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Determinants of Business Success of Mie Pangsit MSMEs in Medan City: Entrepreneurial Motivation and Product Innovation

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ABSTRACT

This study analyzes the effects of entrepreneurial motivation and product innovation on the business success of Mie Pangsit MSMEs in Medan City. A quantitative survey approach was used, with questionnaires distributed to 100 business owners selected through purposive sampling. The data were analyzed using multiple linear regression in IBM SPSS Statistics 25. The results show that entrepreneurial motivation has a positive and significant effect on business success. Product innovation also has a positive and significant effect. In addition, both variables simultaneously have a significant effect on business success. These findings suggest that owners' drive to achieve their goals, together with efforts to improve their products, may support business development. This study offers useful insights for Mie Pangsit MSME owners in Medan City who wish to strengthen their businesses and achieve better results.

Keywords: Product Innovation, Business Success, Medan City, Entrepreneurial Motivation, Mie Pangsit MSMEs

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are a key pillar of Indonesia's economy, contributing to Gross Domestic Product (GDP), job creation, and the growth of entrepreneurship. Badan Pusat Statistik (2024), working with the Ministry of Cooperatives and SMEs, has compiled macroeconomic indicators for MSMEs, covering GDP, Gross Fixed Capital Formation (GFCF), exports, employment, and the entrepreneurship ratio. According to Kementerian Koordinator Bidang Perekonomian Republik Indonesia (2024), MSMEs make up roughly 99% of all business units in Indonesia, generate 60.51% of GDP, and employ almost 97% of the national workforce. Given this significance, it is important to understand which factors enable MSMEs to succeed.

The culinary sector is one of the sectors supporting MSME development in Indonesia. Badan Pusat Statistik Kota Medan (2025) reported that the accommodation and food service sector grew by 14.50% in 2024, while Medan City's economy recorded growth of 5.07%. This growth creates opportunities for culinary businesses, including Mie Pangsit MSMEs. However, it also intensifies competition among business owners. The use of social media, food delivery services, and digital platforms enables businesses to reach more consumers, while requiring owners to adapt their products and strategies to changing market conditions and consumer preferences.

Mie Pangsit businesses can be found in many parts of Medan City. As more owners enter the market, competition grows tougher because the products on offer are fairly similar. As a result, business success is likely to vary depending on how well each owner is able to sustain and develop the business. To get an initial picture, the researcher

carried out a preliminary survey of 15 Mie Pangsit MSME owners in Medan City. Of these owners, 40.0% planned to open new branches, 46.7% were looking for new opportunities, and 40.0% intended to add product variations, while 20.0% had changed their packaging or added topping variations. In terms of results over the past two years, 60.0% of owners reported higher turnover and 73.3% reported more customers. These figures show that although some businesses grew in turnover and customers, not every owner had made the same development and innovation efforts. This gap justifies a closer look at the factors that may contribute to the business success of Mie Pangsit MSMEs.

Business success covers both financial and non-financial achievements, including reaching business goals and expanding the business (Oyeku et al., 2014). Stephen and Handoyo (2026) linked entrepreneurial motivation and innovation to MSME success, and Chandra and Hidayah (2024) found that entrepreneurial motivation influences business success in the culinary sector. Entrepreneurial motivation is the drive to set up, run, and grow a business in pursuit of particular goals. It can help owners face challenges, seize opportunities, and stay committed to their businesses despite competition. Motivated owners may therefore be more willing to maintain and grow their businesses (Budiarto & Pratiwi, 2023).

Previous studies support the relevance of entrepreneurial motivation to business success. Budiarto and Pratiwi (2023) found that entrepreneurial motivation positively influences business capability, which contributes to the success of small industries. Srimulyani & Hermanto (2022) also reported a positive and significant effect of entrepreneurial motivation on the success of micro and small businesses in the food and beverage sector in East Java. Similarly, Chandra and Hidayah (2024), and Stephen and Handoyo (2026) identified entrepreneurial motivation as a factor contributing to culinary business success. These findings suggest that motivation is an important factor to examine in understanding the success of Mie Pangsit MSMEs in Medan City.

In addition to entrepreneurial motivation, product innovation may also influence business success. According to Schumpeter (1934), innovation involves creating new combinations that bring changes to economic activities. In culinary businesses, product innovation can take the form of developing new products, adding variations, improving product quality, and enhancing design or packaging to meet consumer needs. Such efforts can help businesses differentiate their products, increase consumer appeal, and respond to changing preferences. Hamdani et al. (2023) found that product innovation can improve the performance of culinary MSMEs, while Munawar et al. (2023) linked product innovation to improved business performance through value co-creation. Lestari & Turyadi (2024) and Tambunan et al. (2025) also reported positive effects of product innovation on business success. These findings highlight the relevance of product innovation for Mie Pangsit MSMEs, whose relatively homogeneous products make differentiation an important consideration.

Although previous studies have examined entrepreneurial motivation and product innovation in relation to business success, much of the existing research has focused on culinary MSMEs in general or other types of businesses, such as snack food businesses and cafés. Research specifically examining the effects of entrepreneurial motivation and product innovation on the business success of Mie Pangsit MSMEs in Medan City remains limited. Furthermore, the preliminary survey showed differences in business development efforts and business outcomes among Mie Pangsit owners. These conditions indicate the need to examine whether entrepreneurial motivation and product innovation are associated with business success in this specific business context.

Based on this background, this study aims to analyze the effects of entrepreneurial motivation and product innovation on the business success of Mie Pangsit MSMEs in Medan City. The findings are expected to contribute to the development of management science, particularly entrepreneurship, and provide practical insights for Mie Pangsit MSME owners seeking to maintain and improve their business success.

LITERATURE REVIEW

Business Success (Y)

Business success is a condition that indicates the extent to which a business is able to achieve its predetermined goals. Oyeku et al. (2014) explain that entrepreneurial success is related to the achievement of objectives and can be assessed through financial and non-financial measures. Ahmad and Seet (2009) explain that business success has a multidimensional meaning because it can be understood through financial aspects, lifestyle, social responsibility, and customer satisfaction. Chaves-Maza and Fedriani (2022) explain that entrepreneurial success is a concept with various subjective aspects and therefore needs to be assessed through a number of variables that can indicate the level of success achieved by entrepreneurs. Based on these views, business success can be understood as a condition in which business owners are able to achieve their goals and demonstrate business development through financial and non-financial aspects.

Various previous studies show that business success is related to internal factors and the ability of business owners to develop their businesses. Gultom and Agustine (2021) show that entrepreneurial motivation has a positive and significant effect on business success. Srimulyani & Hermanto (2022) also show that entrepreneurial factors, including motivation, play a role in increasing business success. Furthermore, Chandra and Hidayah (2024) show a relationship between motivation and other entrepreneurial factors and business success in the culinary sector. Stephen and Handoyo (2026) also show that motivation and innovation contribute to the success of culinary MSMEs. These findings indicate that business success is not only related to the results obtained but also to the motivation of business owners and their ability to develop their businesses.

The indicators of business success were adapted from Srimulyani and Hermanto (2022), who assessed success through sales volume, production output, operating profit, business growth, and business development. For the present study, three indicators were selected based on their relevance to Mie Pangsit MSMEs: turnover growth, customer growth, and business development. Turnover growth reflects changes in sales and revenue, while customer growth indicates changes in the number of customers. Business development refers to achieved progress, such as expanding operations or establishing additional business locations. Production output was excluded as a separate indicator because the study focuses on these three dimensions of business success.

Yli-renko et al. (2020) examined customer-related factors in connection with firm survival and growth, supporting the relevance of customer-related measures when examining business development. Accordingly, customer growth was included alongside turnover growth and business development to assess the success of Mie Pangsit MSMEs in Medan City.

Entrepreneurial Motivation (X1)

According to McClelland (1961) in Doeze Jager et al. (2017), individual motivation is influenced by three main needs (Three Needs Theory), namely need for achievement, need for power, and need for affiliation. Among these three needs, need for achievement

is the need most closely related to entrepreneurial activity because it encourages individuals to achieve better results, complete challenging tasks, and continuously improve their performance. In the context of entrepreneurship, entrepreneurial motivation is the drive to start, operate, and develop a business in order to achieve predetermined goals. Motivation can originate from internal and external factors, such as the desire for achievement, self-development, business opportunities, economic needs, and environmental support. Business owners with high motivation tend to be better able to face challenges and remain committed to developing their businesses (Budiarto & Pratiwi, 2023; Chandra & Hidayah, 2024; Heriberta et al., 2024; Nadliroh et al., 2023).

Various previous studies have examined the relationship between entrepreneurial motivation and business success. Lazuardi (2024) found a positive and significant effect of entrepreneurial motivation on business success. In addition, Budiarto & Pratiwi (2023), Chandra & Hidayah (2024), Gustamam et al. (2023) and Srimulyani & Hermanto (2022) showed that entrepreneurial motivation contributes to improving business success. Although the relationship between entrepreneurial motivation and business success has been widely studied, research specifically examining Mie Pangsit MSMEs in Medan City remains limited. Therefore, this study examines the effect of entrepreneurial motivation on business success among Mie Pangsit MSMEs in Medan City.

The indicators of entrepreneurial motivation in this study were taken from several sources, namely Chandra and Hidayah (2024) and Stephen and Handoyo (2026). The indicators used include the desire to achieve success and enthusiasm in running a business, referring to Stephen and Handoyo (2026), as well as business development, referring to Chandra and Hidayah (2024).

Product Innovation (X2)
Product innovation refers to efforts to create or improve products to provide added value for consumers. Schumpeter (1934) conceptualizes innovation as the creation of new combinations that bring changes to economic activities. For MSMEs, product innovation includes developing new products, adding product variations, improving quality, and enhancing design or packaging. These activities can help businesses respond to consumer preferences and strengthen competitiveness (Hamdani et al., 2023; Munawar et al., 2023).

Previous studies have associated product innovation with improved MSME performance, sales, and competitiveness. Hamdani et al. (2023) found that product innovation can improve culinary MSME performance, while Munawar et al. (2023) linked innovation to business performance through value co-creation. Maryati (2021) reported a positive effect of product innovation on sales volume, and Nainggolan et al. (2024) examined the contribution of product quality and total quality management to business performance. Other studies have also linked product innovation to competitiveness and MSME success (Lestari & Turyadi, 2024; Murniningsih et al., 2023; Niadi & Wijayanti, 2026; Tambunan et al., 2025). Nevertheless, research specifically focusing on Mie Pangsit MSMEs, whose products may have relatively homogeneous characteristics, remains limited.

The product innovation indicators were adapted from previous studies and include new product development (Munawar et al., 2023), the addition of product variations (Hamdani et al., 2023), product quality improvement (Munawar et al., 2023), and improvements in product design or packaging (Tambunan et al., 2025). These indicators reflect the main forms of product innovation relevant to Mie Pangsit MSMEs.

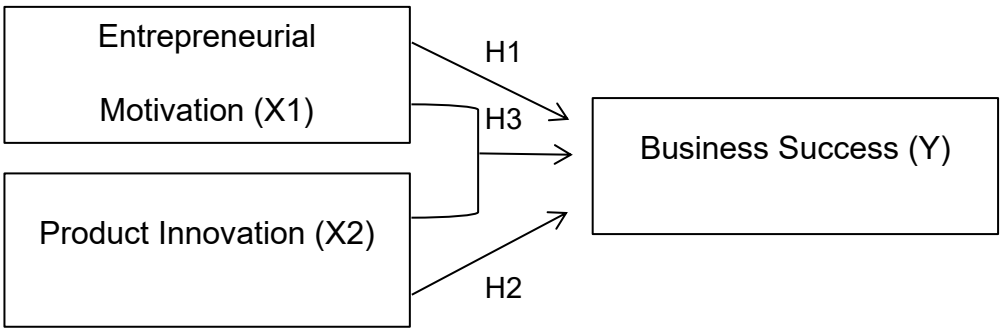


Figure 1. Conceptual Framework

Based on the theoretical foundations, empirical evidence from prior studies, and the conceptual framework established in this research, the following hypotheses are proposed:
H1: Entrepreneurial motivation is expected to have a significant influence on the business success of Mie Pangsit MSMEs in Medan City.
H2: Product innovation is expected to have a significant influence on the business success of Mie Pangsit MSMEs in Medan City.
H3: Entrepreneurial motivation and product innovation are jointly expected to exert a significant influence on the business success of Mie Pangsit MSMEs in Medan City.

RESEARCH METHOD

A quantitative research design was employed through a survey to examine how entrepreneurial motivation and product innovation influence the business success of Mie Pangsit MSMEs in Medan City. Quantitative research relies on variables that can be measured objectively and examined with statistical techniques (Sinaga, 2023), while surveys allow data to be gathered systematically through structured instruments (Rahi, 2017).

The population consisted of Mie Pangsit MSME owners in Medan City, whose exact number was unknown. Purposive sampling was applied based on specific research criteria (Sinaga, 2023). Respondents were required to own a Mie Pangsit business operating for at least one year, be located in Medan City, and be willing to participate. The study involved 100 respondents. Following Hair Jr. et al. (2010), the sample size was considered in relation to the number of indicators. The study used 10 indicators: three for Entrepreneurial Motivation, four for Product Innovation, and three for Business Success.

Primary data were gathered with a five-point Likert scale, from 1 (strongly disagree) to 5 (strongly agree). The questionnaire consisted of 30 positively worded items covering 10 indicators and three variables. Table 1 shows how the indicators map to questionnaire item codes and the sources from which the indicators were adapted. Before the main survey, the questionnaire was piloted with 30 respondents who were not part of the 100 main respondents. Because all items were positively worded, no reverse coding was needed, and each variable's score was obtained by adding up its item responses.

To clarify the difference between Entrepreneurial Motivation and Business Success, Entrepreneurial Motivation was defined as the owner's internal drive, willingness, and

commitment to improve the business, while Business Success was defined by outcomes already achieved, namely turnover growth, customer growth, and business development. Entrepreneurial Motivation therefore reflects the drive to pursue business development, whereas Business Success reflects the outcomes achieved.

The collected data were analyzed using IBM SPSS Statistics 25, involving several procedures, including validity and reliability assessments, classical assumption testing (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, partial significance testing (t-test), simultaneous significance testing (F-test), and the coefficient of determination (R^2). The validity of each questionnaire item was assessed using item-total correlation, while instrument reliability was evaluated based on Cronbach's Alpha. As the analytical approach relied on SPSS-based regression rather than Partial Least Squares Structural Equation Modeling (PLS-SEM), the use of outer loading values was not required.

Table 1.
Indicator Mapping of Research Variables

Variable	Indicator	Questionnaire item codes	Source for indicator/adaptation
Entrepreneurial Motivation (X1)	Desire to achieve success	X1.1–X1.3	Stephen & Handoyo (2026)
Entrepreneurial Motivation (X1)	Enthusiasm in running a business	X1.4–X1.6	Stephen & Handoyo (2026)
Entrepreneurial Motivation (X1)	Commitment to business development	X1.7–X1.9	Chandra & Hidayah (2024)
Product Innovation (X2)	New product development	X2.1–X2.3	Munawar et al. (2023)
Product Innovation (X2)	Addition of product variations	X2.4–X2.6	Hamdani et al. (2023)
Product Innovation (X2)	Product quality improvement	X2.7–X2.9	Munawar et al. (2023)
Product Innovation (X2)	Product design/packaging improvement	X2.10–X2.12	Tambunan et al. (2025)
Business Success (Y)	Turnover growth achieved	Y1–Y3	Adapted from Srimulyani & Hermanto (2022)
Business Success (Y)	Growth in number of customers	Y4–Y6	Adapted from Srimulyani & Hermanto (2022), Yli-renko et al. (2020)
Business Success (Y)	Business development achieved	Y7–Y9	Adapted from Srimulyani & Hermanto (2022)

Although both variables relate to business development, they measure different aspects. Entrepreneurial Motivation focuses on the owner's commitment and willingness to maintain and improve the business, whereas Business Success focuses on the outcomes already achieved, such as turnover growth, customer growth, and business development.

RESULTS

Data from 100 Mie Pangsit MSME owners in Medan City were collected through questionnaires and processed with IBM SPSS Statistics 25 to examine how entrepreneurial motivation and product innovation affect business success. The statistical procedures included instrument validity and reliability assessments, classical

assumption tests covering normality, multicollinearity, and heteroscedasticity, as well as multiple linear regression analysis. Furthermore, hypothesis testing was conducted through individual t-tests and a simultaneous F-test, followed by an evaluation of the coefficient of determination.

Table 2.
Validity Test

Variable	I	II	III
	Statement	Calculated r	Table r
Entrepreneurial Motivation (X1)	X1.1	0.699	0.361
	X1.2	0.744	0.361
	X1.3	0.536	0.361
	X1.4	0.707	0.361
	X1.5	0.901	0.361
	X1.6	0.872	0.361
	X1.7	0.901	0.361
	X1.8	0.872	0.361
	X1.9	0.811	0.361
Product Innovation (X2)	X2.1	0.693	0.361
	X2.2	0.704	0.361
	X2.3	0.523	0.361
	X2.4	0.708	0.361
	X2.5	0.893	0.361
	X2.6	0.876	0.361
	X2.7	0.818	0.361
	X2.8	0.802	0.361
	X2.9	0.846	0.361
	X2.10	0.804	0.361
	X2.11	0.734	0.361
	X2.12	0.676	0.361
Business Success (Y)	Y1	0.613	0.361
	Y2	0.658	0.361
	Y3	0.700	0.361
	Y4	0.595	0.361
	Y5	0.692	0.361
	Y6	0.513	0.361
	Y7	0.758	0.361
	Y8	0.745	0.361
	Y9	0.719	0.361

Based on Table 2, the instrument validity test was conducted on 30 pilot respondents, resulting in an r-table value of 0.361 at a 5% significance level. The results show that all calculated item–total correlation coefficients for Entrepreneurial Motivation (X1), Product Innovation (X2), and Business Success (Y) exceed the r-table value of 0.361. Therefore, all questionnaire items are considered valid. These results were obtained using IBM SPSS Statistics 25 and represent item–total correlations, not outer loadings, because this study did not employ a PLS-SEM measurement model.

Table 3.
Reliability Test

Variable	I	II
	Cronbach's Alpha	Description
Entrepreneurial Motivation (X1)	0.922	Reliable
Product Innovation (X2)	0.931	Reliable

Business Success (Y)	0.824	Reliable

Based on Table 3, the reliability assessment indicates that the Cronbach's Alpha coefficients for Entrepreneurial Motivation, Product Innovation, and Business Success reached 0.922, 0.931, and 0.824, respectively. Since each coefficient exceeds the minimum threshold of 0.60, all three variables meet the reliability criteria, indicating that the research instruments are sufficiently consistent and appropriate for data collection.

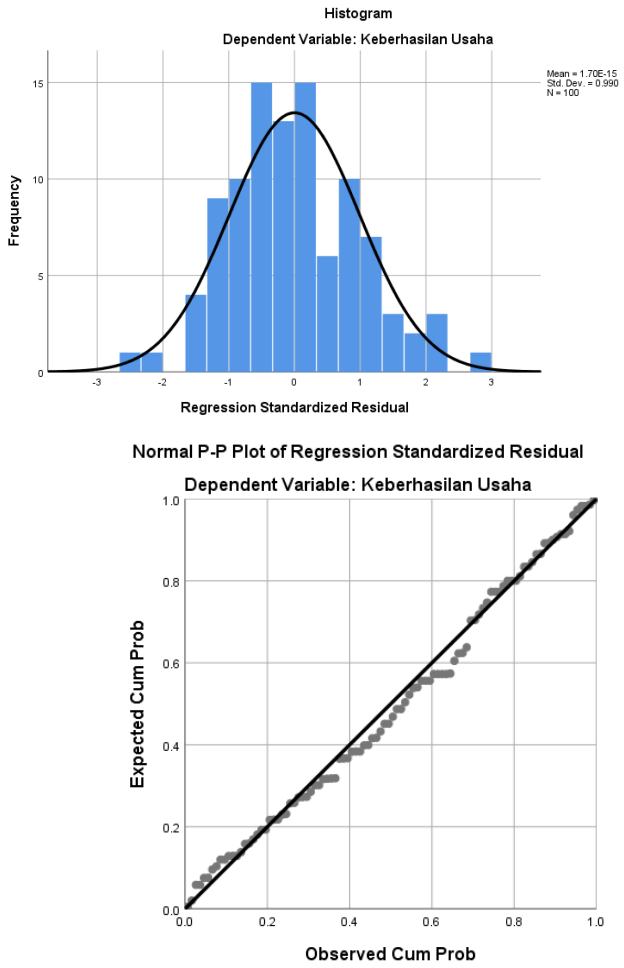


Figure 2. Normality Test

The normality test results show that the histogram residuals form a pattern resembling a normal curve. Meanwhile, the points on the Normal P-P Plot tend to follow the diagonal line. Thus, the residuals in the regression model can be considered normally distributed and the normality assumption is fulfilled.

Table 4.
Multicollinearity Test

Variable	I	II
	Tolerance	VIF
Entrepreneurial Motivation (X1)	0.539	1.856
Product Innovation (X2)	0.539	1.856

Based on Table 4, the results indicate that both Entrepreneurial Motivation and Product Innovation have the same Tolerance value of 0.539, exceeding the minimum

requirement of 0.10. Meanwhile, the VIF value for each variable is 1.856, which remains below the established limit of 10. These results confirm that no multicollinearity is detected between the independent variables, indicating that the regression model meets the multicollinearity assumption.

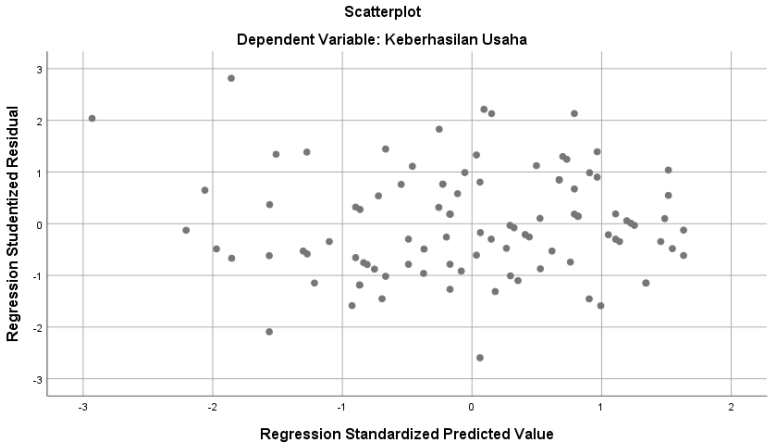


Figure 3. Heteroscedasticity Test

The scatterplot findings from the heteroscedasticity test indicate that the residual points are dispersed randomly on both sides of the zero line on the Y-axis, without displaying any recognizable or systematic pattern. Based on this observation, the regression model can be considered free from heteroscedasticity.

Table 5.
Multiple Linear Regression and t-Test

Model	Unstandardized Coefficients		
	B	T	Sig
Constant	7.989	-	-
Entrepreneurial Motivation (X1)	0.183	2.698	0.008
Product Innovation (X2)	0.453	8.999	p<0.001

Business Success = 7.989 + 0.183 Entrepreneurial Motivation + 0.453 Product Innovation + e

Based on Table 5, the multiple linear regression analysis shows a constant value of 7.989. This means that if Entrepreneurial Motivation and Product Innovation have a value of zero, Business Success will have a value of 7.989. The regression coefficient for Entrepreneurial Motivation of 0.183 indicates a positive relationship with Business Success. Meanwhile, the regression coefficient for Product Innovation of 0.453 also indicates a positive relationship with Business Success. The partial test results show that Entrepreneurial Motivation has a calculated t-value of 2.698 with a significance value of p = 0.008. This indicates that Entrepreneurial Motivation has a positive and significant effect on the Business Success of Mie Pangsit MSMEs in Medan City. Meanwhile, Product Innovation has a calculated t-value of 8.999 with a significance value of p < 0.001. This indicates that Product Innovation also has a positive and significant effect on the Business Success of Mie Pangsit MSMEs in Medan City.

The simultaneous test (F-test) shows that the calculated F-value is 112.492 with a significance value of p < 0.001. This indicates that Entrepreneurial Motivation and Product Innovation simultaneously have a significant effect on the Business Success of Mie Pangsit MSMEs in Medan City.

The coefficient of determination test (R^2) shows an R Square value of 0.699. This indicates that Entrepreneurial Motivation and Product Innovation explain 69.9% of the variation in the Business Success of Mie Pangsit MSMEs in Medan City, while the remaining 30.1% is explained by other factors outside the research model.

DISCUSSION

The Effect of Entrepreneurial Motivation on Business Success

Entrepreneurial Motivation has a positive and significant effect on the Business Success of Mie Pangsit MSMEs in Medan City, with p = 0.008. This indicates that motivated owners are more committed to sustaining their businesses, overcoming challenges, and pursuing growth opportunities. McClelland's Three Needs Theory, particularly the need for achievement, helps explain this relationship through individuals' drive to attain goals and improve results. This finding supports Budiarto and Pratiwi (2023), Chandra and Hidayah (2024), and Lazuardi (2024), who reported a positive relationship between entrepreneurial motivation and business success. Therefore, H1 is accepted.

The Effect of Product Innovation on Business Success

Product Innovation has a positive and significant effect on the Business Success of Mie Pangsit MSMEs in Medan City, with p < 0.001. Developing product variations, improving quality, and updating design and packaging can increase consumer choice and product appeal in a competitive market. Schumpeter's innovation theory explains this relationship by emphasizing product development as a form of business renewal. For Mie Pangsit MSMEs, innovation helps align products with consumer preferences. These results are consistent with Hamdani et al. (2023), Lestari and Turyadi (2024), and Tambunan et al. (2025), who linked product innovation with improved MSME performance or business success. Thus, H2 is accepted.

The Effect of Entrepreneurial Motivation and Product Innovation on Business Success

Entrepreneurial Motivation and Product Innovation jointly have a significant effect on the Business Success of Mie Pangsit MSMEs in Medan City, with p < 0.001. The R Square value of 0.699 indicates that both variables explain 69.9% of the variation in business success, while the remaining 30.1% is associated with factors outside the model. These findings suggest that business success involves both owners' commitment to developing their businesses and practical efforts to improve products according to market needs. Motivation encourages business development, while innovation supports product improvement and responses to competition. Therefore, H3 is accepted.

CONCLUSION

The results of this study demonstrate that entrepreneurial motivation and product innovation have significant positive relationships with the success of Mie Pangsit MSMEs in Medan City. Both variables show significant effects when examined separately and when assessed collectively. The coefficient of determination (R^2) of 0.699 indicates that entrepreneurial motivation and product innovation explain 69.9% of the variation in business success. The remaining 30.1% may be associated with other factors not incorporated into the research model. These findings emphasize that strengthening entrepreneurial motivation and continuously developing product innovation are important considerations in supporting the sustainability and success of MSMEs.

RECOMMENDATION

Mie Pangsit MSME owners in Medan City are advised to stay committed to running their businesses while seeking opportunities to improve and expand their operations. Product innovation can be pursued by introducing new variations, enhancing product quality, and adjusting offerings to match consumer preferences. Future researchers are encouraged to examine additional variables beyond those included in the current model to gain a fuller understanding of the factors influencing the business success of Mie Pangsit MSMEs in Medan City.

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