innovate products, and adjust marketing strategies is key to sustainability. Ismail et al. (2025) found that low product innovation, limitations in digital marketing, and lack of proper market segmentation have made it difficult for halal food MSMEs in North Sumatra to achieve *Market Orientation* sustainable, especially in the face of competition with big brands and changing consumer preferences, especially the younger generation. This phenomenon of weak market orientation is in line with the theory of Kohli & Jaworski (1990) which states that market orientation is formed from three components: (1) the collection of market information (*Market Intelligence*), (2) the dissemination of such information to all parts of the business, and (3) the company's response to market information through appropriate marketing strategies. When MSME actors do not understand who their consumers are, what their needs are, and how trend changes occur, then they fail to meet the basic components of market orientation.

In addition to these internal factors, an equally important problem is the lack of understanding of MSME actors on the correct concept of halal food. In practice, there are still many MSMEs who are misunderstood about the concept of halal who think that as long as the raw materials are halal, the products are automatically halal. In fact, the Qur'an has emphasized that halal food is not only about the substance, but also the way it is processed. Allah SWT says in Q.S. Al-Baqarah verse 168:

Meaning: "*O people! Eat from what is lawful and good that is on the earth...*" (Q.S. Al-Baqarah: 168)

This verse explains that food must be halal (in terms of sharia) and thayyib (in terms of quality, cleanliness, and health). However, field phenomena show that there are still MSMEs that ignore the hygiene aspect, use production equipment mixed with unclean ingredients, or do not understand halal SOPs, so that halal food products do not fully meet the concept *Thayyiban Elections*. The sustainability of MSMEs (business sustainability) is not only measured from the financial aspect, but also includes social and environmental dimensions that are in line with Islamic economic principles (Ali et al., 2025). These findings indicate that the sustainability of halal food MSMEs requires a multidimensional approach that integrates various factors, including entrepreneurial literacy, adaptive entrepreneurial behavior, and the ability to achieve product alignment with the market. From an Islamic perspective, entrepreneurship and good business management are highly recommended, especially related to trust, hard work, honesty, and socio-environmental responsibility.

As Allah SWT says in Q.S. Al-Jumua'ah verse 10:

Meaning: "*When the prayer (Friday) has been performed, scatter yourselves on the earth, seek the bounty of Allah, and remember Allah as much as possible so that you may be lucky*".

(Q.S Al-Jumu'ah: 10)

This verse emphasizes the importance of a balance between worship and economic endeavor. In the context of halal MSMEs, this verse teaches that entrepreneurship (seeking the gift of Allah) is part of worship, as long as it is carried out with the right intentions, sharia ethics, and sustainability orientation. The concept of entrepreneurial literacy emphasizes the formation

of an entrepreneurial ecosystem based on sharia principles, which includes an understanding of *Halal Value Chain*, halal certification procedures, as well as the integration of Islamic values in business practices (Riziqiyah et al., 2024). This literacy is not only cognitive, but also includes a practical dimension that allows MSME actors to implement sharia principles in business operations. In addition, the concept of entrepreneurial behavior in the context of halal entrepreneurship integrates entrepreneurial orientation with Islamic ethics, which includes values such as *fear* (piety), *Trust* (trust), as well as the ability to collaborate with various stakeholders to achieve holistic business sustainability (Islam, 2024). Furthermore, market orientation focuses on the ability of MSMEs to align products with market needs through segmentation strategies, target setting, and proper positioning, as well as the use of digital technology (Ramadhani et al., 2025).

The sustainability of MSMEs from an Islamic economic perspective includes the application of values *Maqasid Shariah* (sharia goals) and halal practices that support long-term business continuity by paying attention to the balance between *planet*, *people*, and *Profit* (Jaiyeoba & Jamaludin, 2025). Various studies on halal food MSMEs and the factors that affect their sustainability have been conducted, but there is still a significant research gap. Most previous studies have only partially examined the sustainability factors of MSMEs. Most previous studies have also only highlighted certain aspects narrowly, studies that use a holistic approach to analyze the sustainability of halal food MSMEs by considering the dimensions of entrepreneurial literacy, entrepreneurial behavior, and market orientation simultaneously are still very rare. In fact, the sustainability of halal food MSMEs is a complex phenomenon that is influenced by the interaction of various internal and external factors (Aidha et al., 2025). Therefore, research that integrates entrepreneurial literacy, entrepreneurial behavior, and market orientation in one analytical framework is very important to provide a more comprehensive understanding.

Based on the background description above, it is clear that the sustainability of halal food MSMEs in East Medan District faces multidimensional challenges that require a comprehensive approach. Therefore, this research is important and urgent to be carried out to fill the existing research gap and make a practical contribution to the development of halal food MSMEs in the region. In this case, the author is interested in conducting a research entitled "The Influence of Entrepreneurial Literacy, *Entrepreneurial Behavior*, and *Market Orientation* on the Sustainability of Halal Food MSMEs in East Medan District". Through this research, it is hoped that a deep understanding of how these three variables contribute to the sustainability of halal food MSMEs, so that appropriate strategies and recommendations can be formulated to increase the competitiveness and sustainability of halal food MSMEs in East Medan District in particular, and Indonesia in general.

Despite the growing number of studies on MSME sustainability, most previous research has examined the determinants of business sustainability in a partial manner, focusing only on specific aspects such as financial literacy, entrepreneurial orientation, or market strategy independently. Limited studies have comprehensively integrated entrepreneurial literacy, entrepreneurial behavior, and market orientation within a single analytical framework, particularly in the context of halal food micro enterprises at the local district level.

Therefore, this study offers a novel contribution by simultaneously analyzing the interaction of these three internal strategic factors while incorporating the perspective of halal principles and maqasid shariah-based sustainability. By focusing on halal food MSME actors in

East Medan District, this research provides a more contextualized and holistic understanding of the determinants of business sustainability at the micro-enterprise level.

RESEARCH METHOD

This study uses a quantitative approach that aims to examine the relationship between variables using numerical data and statistical analysis (Berlianti et al., 2024). This approach allows researchers to objectively measure and analyze data to draw generalizable conclusions.

In this approach, data is collected through standardized instruments, such as questionnaires, designed to measure the level of Entrepreneurial Literacy, *Entrepreneurial Behavior*, and *Market Orientation* for the sustainability of their business. Furthermore, the data obtained was analyzed using statistical techniques to test the hypothesis that had been formulated. The results of this study are expected to provide an overview of the influence of Entrepreneurial Literacy, *Entrepreneurial Behavior* and *Market Orientation* to the sustainability of MSMEs. There are 4 variables to be studied, namely independent variable 1 (X1), namely Entrepreneurial Literacy, independent variable 2 (X2), namely *Entrepreneurial Behavior*, independent variable 3 (X3) i.e. *Market Orientation* while the bound variable (Y) is the Sustainability of MSMEs. In research, population refers to an entire group or element that has certain characteristics that are to be studied. Populations can consist of individuals, objects, events, or anything relevant to the research being conducted (Praktis et al., 2024). The population in this study amounted to 600 MSME actors in the halal food sector, especially with micro businesses in East Medan District.

Table 3. Distribution and Population of MSME Actors in the Culinary Sector in East Medan District in 2025

No	Type of Business	Quantity
1	Micro Enterprises	600
2	Small Business	110
3	Medium Business	15
	Total	725

Source: Cooperatives and MSMEs Office, 2025

A sample is a part of the population or a representative of the population that is researched and taken as a data source and can represent the entire population or a sample is a part of the number and characteristics possessed by the population (Praktis et al., 2024). Sampling was conducted due to several limitations faced by the researchers, including time constraints, limited resources, and the relatively large population size. The sampling technique used in this study was purposive sampling, which is categorized as a non-probability sampling method. Respondents were selected based on specific criteria, namely halal food micro-enterprise actors operating in East Medan District and actively managing their businesses. Therefore, the findings of this study are primarily generalizable to MSMEs with similar characteristics and contextual conditions rather than to all MSMEs in Indonesia. The determination of the number of samples and the number of population of 600 Halal Food MSMEs in the halal food sector, especially with micro businesses in East Medan District, was developed with an error rate of 10%.

A research variable is a trait or value of a person, object or activity that has a certain variation that is determined by the researcher to be studied, so that information about it is obtained, then conclusions are drawn (Sulistiyowati, 2017). In this study, there are 2 variables,

namely: Independent variables in Indonesian are often called independent variables. An independent variable is a variable that affects or causes the change or the emergence of dependent (bound) variables. There are 3 independent variables (X) in this study, namely Entrepreneurial Literacy (X1), *Entrepreneurial Behavior* (X2), and *Market Orientation* (X3). Dependent variables consist of output variables, criteria, consequentials. In Indonesian, it is referred to as a bound variable. Bound variables are variables that are affected or become a consequence, due to the existence of independent variables. The dependent variable in this study is the Sustainability of MSMEs (Y).

The data collection technique is to collect data related to the research. Literature studies, also known as document studies, are secondary data collection techniques that involve the citation and analysis of data, theories, and information from various books, documents, the internet, and print media (Scott, 2021). Observation is the second step in data collection after the author conducts a literature study. Observation is a data collection technique by making observations about the situation in the field (Usman, H., & Akbar, 2020). By making observations, to get an overview of the condition of culinary MSME actors in East Medan District. The author becomes more aware of the subject and object being researched.

According to (Scott, 2021) Questionnaire is a method of data collection that is carried out by giving a set of questions or written statements to respondents for them to answer. The questionnaire will be distributed online using survey platforms such as Google Forms or SurveyMonkey. This method was chosen to facilitate access for MSME actors and to accelerate the data collection process, as the questionnaire could be completed flexibly according to respondents' business activities. In addition, the questionnaire can also be filled out anytime and anywhere, thereby increasing respondents' participation rates.

Table 4. Likert Scale

Remarks	Value
Strongly Agree (SS)	5
Agree (S)	4
Neutral (N)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

Sources: (Scott, 2021)

A scale used to measure a person's answers or responses obtained through brief responses to several questions that have been asked to the sample.

Table 5. Variable Indicators

Variable	Indicator
Entrepreneurial Literacy (X1) (Nur Faizah & Majid, 2024)	Basic knowledge of entrepreneurship Ability to recognize business ideas and opportunities Knowledge of business aspects (marketing, finance, operations)
<i>Entrepreneurial Behavior</i> (X2) (Priatna, 2021)	Entrepreneurial Ability Risk Taking Future-Oriented
<i>Market Orientation</i> (X3) (Oc. et al., 2023)	Focus on customer needs Response to market changes Orientation on competitors and market strategy
Sustainability of MSMEs	Financial Stability

Source: Literature Review by Researcher, 2025

Each construct in this study was measured using multiple statement items adapted from relevant previous studies. Entrepreneurial literacy was measured using 15 items covering basic entrepreneurial knowledge, the ability to recognize business opportunities, and knowledge of key business aspects such as marketing, finance, and operations, adapted from Faizah and Majid (2024). An example statement is: *"I understand the basic concepts of entrepreneurship such as innovation and creativity in business."*

Entrepreneurial behavior was also measured using 15 items, reflecting entrepreneurial ability, risk-taking attitude, and future-oriented thinking, adapted from Priatna (2021). One example item is: *"I am willing to take calculated risks to develop my business."*

Market orientation was measured using 15 items adapted from Oc. et al. (2023), including customer focus, responsiveness to market changes, and competitor orientation. An example statement is: *"I regularly adjust my products according to customer preferences."*

Meanwhile, MSME sustainability was measured using 15 items covering financial stability, market competitiveness, and efficient resource management, adapted from Vitriya and Tofan (2025). An example item is: *"My business is able to maintain stable financial performance over time."*

The research instrument is a tool for researchers in using data collection methods (Dan & Collection, 2013). Research instruments can also be interpreted as tools to collect, process, analyze and present data systematically and objectively with the aim of solving a problem or testing a hypothesis. So all tools that can support a research can be called research instruments or data collection instruments (Nasution, 2016). The instrument in this study is a questionnaire that is poured through variable indicators, a research instrument that will be used to make measurements with the aim of producing relevant quantitative data (Sukendra, I. K.; Atmaja, 2019). The normality test aims to test regression models, independent variables, and bound variables to have a normal distribution or not. A good regression model is characterized by data that is normally distributed or at least close to normal. Detect by leaping from the spread of data (dots) on the diagonal axis of the normal P-P Plot graph (Usman, H., & Akbar, 2020).

The multicollinearity test is to see whether or not there is a high correlation between independent variables in a multiple linear regression model. If there is a correlation between the free variables, then the relationship between the free variable and its bound variable is disturbed. How to detect the presence of multicollinearity by looking at the tolerance value and the VIF conditions are as follows:

1. If the tolerance < 0.1 and VIF > 10 : then Multicollinearity occurs.
2. If the tolerance > 0.1 and VIF < 10 : then Multicollinearity does not occur.

The heteroscedasticity test aims to see whether in the regression model there is an inequality of residual variance from one observation to another. If the residual of one observation to another observation is fixed, then it is called homogeneity and if it is different it is called heteroscedasticity. A good regression model is one that is homogeneous or that does not have heteroscedasty. To detect the presence of heteroscedasticity, the glycer test can be used. In this test, if the result is sig > 0.05 , there are no symptoms of heterokedasticity, a good model is that heterokedasticity does not occur (Ningsih & Dukalang, 2019). The data analysis technique used aims to answer the formulation of the problem or test the hypothesis that has been

formulated. The tool used to analyze the data in this study is SPSS Version 25. The purpose of the research is to find out whether Entrepreneurial Literacy, *Entrepreneurial Behavior*, and *Market Orientation* affect the sustainability of Halal Food MSMEs in East Medan District. The data analysis techniques used in this study are:

According to Ghozali (2013:52), measuring validity can be used by correlating between question score scores and total constructs or variables. The significance test was carried out by comparing the calculated r value with the r table. The formula used to test validity is as follows:

$$r_{xy} = \frac{N\sum XY - (\sum X)(\sum Y)}{\sqrt{(N\sum x^2 - (\sum x)^2)(N\sum y^2 - (\sum y)^2)}}$$

Description:

r_{xy} = Correlation coefficient between variables X and Y

N = Number of subjects

$\sum xy$ = The sum of the multiplication between X and Y scores

$\sum x$ = Total score

$\sum y$ = Total score Y

The basis for decision-making used to test the validity of questionnaire items:

1. If r counts > r table, then the statement is declared valid
2. If r counts < r table, then the statement is declared invalid.

According to Ghozali (2013:47), a reliability test is a method used to assess the extent to which a questionnaire, which serves as an indicator of a variable or construct, produces consistent answers. A questionnaire is declared reliable if a person's response to the statement in it remains consistent or stable over time. To find out if the questionnaire instrument can be used consistently, a reliability test is used. For alternative answers of more than two, the Cronbach's alpha test is used. The reliability test criteria are as follows:

1. If the cronbach alpha value > 0.80, then the reliability is excellent.
2. If the value is between 0.6 and 0.79, then its reliability is acceptable. If the value is < 0.60, then its reliability is not accepted (Usman, H., & Akbar, 2020).

The analysis technique used is multiple linear regression, which is a method used to analyze the relationship between one dependent variable and more than one independent variable (Multiple Linear Regression).

In this study, multiple linear regression analysis aims to test the hypothesis related to the influence of Sharia Entrepreneurial Literacy (X1), *Entrepreneurial Behavior* (X2), and *Market Orientation* (X3) variables on MSME Sustainability variables (Y).

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Where:

Y= Sustainability of MSMEs

a = constant

X1 = Entrepreneurial Literacy

X2 = *Entrepreneurial Behavior*

X3 = *Market Orientation*

b1 = Variable regression coefficient of entrepreneurial literacy

b2 = variable regression coefficient *Entrepreneurial behavior*

b3 = variable regression coefficient *Market Orientation*

e = standard error

Hypothesis testing according to (Priyanto, 2011) is a procedure used to determine a decision, whether a hypothesis will be accepted or rejected. To prove the hypothesis in this

study, namely to find out whether the free variable has an effect on the bound variable, the following tests are carried out: In this multiple linear regression model, the amount of contribution for the free variable to the bound variable will be seen by looking at the magnitude of its total determination coefficient (R²). R (R²) or the square of R, which indicates the value of the coefficient of determination. This number is converted to the form of a percentage, which means the percentage contribution of the influence of the independent variable on the dependent variable.

$$D = R^2 \times 100\%$$

Description:

D = Determination

R = Correlation coefficient

The t-test is used to partially test between independent variables against bound variables using real levels ($\alpha = 5\%$, in addition to being based on t-values, it can be known which variables have the most dominant influence on bound variables. The partial parameter significance test aims to find out how much an independent variable individually influences in explaining the variation of independent variables. The significance test of individual parameters is carried out by statistical test. This test is carried out by comparing the tcal values with the table with the following conditions:

$$t = \frac{\sqrt{n-2}}{\sqrt{1-r^2}}$$

Description:

t = Calculated value

r = Correlation coefficient value

n = Number of observation data

Here are the test criteria:

1. If the calculation $>$ the table, H₀ is subtracted, showing that there is a significant influence between the free and bound variables.
2. If the tcount $>$ table, H_a is accepted, which shows that there is no significant influence between the free and bound variables.

This test was carried out to see the influence of independent variables on dependent variables together. This test was conducted to compare the level of significance values with the value of α (0.05). Here is the calculation formula:

$$F = \frac{R^2 / k}{(1 - R^2) / (N - k - 1)}$$

Description:

F = Statistical value F

R² = Coefficient of determination

k = Number of independent variables

n = Number of samples/responded

The conclusion is to look at the sig value α (0.05) with the following conditions:

1. If the value of Sig is $<$ α then H₀ is rejected.
2. If the t-table $<$ count then H₀ is accepted and H₁ is rejected.

In this case, the researcher will test the relationship between Entrepreneurial Literacy (X₁), Entrepreneurial Behavior (X₂), and Market Orientation (X₃) to the MSME Sustainability variable (Y).

RESULTS AND DISCUSSION

Results

Normality Test

Table 5. Results of the Kolmogorov-Smirnov Test

N	Test Statistic	Asymp. Sig. (2-tailed)
86	0.093	0.066

Source: SPSS v27 Processed Data, 2026

Based on table 4. 14 above, the results of the normality test on the one-sample Kolmogorov-Smirnov Test are 0.072 which means that the significance value is $0.072 > 0.05$, then it can be concluded that all data in this study are normally distributed.

Multicollinearity Test

The multicollinearity test aims to detect the presence or absence of symptoms of multicollinearity that the data can do by looking at the value of Tolerance Value and Variance Inflation Factor (VIF). The value used for Tolerance > 0.1 and VIF value < 10 . The results of multicollinearity can be seen in the following table:

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF
Entrepreneurial Literacy (X1)	0.185	5.411
Entrepreneurial Behavior (X2)	0.219	4.560
Market Orientation (X3)	0.242	4.131

Source: SPSS v27 Processed Data, 2026

Based on table 4.15 above, the results of the multicollinearity test can be seen that all values in the variables of Entrepreneurial Literacy (X1) are Tolerance (0.185), *Entrepreneurial Behavior* (X2) which is Tolerance (0.219), and *Market Orientation* (X3) which is Tolerance (0.242) > 0.1 and VIF the variables of Entrepreneurial Literacy (X1) are (5.411), *Entrepreneurial Behavior* (X2) which is (4.560), and *Market Orientation* (X3) i.e. (4,131) < 10 . This means that each research variable does not have the problem of multicollinearity between the independent variables in the regression model used.

Heterokedasticity Test

The heterokedasticity test aims to test the regression model experiencing variance inequality of its variables.

Table 7. Heterokedasticity Test Results

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	6.371	2.112	-	3.016	0.003
Entrepreneurial Literacy (X1)	0.010	0.071	0.037	0.147	0.884
Entrepreneurial Behavior (X2)	-0.056	0.066	-0.0197	-0.855	0.395

Market Orientation (X3)	-0.013	0.065	-0.045	-0.207	0.837
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Source: SPSS v27 Processed Data, 2026

Based on the results of the analysis in table 4.16 above, a sign value was obtained. X1 is (0.884), X2 is (0.395) and X3 is (0.837) > 0.05. So it can be concluded that there is no problem of heteroskedasticity.

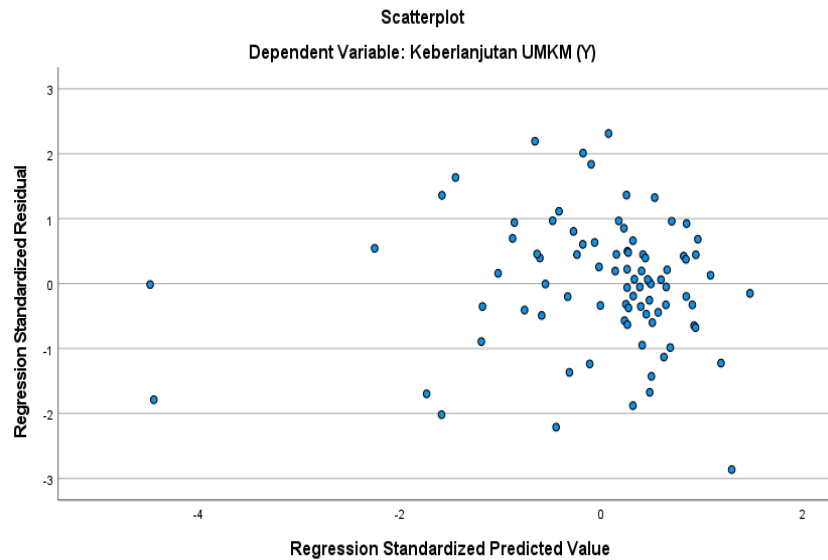


Figure 1. Heteroskedasticity Scatterplot Chart

Source: SPSS v27 Processed Data, 2026

Based on the results of the analysis of the graph above, it shows that there is no clear pattern, such as the dots spreading above and below the number 0 on the Y axis, so it can be concluded that there is no heteroskedasticity.

Multiple Linear Regression Test

Multiple linear regression analysis was used to analyze the relationship and influence of Entrepreneurial Literacy, Entrepreneurial Behavior, and Market Orientation on the Sustainability of MSMEs. In order for the regression results not to be biased, a classical assumption test must be carried out. Based on the results of data processing with the SPSS v27 program, multiple linear regression results are obtained in the following table:

Table 8. Multiple Linear Regression Results

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	3.638	3.248	-	1.120	0.266
Entrepreneurial Literacy (X1)	0.220	0.108	0.230	2.042	0.044
Entrepreneurial Behavior (X2)	0.185	0.101	0.187	1.828	0.071

Market Orientation (X3)	0.542	0.101	0.528	5.387	0.000
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Source: SPSS v27 Processed Data, 2026

In the table above, it can be seen that the values: Regression constant = 3.638 Regression coefficient of Entrepreneurial Literacy variable (X1) → b1 = 0.220 Regression coefficient of Entrepreneurial Behavior (X2) variable → b2 = 0.185 Regression coefficient of Market Orientation variable (X3) → b3 = 0.542. Based on the results of data processing seen in table 4.17 above, the Unstandardized Coefficients Column part B obtained the following multiple linear regression equation model:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

$$Y = 3.638 + 0.220 X_1 + 0.185 X_2 + 0.542 X_3$$

Based on the regression equation above, the researcher concluded as follows:

Constant Value (a)

The constant value of 3.638 indicates the predicted value of MSME sustainability when all independent variables (entrepreneurial literacy, entrepreneurial behavior, and market orientation) are assumed to be at zero. This value reflects the baseline level of sustainability that may still exist due to other factors outside the regression model.

Entrepreneurial Literacy (X1)

The regression coefficient of *entrepreneurial literacy* is 0.220. This means that every one-unit increase in the entrepreneurial literacy score is followed by an increase of 0.220 units in the MSME sustainability score, assuming other variables remain constant., the Sustainability of MSMEs will increase by 0.220 assuming other variables are considered constant.

Entrepreneurial Behavior (X2)

The regression coefficient of *entrepreneurial behavior* is 0.185, indicating that every one-unit increase in the entrepreneurial behavior score will increase the MSME sustainability score by 0.185 units, *ceteris paribus*.

Market Orientation (X3)

The regression coefficient of *market orientation* is 0.542, meaning that every one-unit increase in the market orientation score will increase the MSME sustainability score by 0.542 units, assuming other variables are constant.

Partial t_{test} (T test)

The t-test was used to determine the partial influence of independent variables (Entrepreneurial Literacy, *Entrepreneurial Behavior* and *Market Orientation*) on dependent variables (MSME Sustainability). The research criteria with $\alpha < 5\%$, if the value of $\text{sig } t > 0.05$ and $t_{\text{calculates}} < t_{\text{table}}$, meaning that there is no significant influence of independent variables on dependent variables, then H_0 is accepted H_a is rejected. While the $\text{sig } t < 0.05$ and $t_{\text{calculate}} > t_{\text{table}}$ means that there is a significant influence on the independent variable with the dependent variable, then H_0 is rejected H_a is accepted. In hypothesis testing for regression models, the free degrees are determined by the $n-k$ formula. Where n = many samples, while k = many variables (free and bound). Testing the hypothesis with $\alpha = 5\%$ with 2-way testing, while the degree of freedom (df) = $n-k = 86 - 4 = 82$ (significance level 0.05), the result was obtained for t table of 1.990.

Table 9. Partial Test Results (T Test)

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	-0.273	3.277	-	-0.083	0.934
Entrepreneurial Literacy (X1)	0.461	0.090	0.444	5.118	0.000
Entrepreneurial Behavior (X2)	0.329	0.111	0.307	2.954	0.004
Market Orientation (X3)	0.220	0.108	0.211	2.042	0.044

Source: SPSS v27 Processed Data, 2026

Table 9 above explains that the results of the partial significance test for each variable are as follows: The Entrepreneurship Literacy Variable (X1) has a significant effect on the Sustainability of MSMEs (Y). This can be seen from the significant value of X1 of $0.001 < 0.05$. The value of $t_{\text{calculated}} (5,118) > t_{\text{of the table}} (1,990)$. It is proven that there is a significant influence of Entrepreneurial Literacy on the Sustainability of MSMEs in East Medan District. *Entrepreneurial Behavior* (X2) has a significant effect on the Sustainability of MSMEs (Y).

This can be seen from the significant value of X2 of $0.004 < 0.05$. Calculated t value (2.954) $> t_{\text{table}} (1,990)$. It is proven that there is a significant influence of *Entrepreneurial Behavior* on the Sustainability of MSMEs in East Medan District. *Market Orientation* (X3) has a significant effect on the Sustainability of MSMEs (Y). This can be seen from the significant value of X3 ($0.044 < 0.05$). The value of $t_{\text{is calculated}} (2,042) > t_{\text{table}} (1,990)$. It is proven that there is a significant influence of *Market Orientation* on the Sustainability of MSMEs in East Medan District.

Simultaneous Test (F Test)

The F test in this study was used to show whether all independent variables (*Entrepreneurial Literacy*, *Entrepreneurial Behavior* and *Market Orientation*) included in the model had a combined influence on the bound variables of MSME Sustainability in East Medan District. If the significant value is less than 0.05 ($\text{sig} < 0.05$), then the regression model is statistically significant. This test can be done by comparing the value of the calculated F with the F_{table} or by comparing the probability (Sig with α). With the following conditions:

1. H_0 : minus, if $F_{\text{calculates}} > F_{\text{table}}$, a certain free degree or $\text{Sig} < \alpha$
2. H_a : accepted, if $F_{\text{calculates}} < F_{\text{table}}$, a certain degree of freedom or $\text{Sig} > \alpha$

Table 10. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	4440.123	3	1480.041	118.189	<0.001
Residual	1026.865	82	12.532		
Total	5466.988	85			

Source: SPSS v27 Processed Data, 2026

In the table of test results of the independent variables of Entrepreneurial Literacy (X1), *Entrepreneurial Behavior* (X2) and *Market Orientation* (X3), the F_{hvalue} is 118,188. By using a significance level of 0.05%, the value of degree of freedom (df_1) = 3 and degree of freedom (df_2)

= 82 is obtained so that the value of $F_{\text{of the table}}$ is 3.107. The value of $F_{\text{cal}} > F_{\text{table}}$ or $118,881 > 3.107$ with a significance level of 5%, it can be concluded that simultaneously the variables of Entrepreneurial Literacy (X1), *Entrepreneurial Behavior* (X2) and *Market Orientation* (X3) have a significant effect on the Sustainability of MSMEs (Y). Determination coefficient testing (R^2) is used to measure the proportion or percentage of the model's ability to explain bound variables. The coefficient of determination ranges from zero to one ($0 < R^2 < 1$). If R^2 is getting bigger (closer to one), then it can be said that the influence of the free variable (X) is large on the bound variable (Y). This means that the model used is getting stronger to explain the ability of independent variables to explain bound variables and vice versa as seen in the following table:

Table 11 Determinant Test Results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	0.901	0.812	0.805	3.539

Source: SPSS v27 Processed Data, 2026

Based on the data in the table above, it can be explained that the R Square Value is 0.812 or 81.2%, meaning that the Variables of Entrepreneurial Literacy (X1), *Entrepreneurial Behavior* (X2), and *Market Orientation* (X3) contribute to explaining the Sustainability of MSMEs by 81.2%, while the remaining 18.8% is influenced by other factors outside this study.

The relatively high coefficient of determination ($R^2 = 0.812$) indicates that the regression model has strong explanatory power in describing MSME sustainability within the specific research context. This condition is possible because the study focuses on a relatively homogeneous sample, namely halal food MSMEs located in the same district. Nevertheless, future studies are recommended to include additional variables such as access to financing, government support, digital capability, and business networking in order to obtain a more comprehensive model of MSME sustainability.

Discussion

The Influence of Entrepreneurial Literacy on the Sustainability of MSMEs

Entrepreneurial Literacy (X1) has a significant effect on the Sustainability of MSMEs (Y). This can be seen based on the results of the test partially obtained a value of $t_{\text{Count}} > t_{\text{Table}}$ namely with a value of $5.118 > 1.990$ and a significant value of < 0.05 , namely with a value of $0.001 < 0.05$ which means that Entrepreneurial Literacy has a significant effect on the Sustainability of Halal Food MSMEs in East Medan District. Based on this, hypothesis 1 (H_{a1}) in this study was accepted. These findings show that the level of understanding of MSME actors on entrepreneurial aspects is a fundamental factor in maintaining business sustainability. Entrepreneurial literacy not only includes basic knowledge about business, but also includes skills in business planning, financial management, decision-making, and understanding of halal principles in the production process. Halal food MSME actors who have good entrepreneurial literacy tend to be able to manage their businesses in a more structured and long-term orientation, so that they can survive in the midst of increasingly fierce business competition (Sari, 2026) and (Rahmawati & Dahrani, 2025). The results of this study are in line with the conditions revealed in the background of the research, where there are still many MSME actors who run businesses with a simple mindset and minimal planning. Low entrepreneurial literacy causes businesses to be run on a trial and error basis, without clear managerial calculations, thus

having implications for weak business sustainability. These findings are in line with Human Capital Theory (Becker, 2010) which states that individual knowledge and skills are the main capital in achieving business success and sustainability.

From an Islamic perspective, entrepreneurial literacy is not only related to managerial competence but also to understanding the halal value chain in business activities. Adequate knowledge regarding halal production processes, ethical financial management, and responsible business planning reflects the implementation of maqasid syariah, particularly in preserving wealth (hifz al-mal) and promoting public benefit (maslahah). Therefore, improving entrepreneurial literacy among halal food MSME actors can strengthen not only financial sustainability but also spiritual and social responsibility in business practices.

The Influence of Entrepreneurial Behavior on the Sustainability of MSMEs

Entrepreneurial Behavior (X2) has a significant effect on the Sustainability of MSMEs (Y). This can be seen based on the results of the test partially obtained a value of $t_{\text{Count}} > t_{\text{Table}}$ namely with a value of $2.954 > 1.990$ and a significant value of < 0.05 , namely with a value of $0.004 < 0.05$ which means that Entrepreneurial Behavior has a significant effect on the Sustainability of Halal Food MSMEs in East Medan District. Based on this, hypothesis 2 (H_{a2}) in this study was accepted. *Entrepreneurial behavior* It reflects the attitude and behavior of business actors in running a business, such as operational discipline, courage to take measurable risks, innovation, and the ability to manage business resources. Halal food MSME actors who show good entrepreneurial behavior tend to be more able to manage their business professionally, including in financial recording, production cost control, and strategic decision-making. This finding is relevant to the phenomenon found by researchers in the field, where there are still many MSME actors who have not implemented ideal managerial behavior, such as not including family labor costs in production costs and not managing cash flow properly. This weak entrepreneurial behavior causes business actors to have a wrong perception of the true level of profit, thereby weakening the ability of businesses to survive in the long term. The results of this study are in line with the opinion (Tyasti et al., 2024) and (Mikraj, 2024) which states that entrepreneurial behavior plays an important role in improving business sustainability.

In the context of Islamic business ethics, entrepreneurial behavior should also be aligned with the values of amanah (trustworthiness), ihsan (excellence), and fairness in transactions. Strong entrepreneurial behavior that integrates these values can encourage sustainable business practices that are not merely profit-oriented but also socially responsible and ethically grounded. This alignment supports the broader objective of maqasid syariah in creating balanced economic development and long-term business sustainability.

The Influence of Market Orientation on the Sustainability of MSMEs

Market Orientation (X3) has a significant effect on the Sustainability of MSMEs (Y). This can be seen based on the results of the test partially obtained a value of $t_{\text{Count}} > t_{\text{Table}}$ namely with a value of $2.042 > 1.990$ and a significant value of < 0.05 , namely with a value of $0.044 < 0.05$ which means that Market Orientation has a significant effect on the Sustainability of Halal Food MSMEs in East Medan District. Based on this, hypothesis 3 (H_{a3}) in this study was accepted. Market orientation describes the ability of MSME actors to understand consumer needs, recognize changes in market trends, and adjust products and marketing strategies to the right target market. Halal food MSME actors who have a good market orientation tend to be able to

create products that suit consumer preferences, innovate products, and utilize digital marketing to expand market reach. The results of this study are in line with the conditions revealed in the background, where most MSME actors have not conducted a systematic market analysis and only follow trends without careful planning. Low market orientation causes products to not have a clear positioning and are difficult to survive in the long term. These findings support the theory (Arar et al., 2023) and (Dahrani, 2020) which states that market orientation is the key in creating value for consumers and maintaining business sustainability.

Market orientation in halal food MSMEs should not only focus on responding to consumer trends and competitive pressures but also emphasize maintaining halal and thayyib product quality. By ensuring that market strategies are aligned with Islamic principles, business actors can enhance consumer trust and strengthen long-term sustainability. This approach reflects the integration of commercial competitiveness with spiritual accountability, which is a distinctive characteristic of Islamic-based entrepreneurship.

CONCLUSIONS

Based on the analysis and discussion of the research "The Influence of Entrepreneurial Literacy, Entrepreneurial Behavior and Market Orientation on the Sustainability of Halal Food MSMEs in East Medan District", the conclusion is as follows: Based on the results of the t test (partial test) of Entrepreneurial Literacy has a positive and significant effect on the Sustainability of Halal Food MSMEs in East Medan District. Based on the results of the t-test (partial test), *Entrepreneurial Behavior* has a positive and significant effect on the Sustainability of Halal Food MSMEs in East Medan District. Based on the results of the t-test (partial test), *Market Orientation* has a positive and significant effect on the Sustainability of Halal Food MSMEs in East Medan District. Based on the results of the f test (simultaneous test) of Entrepreneurial Literacy, *Entrepreneurial Behavior* and *Market Orientation* have a positive and significant effect on the Sustainability of Muslim MSMEs in the F&B Sector in East Medan District.

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