

The Influence of the Ability to Recognize Opportunities on Entrepreneurial Success is Controlled by the Availability of Resources

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Abstract—The ability to recognize opportunities is one of the key factors in entrepreneurial success. This ability encompasses other aspects that can contribute to entrepreneurial success, such as the availability of resources. The purpose of this study was to determine the influence of opportunity recognition ability on entrepreneurial success, moderated by resource availability, among small and medium-sized enterprises (SMEs) of retail or traditional merchants in Leles District, Garut Regency. This research employed a quantitative correlational and causal method to examine the relationship between two variables mediated by another variable. The sample consisted of SMEs of retail or traditional merchants in Leles District, Garut Regency. Data was collected using a questionnaire adapted and modified from Karuhanga (2022) and Chang & Chen (2020). The results showed that there is a significant influence of Opportunity Recognition Ability on Entrepreneurial Success. However, Resource Availability was not proven to moderate this relationship. The overall research model in explaining Entrepreneurial Success indicated relatively weak influence. Recommendations are provided for future research, including exploration on a larger business scale.

Keywords: entrepreneurial success; opportunity recognition; resource availability.

I. INTRODUCTION

Success in entrepreneurship is the main goal for entrepreneurs and is measured by achieving self-determined targets. Entrepreneurs are individuals who create new businesses based on risk for profit, by identifying opportunities and utilizing resources optimally [1]. The benefits are not only financial, but also for partners and employees [2].

Some aspects that determine success include career achievement, social reputation, personal happiness, increased ability, and financial satisfaction. The ability to lead and manage a business, as well as social reputation, are very important in building trust and business excellence [2]. In addition, motivation, self-efficacy, and entrepreneurial spirit also support the ability of business actors [3].

Personal happiness and mental health also influence success, in addition to financial satisfaction which is influenced by resilience and consistency in entrepreneurship [4]. Internal factors such as enthusiasm, innovation, and spirituality, as well as external factors such as market changes and the impact of the COVID-19 pandemic, also determine success [5].

Opportunity recognition is the main key. Opportunities arise from phenomena or subjective analysis of entrepreneurs, and must be assessed for their feasibility [6]. The availability and management

of resources, including social networks and business assets, also play a role in creating business efficiency and success [7].

In Leles District, Garut, the presence of industries from South Korea and Japan has opened up economic opportunities for the community. This change has encouraged the growth of the informal sector such as stalls and restaurants. With this potential, the community is expected to be able to develop MSMEs that can encourage job creation, increased income, and inclusive local economic development [9].



Source: [9]

Figure 1. Number of Micro and Small Enterprises (MSMEs) in Leles District.

The increase in the number of MSMEs in Garut reflects the strong economic potential of the region, supported by government policies, access to capital, and innovation. BPS data (2023) shows that



the number of MSMEs in Garut increased significantly from 2018 to 2022.



Source: [10].

Figure 2. Number of Micro and Small Enterprises (MSMEs) in Garut Regency.

MSMEs play an important role in the national economy because of their resilience to crises, despite their low productivity. However, MSMEs in Garut Regency were significantly impacted by the COVID-19 pandemic with a 30–90% decrease in income [11]. They are trying to innovate to attract the market amidst limitations [12].

Previous studies have highlighted the influence of the ability to recognize opportunities on entrepreneurial success [13], but not many have focused on Traditional Trader MSMEs who face limited capital, marketing challenges, and technological lags [14]. Competition with modern traders also creates inequality due to the lack of entrepreneurial characteristics and business management [16].

Preliminary studies in Leles District showed that most traditional traders were stagnant even though they were in a developing area, due to problems with capital, receivables, and social reputation. They recognized the importance of business skills, but were reluctant to improve themselves due to time, cost, and age constraints. Therefore, this study focuses on the influence of the ability to recognize opportunities on entrepreneurial success moderated by the availability of resources in Traditional Trader MSMEs in Leles District.

II. LITERATURE REVIEW

2.1 Entrepreneurial Success

Entrepreneurial success is the result of positive psychological impacts and performance achievements felt by entrepreneurs in running their businesses. This includes the ability to take advantage

of opportunities with great potential and an adaptive mindset in facing challenges and achieving business goals [13]. In an Islamic perspective, success also includes religious values such as honesty, work ethic, and social responsibility [15].

Entrepreneurial success can be seen from several main dimensions, such as career achievement that shows the ability to solve problems and success in business performance [16], social reputation that reflects public trust in the business through the image built in the media and social environment [17], and financial satisfaction that involves the economic well-being of the business, including profitability and financial stability [18]. In addition, entrepreneurial happiness and self-improvement are also part of the indicators of success because they contribute to long-term motivation and business resilience [19].

2.2 Ability to Recognize Business

The ability to recognize opportunities is an important skill that entrepreneurs must have in order to build a successful business. This ability reflects the intellectual process of identifying and selecting potential business opportunities, which is influenced by individual experience and character [20]. Entrepreneurs who are able to see market gaps well tend to have a competitive advantage and a greater chance of success [21]. This potential not only impacts business performance, but also expands the market, stimulates innovation, and supports social performance [22]. The dimensions of the ability to recognize opportunities include identifying opportunities in the market that arise from existing problems and solutions [23], psychological tension that drives entrepreneurial action [24], periodic evaluation of the value and potential of opportunities, and exploitation of opportunities that involve strategic consideration of costs and benefits [25].

2.3 Availability of resources

Resource availability is a crucial aspect in supporting entrepreneurial success because companies are highly dependent on access to resources to run operations and achieve competitive advantage [26]. This availability includes the entrepreneur's perception of access to finance, equipment, and labor [4], which can affect business stability and growth [27]. In general, resource availability includes aspects of quantity, quality, and distribution of resources needed to achieve certain



business goals[30]. Based on Chang's theory, there are three main dimensions in resource availability: (1) financial resources, namely the ability to obtain funds both from business results and from financial institutions [28] (2) political resources, in the form of business involvement in the political realm to protect or advance business interests through policies or regulations [29] and (3) community resources, namely support from the community that can create added value and sustainability for the business, such as increasing reputation, loyalty, and productivity [30] [34].

III. RESEARCH METHODS

This study uses a quantitative correlational and causal correlative design which aims to determine the relationship between two or more variables[35]. The results of this design will produce a correlation coefficient with a value range of -1 to +1. A value of +1 indicates a perfect positive relationship between two variables, while a value of -1 indicates a perfect negative relationship. While a value of 0 indicates there is no relationship between the variables.

The research subjects or participants in this study were Traditional Trader MSMEs in Leles District, Garut Regency. These participants were selected based on certain inclusion and exclusion criteria. Inclusion criteria were set to filter participants who truly fit the characteristics of the target population. MSMEs included in this category are retail businesses that sell various kinds of goods, especially food, beverages, or tobacco, which operate traditionally and not in the form of minimarkets, supermarkets, or hypermarkets. In addition, the business must have been established for at least five years. Meanwhile, exclusion criteria were used to exclude participants who were not relevant to the research population. In this case, MSMEs that have an average annual income of more than five hundred million rupiah were not included in the sample group because they were considered outside the scale of small and medium businesses targeted in this study.

The population in this study consisted of all traditional trade MSMEs in Leles District, with a total of 138 business units. The sample of this study was taken using the probability sampling technique, which is a sampling method that provides an equal opportunity for each member of the population to be selected as a research sample. The specific method used is simple random sampling. This technique was chosen because the research population has

homogeneous characteristics and is evenly distributed in the same area, so that each individual in the population has an equal opportunity to be selected randomly and fairly. Determination of sample size was carried out using the Slovin formula with a margin of error of 5 percent. Based on these calculations, a sample size of 103 respondents was obtained which was considered representative of the population studied.

The main instrument used in this study was a questionnaire compiled based on the theory and development results of previous studies. For the variable of opportunity recognition ability, the instrument was compiled with reference to Karuhanga (2022), which includes four dimensions, namely identification, tension, evaluation, and exploitation. This questionnaire uses a five-point Likert scale, where respondents are asked to provide an assessment from 1 which means strongly disagree to 5 which means strongly agree.

Meanwhile, to measure the entrepreneurial success variable as the dependent variable, and the availability of resources as the mediating variable, the questionnaire was compiled based on the instrument developed by Chang and Chen (2020)[36]. To measure entrepreneurial success, five subjective dimensions were used, namely career achievement, social reputation, entrepreneurial happiness, increased ability, and financial satisfaction. This instrument also uses a five-point Likert scale indicating the level of satisfaction, ranging from 1 which means very dissatisfied to 5 which means very satisfied. The resource availability variable consists of three types of resources, namely financial, political, and community. This variable is measured using eleven statement items with the same assessment scale, namely from 1 for strongly disagree to 5 for strongly agree.

The research process is carried out in three main stages, namely the initial stage, the implementation stage, and the final stage. In the initial stage, the researcher prepares a research proposal starting from the background to the method, then carries out guidance with the supervising lecturer. After the proposal is considered complete and approved, the researcher registers and carries out the Proposal Seminar according to the specified schedule.

Based on input from the examining lecturer, the researcher then makes revisions to the proposal. In the implementation stage, the researcher begins collecting data by distributing questionnaires via Google Form to participants who meet the inclusion criteria. The



researcher provides an explanation to the participants regarding the objectives and benefits of the research, so that participants can provide answers that are in accordance with the actual conditions. Data collection is carried out online using the link <https://forms.gle/PmjHCzMnRWav6xYm6>. After the data is collected, the researcher enters the final stage, namely processing and analyzing the data using IBM SPSS Statistics software. The results of this analysis are then used to compile the results and discussion chapters in the thesis. The researcher then completes the thesis as a whole through the final guidance process and prepares for the presentation at the Final Session.

This study involves three types of variables, namely independent, dependent, and mediating variables. The independent variable in this study is the ability to recognize opportunities, while the dependent variable is entrepreneurial success. Between the two variables there is a mediating variable, namely the availability of resources, which functions as an intermediary to see the indirect effect of the independent variable on the dependent variable. The use of this mediating variable aims to provide a more comprehensive picture of the relationship between variables and how internal processes occur in the context of entrepreneurship, especially for MSME actors in the traditional trade sector.

IV. RESULTS AND DISCUSSION

Validity test for the three questionnaires in this study used Pearson Product Moment (r) with a significance level of 5%. In this validity test, the research sample used was 30 respondents, so the r table for a significance level of 5% using the df ($N-2$) formula is 0.3610. The questionnaire is said to be valid if the calculated r value $> r$ table and if the calculated r value $< r$ table then the questionnaire is invalid. The following table shows the results of the validity test for the three questionnaires used:

Based on the table above, for the questionnaire variable of the ability to recognize opportunities that are not valid are for statement items X2, X3, X4, and X7. While for the questionnaire variable of entrepreneurial success, all are stated to be valid. The questionnaire variable of resource availability contains invalid statement items, namely Z1 and Z2. Example Table (Table 1. Bank Ownership Status).

Table 1. Questionnaire Validity Test

Gender	Respondent Age	No sch ool	S S S S1 DD DM N 3 1 P A					Total	%
Man	19-24			4	1			5	4.9
	25-44			2	8			10	9.7
	45-59			1	9	1		12	11.7
	60-75			1	1			3	2.9
	Total							30	29.1
Woman	19-24				2			3	2.9
	25-44			7	1	4	2	36	35.0
	45-59	1		5	7	1	1	27	26.2
	60-75	1		4	2			7	6.8
	Total							73	70.9
Total	19-24				6	1		8	7.8
	25-44			9	2	4	2	46	44.7
	45-59	1		6	1	2	1	39	37.9
	60-75	1		4	3			10	9.7
	Total							103	100

Source: [31].

Table 2. Questionnaire Reliability Test

Questionnaire	r count	Interpretation	Information
Entrepreneurial Success	0.733	Tall	Reliable
Ability regarding Opportunities	0.643	Currently	Reliable
Resource Availability	0.733	Tall	Reliable

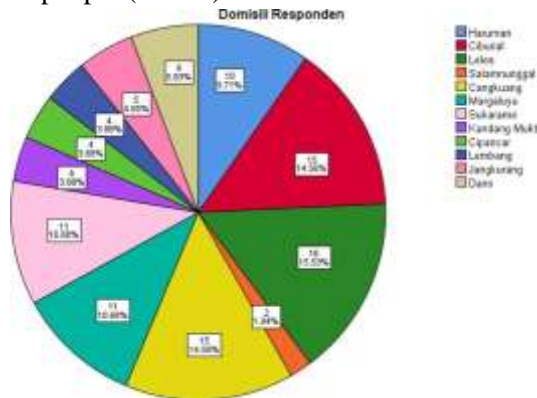
Source: [37]

Based on the table above, the three questionnaires used are declared reliable because the calculated r value is > 0.6 so it can be used. This



study aims to determine the effect of the ability to recognize opportunities on entrepreneurial success, with the availability of resources as a moderating variable, on traditional trader MSMEs in Leles District. A total of 103 respondents filled out a questionnaire containing 33 questions with a Likert scale. Data were analyzed quantitatively using SPSS. This study involved one independent variable (the ability to recognize opportunities), one dependent variable (entrepreneurial success), and one moderating variable (availability of resources), and used descriptive analysis to present the results in the form of tables, figures, or diagrams.

Demographic characteristics of traditional trader MSMEs in Leles District based on gender, the majority are women, as many as 73 people (70.9%) with the majority of final education being Senior High School (SMA) as many as 52 people (50.5%) and the age of respondents is mostly 25-44 years as many as 46 people (44.7%).



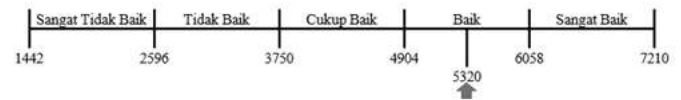
Source: [31]

Figure 3. Pie Chart of Respondents' Domiciles.

Based on Figure 3, the majority of respondents of traditional trader MSMEs in Leles District are domiciled in Leles Village (16 respondents/15.53%), as well as Ciburial Village and Cangkuang Village each with 15 respondents (15.56%). Thus, these three villages are the largest domiciles of respondents in this study.

The continuum line is used to analyze and determine the level of strength of variables in research instruments (Ilmiyah, 2021). Measurement of the strength of the variable is carried out using the following formula:

1. Highest Score = Highest Score \times Number of Questions \times Number of Respondents
2. Lowest Score = Lowest Score \times Number of Questions \times Number of Respondents



Source: [31].

Figure 4. Entrepreneurial Success Continuum Line Chart

Based on the continuum line, the research instrument for the entrepreneurial success variable is in the good interval with a score of 5320 so that the strength of the variable is considered good enough to be used in this study.



Source: [31].

Figure 5. Continuum Line of Ability to Recognize Opportunities

Based on the continuum line, the research instrument for the variable of ability to recognize opportunities is in the good interval with a score of 2459 so that the strength of the variable is considered good enough to be used in this study.



Source: [31].

Figure 6. Resource Availability Continuum

Based on the continuum line, the research instrument for the entrepreneurial success variable is in a fairly good interval with a score of 2060 so that the strength of the variable is considered good enough to be used in this study.

Table 3. Normality Test Results

One Sample Kolmogorov-Smirnov Test	
Asymp. Sig. (2-tailed)	0.200

Source: [31].

Based on the table above, the significance value is 0.200. This shows that the value is > 0.05 , which means that the data is normally distributed.

Table 4. Results Test Multicollinearity

	Tolerance	VIF
Ability to Recognize Opportunities	0.939	1.065
Resource Availability	0.939	1.065

Source: [31].

Based on the table above, it shows that the tolerance value for the variable of ability to recognize opportunities and the variable of resource availability

is 0.939 where the value is >0.10 . Then the variable of ability to recognize opportunities and resource availability has a VIF value of 1.065 where the value is <10.00 which means that all the variables above do not have symptoms of Multicollinearity.

Table 5. Results Test Heteroscedasticity

	Sig
Ability to Recognize Opportunities	0.061
Resource Availability	0.472

Source: [31].

Based on the table above, it shows that the variable of ability to recognize opportunities has a significance value of 0.061 and the variable of resource availability has a significance value of 0.472, where both variables above have a value >0.05 , which can be interpreted that both variables do not have symptoms of heteroscedasticity.

Table 6. Results Test Autocorrelation

Model Summary ^b					
Adjusted R Model	R	R Square	Std. Error of the Square Estimate	Durbin-Watson	
1	.448 ^a	.201	.185	5,698	2.224

Source: [37]

Based on the table above, it shows that the D value is 2.224 with a DU value of 1.7186, which means that the data does not show signs of autocorrelation.

Table 7. Results Measurement test Partial

	Sig.
Ability to Recognize Opportunities (X)	0.000

Source: [31].

Based on the results of the analysis, it is known that the significance value of the variable of the ability to recognize opportunities for entrepreneurial success is 0.000 (<0.05), meaning that the variable of the ability to recognize opportunities has a significant effect on entrepreneurial success.

Table 7. Results Measurement test coefficient determination (R- Square)

	p-Value
Entrepreneurial Success (Y)	0.163

Source: [31].

Based on the results of the analysis, the *r square value* of 0.163 or 16.3% means that the variable of the ability to recognize opportunities (X) is able to explain the variable of entrepreneurial success Y by 16.3%, it can be considered that this research model is considered weak.

Table 8. Results Measurement test Partial

	Sig.
Ability to Recognize & Opportunity Resource Availability (XZ)	0.512

Source: [37]

Based on the results of the analysis, it is known that the significance value of the interaction variable between the ability to recognize opportunities and the availability of resources on entrepreneurial success is 0.512 (>0.05), meaning that this interaction variable is not able to moderate the influence of the ability to recognize opportunities on entrepreneurial success.

Table 9. Results Measurement test coefficient determination (R- Square)

	p-Value
Entrepreneurial Success (Y)	0.215

Source: [37]

Based on the results of the analysis, the *r square value* of 0.215 or 21.5% means that the variable of ability to recognize opportunities (X) and the variable of resource availability (Z) are able to explain the variable of entrepreneurial success Y by 21.5%. It can be considered that this research model is considered weak.

The results of the study show that the ability to recognize opportunities has a positive effect on entrepreneurial success. This finding is in line with research which states that the ability to recognize opportunities, design thinking, and financial decisions contribute positively to business success. In addition, this ability also affects entrepreneurial intentions [33].

The ability to recognize opportunities is important for entrepreneurs, because it is often the first step in building and developing a business, especially through innovation [34]. The results of the partial test using SPSS show that the ability to recognize opportunities has a significant effect on entrepreneurial success (significance 0.00 <0.05). However, the availability of resources as a moderating variable is not significant (0.512 >0.05), so it does not moderate the relationship. The coefficient of determination shows an R^2 value of 0.163 for direct influence, and 0.215 when moderated by resource availability, both of which indicate a weak effect. This means that the variables in the

model are only able to explain 16.3% to 21.5% of the variation in entrepreneurial success.

Although its contribution is weak, this is considered reasonable because entrepreneurial success is also influenced by other factors such as access to resources, market conditions, and entrepreneur characteristics [35]. This finding is in line with Uno et al. (2021), which shows that resource availability does not have a significant moderating effect in the context of entrepreneurship.

V. CONCLUSION AND SUGGESTIONS

This study aims to determine the effect of the ability to recognize opportunities on entrepreneurial success controlled by the availability of resources in traditional trader MSMEs in Leles District. A total of 103 respondents answered using a questionnaire that had been distributed, the questionnaire contained 33 questions and used a Likert scale. The data collected was processed using SPSS software and this study was quantitative. This study uses 1 independent variable, namely the Ability to Recognize Opportunities, 1 dependent variable, namely Entrepreneurial Success and 1 moderation variable, namely Resource Availability. Descriptive analysis is used in this study to present the data that has been collected to provide an overview of the answers to the questions that have been asked which are then described in visualizations such as tables, pictures or diagrams that can determine the effect of the ability to recognize opportunities on entrepreneurial success controlled by the availability of resources in traditional trader MSMEs in Leles District.

Suggestions for further researchers include researching the influence of resource availability on entrepreneurial success in businesses with a larger business scale, such as wholesalers or non-traditional traders, in managing and using existing resources to achieve success in entrepreneurship.

Advice for MSME Traditional traders is to do more analysis of business opportunities and be able to find and manage the resources they have. Then be proactive in following and utilizing technology to increase the competitiveness of their business.

VI. REFERENCE

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