

Study on the Small Business Success in Construction Field in the City of Palu: Motivation and Commitment

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Abstract: This study aims to assess the effect of small entrepreneurs motivation and commitment in the construction field and their success. This study uses multiple linear regression analysis and take a sample of 114 small businessmen and 2 operational employees from each of these businessmen who are directly involved in completing the project. The results showed that the motivation of entrepreneurs to go into business in the construction field has a significant influence on the success of a business carried on, but the commitment of entrepreneurs in completing the project, has a significant influence. This suggests that the success of small businesses that exist in the field of construction in the Palu City, because of the business hereditary.

Keywords: *Business success, motivation, commitment, the construction field*

1. Introduction

Small businesses engaged in field of construction, is a small-scale enterprises are expected to be and be able to increase non-oil sector, living in a business environment with a level of business competition is getting tougher. Competition in this business not only occur among small businesses, but the state-owned enterprises, private enterprises or foreign companies (Pambudi, 2001: 15). So that in running a business, a small businessman in of construction field, required to survive in implementing effective and efficient management. All program of small businesses of the construction field of area has great potential to develop into a competitive and integrate with the modern economy, even in globalization and the information era (Priyanto, 2002). It is thus no exaggeration to small businesses of construction field, expected to be able to become one of the pillars of the national economy. According to Barringer and Ireland (2008: 9), the success of an entrepreneur lies in his love of the business world who lived and produce a product that satisfy the consumer, it is an encouragement which makes a person decide to become an entrepreneur. How strong is the push drives them to plunge into the world of business is his motivation in trying.

While determination despite failing an entrepreneurial behavior that is not despair and give up on the situation. Setbacks and failures are considered as a high level of effort they are reasonable, because courage indicates the level of entrepreneurial commitment to his work. Thus it can be said that the success of a small business can be affected by how strongly urge in this case the question is the motivation, which makes a person decide to become entrepreneurs. Besides courage which in this case is the level of commitment to the job businessman also be an influence on the success of the business. Besides, the important role of small businesses in the construction field in Palu City, namely: the first, direct involvement in the development and support of national and regional development. Secondly, together with the Government providing economic development infrastructure, such as building roads and bridges for the transportation industry results, build schools as a means of education, and so forth. By considering the important role of employers in construction, this study will examine and analyze the commitment of employers in completing every project undertaken and motivation in running a business and achieve business success. Thus the proposed formulation of the problems as follows:

- What is the commitment and motivation of small entrepreneurs in the run the business in the field of construction in the city of Palu have an influence on business success
- From these two variables, which is more dominant in influencing the success of their business

2. Literature review

According to Arditi *et al.* (2000) the cause of the failure of companies in the construction sector is the administrative internal factors include budgeting and human capital, administrative and external factors include business conflict and family problems. Budgeting includes models of financial and human capital ratios include motivation, lack of business knowledge, lack of managerial experience, fraud, lack of commitment, and poor work habits. Key to the success of small businesses engaged in construction, located in the attitude of entrepreneurs in leading the effort, vision, drive and passion that made the plunge into the business entrepreneur (Rodriguez, 2009). Meanwhile, according to Hall (1994), the study variables which are all factors that distinguish the viability of small businesses in the field of construction of the failure in United Kingdom (UK) is an assistant subcontractors, motivated business owners, entrepreneurs committed to completing each project done, marketing, financial management and good relationship with the bank

Motivation is defined as an impulse in a person to engage in the business world is run, so that the force that triggers a person to engage in the business world, will affect business success is built (Gimenez *et al.*, 2000). Motivation explains why people behave as they do. An entrepreneur increasingly aware of his motivation in trying, the more capable they influence others and make it more consistent with the achievement of organizational goals (Snyder *et al.*, 1994: 148). Steinhoff and Burgess (1993: 38) suggests that the things that drive someone decided to plunge into the world of business will have an impact on the success or failure of the business he had built as a consequence of the decision. Besides, Steinhoff and Burgess (1993: 6) defines motivation as a desire to fulfill what the needs of a person as a reason that prompted him to plunge into entrepreneurship, the things that drive an entrepreneur as follows:

- The desire for higher income
- The desire for a more satisfying career
- The desire to be self-directed
- The desire for the prestige that comes to being a business owner
- The desire to run with a new idea or concept
- The desire to build long term wealth
- The desire to make a contribution to humanity or to a specific cause

Referring to the opinion Steinhoff and Burgess when associated with the motivation of small entrepreneurs, the motivation is a concept used to explain the decisions of small businesses in the construction field in an organism to start (initiate) and direct (direct) behavior (Olomaiye and Ogunlana, 1988). The concept of motivation is also used to explain the differences in intensity behavior. Behavior with greater intensity, considered as a result of higher levels of motivation. Motivation is realized by action to get what it means to the satisfaction of the fulfillment of desires that can satisfy the (Borcherding and Oglesby, 1974). Work commitment is the behavior of a small businessman construction field always shown to be directly involved in completing each job responsibility (Kim *et al.*, 2009). High work commitment of a small businessman will have an impact on knowledge and wisdom in leading companies as outlined in creating a structure that matches the skills and abilities of people who live in the system Virtanen in Ashkanasy *et al.* (2000: 342). Lack of commitment to work in a leader, many problems will arise in the human / organizational capital (Shane, 2006).

Small entrepreneurs (small businesses are no exception construction field) has the commitment and determination to devote all his attention on the business. Half-hearted attitude of doing business will likely fail (Lowe & Ziedonis, 2006). According to Darsono (2006: 176) the strong commitment of a small businessman determine the success of their business. A commitment of resources in pursuit of opportunity that is central to thinking entrepreneurs and can be managed to minimize business failure (Hisrich *et al.*, 2008: 44). According to Nam and Tatum (1997) the high involvement of employers in the process of finalizing a work demonstrates the high commitment owned by small entrepreneurs in construction and is a key determinant of business success, both short term and long term. According to Kim *et al.* (2009), saw the construction worker commitment psychological approach based view of Porter *et al.* (1974). Porter defines commitment as a behavior or an orientation to the organization that is connecting or linking the identity of personnel in the

organization. This orientation is shown in the high-level involvement in work activities. Small business owners have committed the construction field at the completion of his work, demonstrated by direct involvement in determining the worker, as a confidant who were directly involved in the completion of the project. This involvement is indicated by specifying the project manager has the leadership competencies as a manager, providing quality welfare and fair incentives for staff, meet the demands of the technical capabilities and management skills, communication and collaboration system suitability, carrying out the initial mobilization of sufficient available.

The success of small businesses is the construction field: the success achieved employers to finish well within specifications of all projects undertaken and survive in an entrepreneurial activity to attribute the success of internal reasons, namely entrepreneurs who have a great deal of attention to the organization of activities such as planning, networking, securing resources financial and work in an environment of successful organizations (Dreissen and Ende, 2006). They tend to be the best fit with the opportunities and constraints that exist in the environment in which they operate (Bolton and Thompson, 2004: 109). The success of the business is also considered as a perceptive intangible feeling, which varies with different expectations of management, between people, and the phases of the project. Business owners, designers, consultants, contractors, and sub-contractors have their own project objectives and criteria for measuring success is not the same depending on the destination (Shane and Scott, 2006).

Measuring the success of business, according to the concept of strategy Balance Score Card (Kaplan et al in Machfoedz and Machfoedz, 2004:83). can be seen in two perspective, that of non-financial and financial perspectives. non-financial perspective which includes the perspective of customers, growth and learning and business process. The third strategy objectives in this perspective is the real cause of the achievement of financial targets. To produce the actual financial performance, the company must have the ability to produce the best value for customers, must operate processes to serve customers in cost effective, and should employ productive and committed personnel. Thus, the expansion of non-financial strategic objectives into perspective personnel directing attention to the efforts that trigger the accomplishment of financial goals. Perspective success of business, in the construction industry including: (Lingard, 2002; Philips and Philips, 2009).

- Customer satisfaction is measured on a project-oriented employers, both public and private, thus the work activities contained in an agreement contract work.
- Learning and growth this measured by applying innovation and technology, superior in quality, make repairs and improvements project procedures.
- The internal business processes measured by the volume of production (there is always a project done in one year), physical working conditions, and expansion of the business through diversification.
- The financial aspect is measured by the cost savings projects, an increase in the company's assets.

3. Metodology

This research is descriptive - verification, for reasons researchers will make broader conclusions, prove the hypothesis through calculations and analysis of the results of the study continued to make conclusions (Indriantoro and Supomo, 1999: 45). The research was conducted in the city of Palu. The population in this study were all small businesses in the construction sector registered professional organizations GAPENSI Palu. According to the Management Accountability Report Gapensi of Palu in 2012, the organization's membership numbered 570 entrepreneurs. Thus, the samples were taken by 20% (Al Rashid, 1994: 58), as many as 114 contractors. The sampling method, performed by determining randomly. This type of data is the primary data, because the data is taken directly from the source through a questionnaire distributed to respondents. Questionnaires were distributed using the measurement Likert scale, where the number 1 indicates strongly disagree, to 5 digits which indicate strongly agree. The data analysis technique used is a multivariate data analysis, the method of data using multiple regression analysis (multiple linear regression), which is to analyze the influence of variables motivation and commitment to the success of small business construction field (Sugiyono, 1999: 169), with a significance level of 5% ($\alpha = 0.05$) with SPSS

4. Results and Discussion

Validity Test and Reliability Test: To test the research instruments, will use this type of construct validity by using correlation method-Meyer-Olkin Kaiser Measure of Sampling Adequacy (KMO-MSA) and Bartlett's Test. KMO-MSA value received is the value that is more than 0.5, while the Bartlett's test with a significance value of $p = 0.000$ (Hair et al., 2006). While the reliability test was conducted to determine the internal consistency of the data research by looking coefficient Cronbach alpha research instrument that has a Cronbach alpha value greater than or equal to 0.6

Table 1: Result of Validity Test

Variabel N = 114	Jumlah item	Nilai group KMO-MSA	Signifikansi
Entrepreneur Motivasi (X_1)	28	0,857	0,000
Entrepreneur Commitment (X_2)	29	0,748	0,000
Business Successes (Y)	26	0,824	0,000

Source: Primary data is processed (2014)

Results Bartlett's Test of all the variables of the study has a significance value $p = 0.000$ and the value of KMO-MSA is greater than 0.5. Thus overall measurement items can be declared invalid or right and can measure what should be measured (Hair et al., 2006).

Table 2: Result of Reliability Test

Variabel N = 114	Jumlah item	Cronbach's Alpha
Entrepreneur Motivation (X_1)	28	0,7254
Entrepreneur Commitment (X_2)	29	0,8432
Business Successes (Y)	26	0,7513

Source: Primary data is processed (2014)

Table2: the Cronbach alpha values of all the variables of the study showed a greater number of 0.6. This shows that all the variables of the study is reliable or unreliable.

Descriptive analysis: Descriptive analysis showed that the majority of small businessman construction field are located at the age of childbearing age. small businessman construction field who was 36 years-40 years as much as 23.2%, at the age of 41 years-45 years as much as 20%, at the age of 46 years-50 years as much as 23.2%, and at the age of 51 years-55 years 17.4%. Small businessman construction field who are younger than 35 years only 7.1% and the rest (9.1%) was the small businessman construction field over the age of 55 years. This composition shows that most of the contractors who are still actively working in the field of construction are the people in the productive age, people who have excellent physical and mature thinking. Besides, this type of work in the construction field needs people who have the ability and experience in the field of work, so it is natural that the small businessman construction field is dominated by people during the productive age

In terms of education that has been terminated, the majority of respondents had education level under graduate (S1) as many as 74 people or 47.8%. These data indicate that the public is increasingly aware of the significance of education to pursue work in the field of construction. In this era, as small business man construction field not only requires capital and negotiation, but other knowledge with a broad spectrum of disciplines and integrated, such as economic, environmental, social, political, legal, and other knowledge that supports the determination of the analysis of project management for both fundamental and technical. This amount is almost equal to the respondents who graduated from high school or equivalent, in the amount of 58 people (37.4%). This is when associated with the age of the respondents, it appears that the small businessman construction field in Palu city dominated by incumbents who are already going out for a contractor more than 15 years. Only 5 people or 3.2% who did not graduate high school. In terms of the age of the company, it can be seen that most of the construction sector company in the city of Palu is a company who are aged between 20 years to more than 35 years. Companies that are less than 20 years, only 5.9%, while those older than 35 years was 11.7%. This shows that the age of the company may be a reflection of that company's

maturity in the field. So also with companies engaged in the construction field, the longer working in the field of construction, the company has more experience gained while working on the project, so that the company will maintain its presence in completing the project obtained.

When viewed from the background work of parents, showed that the majority of small businesses engaged in construction in the Palu city the unit of analysis in this study, indicating that the background work of parents, of the total 114 respondents who stated that the work of parents as civil servants, both active and retired only by 5 respondents, while working as a small business man construction field, more than 50% (as much as 68 respondents). Employers who have both parents working as a businessman in addition to the contractor as many as 19 people, traders 13 people, armed forces/ police as much as 5 people, Employee state / local enterprises as much as 3 people and farmers only 1 or 0.6%. This shows that the background of the work of parents, took part in determining the type of work chosen by the respondent. This is related to doctrine or referrals from parents, because if parents feel a certain type of work can be used as land for a living, then the parents should be directing their children to work in the same field which he has inherited over the years. In terms of number of employees of the company, showed that the majority of small businesses are not employees of the construction sector have more than 3 people, as many as 82 employers, or 71.9%. This shows that the average small businessman construction field in Palu city hiring permanent employees only slightly. These employees are paid every month to assist in the operation of the company, but for the project, most of the employers are looking for specialized labor to work on projects that are temporary. Employers who employ between 6 to 9 employees, only four employers, or about 2.6%. Most of the employees are still non-kinship with employers.

Classical Assumption Test and Multiple Linear Regression: The model is formulated in the regression equation must meet several requirements, namely the normality of the data and must be free of any symptoms Multicollinearity, autocorrelation, heteroscedasticity. To detect the normality of the data, it can be seen from the values of skewness and kurtosis less than the critical value (± 2.48). It can be said there is no evidence that the data distribution is not normal. Thus the assumption of normality can be fulfilled.

Table 3: Normality Data Test

Variable	Skewness		Kurtosis		Skewness dan kurtosis	
	z-score	p-value	z-score	p-value	z-score	p-value
Motivation (X_1)	-0,017	0,889	0,217	0,926	0,032	0,894
Commitment (X_2)	0,023	0,927	0,138	0,970	0,014	0,888
Job Satisfaction (Y)	0,038	0,976	0,146	0,925	0,031	0,898

Source: Processed Primary Data (2014)

To detect the presence of symptoms of autocorrelation can be seen from the DW (Durbin -Watson). If the value is greater than $\sqrt{4}$ and smaller than $4 - \sqrt{4}$, it can be said no autocorrelation.

Table 4: Model Summary^b

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate	Durbin-Watson
1	.927 ^a	.860	.854	.26866	1.774

a. Predictors: (Constant), X_2 , X_1

b. Dependent Variable: Y

The calculation of multiple regression analysis, indigo DW (Durbin - Watson) of 1.774 (see Table 4), it can be said that based on the calculation of multiple regression analysis in this study, not autocorrelation detected.

Table 5: ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4.709	2	4.355	153.079	.000 ^a
	Residual	12.422	111	.128		
	Total	18.131	113			

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Symptoms of heteroscedasticity can be of df value, if df value greater than the value of n, then detected the presence of heteroscedasticity. From the calculation of multiple regression analysis, the value of degree of freedom (degrees of freedom) is generated at 113 (see Table 5). This value is smaller than n (at 114). Thus in a multiple regression model proposed in this study detected no heteroscedasticity. Symptoms of Multicollinearity can be seen from the figure to leran c e greater than 1 and then umber VIF greater than 5. Based on the results of multiple regression an a alis is calculation of the figure 1 and figure to leran ce approach VIF is in a round number 1 (see Table 6). This suggests that the results of multiple regression analysis free from symptoms of multicollinearity.

Table 6: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance VIF
1	(Constant)	.339	.237		1.429	.159	
	Motivation (X1)	.194	.092	.385	4.111	.040	.865 1.274
	Commitment (X2)	.725	.082	.773	8.808	.000	.754 1.312

a. Dependent Variable: Success

Table 7: Summary of Linear Regression Testing

Variabel N = 114	Koef Regresi (β)	t_{hitung}	Sig.	Kesimpulan
(Constanta)	.339	1,429	0,159	
Motivation (X_1)	.385	4,111	0,060	Tidak Signifikan
Commitment (X_2)	.773	8,808	0,000	Signifikan
Multiple R	= ,927			
R Square (R^2)	= ,860			
Adjusted R Square	= ,845			
F	= 153.079			
Sig.	= .000			

Source: Processed Primary Data (2014)

Based on Table 7: the value of Adjusted R Square of 0.845. This may indicate that the proposed regression model is able to explain the over all effect of the independent variables such as motivation and commitment entrepreneurs on the dependent variable, namely the success of the business by 84.5%. Contribution to the influence of the independent variables on the dependent variable by 86%. This means that the contribution of the influence of employers motivation and commitment to the success of business entrepreneurs in the field of construction of small entrepreneurs in Palu city by 86%, while 14% are influenced by other variables that are not included in this study. Effect of simultaneous between motivation and commitment entrepreneurs to the success of the business entrepreneurs can be seen from the value of the F test of 153.079 and significance of 0.000. This value is smaller than 0.05, indicating that the presence of a strong influence between motivation and commitment entrepreneurs to the success of small business of construction field in the city of Palu. While the partial effect can be seen from the value of beta (β) is smaller than 1, t_{count} greater significance than t_{table} and numbers less than 0.05. Based on Table 7, it can be seen that the partial motivation of entrepreneurs do

not affect significantly to the success of small businesses in the construction field Palu City. This is indicated by the β value of 0,385, t_{count} of 4.111 and significance value of 0.060. For entrepreneurs commitment variables, partially also have an influence. This is indicated by the value of β of 0.773, t_{count} of 8.808 with a significance value of 0.000. Of the amount of the value of β and t_{count} can be seen that the variable most dominant influence employers commitment to the success of small businesses in the construction field Palu City. Calculation of multiple regression analysis, it can be seen that the motivation of entrepreneurs partially no significant effect on the success of small businesses in the construction area city of Palu, which is indicated with a significance value greater than 0.05. That is how motivated are indicated by small entrepreneurs construction area in the city of Palu no significant effect on the success of the business. These results are not in accordance with the results of research conducted by Caplan and Gillham (2005) and Sexton et al. (2006). Research Caplan and Gillham (2005) resulted in the finding that motivation is important for small businesses, because motivation is a state within the individual that causes them to behave in a way that ensures the achievement of a goal. This situation is shown in a strong desire as a goal in running the business. Motivation is an important effort usage desire to achieve a goal, assist inspiring, acting effectively and survive in the face of failure. People who have high motivation will try hard and full of creativity in achieving the target. While Sexton et al. (2006) in his empirical studies conclude that a small businessman has a construction area of interest /desire to run a business because of the presence of a particular motif, essentially factor is the need to achieve a desire to be fulfilled, so what is the desire to achieve the objectives will influence within reach success of the business. Conditions contractor in Central Sulawesi, is closely associated with the acquisition of the project work is done. Obtaining work of this project depends on who is involved and which determined the outcome of the tender project work (tender). It can be said that, the motivation of a small businessman field construction in the city of Palu, to plunge into the world of business is supported by its simplicity obtain project. It simply is not separated from the approach or "dealings" which have been agreed between the employer and the employer. This happens because of the relationship that has existed in the long run, even has lasted for generations. Thus the motivation of a small businessman field construction in the city of Palu, to plunge into the world of business they work for, is not determined by his satisfaction in meeting the needs and wants to run a business, but more due to maintaining a business that has been successfully pioneered by predecessors (parents, uncle, brother, husband, and so forth). This success is due to the existence of a certain relationship with the employer that has lasted a long time. This is supported by a statement of respondents who chose the answer could not agree on a statement it embolden welfare in the long term (indicated by the index value of 92.5). So that no matter how strong the motivation of doing business does not affect the success of the business is run.

Based on the results of multiple regression analysis showed that partially significant commitment of employers and the most dominant influence on the success of the business, as indicated by the value of β of 0.773, t_{count} of 8.808 with a significance value of 0.000. This indicates that the stronger commitment to the field of construction of small businesses in the city of Palu in the work, then the better the success of business achieved. This is consistent with what was raised by Virtanen in Ashkanasy et al. (2000: 342). Virtanen said that the commitment of a small businessman will have an impact on knowledge and wisdom in leading companies and poured in creating a structure that matches the skills and abilities of people who live in the system.

High or low commitment small businessman in the construction field in city of Palu, will affect the success of the business. Commitment small businesses in the construction field Palu City, have low commitment. This is shown by the average total value of the index of work commitment of 71.25. But when viewed from each item indicator, it can be seen that for the indicator finish early mobilization as a first step in working on the project, then the average small businessman construction field in Palu city less commitment (indicated by the index value of 62.08 less from 70.01). This means that the average small businessman construction field in Palu city start working on a project with a complete lack of equipment, it is also supported by the value of the index is very low (less than 33.02 at 40.01) for the item indicator shows that an entrepreneur should prepare a health and safety equipment. In preparing feasibility indicator items of equipment (eg heavy equipment used), the value of the index is moderate, amounting to 65.9 (less than 70.01). This is consistent with the results of a study conducted by Chen et al. (2009). Studies conducted by Chen et al. Concluded that the lack of commitment to a contractor, many problems will arise in the human/organizational capital, which

can be defined as something shocking, enthusiasm and emotion of the management team, committed entrepreneurs, are significantly negative effect to the size of the company.

The findings in this study, also in accordance with the findings of a study conducted by Nam and Tatum(1997). Nam and Tatum's study concluded that the employer, not just the end product buyers, which means small entrepreneurs construction field are not directly involved in project implementation; it is one of the key players before and during project implementation. So technological progress in the construction industry requires the involvement and business owners. Case empirical support a key role in many cases owners, business owners sharing the risk of commitment and leadership in planning and implementing project. The findings in this study indicate that the progress report of the work accomplished in the field, depending on the opinions and estimates of field supervisors. Infact, often occurs super intendent, also serves as executive field, so that the achieved progress report always shows the best, although employers are not directly involved in the project. Thus, this suggests that, how strong the commitment of small businesses in the construction area of the Palu city, will affect the success of a business carried on.

5. Conclusion and Recommendations

- Motivation and commitment businessman businessmen simultaneously affect the success of the business. This is indicated by the value of 153.079 F_{test} and significance of 0.000. While the contribution of the influence of motivation and commitment entrepreneur entrepreneurs to business success is quite large, ie 86% and can explain the relationship effect of 84.5%
- Motivation businessman effect is not significantly influence the success of small businesses in the construction field Palu City. That is, no matter how powerful motivational entrepreneur, does not affect the success of the business. Thus rejecting the theory of motivation proposed by Snyder et al. (1994: 148) which says that an entrepreneur increasingly aware of his motivation in running the business, the more able they are to achieve success business carried.
- Commitment entrepreneurs have a significant effect on the success of small businesses in the construction field Palu City. That is, the stronger the commitment of employers, will affect the success of the business. This is consistent with what was raised by Virtanen in Ashkanasy et al. (2000: 342), who said that the commitment of a small business leaders will have an impact on knowledge and wisdom in leading companies as outlined in creating a structure that matches the skills and abilities of people who live in the system.

Suggestions are as follows:

- For the purposes of the development of science in the field of management science and entrepreneurship, particularly the Human Resources Management and or entrepreneurship, should be a model development theory used in this study can be followed by subsequent research into the behavioral model of small entrepreneurs in business success. Variables that can be induced in the model theory is variable knowledge management, capital investment as, role stress, work culture or cultural organizations, business performance, the spiritual capital and so forth, either as an endogenous variable, exogenous, intervening and moderating
- For further research, the development of theoretical models used in this study can be continued by applying the different research object, namely the small businessman finished product processing industry (eg, food, drink, clothing, leather, metal crafts, and so on).
- For small businesses, especially small businesses engaged in the construction, the results of this study can be used as input for introspection in improving the ability to manage personal characteristics as the spiritual capital of doing business and increase the success of a business, the business expansion in other areas such as trade, consultants etc.
- For the government institutions concerned with small businesses, especially small businesses construction field (Department of Public Works and Regional Infrastructure) Research Institute for Regional Construction Services (LPJKD) and professional associations engaged in the construction (such Gapensi, Akaindo, Gapekindo, and etc.), the results of this study can be used as a reference, or a reference in the promotion and development of small entrepreneurs engaged in construction, so that the development of small businesses is expected to be a pillar of the economy of the people.

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