



Can Small Medium Industries (SMI) In Developing Countries Survive In Uncertain Situations? : Applying The Concept Of Sustainable Entrepreneurship As A Solution

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ABSTRACT

Small and Medium Industries (SMI) are a fundamental component in regional economic aspects in Indonesia. The increasingly competitive climate of business competition has prompted the SMI to adopt certain patterns that play a role in maintaining business existence in the future. Sustainable entrepreneurship is introduced as a concept that offers options for these challenges. Based on empirical research, it is known that the process of implementing Sustainable Entrepreneurship in the SMI domain has a positive relationship with the concept of business model innovation and entrepreneurial bricolage. This finding is an objective reason for researchers to raise the topic of research that focuses on SMI. The data collected came from 39 respondents who were status as SMI owners with Dolls products in Bandung City. This research was conducted through a quantitative approach. The analytical method used in this study is multiple regression analysis which is used to test the influence of variables. The results of data processing show that business models of innovation and entrepreneurial bricolage have a significant influence on sustainable entrepreneurship. Partially or simultaneously reviewed

Keywords: Small and Medium Industries, Sustainable Entrepreneurship, Business Model Innovation, Entrepreneurial Bricolage

INTRODUCTION

The dynamics of Small and Medium Industries (SMI) are interesting subjects to learn, especially in the context of the intensity of increasingly competitive competition. SMI is one of the important components in the structure of the national economy. The Ministry of Industry is optimistic that in 2018 the contribution of SMI to Gross Domestic Product (GDP) can reach 34.8%. The majority of SMIs in Indonesia are concentrated in the central business unit. This condition provides benefits in terms of data collection, direction and control. Although the majority of the central SMI units in Indonesia are not in the form of a "one-stop" formal institution, accessibility to maintenance in order to increase internal capacity will be much easier. One of the attractions offered by the SMI is the enormous employment capacity. In general, SMIs do not need certain educational qualifications in carrying out their business activities (Asmara and Rahayu 2013)

Bandung City as the Capital of the Province accounted for 12.87% of the GRDP of West Java Province. This number ranks the second highest after Bekasi districts. The selection of Bandung City as a Creative City by UNESCO further strengthens the legitimacy of its existence and bargaining position compared to other cities in West Java. Assessment of the needs of new entrepreneurs who are also struggling in the processing industry. In 2017 the total income in the Manufacturing Industry sector reached 34,754 Billion rupiah to the total GRDP of Bandung City. The value of the manufacturing industry in the city of Bandung is consistent with the increasing trend. This condition strengthens the signal that the industry has good prospects..

Based on the study of the Department of Industry and Trade of Bandung City, there are 5 types of SMI commodities that are very vulnerable to the threat of competition. The threat does not only come from imported products, but also from fellow SMI players from inside and outside the city of Bandung. One of these commodities is doll products. Generally the commodities produced have minor characteristics Easily imitated by competitors, oriented to Mass Products, depend on the ordering system makloon, have many competitors inside and outside the center, relatively low internal capabilities, conventional production equipment, minimal business collaboration activities / production with other SMI actors, the level of sales shows a downward trend over the past few years, the transition of core activities from production to trade and the not yet optimal use of information and communication technology media..

Based on the academic review, the phenomenon in the SMI business environment, especially in doll commodities is considered relevant to the output produced by the concept of sustainable entrepreneurship. This concept has a strategic role in the business development model at various levels. The emphasis is directed at transformational ideas such as reducing negative effects on the environment, encouraging the application of the principles of social ethics and maintaining economic stability in the macro and micro sphere(Juma, James, and Kwesiga 2017)

Sustainable Entrepreneurship requires a business model that encourages the development of new products, services, techniques, or organizational modes that substantially reduce environmental impacts and improve quality of life. This innovation can introduce a new Business model or initiate an existing Business model transformation (Schaltegger, Hansen, and Lüdeke-Freund 2016)

The combination of Business Model Innovation (BMI) serves as a key factor for companies to improve their performance. BMI does not only change one or two parts of the company's operational model, but systematically recreates sustainable relationships with stakeholders and efficiently integrates all the resources they have

In entrepreneurial research, the bricolage concept emerges as an important element for understanding the behavioral and business strategies dynamics taken by an entrepreneur. In the scope of resource development and utilization of opportunities, an entrepreneur will be faced with a complex situation. The threat of an uncertain external environment will encourage entrepreneurs to activate "protectors" as a resistance mechanism. This step is useful to minimize the risk of losing existence and bargaining position in the midst of a competitive business climate(Kickul et al. 2018) (Kickul et al. 2018)

LITERATURE REVIEW

Sustainable Entrepreneurship

The paradigm behind the emergence of sustainable entrepreneurship (SE) begins with the process of assimilating the concept of "Sustainability Development". This concept attracted the

attention of researchers and business practitioners. However, its presence sparked a lot of controversy, especially its influence on the process of drafting business policies and strategies. The growing awareness to formulate a formula in the midst of community dependency to consume resources has encouraged many parties to start paying attention to environmental issues such as the sustainability of ecosystems and global climate change (Crnogaj et al. 2014)

Based on social aspects, the SE concept encourages a pattern of restructuring towards developing positive relationships with the community. Sub concepts that are relevant to this problem are "socially responsible entrepreneurship" (Hahn 2013) The scope of this sub-concept provides a clear interpretation of the mechanism that must be passed by the company. This entrepreneurial derivative refers to all activities and processes that aim to identify and exploit opportunities that increase social wealth through the creation of social capital, social change or attention to social needs (Crnogaj et al. 2014)

According to the World Commission on Environment and Development (WCED) under the auspices of the United Nations in 1987, "sustainable" is defined as development that meets the needs of the present generation without sacrificing the ability of future generations to meet their own needs..

Experts provide many definitions of SE, the majority is a form of development of the Triple Bottom Line (TBL) concept which was coined by Elkinton (1997) including as stated by (Gast, Gundolf, and Cesinger 2017) :

"The process of identifying, evaluating and seizing entrepreneurial opportunities that minimize a venture's impact on the natural environment and therefore create benefits for society as a whole and for local communities".

The dimensions of SE when referring to the concept of a triple bottom line clearly and progressively identify identifying needs that consider social, environmental and economic settings. This concept has driven a paradigm shift in the business world. In finding the right solution in the development of organizations, entrepreneurs become more open to community and environmental issues. Entrepreneurs begin to pay more attention to the growth of society in general and the conditions of labor in particular (Soto-Acosta et al. 2016)

Business Model Innovation (BMI)

The concept of business model (BM) has been an integral part of trade and economic behavior since pre-classical times (Teece 2010). But its use began to be commonly heard in the mid-1990s as internet technology was introduced to facilitate access to information even though it was intended for limited circles. Since then ideas about implementing BM in academia and business practitioners have continued. The emergence of BM is an important idea after the industrial revolution that had a big influence on the economic and business order.

The process of continuous change in developing or modifying MB is referred to as Business model innovation (BMI). This update focuses on the process of optimizing and re-engineering complex resources. Companies use BMI to generate more profits. The effectiveness of BMI in terms of output is a distinguishing feature of BM (Morris, Schindehutte, and Allen 2005). According to (Björkdahl and Holmén 2013) BMI requires the design and application of MB by creating a new configuration. In BMI, organizations revise BM to achieve competitive advantage, for example, by improving customer service or by competing on different terms (Boons and Lüdeke-Freund 2013). Similar opinions that are more extreme are proposed by (Mitchell and Coles 2003), the concept of BMI is present by providing product or service

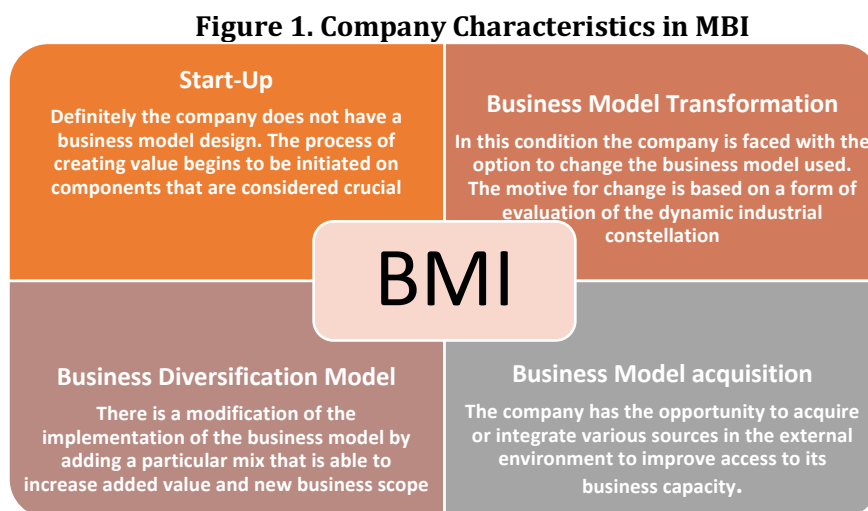
offerings to customers and end users that were previously not available on BM. The concept of BMI changes one or more dimensions of a Business model so that new configurations of elements appear that are created and implemented.

According to (Osterwalder, Pigneur, and Tucci 2005), the definition of BMI is described as a building block that is interconnected, theoretical understanding is presented as follows:

"Specifying a set of business elements and building blocks, as well as their relationships to one another. A business model designer can experiment with these blocks and create completely new business models, limited by imagination and the pieces supplied. "

The space to experiment with linking various elements in it will produce an original Business model. The form of relationships between components can differ between companies. This is because a manager can provide objective decisions based on various considerations such as the unique character possessed and long-term goals to be achieved

According to (Geissdoerfer et al. 2018) states that the application of BMI at the technical level cannot be equated between companies. Aspects that need to be considered are the status of the company's characteristics in the industry and the strategy adopted to improve competitive advantage. The following are presented in the form of images



Source : (Geissdoerfer et al. 2018)

According to (Osterwalder, Pigneur, and Tucci 2005) ; (Davies and Chambers 2018) There are 3 main dimensions that build the concept of BMI holistically. Each dimension is a representation of the company's footing in developing alternative strategies along with the factual conditions that occur, the following explanation : (a) Value Propotion, a statement that identifies clear, measurable and proven benefits that consumers get when purchasing a particular product or service. Value actualization process is carried out effectively so that it can influence consumer perceptions in determining the products or services consumed. (b) Value Creation and Delivery, Utilization of potential channels which are the company's core activities in the process of creating competitive advantage. The channel in question is in the form of activities, resources, channels and Partners. Relationship management is carried out synergistically to get optimal results. The management identifies certain patterns that can be chosen as a tool to solve problems and develop strategic planning. Companies are encouraged to adopt "open thinking" especially in mapping the position and bargaining power of companies in the midst of increasingly competitive dynamics. (c) Value Capture, Compilation of

input and output mechanisms related to financial and economic aspects. The company is faced with creating a balance between the amount of costs sacrificed and potential future income.

Entrepreneurial Bricolage

The bricolage concept was coined by an Anthropologist named Levis Strauss in 1967. The main idea of this concept was to encourage the creation of a new product through the involvement of actors in the recombination process and transformation of existing resources (Madajová 2017). (Di Domenico, Haugh, and Tracey 2010) argue that the nature of resources and the work produced is the result of reasoning and knowledge that can be made through the bricolage process. In simple terms, this theory seeks to connect available resources with new goals. In the literature, bricolage is represented as a mechanism to survive in environments that have limited resources or in undesirable situations when obstacles arise suddenly or unexpectedly (Johannisson and Olaison 2007). (Baker and Nelson 2005) regard bricolage as a process that facilitates the survival and growth of the company. Bricolage helps companies create successful combinations to generate revenue when faced with growth opportunities

The Bricolage concept has a high degree of flexibility and utility so that it can be applied in many disciplines. One that stands out is in the field of entrepreneurship. In this field, the concept of bricolage is positioned as a form of behavior that is dominant in an entrepreneurial context. Concept derivatives used in each field are relatively similar even though there are adjustments to the level of urgency and expected output. (Stinchfield, Nelson, and Wood 2013)

The definitions conveyed by majority experts refer to the theory delivered by Levis Strauss (1967). As stated (Baker and Nelson 2005) which states Entrepreneurial bricolage as:

"Making a hand at new problems and opportunities."

This definition is restrictive, meaning that it is intended to exclude forms of definition definitions that do not involve the two main combinations, namely the optimization of available resources and reaction to new problems and opportunities.

The description presented (Baker and Nelson 2005) in the study (Guo, Su, and Ahlstrom 2015) specifically identifies 2 dimensions that build the concept of Entrepreneurial Bricolage. The explanation is presented as follows: (a) Making do with resources at hand, An active action towards problem solving efforts by utilizing available resources. Entrepreneurs are positioned as an important axis to eliminate various obstacles related to limitations. Handling is done to increase the economic value of a commodity in order to generate alternative income. (b) Combinations of resources for new purposes, combinations or reuse of resources for implementation that is different from the initial designation. Entrepreneur looks for additional functions that can be utilized from an object. The shape of the object can be human through the development of expansive or in-kind expertise. The output of this dimension can encourage the optimization of an object to produce a "multi purpose" and "multi tasking" effect. Legitimacy which states that the benefits of an object are single must be changed.

Hypothesis

The researcher builds a research model with adopting variables that have been used and tested in previous studies, then simplifying them into research models that will be tested for their relationship (hypothesis). The hypothesis is made to make temporary statements about the relationship between two variables.

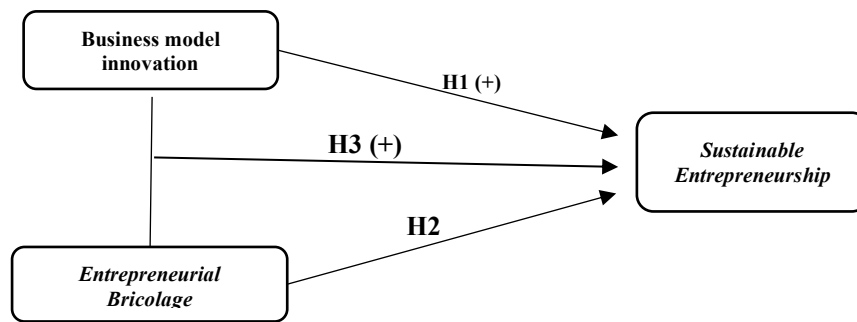


Figure 2. Hypothesis Model

Based on the explanation presented, the researcher compiled the hypothesis as follows:

Partial Relations:

H1: Business model innovation has a significant effect on Sustainable Entrepreneurship.

H2: Entrepreneurial Bricolage has a significant effect on Sustainable Entrepreneurship

Simultaneous Relations:

H3: Business innovation and Entrepreneurial Bricolage models have a significant effect on Sustainable Entrepreneurship

RESEARCH METHODS

This research uses descriptive analysis method. The purpose of this method is to record, process, present and interpret data to provide a clear picture of Business model innovation, Entrepreneurial Bricolage and Sustainable Entrepreneurship in an industrial center owner (entrepreneur) in the leading doll industry centers in Bandung. This research was conducted through a quantitative approach, because researchers will test hypotheses that need to be measured in terms of each variable. In this study there are two data sources, namely primary and secondary data.

(Zikmund, McLeod, and Gilbert 2003) further explains that the study population must have a clear population target so that the determination and sampling is not misdirected. Based on this understanding, the element is an analysis unit, or unit where the required data will be collected (Mudrajad 2003). Based on the criteria of SMI according to UU 64/M-IND/PER/7/2016. The researcher referred to the recapitulation data on the number of doll industries with a population that met the criteria of 65 SMI.

Sampling in this study using the Non probability sampling technique. The sampling technique is a sampling strategy that is commonly carried out in quantitative research and aims to achieve representativeness (Teddlie and Yu 2007) The non-probability sampling method used is saturated or census samples. In this research only focuses on small and medium enterprises in the Leading Industrial Centers of Bandung City in the Dolls sector.

The analytical method used in this study is multiple regression analysis, which is used to test the influence of independent variables on the dependent variable. In general, regression analysis is basically a study of the dependence of one dependent variable with one or more independent variables, with the aim of estimating and predicting the average population or the dependent value based on the value of the independent variable. known (Damodar N 2010)

RESULTS AND DISCUSSION

Respondent Profile

The researcher will describe the profile of the respondent as the unit of analysis. One form of primary data processing is important to map the characteristics of respondents that are

divided based on several data classifications. The final output from the processing results will show the proportions of each group accurately. This is useful for identifying certain groups that are dominant compared to the proportion of other groups.

Table 1. Respondent Profile

BASED ON AGE GROUP		
Age Group (Year)	Frequency (f)	Percentage
≤ 40	6	15,4%
41 -50	20	51,3%
51-60	10	25,6%
> 60	3	7,7%
BASED ON EDUCATION LEVEL		
Level of education	Frequency (f)	Percentage
≤ SMA	33	84,6%
D1	1	2,6%
D3	3	7,7%
S1	2	5,1%
BASED ON ESTABLISHMENT YEAR		
Year of Establishment	Frequency (f)	Percentage
1996-2000	15	38,5%
2001-2005	14	35,9%
2006-2010	8	20,5%
>2010	2	5,1%
BASED ON LOCATION		
Location	Frequency (f)	Percentage
Warung Muncang	30	74,4%
Sukamulya	9	25,6%
BASED ON THE NUMBER OF EMPLOYEES		
Number of employees	Frequency (f)	Percentage
< 3	6	15,4%.
3-4	17	43,6%,
5-8	13	33,3%
>8	3	7,7%,
BASED ON AVERAGE MONTHLY SALES		
Sales	Frequency (f)	Percentage
< Rp. 75.000.000	4	10,3%
Rp. 75.000.000-Rp. 124.999.999	8	20,5%
Rp 125.000.000- Rp. 199.999.999	20	51,3%
Rp 200.000.000 - Rp 300.000.000	7	17,9%
>Rp. 300.000.000	0	0

Profile of respondents based on age, shows that the majority of respondents aged 41 years to 50 years as many as 20 respondents (51.3%). The majority of business people are the first generation who started pioneering the doll production business at the Warung Muncang and Sukamulya business centers. While other business actors are status as successors of family businesses or new business actors who have just operated under 10 years. Based on the latest level of education, the majority of respondents had the highest education equivalent to high school as many as 33 respondents (84.6%). Higher education has not been a priority for business people. They consider that experience and strong desire are important capital in doing business. Problems and challenges that occur in real terms on the ground are opportunities to hone managerial skills.

Based on the year established, most of the industry was established in the period 2001-2005, which was 33.3%. The locations of businesses taken as research respondents are mostly from the Warung Muncang business center due to the larger population. The number of permanent employees owned by the majority is 3-4 people with a percentage of 43.6%. If there is a surge in demand outside of the average daily production, generally they partner with other business actors to fulfill the demand or known as "makloon". Other options can be taken by recruiting part time workers. Based on the average income per month, most businesses have income in the range of Rp 125,000,000 - Rp 199,999,999, which is 51.3%. Based on composition, the number predominantly comes from sales based on orders. While the rest is the stock provided by businesses to fulfill regular sales. Generally customers come from the retail segment.

Description of Statistics

Table 2. Business Model Innovation Variable (X1)

		Value Propotion	Value Creation & Delivery	Value Capture
N	Valid	39	39	39
	Missing	0	0	0
Mean		4,0167	3,9074	3,8974
Mode		4,00	3,64	4,00
Std. Deviation		,24094	,29255	,44691
Minimum		3,64	3,14	3,00
Maximum		4,55	4,50	4,50

In Business Model Innovation (BMI) Variables, all respondents involved in answering questions in each dimension used were declared valid. Value Propotion dimensions have the highest average number compared to other dimensions with a value of 4.01. This means that the choice of respondents who answer Agree and Strongly Agree more. Even so the average difference between dimensions is not too high. The value of fashion is in the range of 3.5 to 4.0, meaning that the majority of respondents choose to agree. The standard deviation value for each dimension is relatively different, in the value capture dimension it is noted that the highest standard deviation value is 0.44, meaning that this dimension has a higher spread rate. Respondents have more varied answers when faced with a description of the situation and the decisions contained in the value capture question. While the Value Propotion and Value Creation & Delivery dimensions have more homogeneous values or are closer to the mean. The majority of respondents tended to give relatively similar ratings in both dimensions.

Table 3. Entrepreneurial bricolage Variable (X2)

	Making do with resources at hand	Combination of Resources For new Purposes
N Valid	39	39
N Missing	0	0
Mean	3,6413	3,4744
Mode	3,67	3,50
Std. Deviation	,44201	,59547
Minimum	2,67	1,50
Maximum	4,67	4,50

In the Entrepreneurial bricolage variable, all respondents' answers in each dimension are declared valid. The mean on the two Entrepreneurial bricolage dimensions relatively close to the justification of the answers is in the choice of disagreeing and agreeing, as well as the value of fashion. The standard deviation shown by the dimensions of Combination of Resources For New Purposes is recorded higher with a value of 0.59, meaning that the level of heterogeneity possessed is higher than the dimension of Making do with resources at hand. This is reinforced by the difference in the minimum and maximum values that are quite large from the dimensions of Combination of Resources For New Purposes which are 1.5 to 3.

Table 4. Sustainable Entrepreneurship Variable (Y)

	Sosial	Ekonomi
N Valid	39	39
N Missing	0	0
Mean	3,6103	3,5513
Mode	3,60	3,75
Std. Deviation	,29000	,47009
Minimum	3,00	2,50
Maximum	4,20	4,25

Based on the table above, it can be seen that the Social and Economic dimensions respectively have a minimum average score of 3.00 and 2.50 with an average maximum score of 4.20 and 4.25, which means the average respondent's answer to each question in the Social and Economic dimension is to answer Disagree, Less agree, Agree, and Strongly Agree. With a value of modes around 4 (3.6103 and 3.5513), the majority of respondents answered Agree. The standard deviation in the economic dimension shows the highest value compared to the social dimension which is 0.47.

Table 5. Deskriptif Statistik per Variabel Statistik

	Business model innovation (X1)	Entrepreneurial bricolage (X2)	Sustainable Entrepreneurship (Y)
N Valid	39	39	39
N Missing	0	0	0
Mean	3,9408	3,5574	3,5824
Mode	3,62	3,42	3,61
Std. Deviation	,22643	,40722	,20112
Minimum	3,55	2,08	3,20
Maximum	4,52	4,17	4,00

Based on the table above, it can be seen that the Business model innovation (X1), Entrepreneurial bricolage (X2), and Sustainable Entrepreneurship (Y) variables have an average minimum score of 3.55; 2.08; 3.20 and 2.50 with an average maximum score of 4.52; 4.17; and 4.00 means that the average respondent's answer to each question in the Social and Economic dimensions is to answer Disagree, Less agree, Agree, and Strongly Agree. With a fashion value of around 4 (3.9408; 3.5574; and 3.5824) it shows that most respondents answered Agree.

Partial Hypothesis Testing (t Test)

In this study a t test was conducted to test or determine the effect of the significance of individual independent variables on the dependent variable. This test is done by looking at the value of t count or p-value (sig) for each independent variable obtained in the regression results. Independent variables individually have a positive effect on the dependent variable if $t_{count} > t_{table}$ or if the significance value is less than 0.05, the independent variables individually have a positive effect. The hypothesis is calculated by comparing t count with t table.

In the number of samples (n) = 39, and the number of independent variables (k) = 2, then $df_2 = n - k - 1 = 39 - 2 - 1 = 36$, the t table value is ± 2.028 . The following is a hypothesis test for each variable:

Table 6. Partial Test (t count)

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>
Intercept	0,247	0,490	0,504	0,617
X1	0,470	0,157	2,996	0,005
X2	0,260	0,101	2,585	0,014

In the X1 variable, the value of t count is 2.996 and the p-value is 0.005. Because the value of t count ($2.996 > 2.028$), then H11 is accepted, meaning that the innovation business model (X1) has a significant effect on the positive direction of Sustainable Entrepreneurship (Y). In the X2 variable obtained the value of t count of 2.585 and p-value of 0.014. Because the value of t count ($2.585 > 2.028$), then H12 is accepted, meaning Entrepreneurial bricolage (X2) has a significant effect with a positive direction on Sustainable Entrepreneurship (Y).

Hypothesis testing simultaneously

Simultaneous testing is done to find out whether Business model innovation (X1) and Entrepreneurial bricolage (X2) jointly (simultaneously) have a significant influence on Sustainable Entrepreneurship (Y). This test is done by looking at the calculated F value or the p-value (sig) obtained in the regression results. The independent variable simultaneously influences the dependent variable if $F_{count} > F_{table}$ or if the significance value is less than 0.05 then the independent variable simultaneously influences the dependent variable. The hypothesis is calculated by comparing F count with F table. In the number of samples (n) = 39, and the number of independent variables (k) = 2, then $df_1 = k = 2$, and $df_2 = n - k - 1 = 39 - 2 - 1 = 36$, obtained f table value of 3.259. The following is an F test obtained:

Table 7. Simultaneous Test (F count)

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	2	1,580	0,790	8,708	0,001
Residual	36	3,266	0,091		
Total	38	4,845			

From the table above, the F value of 8.708 is obtained. Because the value of F count (8.708) > F table (3.259) and sig value (0.001) < 0.05, then H13 is accepted meaning that the business model innovation (X1) and Entrepreneurial bricolage (X2) together have a significant influence on Sustainable Entrepreneurship (Y)

Multiple Correlation Analysis

Analysis of multiple correlation is done to find out the simultaneous relationship between Business model innovation (X1) and Entrepreneurial bricolage (X2) towards Sustainable Entrepreneurship (Y), the following are the results of multiple correlation analysis

Table 8. Multiple Correlation Analysis

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	,571 ^a	,326	,289	,30117

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Based on the results of the SPSS software output above, the value of the correlation coefficient (R) is 0.571. This shows that there is a moderate relationship between Business model innovation (X1) and Entrepreneurial bricolage (X2) towards Sustainable Entrepreneurship (Y).

Coefficient of Determination (R²)

The magnitude of the influence of Business model innovation (X1) and Entrepreneurial bricolage (X2) on Sustainable Entrepreneurship (Y) can be shown by the value of R square (coefficient of determination) based on the table below:

Table 8. Determination Coefficient

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	,571 ^a	,326	,289	,30117

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Based on the table above, the R square value is 0.326 or 32.6%. This means that Business model innovation (X1) and Entrepreneurial bricolage (X2) variables have an influence of 32.6% on Sustainable Entrepreneurship (Y). While the remaining 67.4% is the contribution of other variables besides Business model innovation (X1) and Entrepreneurial bricolage (X2).

LIMITATION REASEARCH

Researchers are relatively difficult to find references related to the implementation of sustainable entrepreneurship practices in small industries, especially in Indonesia which have unique characteristics and challenges. One of the critical points is the decision not to use the

environmental dimension because it is considered irrelevant to the conditions and scope of the business faced. Further support is needed in identifying the level of urgency and concern for SMIs on environmental issues. Theoretically, the application of environmentally oriented business concepts can be a critical point in creating internal excellence. In the aspect of data collection, researchers faced many obstacles to meeting the target of 65 responses. The researcher uses census data so that the population must be taken as a whole. In practice in the field, many prospective respondents refused to be interviewed for various reasons. In addition, updating population data is needed from those issued by the Bandung City trade service, because there are SMI players in the doll product center who are no longer operating so they experience shrinkage.

CONCLUSION

Business model innovation variables have a significant influence on Sustainable Entrepreneurship partially. The application of aspects of innovation business models to the SMI Dolls centers in Bandung City has holistically shown a positive impact. This is shown by the objective assessment conducted by respondents on the dimensions used. Cumulatively the average value obtained reached 3.94 with the majority of the choices answering agree. This achievement exceeds other variables. Partial measurement of relationships is also carried out on Entrepreneurial bricolage variables that have a significant influence on Sustainable entrepreneurship. Based on the simultaneous test it is known that Business model innovation (X1) and Entrepreneurial bricolage (X2) jointly have a significant influence on Sustainable Entrepreneurship (Y), because of the value of F count (8.708) > F table (3.259) and sig value (0.001) < 0.05, then the hypothesis (H3) is accepted.

FUTURE RESEARCH

The application of the concept of sustainable entrepreneurship in many business scales and fields needs further exploration. Constraints and challenges faced are relatively different due to distinctive characteristics, although efforts to continue to survive certainly want to be done by a variety of business actors. It is very interesting if the analytical unit used targets the beginner business actor. This group is relatively vulnerable to failure in the initial phase of establishment. At the theoretical implementation stage, Sustainable entrepreneurship can be associated with other concepts as support. In order to enrich the perspective possessed, this concept can be placed as a dependent variable by relating it to output such as performance and competitive advantage. Quantitative clear measurements are needed to determine the prospects of a business that has an orientation towards sustainable entrepreneurship. In research in developing countries, further studies are needed regarding the components of concern for the environment contained in the concept of sustainable entrepreneurship

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