

Determinants Of Entrepreneurship In PT Propertindo Bersinar Pematang Siantar

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ABSTRACT

The purpose of this study is to study and analyze the determination of entrepreneurship at PT Propertindo Bersinar Pematang Siantar using quality as an intervening variable. In addition, this study examines how the influence of quality interventions increases entrepreneurship at PT Propertindo Bersinar Pematang Siantar. This study involved customers of PT Propertindo Bersinar Pematang Siantar. This study involved 255 respondents, and the sampling was done purposively. Data analysis was carried out using the Structural Equation Model-Partial Least Square (SEM PLS). The results showed that trust, promotion, location, and price have a direct positive and significant effect on quality. Furthermore, trust, promotion, location, and price have a direct positive and significant effect on entrepreneurship. However, entrepreneurship is not directly influenced by location. Furthermore, quality as an intervening variable is able to mediate the influence of location and price positively and significantly on entrepreneurship. However, quality is not able to mediate the influence of trust and promotion on entrepreneurship. For consumers, PT Propertindo Bersinar Pematang Siantar considers that trust and quality are important factors in increasing entrepreneurship. So it is important for management to pay attention to and improve these factors for the sustainability of the company.

Keywords: *Determinants, Trust, Location, Entrepreneurship, Quality*

INTRODUCTION

Entrepreneurship is very important to reduce social and economic problems throughout the country (Rizky et al., 2023). To develop a stable economy, good small business activities must be built. Because the growth of entrepreneurship affects economic development, many countries around the world prioritize significant entrepreneurial growth. Entrepreneurship has a positive effect on their economy and life. As a result, entrepreneurial behavior is a major concern in development economics research in Indonesia. Entrepreneurs are people who start a business. The role played by an entrepreneur is important for the growth and progress of the business unit being run. Entrepreneurship has great potential to reduce poverty, according to Vial and Hanoteau (2015). If new businesses emerge or emerge, the entrepreneurial climate will persist. The process of forming a person's entrepreneurial value can be influenced by various aspects that exist in developing countries (Welter & Smallbone, 2011).

Property is one type of entrepreneurship that is currently starting to grow rapidly. Part of human needs for clothing and shelter is property. Currently, the property industry is increasingly developing rapidly. This can be seen from the increasing market demand for the

property business. The more companies that sell their goods, the higher the market demand. This can be seen from the many new housing estates that are being built at competitive prices. However, the increasing competition in the property industry today and customer perceptions of the factors that influence their purchasing decisions require businesses to remain creative in meeting the needs of their prospective customers so that their business can continue. Based on the above problems, it has become clear that entrepreneurship is very important to meet the consumption needs of society and has the ability to reduce economic and social problems at every level of society. Therefore, the researcher wants to conduct a study on the factors that influence entrepreneurship at PT Propertindo Bersinar Pematang Siantar, with quality as an intervention variable.

LITERATURE REVIEW

Trust

Relationships are based on trust. A relationship between two or more parties will occur if each has trust in each other. Trust cannot only be acknowledged by others but must also be built from the beginning and can be proven. A person's trust is not always true and is not a guarantee of truth because, according to the Great Dictionary of the Indonesian Language, "trust is a person's hope and belief in another person's honesty, goodness, and loyalty," and "an attitude shown by humans when they feel they know and conclude that they have reached the truth."

According to Mayer et al. (1995), trust is defined as a person's willingness to be vulnerable to the actions of another party with the expectation that the other will perform certain actions that are important to the supervisor, regardless of their ability to supervise or control the other party. Trust is essential for adaptation and relationship formation, according to Duffy and Wong (2000). Trust is defined by Lewicki and Wiethoff (2000) as a person's belief and willingness to act on the words, actions, and decisions of another person. Factors that can cause someone to trust others include the formation of a belief system that comes from their personal experiences, norms or traditions that exist in the institution or society, and experiences experienced during the relationship. Trust can emerge in task-oriented professional fields, which focus on the relationship itself and on achieving personal and social goals (Lewicki & Wiethoff, 2000).

Trust is based on cognitive processes that distinguish between trustworthy, untrustworthy, and unknown individuals and entities, according to Lewis and Weigert (1985). When this happens, one cognitively chooses who to trust and respect, and this is the basis that can be used to determine who is trustworthy. Thus, trust can be defined as a positive expectation, assumption, or belief held and directed at another person that they will behave in accordance with needs and expectations. When someone chooses to trust another person, their expectations of that person are the same as their expectations of themselves.

Promotion

Promotion is an effort to inform or offer goods or services to others with the aim of attracting them to buy or consume them so that it is expected to increase sales volume (Kotler & Keller, 2009). According to Gitosudarmo (2014), promotion is an action taken by marketers to convey information about their products to consumers so that they become familiar with the product and then become happy and decide to buy the product. In another

definition, Peter and Olson (2014) say that promotion is an action taken by marketers to influence consumers so that they become happy and decide to buy the product.

Information, attracting attention, and increasing sales are the main goals of promotion. The goals of promotion, according to Schoell (2016), are to gain attention, educate, improve, persuade, and convince. If done correctly, promotion can influence consumers about where and how they spend their money. Promotion can benefit both producers and consumers.

RESEARCH METHOD

Quantitative research is also conducted. Quantitative research is usually defined as research conducted with a specific purpose, for example, as an alternative to testing a research hypothesis and finding that the results depend on the possibility of failure of the null hypothesis. After statistical analysis of all research results, the significance of the relationship and group differences will be calculated. One major goal has been achieved through quantitative research in practice, according to Supratiknya (2015). This is to meet the need to test the theory objectively by examining the relationship between variables. The research to be conducted will test the determinants of consumer purchasing decisions in modern retail in Medan City using four independent variables, namely "trust (X1), promotion (X2), and one dependent variable, namely "entrepreneurship".

In addition, a cross-sectional survey design will be used to conduct this study. According to Sumerian (2011), a cross-sectional survey design is defined as a research design that allows the collection of information about all elements of a population at a certain point in time. Consumers who have made transactions in at least the last six months at PT Propertindo Bersinar Pematang Siantar are the subjects of the study. This study uses descriptive analysis and hypothesis testing analysis using SEM-PLS.

PT Propertindo Bersinar Pematang Siantar is the subject of this study. The company is a construction company based in Pematangsiantar, Indonesia, which is the reason for choosing the object. The people of Pematang Siantar City are the subjects of this study. To determine the number of samples used in this study, Hair et al. (2017) stated that each estimate of exogenous and endogenous variable parameters requires five to ten observations. Thus, the number of samples used can range between 170 and 340 respondents. Primary and Secondary Data are the types and sources of data used in this study.

Data collection technique

According to Sujarweni (2015), the data collection method is an effort by researchers to obtain or reveal quantitative information from correspondents according to their research topics. This study uses a questionnaire as a data collection tool to distribute a series of statements related to the variables to be tested. The following research data is referred to as primary and secondary data, according to Sugiyono (2019). Primary data can come from direct data sources that provide data to researchers or from interviews or filling out questionnaires. Next, secondary data. According to Sugiyono (2019), secondary data can be defined as data collected indirectly or derived from relevant company documents to solve problems. This type of data is also reinforced with information derived from literature studies, scientific journals, and previous research findings related to the problem. This research data was collected through a questionnaire. The research questionnaire was distributed via the Internet. Technically, the distribution is carried out by distributing links to Google Forms on available social media.

According to Cooper et al. (2006), the questionnaire will use a Likert cumulative value scale and an interval measurement scale. In addition, the type of questionnaire is a closed questionnaire, meaning that the questions use a choice method or there are already answer choices so that respondents only need to choose the answer they want. Structural Equation Modeling (SEM), along with the Partial Least Squares (PLS) analysis method, is used.

RESULT AND DISCUSSION

Deskripsi Indikator Variabel

Descriptive distribution of respondents' answers in the form of scores from the answers to each variable, namely trust, promotion, and entrepreneurship. The score values are tabulated and described as follows.

A. Trust (X1)

The results of the tabulation of respondents' answers to the trust variable can be described as follows :

Table 1. Description of Trust Variable Indicators

No.	Statement	Number and Percentage of Respondents' Answers									
		Strongly Disagree		Don't agree		Disagree Less		Agree		Strongly agree	
		Σ	%	Σ	%	Σ	%	Σ	%	Σ	%
1	The products offered by the company have a good reputation	0	0,00	23	9,02	42	16,47	144	56,47	46	18,04
2	The products offered by the company provide product quality that meets my expectations	6	2,35	2	0,78	24	9,41	174	68,24	49	19,22
3	I am sure that the products offered by the company provide the best for consumers	0	0,00	12	4,71	60	23,53	128	50,20	55	21,57
4	I am sure that the	0	0,00	11	4,31	33	12,94	118	46,27	93	36,47

	products offered by the company provide the best possible quality for consumer satisfaction										
5	I am sure that the products offered by the company are superior and competent in meeting consumer needs	0	0,00	15	5,88	20	7,84	175	68,63	45	17,65
6	I am sure that the products offered by the company are very good compared to other similar products.	3	1,18	12	4,71	20	7,84	184	72,16	36	14,12

Source: Processed Primary Data, 2024

Table 1 provides an overview of respondents' perceptions and views on consumer trust in PT Propertindo Bersinar Pematang Siantar with the following description.

The first statement shows that the products offered by the company have a good reputation. There are 46 people who strongly agree or 18.04 percent; 144 people who agree, or 56.47 percent; 42 people who disagree, or 16.47 percent; 23 people who disagree, or 9.02 percent; and no one strongly disagrees.

According to the second statement, the products offered by the company provide product quality that meets my expectations. As many as 49 people stated that they strongly agree, or 19.22%, 174 people stated that they agree, or 68.24%, 24 people stated that they disagree, or 9.41%, and 2 people stated that they disagree, or 0.78%. Respondents who stated that they strongly disagree were 6 people or the same as 2.35%.

In relation to the third statement stating that I believe the products offered by the company provide the best for consumers, the number of respondents who strongly agree is 55 people, or 21.57%; the number of respondents who agree is 128 people, or 50.20%; the number of

respondents who disagree is 60 people, or 23.53%; and the number of respondents who disagree is 12 people or equal to 4.71%. There are no respondents who strongly disagree.

Regarding the fourth statement stating that I believe the products offered by the company provide the highest possible quality for consumer satisfaction, as many as 93 people stated that they strongly agree, or 36.47%; 118 people stated that they agree, or 46.27%; and 33 people stated that they disagree, or 12.94%. Respondents who stated that they disagree were 11 people or equal to 4.31%. Respondents who stated that they strongly disagreed were none. Based on the results of respondents' answers to the fifth statement, which states that I believe the products offered by the company are superior products and are able to meet consumer needs, as many as 45 people stated that they strongly agree, or 17.65%; 175 people stated that they agree, or 68.63%; 20 people stated that they disagree, or 7.84%; Respondents who stated that they disagree were 15 people or the same as 5.88%, and there were no respondents who disagreed.

Finally, based on the results of respondents' answers to the sixth statement, which states that I believe the products offered by the company are very good compared to similar products, as many as 36 people stated that they strongly agree, or 14.12%, 184 people stated that they agree, or 72.16%, 20 people stated that they disagree, or 7.84%. Respondents who stated that they disagreed were 12 people, or equal to 4.71%. Respondents who stated that they strongly disagreed were 3 people or equal to 1.18%. In general, it can be seen that the respondents' answers were dominated by agreeing to all of these statements and trusting PT Propertindo Bersinar Pematang Siantar.

B. Promotion (X2)

The results of the tabulation of respondents' answers to the promotion variable can be described as follows :

Table 2. Description of Promotion Variable Indicators

No.	Statement	Number and Percentage of Respondents' Answers									
		Strongly Disagree		Disagree		Netral		Agree		Strongly Agree	
		∑	%	∑	%	∑	%	∑	%	∑	%
1	The promotion carried out by the company is very unique	3	1,18	6	2,35	21	8,24	156	61,18	69	27,06
2	Promotions carried out by companies use good language style in conveying messages.	0	0,00	20	7,84	18	7,06	109	42,75	108	42,35
3	The promotions carried out by the company are very clear	3	1,18	9	3,53	38	14,90	124	48,63	81	31,76

	and easy to understand.										
4	The intensity of promotions carried out by marketers is very high.	0	0,00	12	4,71	27	10,59	179	70,20	37	14,51
5	Sales promotions are often held.	0	0,00	6	2,35	24	9,41	173	67,84	52	20,39
6	Companies often provide discounts when purchasing products..	3	1,18	6	2,35	18	7,09	164	64,27	63	24,80
7	The sales promotion carried out has high appeal.	0	0,00	9	3,53	11	4,31	138	54,12	97	38,04

Source: Processed Primary Data, 2024

Table 2 provides an overview of respondents' perceptions and views on promotions carried out by PT Propertindo Bersinar Pematang Siantar with the following description.

The first statement states that the promotion carried out by the company is unique; respondents who stated that they strongly agree were 69 people, or equal to 27.06%. Respondents who stated that they agreed were 156 people, or equal to 61.18%. Respondents who stated that they disagreed were 21 people, or equal to 8.24%. Respondents who stated that they disagreed were 6 people, or equal to 2.35%. Respondents who stated that they strongly disagreed were 3 people or equal to 1.18%.

The second statement states that the promotion carried out by the company uses a good language style in conveying the message; respondents who stated that they strongly agree were 108 people or 42.35%. Respondents who stated that they agreed were 109 people, or equal to 42.75%. Respondents who stated that they disagreed were 18 people, or equal to 7.06%. Respondents who stated that they disagreed were 20 people, or equal to 7.84%. There were no respondents who strongly disagreed.

Based on the results of the respondents' answers related to the third statement stating that the promotion carried out by the company is very clear and easy to understand, respondents who stated that they strongly agree were 81 people or 31.76%. Respondents who stated that they agreed were 124 people, or equal to 48.63%. Respondents who stated that they disagreed were 38 people, or equal to 14.90%. Respondents who stated that they disagreed were 9 people, or equal to 3.53%. Respondents who stated that they strongly disagreed were 3 people or equal to 1.18%.

Based on the results of the respondents' answers related to the fourth statement stating that the intensity of promotion carried out by marketers is very high, respondents who stated that they strongly agree were 37 people, or equal to 14.51%. Respondents who stated that they agreed were 179 people, or equal to 70.20%. Respondents who stated that they disagreed

were 27 people, or equal to 10.59%. Respondents who stated that they disagreed were 12 people, or equal to 4.71%. Respondents who stated that they strongly disagreed were none.

Based on the results of the respondents' answers related to the fifth statement stating that sales promotions are often held, respondents who stated that they strongly agree were 52 people, or equal to 20.39%. Respondents who stated that they agreed were 173 people, or equal to 67.84%. Respondents who stated that they disagreed were 24 people, or equal to 9.41%. Respondents who stated that they disagreed were 6 people, or equal to 2.35%. Respondents who stated that they strongly disagreed were none.

Based on the results of the respondents' answers related to the sixth statement stating that companies often provide discounts when purchasing products, respondents who strongly agreed were 63 people or 24.80%. Respondents who agreed were 164 people, or 64.57%. Respondents who disagreed were 18 people, or equal to 7.09%. Respondents who disagreed were 6 people or equal to 2.36%. Respondents who strongly disagreed were 3 people or equal to 1.18%.

Finally, based on the results of the respondents' answers related to the seventh statement stating that the sales promotion carried out had high appeal, respondents who strongly agreed were 97 people or 38.04%. Respondents who agreed were 138 people or equal to 61.96%. Respondents who disagreed were 11 people or equal to 4.31%. Respondents who disagreed were 9 people, or equal to 3.53%. Respondents who strongly disagreed were none. In general, it can be seen that the respondents' answers were dominated by those who agreed with all of the statements regarding the promotions carried out by PT Propertindo Bersinar Pematang Siantar.

Entrepreneurship (Y)

The results of the tabulation of respondents' answers to the entrepreneurship variables can be described as follows :

Table 3. Description of Entrepreneurship Variable Indicators

No.	Statement	Number and Percentage of Respondents' Answers									
		Strongly Disagree		Don't agree		Disagree Less		Agree		Strongly agree	
		∑	%	∑	%	∑	%	∑	%	∑	%
1	The owner believes this business can improve welfare	0	0,00	12	4,71	23	9,02	164	64,31	56	21,96
2	The company owner is experienced in managing the company he currently runs.	3	1,18	6	2,35	24	9,41	148	58,04	74	29,02
3	The company that was founded can meet the needs of the	0	0,00	6	2,35	35	13,73	110	43,14	104	40,78

	family										
4	The owner believes his business can create new jobs.	0	0,00	17	6,67	15	5,88	147	57,65	76	29,80
5	The company was founded with full support from the owner's family.	0	0,00	11	4,31	36	14,12	131	51,37	77	30,20

Source: Processed Primary Data, 2024

Table 3 provides an overview of the respondents' perceptions and views on the concept of entrepreneurship carried out by PT Propertindo Bersinar Pematang Siantar with the following description.

The first statement states that the owner believes that this business can improve welfare, respondents who strongly agree are 56 people or equal to 21.96%. Respondents who agree are 164 people or 64.31%. Respondents who disagree are 23 people or equal to 9.02%. Respondents who disagree are 12 people or equal to 4.71%. There are no respondents who strongly disagree.

The second statement states that the company owner is experienced in managing the company he is currently running, respondents who strongly agree are 74 people or equal to 29.02%. Respondents who agree are 148 people or equal to 58.04%. Respondents who disagree are 24 people, or 9.41%. Respondents who disagree are 6 people or equal to 2.35%. Respondents who strongly disagreed were 3 people or equal to 1.18%.

Based on the results of the respondents' answers related to the third statement stating that the company established can meet family needs, respondents who strongly agreed were 104 people or equal to 40.78%. Respondents who agreed were 110 people or equal to 43.14%. Respondents who disagreed were 35 people or equal to 13.73%. Respondents who disagreed were 6 people or equal to 2.35%. There were no respondents who strongly disagreed.

Based on the results of the respondents' answers related to the fourth statement stating that the owner believes his business can create new jobs, respondents who strongly agreed were 76 people or equal to 29.80%. Respondents who agreed were 147 people or equal to 57.65%. Respondents who disagreed were 15 people or equal to 5.88%. Respondents who disagreed were 17 people or equal to 6.67%. There were no respondents who strongly disagreed.

Finally, based on the results of the respondents' answers related to the fifth statement stating that the company that was founded is fully supported by the owner's family, respondents who stated that they strongly agreed were 77 people or 30.20%. Respondents who stated that they agreed were 131 people or equal to 51.37%. Respondents who stated that they disagreed were 36 people, or equal to 14.12%. Respondents who stated that they disagreed were 11 people, or equal to 4.31%. Respondents who stated that they strongly disagreed were none. In general, it can be seen that the respondents' answers were dominated by those who agreed with all of these statements in assessing the concept of entrepreneurship carried out by PT Propertindo Bersinar Pematang Siantar.

Structural Equation Model Testing

Measurement Model Evaluation (*Outer Model*)

This is a measurement model used to test the validity and reliability of the measurement model. The value of this test serves as a standard that must be met by a component in order to be said that the test has validity and reliability against the data used. The measurement model of latent variables in SEM PLS consists of two models: a reflective model and a formative model. In this study, the reflective model is used to conduct an evaluation using convergent validity, discriminant validity, and composite reliability criteria. On the other hand, the formative model measures its indicators based on substantive content, namely comparing the amount of weight and its significance value. By using convergent validity and composite reliability, the structure with formative indicators cannot be analyzed (Ghozali, 2014).

The results of the variable measurement iterations show that all variables meet the validity requirements, with the loading factor values of all reflective indicators greater than 0.6, indicating that the data used is valid. In addition, the requirements for a model to have good validity can also be seen if each latent variable with a reflective indicator has an AVE > 0.5. The results of the analysis show that the AVE value of each latent variable has a value > 0.5 and it can be said that the SEM PLS model meets the requirements for good convergent validity.

Table 4. Results of AVE Validity and Reliability Tests

Latent Variables	AVE	Cronbach's Alpha	Composite Reliability
Trust (X1)	0,618	0,875	0,906
Promotion (X2)	0,577	0,877	0,905
Entrepreneurship (Y)	0,647	0,863	0,901

Next, the reliability construct is tested by looking at the composite reliability value and the Cronbach's alpha value of each latent variable. If the composite reliability value and the Cronbach's alpha value of each latent variable are more than 0.7, then the model is reliable. The results of Table 4 show that all latent constructs have good, accurate, and consistent reliability. Discriminant validity is tested next. The principle used to test discriminant validity is that variables that show (manifest variables) different constructs should not have high correlations. One way to test discriminant validity is to compare the root value of the average variance extracted (AVE) for each construct with the correlation between the construct and other constructs (Ghozali, 2014).

Table 5. Discriminant Validity Test

Latent Variables	AVE	$\sqrt{\text{AVE}}$
Trust (X1)	0,618	0,786
Promotion (X2)	0,577	0,760
Entrepreneurship (Y)	0,647	0,804

According to Table 5, it is true that the AVE root value is higher than the correlation between constructs and other constructs, so it can be said that the model has met the requirements for discriminant validity.

Structural Model Evaluation (*Inner Model*)

Testing in the model, also known as the structural model, is conducted to identify the relationship between variables, significance values, and the R rectangle of the research model. The dependent variable is tested with the R rectangle, and the coefficient of the structural path parameters is assessed with the R rectangle. The results of the rectangle estimation can be accessed in the following tavel 6.

Table 6. R-Square Value

	<i>R-square</i>	<i>R-square Adjusted</i>
Entrepreneurship (Y)	0,882	0,880

According to the R-squared value above, trust, promotion, location, and price are able to explain the diversity of quality by 90.6% and the diversity of entrepreneurship by 88.2%. On the other hand, trust, promotion, location, price, and quality are able to explain the diversity of entrepreneurship by 11.8% and other independent variables that are not in the research model formulated in this study.

The Q2 value or predictive relevance is calculated by obtaining the R2 value. According to Hair et al. (2017), the results of obtaining Q2 based on calculations, namely 0.989, indicate that the magnitude of the diversity of data from the study can be explained by the structural model. This means that the higher the data value, the more relevant the model prediction is (Chin, 1998). The results of obtaining Q2 based on calculations, namely 0.989, indicate that the magnitude of the diversity of data from the study can be explained by the structural model by 98.9%. While the remaining 1.1% indicates that there are other variables that are not in the model that can affect the quality and entrepreneurship of PT Propertindo Bersinar Pematang Siantar.

Hypothesis Testing

The next step is to test the hypothesis using the bootstrapping method on SmartPLS if all measurement requirements have been met. The bootstrapping method is defined as the process of repeatedly sampling a number of N samples from the original data of size n; sample points are taken from the original data one by one. The t-value and p-value will be obtained after using bootstrapping. Bootstrapping is done five hundred times to make the results more stable and maintain the statistical significance value consistent. In this study, the confidence level used is $\alpha = 0.05$, and the t-table value is 1.96. The hypothesis decision is obtained by comparing the calculated t value with the probability value, also known as the p-value. This study will evaluate the research model based on the direct and indirect relationships between exogenous and endogenous variables.

Direct Influence

Direct influence testing is needed to determine the direct influence between exogenous variables on endogenous variables in this study. The results of the direct influence can be seen through the path coefficient obtained based on testing using SmartPLS. The following are the results of the path coefficient obtained presented in Table 7.

Table 7. Results of the Direct Effect Hypothesis Test

Hypothesis		<i>Original Sample</i>	<i>t-statistics</i>	<i>p-values</i>	Conclusion
H1	<i>Trust</i> (X1) \rightarrow Entrepreneurship (Y)	0,380	3,961	0,000	Diterima

H2	Promotion (X2) → Entrepreneurship (Y)	0,546	7,587	0,000	Diterima
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The first hypothesis shows that trust has a positive and significant impact on entrepreneurship. According to the calculation results, the influence between trust and entrepreneurship is significant, as indicated by the p-value (0.000) which is smaller than 0.05. The initial sample value of 0.318 indicates that the direction of the relationship between trust and entrepreneurship is positive, or the greater consumer trust, the greater the entrepreneurship of PT Propertindo Bersinar Pematang Siantar. Therefore, H2 in this study which states that trust has a positive and significant impact on entrepreneurship is accepted. According to the second hypothesis, promotion has a positive and significant impact on entrepreneurship. According to the calculation results, the influence between promotion and entrepreneurship is significant, as indicated by the p-value (0.000) which is smaller than 0.05. The initial sample value of 0.546 indicates that the direction of the relationship between promotion and entrepreneurship is positive, or that the more promotions are carried out, the greater the entrepreneurship of PT Propertindo Bersinar Pematang Siantar. Therefore, H5 in this study, which states that promotion has a positive and significant impact on entrepreneurship, is accepted.

DISCUSSION

The Influence of Trust on Entrepreneurship

Entrepreneurship is essential for economic growth, especially in developing countries (Bruton et al., 2008). Entrepreneurship has great potential to reduce poverty, according to Vial and Hanoteau (2015). If new businesses emerge or emerge, the entrepreneurial climate will persist. The process of forming a person's entrepreneurial value can be influenced by various aspects that exist in developing countries (Welter & Smallbone, 2011). The existence of self-confidence and trust in people around them and others for their capacities, such as intelligence, tenacity, and flexibility in interacting, is one of the factors that encourage the emergence of entrepreneurship (Wibowo, 2016). Trust increases interest in entrepreneurship.

Trust is key to building a lasting business relationship. Consumers will view a company in a positive way because of trust. When a group believes in the trustworthiness and integrity of a partner, there is trust. Trust is defined as a person's expectation that someone's word can be relied upon. Both businesses and consumers can get what they need when there is strong trust between one party and another. Trust will shape consumer perceptions of a brand. This will determine whether the brand has integrity, competence, and virtue, among other factors that influence attitudes and behavior (Aprilianto et al., 2022). Therefore, it is important to maintain trust so that entrepreneurship can survive.

The results of the study show that trust has a positive and significant impact on entrepreneurship. This shows that more consumer trust in a company will lead to more entrepreneurial concepts being carried out by the company. This is important because with increasing public trust in the company, the company will always ensure that the business concept created is in accordance with the goals that have been set to achieve success. The indicator that describes the trust variable is my belief that the product offered by the company is very good compared to other similar products, and the indicator that describes the entrepreneurship variable is the owner's belief that his business can create new jobs. This

can be interpreted as increasing consumer confidence, especially related to the belief that the product offered by the company is very good compared to its competitor's products, creating greater confidence in consumers.

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The Influence of Promotion on Entrepreneurship

Promotion is very important for entrepreneurs so that the products they make can be easily recognized by the public. A promotion strategy is one of the initial steps in introducing products to consumers and is very important because it is related to the profits that the company will obtain. This promotion strategy can only be successful if supported by proper planning.

One of the marketing components, promotion, determines the success of a business and its sustainability. Promotion is a type of communication that aims to disseminate information to the target market with the aim of influencing, persuading, and reminding them about the company and its products so that they are willing to accept, buy, and remain loyal to the products offered by the company (Tjiptono, 2011). Companies can use promotion as an effective sales strategy. Promotion can be done directly or indirectly by the company. These promotional activities increase product sales and target knowledge about the product, and this will have an impact on business growth.

According to the research results, promotion has a positive and significant impact on entrepreneurship. This means that more promotions carried out by the company will increase the company's entrepreneurial concept. Successful promotion will encourage more people to transact with the company, which is evidence of the success of the entrepreneurial concept. While the indicator that shows the entrepreneurial variable is the owner's belief that their business can create new jobs, the indicator that shows the promotion variable is the intensity of promotion carried out by marketers, which is very high. This shows that the business owners of PT Propertindo Bersinar Pematang Siantar are confident in expanding their business to create new jobs because the role of marketer promotion is very important in maintaining existing goods and services. This not only improves consumer perception of the company but also increases public awareness that the company can help the surrounding community.

CONCLUSION

The results and hypotheses are in accordance with the test results. In conclusion, the study found that trust has a positive and significant effect on entrepreneurship. In addition, the study found that promotion has a positive and significant effect on entrepreneurship, so the fifth hypothesis of the study is accepted.

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