

## **The Influence Of Entrepreneurial Orientation And Work Ethic On The Performance Of Disabled Entrepreneurs In Malang City**

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### **Abstract**

*The research aims to describe entrepreneurial orientation, work ethic and performance of disabled entrepreneurs in the city of Malang. The influence of entrepreneurial orientation on the performance of disabled entrepreneurs, the influence of work ethic on the performance of disabled entrepreneurs, knowing the influence of entrepreneurial orientation on work ethic, knowing the influence of entrepreneurial orientation and work ethic of people with disabilities. This research was conducted on entrepreneurs with 172 respondents. Sampling technique using simple random sampling, Data collection is carried out by interview techniques and questionnaires. Scale Range and Multiple Linear Regression data analysis techniques. Research shows entrepreneurial orientation in disabled entrepreneurs with strong criteria, work ethic in disabled entrepreneurs with very strong criteria, disabled entrepreneurial performance with very high criteria, Entrepreneurial orientation has a positive and significant effect on the performance of disabled entrepreneurs, work ethic has a positive and significant effect on the performance of disabled entrepreneurs, entrepreneurial orientation has a positive and significant effect on entrepreneurial performance Disability, entrepreneurial orientation and work ethic have a positive and significant effect on the performance of disabled entrepreneurs.*

**Keywords:** *entrepreneurial orientation, work ethic, entrepreneurial performance.*

### **Abstrak**

Penelitian bertujuan mendeskripsikan entrepreneurial orientation, etos kerja dan kinerja wirausaha difabel di kota Malang. Pengaruh entrepreneurial orientation terhadap kinerja wirausaha difabel, Pengaruh etos kerja terhadap kinerja wirausaha difabel, mengetahui pengaruh entrepreneurial orientation terhadap etos kerja, mengetahui pengaruh entrepreneurial orientation dan etos kerja difabel. Penelitian ini dilakukan pada wirausaha dengan responden sebanyak 172 orang. Teknik sampling menggunakan simple random sampling, Pengumpulan data dilakukan dengan teknik wawancara dan kuesioner. Teknik analisis data Rentang Skala dan Regresi Linear Berganda. Penelitian menunjukkan entrepreneurial orientation pada wirausaha difabel dengan kriteria kuat, etos kerja pada wirausaha difabel dengan kriteria sangat kuat, kinerja wirausaha difabel dengan kriteria sangat tinggi, Entrepreneurial orientation berpengaruh positif dan signifikan terhadap kinerja wirausaha difabel, etos kerja berpengaruh positif dan signifikan terhadap kinerja wirausaha difabel, entrepreneurial orientation berpengaruh positif dan signifikan terhadap kinerja wirausaha difabel, entrepreneurial orientation dan etos kerja berpengaruh positif dan signifikan terhadap kinerja wirausaha difabel.

### **Article info**

Received (04/09/2024)

Revised (18/10/2024)

Accepted (25/11 /2024)

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**Kata Kunci :** *entrepreneurial orientation, etos kerja, kinerja wirausaha.*

## INTRODUCTION

Unemployment is a social problem that must be overcome. According to the Central Statistics Agency (BPS), the open unemployment rate in February 2023 will reach 8 million people or 5.45 percent. If the number of unemployment continues to increase, it will have an impact on the condition of the community. Increasing unemployment can be reduced by increasing the number of entrepreneurs. Based on data obtained from the Global Entrepreneurship Monitor (GEM) states that Indonesia has 5.8 percent of entrepreneurs from its total population of 278.69 million people which allows fierce competition to arise. People with disabilities also feel fear and competition due to physical limitations. People with disabilities are often denied rights, such as access to activities. Drucker (1993) describes entrepreneurial orientation as the ability to turn opportunities into value through innovation and creativity.

Subsequent research by Hisrich (1990), considered entrepreneurial orientation involving career options, job satisfaction, entrepreneur self-pride, and transfer of responsibility as important dimensions. Subsequent research by Timmons (1999), states that entrepreneurial orientation is related to commitment to achieving business goals, self-satisfaction through independent achievement, and interest in new business development. Furthermore, according to Sarasvathy (2001), suggests that entrepreneurial orientation involves effective logic, namely an action and adaptive approach in facing challenges. The views of famous experts on work ethic Weber (1905), according to him work ethic is a system of beliefs and values that encourage individuals to do work diligently and sincerely. Furthermore, Taylor (1911), suggested that an efficient work ethic involves a scientific approach in doing work and a continuous increase in productivity.

Subsequent research by Durkheim (1912), considered work ethic as part of social integrity, with members of society having responsibility and dedication to their work. According to Kusnoto (2017) disabled entrepreneurs are people with physical or mental limitations who have the ability to manage a business and achieve success in entrepreneurship. About the achievements and results achieved by entrepreneurs with disabilities. Some expert perspectives on disability performance Khazanchi and Horton (2010), They observed that disability performance can be influenced by factors such as organizational support, inclusive work environment, and flexibility in duties and responsibilities. Furthermore, by Bédard and Frenette (2012), they examined the motivation and performance of people with disabilities, and found that internal motivation, social support, and self-efficacy were important factors in improving their performance. Subsequent research by Bouchard and Ralls (2013), the importance of factors such as fair performance appraisal, supervisor support, and appropriate assignments. Recent research by Margolis and Toh (2018), the importance of an inclusive work environment, management support, and development opportunities to achieve optimal performance.

The phenomenon related to the performance of disabled entrepreneurs in Malang faces several significant challenges, namely the performance of disabled entrepreneurs in Malang is still very low because they have not been able to use optimal resources, for example, people with disabilities have not been able to use technology properly as a place to promote their products so that their income is less than optimal. But behind these limitations, people with disabilities have a very high spirit of hard work. Research that supports the above phenomenon was conducted by Maritz and Brown (2013), and Foss and Klein (2012), This study found that high motivation and proactive personality have a positive relationship with the performance of disabled entrepreneurs. Despite their physical limitations, these factors can help them overcome obstacles and achieve success in business.

The phenomenon related to entrepreneurial orientation in disabled entrepreneurs in Malang City is the lack of accessibility for disabled entrepreneurs, for example, there is no road access for disabled people which causes difficulties in carrying out their business activities. Although there are already

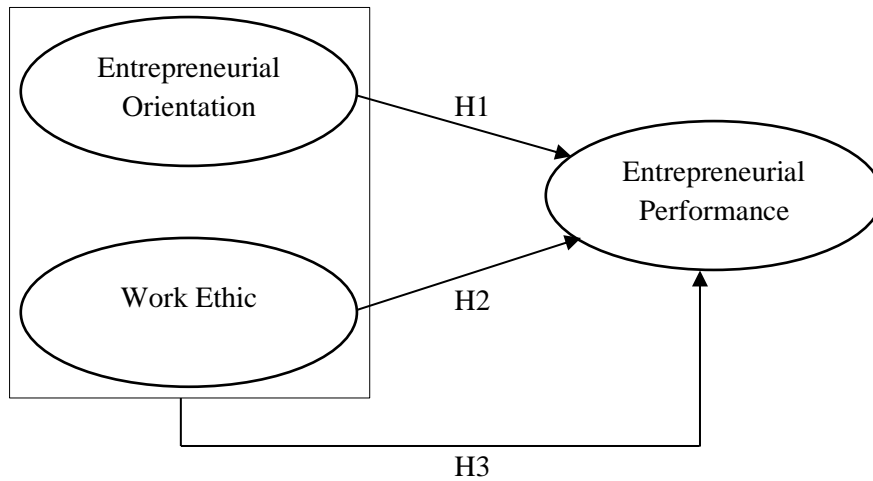
several regulations and policies that protect the rights of disabled entrepreneurs in Indonesia, there are still some accessibility issues for them. For example, infrastructure that is not disability-friendly, accessibility of business districts that are less adequate, and limited access to resources and capital. Low social support for disabled entrepreneurs in Malang City often experience problems in getting support from their families and the environment around them. Research that supports the above phenomenon was conducted by Mukthi, A. R., & Yuliana, P. (2017). The results of this study show that the existence of good environmental support, as well as having a high entrepreneurial orientation, can contribute positively to the business performance of disabled entrepreneurs in Indonesia.

Phenomena related to work ethic Lack of work discipline of disabled entrepreneurs in Malang City who lack discipline in running their business. This can have an impact on work productivity and overall business performance. Lack of motivation for disabled entrepreneurs in Malang City often experience a lack of motivation, especially in facing challenges or difficulties in running a business. This can have an impact on their business performance and entrepreneurial development. The lack of initiative of some disabled entrepreneurs in Malang City lacks initiative in expanding business networks and developing innovative products. This can harm the development of their business in the long run. Lack of responsibility Some disabled entrepreneurs in Malang City lack responsibility in supporting their business operations or accounting for the results of their work. Research that supports the above phenomenon is by Mensah (2020), work ethic has a positive relationship with the business performance of disabled entrepreneurs in Ghana.

Research by Fakers and Krisnatuti (2017), factors that influence the success of disabled entrepreneurs include social support from family, entrepreneurship training, access to markets, sufficient business capital, and understanding of the needs of the intended market. Meanwhile, research by Sondakh, Wahyanie, and Hindom (2019), highlights the role of government in the development of disabled entrepreneurs, especially in providing equal accessibility and opportunities, financial support, and special training programs for the development of entrepreneurial skills in people with disabilities. But behind the phenomenon that occurred, Mr. Sunoto as the owner of pecel barokah has a belief in developing his business with the determination to work hard and give the best, so that his business can run for approximately 20 years. From this phenomenon, the author aims to find out and analyze the variables "The Influence of Entrepreneurial Orientation and Work Ethic, on the Performance of Disabled Entrepreneurs in Malang City".

## **LITERATURE REVIEW**

Entrepreneurial orientation is the tendency of individuals to innovate, be more proactive, and dare to take risks in starting and running a business. (Lumpkin & Dess 1966). According to Covin & Slevin (1989), entrepreneurial orientation is an important characteristic to improve company performance. Entrepreneurs tend to be more innovative, take bolder risks, and act more proactively (Miller, 1993). Porter (2008) defines entrepreneurial orientation as a winning strategy for entrepreneurs to compete more effectively in the same market. Max Weber (1864-1920): According to Weber, work ethic is a set of values that emphasize hard work, devotion, discipline, responsibility, and thrift as the foundation for achieving economic goals and success. Next Davidsson (2003) Entrepreneurial performance can be measured by financial results, such as profits or sales growth, as well as by non-financial aspects, such as innovation, product quality, customer rewards, and resource utilization.



**Figure 1** Research Framework

**RESEARCH METHODS**

This research is a type of quantitative research by examining the number of population or sample in disabled entrepreneurs in the city of Malang, sampling techniques are carried out randomly, data collection using online questionnaires with google form tools and interviews, statistical data analysis using Multiple Linear Regression.

**RESULTS AND DISCUSSION**

As in other cities in Indonesia, disabled entrepreneurs in Malang City face many challenges. However, in Malang City there are already several initiatives that aim to help improve the condition of disabled entrepreneurs, namely the social circle that has carried out entrepreneurship training activities for 300 disabled entrepreneurs in Malang City. One of the latest is to provide adequate accessibility and design buildings that are friendly in all aspects to the disabled. In addition, the existence of coaching and training in the field of entrepreneurship specifically for people with disabilities, is expected to help them acquire the necessary skills to run their businesses and improve their business performance. In this case, as disabled entrepreneurs, they can provide goods or services that are unique and different from others so that they can compete in the corporate world and show that they have the potential to succeed in running their business.

The characteristics of respondents spread all the data obtained from the answers of respondents who were a research sample of 172 disabled entrepreneurs in Malang City. The characteristics of respondents in this study include age, education, gender, type of business, length of business The results of the analysis of the description of research respondents in detail are presented as follows:

**Table 1** Characteristics of Respondents by Age

Age	Sum
18 – 25 years	50
25 – 30 years	75
30 – 35 years	30
35 – 40 years	9
40 – 45 years old	1
45 – 50 years	7

Source: primary data processed (2024)

Based on Table 1, the results indicate that the majority of respondents are aged 25-30 years, with 75 individuals falling into this category. This is followed by 50 respondents aged 18-25 years, 30

respondents aged 30-35 years, 9 respondents aged 35-40 years, 7 respondents aged 45-50 years, and only 1 respondent aged 40-45 years. These findings highlight that the majority of participants are in the younger age groups, particularly those aged between 18 and 30 years.

**Table 2** Characteristics of respondents by education

Education	Sum
Elementary School	31
Junior High School	88
Senior High School	51
Diploma 1 (One-Year Diploma)	1
Diploma 3 (Associate Degree)	0
Diploma 4 / Bachelor's Degree	1

Source: primary data processed (2024)

Based on Table 2, the results show that the majority of respondents have a junior high school (SMP) education, with 88 individuals falling into this category. This is followed by 51 respondents with a senior high school (SMA) education and 31 respondents with an elementary school (SD) education. Additionally, 1 respondent has a D1 diploma, none reported having a D3 diploma, and 1 respondent has a bachelor's degree (S1). These results indicate that most respondents have completed basic to intermediate levels of education.

**Table 3** characteristics of respondents based on gender

Gender	Sum
Woman	90
Man	82

Source: primary data processed (2024)

Based on Table 3, the results show that 90 respondents are female, while 82 respondents are male. This indicates that the majority of the respondents are female.

**Table 4** Characteristics of respondents by type of business

Types of business	Sum
Handicrafts	59
Culinary	58
Sew	55

Source: primary data processed (2024)

Based on table 4 shows the results of 59 people answering handicrafts, 58 people answering culinary, 55 people answering sewing.

**Table 5** Characteristics of Respondents Based on Length of Business

Length of Business	Sum
1	4
2	21
3	57
4	15
5	16
>5	59
Total	172

Source: primary data processed (2024)

Based on table 5 shows the results of 4 people answering the length of business, which is 1 year, 21 people answering 2 years of business, 57 people answering 3 years of business, 15 people answering 4 years of business, 16 people answering 5 years of business, 59 people answering more than 5 years. The range of scales in this study is used to measure how Entrepreneurial Orientation, Work Ethic and Entrepreneurial Performance. The frequency distribution of respondents' answers from the results of tabulating answer data with data scores on a scale range is described as follows:

**Table 6.** Instrument Validity Test Results

Variable	Question Item	R count	R table	information
Entrepreneurial Orientation (X1)	(X1.1)	0,932	0,195	Valid
	(X1.2)	0,930	0,195	Valid
	(X1.3)	0,925	0,195	Valid
Work Ethic (X2)	(X2.1)	0,962	0,195	Valid
	(X2.2)	0,954	0,195	Valid
	(X2.3)	0,951	0,195	Valid
Entrepreneurial Performance (Y)	(Y.1)	0,969	0,195	Valid
	(Y.2)	0,960	0,195	Valid
	(Y.3)	0,965	0,195	Valid

Source: primary data processed (2024)

From the tables above, it can be seen that each question item has r count > from r table ( 0.195) and positive value (valid).

**Table 7.** Instrument Reliability Test Results

Variable	Reliability Coefficient	Cronbach Alpha	Information
Entrepreneurial orientation (X1)	3 question items	0,804	Reliable
Work ethic (X2)	3 question items	0,804	Reliable
Entrepreneurial performance (Y)	3 question items	0,804	Reliable

Source: primary data processed (2024)

From the description of the table above, it can be seen that each variable has a Cronbach Alpha of 0.804. Thus the variables (entrepreneurial orientation, work ethic, and entrepreneurial performance) can be said to be reliable.

**Table 8.** Multiple Linear Regression Equations Coefficients

Type	Unstandardized Coefficients
	B
1 (constant)	-0,863
Entrepreneurial orientation (X1)	0,265
Work ethic(X2)	0,045

Source: primary data processed (2024)

$$Y = -0.863 + 0.265 X1 + 0.45 X2$$

The value of the constant coefficient of -0.863 with this negative value can mean that without the variables Entrepreneurial Orientation (X1), Work Ethic (X2), the variable Entrepreneurial Performance (Y) will decrease by 86.3%. The value of the beta coefficient of the Entrepreneurial Orientation variable (X1) of 0.265, if the value of the other variable is constant (usually denoted as the letter b or a) is a coefficient that indicates the approximate value of the dependent variable, when all independent variables are at zero values. In mathematical terms, other variables constant indicate the level or background level of a dependent variable when the value of the independent variable is zero and the Entrepreneurial Orientation variable (X1) increases by 1%, then the Entrepreneurial Performance variable (Y) will increase by 26.5%. Vice versa, if the value of other variables is constant and the Entrepreneurial Orientation variable (X1) decreases by 1%, then the Entrepreneurial Performance variable (Y) will decrease by 26.5%.

The value of the beta coefficient of the Work Ethic variable (X2) of 0.045, if the value of the other variable is constant (usually denoted as the letter b or a) is a coefficient that indicates the approximate value of the dependent variable, when all independent variables are at zero values. In mathematical terms, another constant variable indicates the level or background level of a dependent variable when the value of the independent variable is zero and the Work Ethic variable (X2) increases by 1%, then the Entrepreneurial Performance variable (Y) will increase by 4.5%. Vice versa, if the value of other variables is constant and the Work Ethic variable (X2) decreases by 1%, then the Entrepreneurial Performance variable (Y) will decrease by 4.5%.

**Table 9.** Test the hypothesis

Type	Unstandardized Coefficients		t count	Sig.
	B	Std. Error		
(Constant)	52,858	0,190	278,281	0,000
Entrepreneurial orientation (X1)	1,000	0,018	56,061	0,000

Source: primary data processed (2024)

From table 16 above, it can be seen that the results of regression analysis obtained a coefficient for the entrepreneurial orientation variable of 1,000 with a constant of 52,858 so that the regression equation model obtained is as follows:

$$YI = 52.858 + 1.000 X1$$

The empirical test results of the influence of entrepreneurial orientation on entrepreneurial performance showed a calculated t value of 56.061 and a p value (Sig) of 0.000 which was below alpha 5%. This means that there is a positive influence between entrepreneurial orientation on entrepreneurial performance. The results of the study can accept the hypothesis that states "there is a positive influence between entrepreneurial orientation on entrepreneurial performance". The beta value in the Unstandardized Coefficients variable of entrepreneurial orientation shows a number of 1,000, which means that the amount of the coefficient of entrepreneurial orientation to entrepreneurial performance is 100%.

This, it can be concluded that based on testing 172 respondents of disabled entrepreneurs in Malang City, there is evidence to reject H0 that there is no negative and significant influence between entrepreneurial orientation on entrepreneurial performance and accepting Ha, there is a positive and significant influence between entrepreneurial orientation on entrepreneurial performance. research conducted by Rauch, Wiklund, Lumpkin, and Frese (2020) and subsequent research by Hatak, Kautonen, Lafuente, and Vaillant (2020) showed the results that entrepreneurial orientation has a positive and significant effect on entrepreneurial performance.

**Table 10.** Test the hypothesis

Type	Unstandardized Coefficients		t count	Sig.
	B	Std. Error		
(Constant)	51,269	2,058	0,845	0,399
Work ethic (X2)	0,742	0,627	24,907	0,000

Source: primary data processed (2024)

From table 10 above, it can be seen that the results of the regression analysis obtained a coefficient for the work ethic variable of 0.742 with a constant of 51.269 so that the regression equation model obtained is as follows:

$$Y = 51.269 + 0.742 X_2$$

The empirical test results of the influence of work ethic on entrepreneurial performance showed a calculated t value of 24,907 and a p value (Sig) of 0.000 which was below alpha 5%. This means that there is a positive influence between work ethic and entrepreneurial performance. The results of the study can accept the hypothesis that states "there is a positive influence between work ethic on entrepreneurial performance". The beta value in the Unstandardized Coefficients variable of work ethic shows a number of 0.742, which means that the amount of work ethic coefficient on entrepreneurial performance is 74.2%.

Thus, it can be concluded that based on testing 172 respondents of disabled entrepreneurs in Malang City, there is evidence to reject H<sub>0</sub> that there is no negative and significant influence between work ethic on entrepreneurial performance. And accepting H<sub>a</sub> there is a positive and significant influence between work ethic on entrepreneurial performance. And for the work ethic variable, there is evidence to reject H<sub>0</sub> that there is no negative and significant influence between work ethic on entrepreneurial performance and accepting that there is a positive and significant influence between work ethic and entrepreneurial performance. Research conducted by Priansa, Garnida (2015), Bawelle and Sepang (2016), Hardiansyah (2017) showed the results that work ethic has a significant effect on performance.

**Table 11.** Test the hypothesis

Type	Unstandardized Coefficients		t count	Sig.
	B	Std. Error		
1 (Constant)	3,453	0,197	17,501	0,000
Entrepreneurial orientation (X1)	0,367	0,072	5,099	0,000

Source: primary data processed (2024)

From table 11 above, it can be seen that the results of regression analysis obtained a coefficient for the entrepreneurial orientation variable of 0.367 with a constant of 3.453 so that the regression equation model obtained is as follows:

$$Y_1 = 3.453 + 0.367 X_1$$

The empirical test results of the influence of entrepreneurial orientation on work ethic showed a calculated t value of 5.099 and a p value (Sig) of 0.000 which was below alpha 5%. This means that there is a positive influence between entrepreneurial orientation and work ethic. The results of the study can accept the hypothesis that states "there is a positive influence between entrepreneurial orientation on work ethic". The beta value in the Unstandardized Coefficients variable of entrepreneurial orientation shows a number of 0.367, which means that the amount of the coefficient of entrepreneurial orientation to work ethic is 36.7%.

Thus, it can be concluded that based on testing 172 respondents of disabled entrepreneurs in Malang City, there is evidence to reject  $H_0$  that there is no negative and significant influence between entrepreneurial orientation on entrepreneurial performance. accepting  $H_a$  there is a positive and significant influence between entrepreneurial orientation on entrepreneurial performance. research conducted by Martin, L.M., & Currie, D. (2011). Shows that individuals who have a high entrepreneurial orientation tend to have a strong work ethic. Rauch, A., Wiklund, J., Lumpkin, G.T., & Frese, M. (2009). Work ethic acts as a mediator between entrepreneur orientation and business performance. Recent research by Covin, J.G., & Slevin, D.P. (1989), strong entrepreneur orientation has a higher tendency to show a strong work ethic.

**Table 12.** Test the hypothesis

Type	Unstandardized Coefficients		t count	Sig.
	B	Std. Error		
1 (Constant)	59,054	3,358	17,584	0,802
Entrepreneurial orientation (X1)	0,367	0,072	5,099	0,000
Work ethic (X2)	0,196	0,780	0,252	0,000

Source: primary data processed (2024)

From table 12 above, it can be seen that the results of regression analysis obtained a coefficient for the entrepreneurial orientation variable of 2.280 with a constant of 59.054 and a coefficient for the work ethic variable of 0.196 so that the regression equation model obtained is as follows:

$$YI = 59.054 + 2.280 + 0.198 + X1 + X2$$

Based on the explanation of the relationship between the variables of entrepreneurial orientation and entrepreneurial performance, it is evident that entrepreneurial orientation influences entrepreneurial performance. This statement is supported by research conducted by Rauch, Wiklund, Lumpkin, and Frese (2020), as well as subsequent research by Hatak, Kautonen, Lafuente, and Vaillant (2020), which demonstrated that entrepreneurial orientation has a positive and significant effect on entrepreneurial performance.

Work ethic also has a positive and significant effect on entrepreneurial performance. The relationship between work ethic and performance indicates that work ethic influences entrepreneurial performance. This assertion is supported by research conducted by Priansa and Garnida (2015), Bawelle and Sepang (2016), and Hardiansyah (2017), all of which showed that work ethic significantly affects performance.

Based on the research findings and the relationships between these variables, the research hypothesis is proposed as follows: work ethic has a significant effect on performance. Therefore, it can be concluded that the hypothesis in this study is that work ethic significantly influences entrepreneurial performance. Based on the explanation of the relationship between entrepreneurial orientation and work ethic, it is evident that entrepreneurial orientation influences work ethic. This statement is supported by research conducted by Martin, L.M., & Currie, D. (2011), which found that individuals with a high level of entrepreneurial orientation tend to have a strong work ethic.

Further research by Rauch, A., Wiklund, J., Lumpkin, G.T., & Frese, M. (2009) identified that work ethic acts as a mediator between entrepreneurial orientation and business performance. Lastly, research by Covin, J.G., & Slevin, D.P. (1989) concluded that business owners with a strong entrepreneurial orientation are more likely to exhibit a strong work ethic.

Research by Packard and Smith (2011) explored the relationship between entrepreneurial orientation, work ethic, and entrepreneurial performance among entrepreneurs with physical

disabilities. The study found that both entrepreneurial orientation and work ethic had a positive influence on the entrepreneurial performance of individuals with physical disabilities. The authors emphasized that a proactive attitude in seeking opportunities, innovation, perseverance, and diligence were strongly associated with improved entrepreneurial performance for disabled entrepreneurs.

Similarly, Chen et al. (2015) examined the impact of entrepreneurial orientation and work ethic on the performance of visually impaired entrepreneurs in Taiwan. Their findings indicated a positive relationship between entrepreneurial orientation, work ethic, and entrepreneurial performance. This study underscored the significance of innovative, proactive, and achievement-oriented attitudes, coupled with resilience and strong work ethic practices, in enhancing the performance of visually impaired entrepreneurs.

## CONCLUSION

Entrepreneurial orientation among disabled entrepreneurs in Malang is categorized as very strong, alongside a similarly strong work ethic and high entrepreneurial performance. The study reveals that entrepreneurial orientation has a positive and significant effect on entrepreneurial performance, indicating that the stronger the entrepreneurial orientation of disabled entrepreneurs, the higher their performance. Likewise, work ethic is found to positively and significantly influence the performance of disabled entrepreneurs, meaning that a stronger work ethic contributes to improved entrepreneurial outcomes. Additionally, entrepreneurial orientation plays a critical role in enhancing work ethic, further emphasizing its importance in shaping the success of disabled entrepreneurs. When combined, entrepreneurial orientation and work ethic exert a significant and positive impact on entrepreneurial performance, highlighting that the interplay of these two factors can drive even greater achievements for disabled entrepreneurs in Malang.

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