



The Influence of the Work Environment and Work System on the Work Motivation of Business Actors at Cipadu Market, Tangerang City, Banten Province

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Abstract

This research aims to determine the influence of the work environment and work system on the work motivation of entrepreneurs at Cipadu Market. This type of research is descriptive research with a quantitative approach using multiple regression analysis methods, which was carried out at Cipadu Market. The partial research results show that the work environment and work system have a significant influence on the work motivation of entrepreneurs at Cipadu Market. The work environment has a significant influence on the work motivation of entrepreneurs because it is related to factors such as emotional support, market facilities, the role of market leaders, the level of competition, as well as economic conditions and textile market trends which play a role in influencing their motivation. The work system has a significant influence on the work motivation of business actors because it involves important aspects such as funding sources, product promotion, management staff and business financial management. Suggestions for business actors in the Cipadu market: create a positive work culture, promote team collaboration, provide training, and ensure a consistent work system to increase employee motivation.

Keywords: Work Environment, Work Motivation, Work Motivation

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh lingkungan kerja dan sistem kerja terhadap motivasi kerja pelaku wirausaha di Pasar Cipadu. Jenis penelitian ini adalah penelitian deskriptif dengan pendekatan kuantitatif dengan metode analisis regresi berganda, dilakukan di Pasar Cipadu. Hasil penelitian secara parsial menunjukkan lingkungan kerja dan sistem kerja berpengaruh signifikan terhadap motivasi kerja pelaku wirausaha di Pasar Cipadu. Lingkungan kerja memiliki pengaruh signifikan terhadap motivasi kerja pelaku wirausaha karena berhubungan dengan faktor-faktor seperti dukungan emosional, fasilitas pasar, peran pemimpin pasar, tingkat persaingan, serta kondisi ekonomi dan tren pasar tekstil berperan dalam memengaruhi motivasi mereka. Sistem kerja berpengaruh signifikan terhadap motivasi kerja pelaku usaha karena melibatkan aspek penting seperti sumber pendanaan, promosi produk, manajemen staf, dan manajemen keuangan usaha. Saran untuk pelaku usaha di pasar Cipadu: ciptakan budaya kerja positif, promosikan kerjasama tim, berikan pelatihan, dan pastikan sistem kerja yang konsisten untuk meningkatkan motivasi karyawan.

Kata Kunci: Lingkungan Kerja, Motivasi Kerja, Motivasi Kerja

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1. INTRODUCTION

Cipadu Textile Market, located in Tangerang City, Indonesia, is a traditional market that is famous for selling various types of fabrics and textiles. This market has a long history as a textile trading center in the region, and has become a major destination for buyers, tailors and textile traders from various surrounding areas. This market offers various types of fabrics and textiles, including batik, silk, cotton, linen, brocade, and many more. You can find various motifs, colors and quality of fabric here, both locally produced and imported.

At Cipadu Market you can find various business actors who trade textile materials in retail or wholesale quantities, these traders are cloth traders, tailors and convections, accessories traders, sewing equipment traders, ready-made clothing traders

Cloth traders at Cipadu Market are the main business actors in Cipadu market. They offer a variety of fabrics, including cotton, silk, satin, brocade, and various other materials. They sell fabric retail or wholesale, and customers can purchase fabric in various cuts or rolls. At Cipadu Market there are also many tailors and convection owners who buy textile materials from Cipadu market to use in clothing production. They can order fabric in large quantities to fulfill orders from their customers.

Then at Cipadu Market there is an accessories shop that is traded in this market, which sells various equipment such as buttons, lace, ribbons and other accessory items used in the clothing making process. Apart from meeting the needs of tailors and convection workers, Cipadu market also has shops that sell various sewing equipment such as thread, needles, scissors and sewing machines. At Cipadu Market there are also traders who sell ready-made clothing, such as clothes, sleepwear, underwear, kebaya, Muslim clothing, and others.

There are many business actors who trade at Cipadu Market, where the work environment can have a very significant influence on the performance of business actors. Arifin (2017) said that a work environment that supports and encourages collaboration with business partners, partners or teams can increase the enthusiasm and motivation of individuals who are trying. When there is positive interaction and help from individuals around you, your enthusiasm for facing challenges can grow stronger.

The author is interested in conducting this research at Cipadu Market because it is known as a market that offers competitive prices. Buyers can get cheaper prices than in other shops because this market is an intermediary between producers and consumers. This makes it an attractive place for tourists who want to get textile products at more affordable prices.

Research on the work environment and work motivation at Cipadu Market shows that the culture in this market encourages business people to work hard and collaborate. Effective communication between businesses and their employees allows companies to identify and address problems quickly, preventing adverse impacts on productivity.

Researchers researched work systems on work motivation among business actors in the Cipadu Market because precise tasks and measurable goals can help increase motivation. After all, employees can see their progress.

Nafisah et al. (2023) proves that physical factors in the workplace, including things such as comfort, cleanliness, and adequate facilities, have the potential to influence motivation levels. A comfortable and organized work atmosphere can help struggling individuals feel more comfortable and increase productivity.

The factor that influences the performance of business actors at Cipadu Market is the work system. How daily operations are carried out greatly influences the productivity and performance of

business actors. Efficient work systems can help reduce waste of time and resources, increase productivity and optimize results. According to Sukmono & Supardi (2020) that a good work system includes effective and efficient management. Business actors need to have good planning, appropriate organization, strict supervision and good control to ensure operations run smoothly.

2. LITERATURE REVIEW

2.1. Business Actor Work Environment

The work environment of business actors is the conditions and factors that influence operations, productivity and worker welfare in an organization or company. The work environment of business actors has a significant impact on various aspects of business, including the success, growth and reputation of the company (Cahya et al., 2021).

The external business environment includes factors outside the company's control that can affect their operations. This includes government regulations, changes in public policy, industry trends, competition, and economic factors such as currency fluctuations and market conditions (Setyowati, 2015).

The internal work environment of business actors is the elements within the company that can influence employees and company operations. This includes corporate culture, internal policies, human resource management, organizational structure, communication, and corporate governance (Setyowati, 2015).

The work environment in traditional markets includes physical space for various economic activities, such as buying and selling goods and services between traders and buyers, as well as norms, rules, and practices carried out by business actors and customers. Traditional markets have main characteristics, including a physical place consisting of small shops or kiosks, various types and categories of goods sold, direct human interaction between buyers and sellers, social and cultural activities that are the center of activity, and informal prices, discounts. Payment requirements adapt to economic and technological changes and play an essential role in providing access to goods and services needed by the community, providing income for local traders, and providing employment opportunities for residents (Gusti, 2021).

2.2. Business Actor Work System

A business actor's work system is the way an individual or business entity carries out its operations to achieve its business goals. This includes the processes, methods, policies and actions used in running the business. Business actors' work systems are very important in determining efficiency, productivity and business success (Qona'ah, 2018).

Business actors' work systems also include managing their finances well, including monitoring income, expenses and financial reports. Business work systems: Business actors can also develop their business in ways such as expansion, product diversification, or market expansion (Ratnaningtyas et al., 2022).

The work system in traditional markets is a complex ecosystem influenced by various factors, including market structure, trading activities, relationships with other markets, the role of government, and local culture. This market structure includes the physical and geographic characteristics of the market, such as size, location, and number of sellers and buyers. Meanwhile, trading activities include buying and selling goods and services in the market, from purchasing to selling and price negotiation. Relationships with other markets refer to the linkages of traditional

markets with different markets around them, both in competition and cooperation (Pangiuk, 2018).

The government's role is also vital in regulating and supervising traditional markets, including regulations, taxes, and incentives. On the other hand, local culture, such as business ethics and operational hours, also influences work systems in traditional markets. Business ethics refers to the moral principles that govern business behavior, such as honesty, social responsibility, and justice. Operating hours include when markets are open or closed, often influenced by local traditions, religion, and community habits. Thus, the work system in traditional markets is a complex entity formed by interactions between various economic, social, cultural, and political factors (Sumilat, 2021).

2.3. Business Actors' Work Motivation

One of the biggest motivating factors in running a business is having a strong passion for what you do. When someone who acts as a business actor truly loves the work they do and has deep confidence in the products or services they offer, they will feel more motivated to work hard and continue to strive to improve their quality (Sugiyanto, 2022).

More than that, business actors who have a clear vision and goals in their business will feel given a strong direction and purpose in their journey. By having a strong vision, they will always feel motivated to continue moving forward and work hard to achieve the goals they set (Sugiyanto, 2022).

2.4. Hypotesis

Wuwungan et al.'s research. (2017) show that a work environment that facilitates collaboration with business colleagues, partners, or teams can increase a person's enthusiasm and motivation to work. Harmony in interactions and support from individuals around you also make a positive contribution to enthusiasm in facing challenges. Research by Prakoso et al. (2014) proves that physical factors such as comfort, cleanliness and adequate facilities in the workplace can also influence motivation levels. Therefore, it can be concluded that a comfortable and orderly workplace can help business people feel more comfortable and productive. On the basis of the explanation above, this research hypothesis can be formulated as follows:

H₁: The work environment has a significant effect on the work motivation of business actors

Research conducted by Amaliah (2013) shows that a fair and transparent work system in providing recognition and imbalance to business actors can increase their motivation. This includes remuneration commensurate with contribution and work results, performance bonuses, promotions and other awards. Research conducted by Sihombing & Batoebara (2019) shows that a clear work system and well-defined goals can help business actors make their contribution to the company's overall goals. This can provide a strong motivational boost. Based on the description above, the hypothesis of this research is:

H₂: The work system has a significant effect on the work motivation of business actors

Research conducted by Rahmawati (2017) noted that successful business growth can be facilitated by positive work environment conditions and effective work systems. As business achievements increase, entrepreneurs have the potential to experience greater imbalances, and this can be the main motivation for them to increase their work dedication and effort.

H₃: The work environment and work system jointly have a significant effect on the work motivation

of business actors

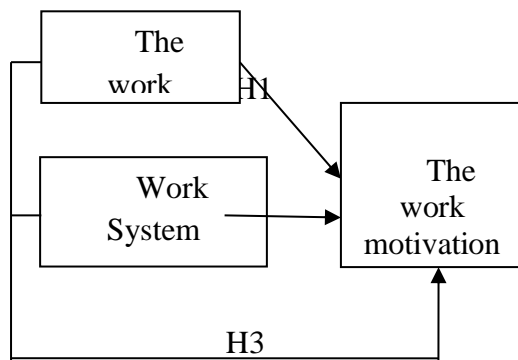


Figure 1. Framework of Thought

3. RESEARCH METHOD

3.1. Types of research

This research is an in-depth descriptive study, utilizing a careful and structured quantitative approach. The research location was carried out at Cipadu Market, a trading center that plays an important role in the sale of textile materials, both retail and wholesale. Cipadu Market was chosen as the main study center because it provides a dynamic working environment for textile traders, with the aim of providing an in-depth and comprehensive understanding of the factors that influence the performance motivation of entrepreneurs in this environment.

In this research, we will analyze the existing work system, as well as environmental factors that can influence the motivation of entrepreneurs. Using quantitative methods, we will collect data from a number of traders at Cipadu Market, through surveys and systematic observations, to identify patterns and relationships between their work environment, work systems and performance motivation.

3.2. Population and Sample

The population in this study includes all business actors who trade at Cipadu Market. In order to take a representative sample of the population, the researcher chose to use 100 business actors, following the guidelines set by Sugiyono (2017). According to Sugiyono (2017), the appropriate sample size for this research ranges from 30 to 500 respondents. By selecting 100 business actors as samples, researchers believe that the representation of this sample is able to represent the wider population in Cipadu Market.

3.3. Data collection

Data was obtained through distributing questionnaires using a Likert scale which has a rating range from 1 to 5. The sampling technique was carried out using the Accidental Sampling method, which is a sampling technique method where the researcher happened to meet the respondent. This method allows us to obtain diverse and in-depth views from respondents who happen to be part of the research sample.

The validity test in this study uses factor loadings to check whether items measuring different constructs have a more significant loading on the construct in question compared to other constructs. The reliability test in this research uses composite reliability to measure how well the items used consistently measure the same construct.

This study's coefficient of determination test is measured from R-square, which can explain the influence of certain exogenous latent variables on whether endogenous latent variables have a significant impact. With R-square values of 0.75, 0.50, and 0.25, it can be concluded that the model is in the firm, moderate, and weak categories, respectively. In testing the hypothesis in this research, the indirect influence of P-Values for paths with two segments is seen. The hypothesis in this study was tested at the 0.05 significance level.

3.4. Data analysis

This research uses multiple regression analysis methods with the support of Smart PLS software. The data analysis process is carried out through several important stages, including validity testing to ensure the data used is valid and reliable, reliability testing to measure the validity of research instruments, verification of the coefficient of determination to produce a regression model that explains variations in the data, and finally, hypothesis testing to test and confirm the relationship between the variables studied.

The variables used are latent constructs: work environment, work system, and work motivation. Smart PLS can provide advantages because of its ability to carry out latent variable analysis through PLS-SEM. Then, the data in this study does not meet classic regression assumptions such as normality, multicollinearity, homoscedasticity, heteroscedasticity, and autocorrelation, so smart PLS is an alternative that is more tolerant of violations of these assumptions.

4. RESULTS AND DISCUSSION

4.1. Results

Table 1. Characteristics of Respondents

	Frequency	Percent
Gender		
Male	57	57%
Female	43	43%
Age		
> 25 years old	21	21%
25 - 40 years old	53	53%
> 40 years old	26	26%
Education		
Elementary	22	22%
Middle School	31	31%
High School	47	47%
College	0	0%

Source: Processed data (2023)

Male respondents made up 57 people (57%) of the entire sample of respondents who dominated as traders at Cipadu Market. Meanwhile, the age group between 25 and 40 years, which consists of 53 respondents (57%) of the total sample, is the age group most actively involved as traders at Cipadu Market. Then, as many as 47 respondents (47%) from the total sample had a high school educational background, and most of them also acted as traders at Cipadu Market.

Table 2. Validity Test

Variable	Average Variance Extracted	Status
The work environment	0,638	Valid
Work System	0,615	Valid
The work motivation	0,689	Valid

Source: Processed data (2023)

Based on the results of the analysis, the validity of this research can be confirmed by seeing that all variables in the research have an average variance value that exceeds 0.50. Table 2 shows that all variables have an average variance value greater than 0.50. So it can be concluded that all research variables are valid.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
The work environment	0,709	0,771
Work System	0,747	0,793
The work motivation	0,735	0,720

Source: Processed data (2023)

Based on the results of the analysis, the reliability of this research can be confirmed by seeing

that all variables in the study have Cronbach's alpha values > 0.7 and composite reliability > 0.7. Table 3 shows that all variables have Cronbach's alpha values > 0.7 and composite reliability > 0.7. So it can be concluded that all research variables are reliable.

Table 4. R-Square

Variable	R-Square
The work motivation	0,566

Source: Processed data (2023)

In table 4, the R-Square value for work motivation is 0.566. These results indicate that 56.6% of work motivation variables are influenced by the work environment and work system. Meanwhile, the remaining 43.4% was influenced by other factors outside this research.

Table 5. Direct Effect

Variable		Original Sample	Standar Deviation	t-Statistic	P Values	
The work environment	→	The work motivation	0,527	0,099	5,323	0,000
Work System	→	The work motivation	0,680	0,212	3,207	0,028

Source: Processed data (2023)

Table 5 shows that the work environment variables and work system variables on the work motivation variable have a significant value smaller than 0.05, so it can be concluded that the work environment variables and work system variables have a significant effect on the work motivation variable.

Table 6. Simultaneous Test

Variabel	F
The work motivation	28.766

Source: Processed data (2023)

Table 6 shows that the work environment variables and work system variables have a significant effect together on the work motivation variable, because they have an F-count value (28.766) that is greater than the F-table (2.70).

5. Discussion

5.1. The Influence of the Work Environment on the Work Motivation of Business Actors

The results of research using Smart PLS show that the work environment has a significance value of 0.000, which means it is smaller than 0.05, so it can be concluded that the work environment has a significant effect on work motivation at Cipadu Market, Tangerang City, Banten Province. This is because positive and collaborative relationships between entrepreneurs at the Cipadu Textile Market can provide emotional and practical support, which can influence work motivation. This positive interaction can motivate them to continue to develop. The quality of market facilities and infrastructure, such as cleanliness, availability of parking spaces, and security, can influence comfort

and entrepreneurial motivation. Good facilities can create a more productive work environment. The role of textile market leaders or market management in providing direction, support and providing services to entrepreneurs can have a major impact on their work motivation. The level of competition in the Cipadu textile market can influence the work motivation of entrepreneurs. Performers who feel they have a chance to compete with success may be more motivated. External factors such as economic conditions and textile market trends can influence work motivation. Entrepreneurs who understand economic conditions and market trends and can adapt to them may be more motivated.

Permana's research (2017) revealed that success in motivating business actors in the work environment can be achieved through the quality of positive relationships and good cooperation between them. This provides emotional and practical support, and drives business development. According to research by Kristina et al. (2019), another factor that influences the motivation of business actors is the condition of market facilities and infrastructure, such as cleanliness, availability of parking spaces, and safety factors, which contribute to the comfort and motivation of entrepreneurs, thereby creating a more productive work environment.

Additionally, research Peramesti & Kusmana (2018) show that the role of market leaders or management in providing guidance, support and services to business actors also has a significant impact on their work morale. Meanwhile, research by Sulistiowati & Komari (2022) emphasizes that the level of competition in the work environment also influences motivation, especially for those who feel they have the opportunity to compete successfully. Finally, Setyowati's (2015) research shows that external factors, such as economic conditions and textile market trends, also play an important role in influencing work motivation, especially for business actors who are able to understand and adapt to these changes.

5.2. The Influence of Work Systems on Business Actors' Work Motivation

The results of research using Smart PLS show that the work system has a significant value of 0.028, which means it is smaller than 0.05, so it can be concluded that the work system has a significant effect on work motivation among business actors at Cipadu Market, Tangerang City, Banten Province. This is because the work system at Cipadu Market involves several important aspects. One of them is an effort to find sources of funding to develop a business, which can be done by business actors. They have knowledge about agencies or institutions that can provide loans, such as banking institutions and savings and loan cooperatives. Apart from that, this work system also covers the motivation of business actors at Cipadu Market, which involves providing products or services to potential customers, including aspects such as determining prices, carrying out online sales, and providing discounts.

Apart from that, the work system of business actors at Cipadu Market also focuses on efforts to recruit, train and manage the staff needed to carry out business operations, including employee training and development, salary payment arrangements and overtime pay management. Meanwhile, business financial management is also a key part of the work system of business actors at Cipadu Market, including budget planning, financial recording, cost control, financial reporting, and managing daily operations, such as production, delivery, customer service, and chain management. supply.

Research conducted by Ratnaningtyas et al. (2022) shows that work systems that can motivate business actors include finding sources of funding to start or develop a business. This can involve self-financing, loans, venture capital investments, or funding from third parties. Then research

conducted by Purbohastuti (2021) shows that a work system that can motivate business actors is promoting products or services to potential customers. This includes pricing, branding strategy, advertising, online marketing, and sales.

Furthermore, research conducted by Herienda et al. (2023) shows that one of the work systems that can motivate business actors is recruiting, training and managing the staff needed to carry out business operations. This includes performance management, pay, and employee development. Meanwhile research conducted by Ratnaningtyas et al. (2022) shows that a work system that can motivate business actors is managing company finances, including budget planning, financial recording, cost control, and financial reporting, as well as carrying out daily operations, including production, delivery, customer service, and supply chain management.

5.3. The Simultaneous Influence of the Work Environment and Work System on the Work Motivation of Business Actors

The results of research using Smart PLS show that the work environment and work system have an F-count of 28.766, which means it is greater than the F-table of 2.70, so it can be concluded that the work environment and work system have a significant influence regarding the work motivation of business actors at Cipadu Market, Tangerang City, Banten Province. This is because a comfortable work environment with adequate facilities can create a positive atmosphere and increase comfort for business actors. This can inspire work motivation because they feel happier and encouraged to work. An efficient work system allows business actors to work more easily and more productively. By reducing operational obstacles and increasing efficiency, a good work system can help businesses feel more organized and effective in their business.

Research conducted by Rahmawati (2017) shows that a good work environment and work system can facilitate business growth. The more successful the business, the greater the imbalance that entrepreneurs gain, which can be an important factor in increasing their motivation to work harder.

6. CONCLUSION

6.1. Conclusion

This research shows that the work environment at Cipadu Market has a significant influence on the work motivation of entrepreneurs, with factors such as emotional support, market facilities, the role of market leaders, the level of competition, as well as economic conditions and textile market trends playing a role in influencing their motivation.

In this research, the work system at Cipadu Market, Tangerang City, Banten Province, has a significant influence on the work motivation of business actors because it involves important aspects such as funding sources, product promotion, staff management and business financial management.

The work environment and work system at Cipadu Market have a significant influence on the work motivation of business actors because a comfortable environment and efficient work system can increase the sense of satisfaction, comfort and effectiveness in running a business. This can inspire business people to work harder and be more enthusiastic, which in turn can increase their productivity and business success.

The work environment and work systems at Cipadu Market influence the motivation and success of entrepreneurs. Factors such as emotional support, market facilities, leadership role, competition, and market conditions play an important role. Increasing comfort and efficiency can inspire business people to work harder, increasing productivity and business success.

6.2. Suggestion

For future researchers, it would be better to add other variables besides the work environment and work system that influence work motivation, which have yet to be studied in this research, to be used as material for consideration in future research, for example, ability and discipline.

Suggestions for business actors in the Cipadu market regarding the work environment and work systems that can have a positive impact on their work motivation are as follows: (1) Create a positive work culture where employees feel appreciated, listened to, and given opportunities to develop; (2) Focus on cooperation and teams that are solid and support each other tend to be more motivated; (3) Provide opportunities for employees to participate in training and skills development; (4) Ensuring a good and consistent work system, order helps employees plan their work better and reduces anxiety.

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