

ASERS

Journal of Environmental Management and Tourism

Quarterly

Volume XIII

Issue 4(60)

Summer 2022

ISSN 2068 – 7729

Journal DOI

<https://doi.org/10.14505/jemt>

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DOI: [https://doi.org/10.14505/jemt.13.4\(60\).13](https://doi.org/10.14505/jemt.13.4(60).13)

The Role of the Entrepreneurship Mindset and Spirit in Building a Tourism Business in Indonesia Post COVID-19

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Suggested Citation:

Firdaus, A. *et al.* (2022). The Role of the Entrepreneurship Mindset and Spirit in Building a Tourism Business in Indonesia Post COVID-19. *Journal of Environmental Management and Tourism*, (Volume XIII, Summer), 4(60): 1074 - 1080. DOI: [10.14505/jemt.v13.4\(60\).13](https://doi.org/10.14505/jemt.v13.4(60).13)

Article's History:

Received 11th of January 2022; Received in revised form 6th of February 2022. Accepted 5th of April 2022; Published 28th of June 2022. Copyright © 2022 by ASERS® Publishing. All rights reserved.

Abstract:

The purpose of this research is to know and analyze directly or indirectly the entrepreneurial mindset and spirit have a significant effect on increasing business performance through self-motivation of entrepreneurs in rebuilding tourism businesses after COVID-19. This study examines the variables related to the entrepreneurial mindset and spirit, while the dependent variable is increasing business performance through moderating variables, namely self-motivation of entrepreneurs in rebuilding tourism businesses after COVID-19. The research method used in this research is descriptive quantitative research method using path analysis. In this study the independent variable is related to mindset and entrepreneurial spirit while for the dependent variable, namely the variable business performance improvement and the moderator variable is the variable self-motivation from entrepreneurs in rebuilding tourism businesses post-covid-19, data analysis using AMOS 18 and the data taken is data on the number of entrepreneurs in the Indonesian tourism industry in 2016-2020. Partially, the variables of mindset and entrepreneurial spirit have a significant effect on the variables of increasing business performance and self-motivation. Simultaneously, the variables of mindset and entrepreneurial spirit have an effect on the variable of increasing business performance through self-motivation variables. Through the results of research that has been stated that with a good mindset in carrying out the business that will be built by thinking about what business concepts will be developed after being slumped by COVID-19, plus increasing the spirit of entrepreneurship will improve performance in business for entrepreneurs in the tourism industry, increasing Performance is due to an increase in self-motivation in carrying out and turning his business into a successful business.

Keyword: mindset; spirit; entrepreneurship; self-motivation; improvement; business performance.

JEL Classification: J24; J20; M12; O15; Z32; R11.

Introduction

The tourism industry plays an important role in opening up job opportunities, as well as creating new jobs for the community or people who are in need of work (for the unemployed workforce), the tourism industry absorbs a lot of manpower which is to prevent the increase in unemployment rates in every country. Indonesia is a country that has a beautiful and exotic natural culture and has an area that among several regions or regions has tourist objects that are in accordance with the concept and culture of its people, several types of tourism concepts attract the attention of tourists who will visit Indonesia. The uncertain condition of the global situation around 2020 until now has made the economic situation of various countries, especially Indonesia uncertain, Global economic conditions that are uncertain and experiencing a recession are the aftermath of the spread of the virus that makes the soul and health of the world community, especially Indonesia vulnerable, as a result of which economic activity becomes sluggish, economic activity stalls, because the transmission of the covid-19 virus is carried out through human relations, one human to another. As a result of this situation, each country imposes a ban on visiting tourist destination countries, on average every tourist attraction in all corners of the world closes its tourist attractions, so that economic activity in these tourist attractions becomes paralyzed. No exception with the State of Indonesia which has a variety of tourist attractions, all tourist objects for both local and foreign tourists closed all their places of business due to the Government's policy to limit social activities (PSBB) which were converted into PPKM activities. With the closure of the place of business, the business initiated by entrepreneurs in the tourism sector experienced a sharp decline in income, so that it was not uncommon for tourist attractions to close and no longer operate, or many went out of business, and their owners sold them to other parties. With this kind of condition and the pandemic that has occurred for more than 2 years, making the tourism industry in Indonesia in a state of concern, the absence of visitors who want to visit tourist attractions makes the financial situation of the tourism business not good, even tends to be negative. so it takes time for the tourism industry, especially business owners, to get up and make a recovery, so that they can survive and rise after the pandemic is over. According to the thought (Primatari, 2019) to be able to rise up entrepreneurs in the tourism industry must be able to think about what concepts are made to be able to excite the existing wsata places, so business owners must have a good and focused mindset in order to be able to create and design what tourism concepts should be made and designed so that visitors can return. In addition, entrepreneurs in the tourism industry must have a high spirit and try hard so that their business can return to normal as before, so that with a good and focused mindset, as well as a high spirit can affect the increase in self-motivation of entrepreneurs in order to be able to improve the performance of the business that will be created and designed. Unfortunately, after the pandemic has decreased there are some entrepreneurs who have not been able to rise from difficult times, his business has not been able to benefit from the lack of visitors. This can be seen from the decline in the number of entrepreneurs in the Indonesian tourism industry in the 2016-2020 period. This can be seen in Table 1 below:

Table 1. Number of Entrepreneurs in the Indonesian Tourism Industry 2016-2020

Year	Number of Entrepreneurs in Indonesia (Person/Soul)	Number of Entrepreneurs in the Indonesian Tourism Industry (Person/Soul)
2016	3,249,000	574,000
2017	3,456,600	650,000
2018	4,322,000	675,000
2019	5,415,000	710,000
2020	7,393,290	550,000

Source: Ministry of Tourism and Creative Economy, and Ministry of Cooperatives and MSMEs, 2020

Based on Table 1 above, it can be concluded that the number of entrepreneurs in Indonesia is increasing, but the number of entrepreneurs in the tourism industry is decreasing during 2016-2020. This is due to the decrease in the amount of income during the covid-19 pandemic, this decline in income has made several tourism businesses go bankrupt (out of business). As a result, some business owners are unable to revive their business again due to the not creative mindset of business owners to think about business concepts that will be created and designed after the pandemic, and lack a high spirit in wanting the business to rise again. In this study, only variables related to the entrepreneurial mindset and spirit are discussed, while the dependent variable is increasing business performance through moderating variables, namely self-motivation of entrepreneurs in rebuilding tourism businesses after COVID-19. The purpose of this research is to know and analyze directly or indirectly the entrepreneurial mindset and spirit have a significant effect on increasing business performance through self-motivation of entrepreneurs in rebuilding tourism businesses after COVID-19.

1. Literature Review

Mindset

According to the thought (Aghazamani *et al.* 2020) Mindset is a thought that is presented by a person to be able to change all views about things that have not been feasible so far to become worthy to be made and used. According to the thought (Bouchon & Treat, 2016) mindset is a new and fresh thought, the thought is put in the form of real work so that things that have not been able to be done can be done. According to the thought (Farber Canziani & Welsh 2021) *mindset* is a thought that exists in one's mind, this thought is done to increase one's chances of succeeding in real life. According to the thought (Carson & Carson 2018) *mindset* is a product of thought that is created and designed to improve one's ability to design something of value in the minds of the public. According to the thought (Doh *et al.* 2017) *mindset* is a result of genius thinking and makes someone do experiments to be able to find something new and needed by society. According to the thought (Farmaki *et al.* 2015) *mindset* is a thought that can be accounted for its truth, the result of thinking that is made to be used for the benefit of mankind.

Entrepreneurial Spirit

According to the thought (Fernandez 2021) Entrepreneurial spirit is an encouragement to continue to do or make good use of their business with the aim of improving business performance in the minds of the people. According to the thought (Füller *et al.* 2021) The spirit of entrepreneurship is an encouragement to always increase the power of creative imagination, so that it is able to increase its business capacity so that it can grow and be known. According to the thought (Gasparin *et al.* 2021) The entrepreneurial spirit is the breaking force needed for an entrepreneur to be able to compete and dare to innovate in order to improve business performance. According to the thought (Gernsheimer *et al.* 2021) The spirit of entrepreneurship is the driving force for entrepreneurs to continue to advance their business tirelessly and with the hope that their business can be known by the community at home and abroad. According to the thought (Hingtgen *et al.* 2015) Entrepreneurial spirit is an encouragement that is instilled by an entrepreneur to spur the desire to develop his business in all directions. According to the thought (Huang & Mas-Tur 2016) The spirit of entrepreneurship is a strong impetus for entrepreneurs to produce products and develop their products in accordance with the wishes and needs of the community.

Business Performance Improvement

According to the thought (Meyer 2020) Business performance improvement is an effort made to be able to achieve success in order to achieve business performance that is created and involved (Nordberg *et al.* 2020). Improving business performance is an effort made in order to achieve success and victory in business by implementing real competition. According to the thought (Obermayer *et al.* 2021) Improving business performance is a comprehensive effort to achieve satisfactory performance by implementing business guidelines and fair business competition. According to the thought (Ratten & Jones 2021) Business performance improvement is an effort made to achieve high performance by increasing production capacity and increasing attractive promotions, so that people are interested in using it. According to the thought (Ren & Jackson 2020) improving business performance is a systematic effort made by entrepreneurs in order to achieve work productivity, as well as improve the quality of their products. According to the thought (Šebestová & Nowáková 2015) Improving business performance is the main basis for entrepreneurs to be able to always maximize their business results in order to achieve the goal of producing real performance in the form of creating production results that are in accordance with customer desires.

Self-Motivation

According to the thought (Shkabatur *et al.* 2021) Self-motivation is a strong urge from within to always improve abilities in order to improve performance, both individually and in groups. According to the thought (Surujlal 2016) Self-motivation is a systematic effort in order to convince oneself to always try in various ways in order to improve real work. According to the thought (Tajeddini *et al.* 2020) Self-motivation is an impulse and desire within oneself to always be better than others by trying hard in order to improve performance. According to the thought (Tsagkari *et al.* 2021) Self-motivation is an action taken to encourage oneself to be better in improving their business abilities or business performance. According to the thought (Veréb *et al.* 2020) Self-motivation is a high desire to develop and make his business better when compared to others. According to the thought (Wei *et al.* 2021) Self-motivation is a great desire for an individual or for a group to improve the quality and quantity of business results

in order to improve performance in entrepreneurship. According to the thought (Ben Youssef *et al.* 2021) Self-motivation of a person or group of people will be seen from the sincerity and enthusiasm in improving self-quality, as well as quality of life in order to improve the performance of business results.

2. Research Methods

The research method used is descriptive quantitative. According to the thought (Salmivaara *et al.* 2021) Quantitative descriptive research method describes data analysis according to actual events. From this data analysis a conclusion will be drawn to overcome existing problems and problems. In this study the independent variable is related to *mindset* and entrepreneurial spirit while for the dependent variable, namely the variable business performance improvement and the moderator variable is the variable self-motivation from entrepreneurs in rebuilding tourism businesses post-COVID-19, data analysis using AMOS 18 and the data taken is data on the number of entrepreneurs in the Indonesian tourism industry in 2016-2020. For quantitative descriptive data analysis, which was carried out by using path analysis using AMOS, the population of this study were entrepreneurs in the tourism industry throughout Indonesia with a population of 550,000 entrepreneurs, the sampling technique in this study. This method uses systematic random sampling, (Guichard *et al.* 2021) sampling technique with systematic random sampling method is a sampling technique by randomly and systematically selected to represent the population, the sample in this study was 400 entrepreneurs in the tourism industry throughout Indonesia through the slovin formula, using a questionnaire distributed through the Whatsapp application.

3. Results and Discussion

Regression Weights Analysis

Table 2. Regression Weights Composite Model

			Estimate	SE	CR	P
<i>Mindset</i>	<---	Business Performance Improvement	.189	.269	.353	.226
Entrepreneurial Spirit	<---	Business Performance Improvement	.273	.256	.481	.355
<i>Mindset</i>	<---	Self-motivation	.259	.268	.329	.326
Entrepreneurial Spirit	<---	Self-motivation	.369	.239	.451	.444
Self-motivation	<---	Business Performance Improvement	.237	.249	.353	.342

Source: Data processed, 2020

Table 3. Standardized Regression Weights Composite Model

			Estimate
<i>Mindset</i>	<---	Business Performance Improvement	.189
Entrepreneurial Spirit	<---	Business Performance Improvement	.273
<i>Mindset</i>	<---	Self-motivation	.259
Entrepreneurial Spirit	<---	Self-motivation	.369

Source: Data processed, 2020

Table 4. Standardized Regression Weights Composite Model

			Estimate
Self-motivation	<---	Business Performance Improvement	.237

Source: Data processed, 2020

Based on the results of the Composite Model Regression Weights analysis in Tables 3 and 4, it can be concluded that the entrepreneurial mindset and spirit variables have a significant effect on the variables of increasing business performance and self-motivation variables. This is indicated by the estimated value of these two variables which is greater than the 0.05 level of significance, while the self-motivation variable has a significant effect on the business performance improvement variable. This can be seen from the estimated value of the self-motivation variable which is greater than a significance level of 0.05. To find out the indirect effect can be seen in Tables 5 to 8 below:

Table 5. Direct Effects

	Business Performance Improvement	Self-motivation
<i>Mindset</i>	.189	.259
Entrepreneurial Spirit	.273	.369

Source: Data processed, 2020

Table 6 Standardized Total Effect

	Business Performance Improvement	Self-motivation
<i>Mindset</i>	.454	.363
Entrepreneurial Spirit	.501	.173

Source: Data processed, 2020

Table 7. Direct Effects

	Business Performance Improvement	Self-motivation
Self-motivation	.237	.000

Source: Data processed, 2020

Table 8. Indirect Effect

	Business Performance Improvement	Self-motivation
Mindset	.257	.259
Entrepreneurial Spirit	.269	.252

Source: Data processed, 2020

Based on Table 8 above, it can be concluded that the mindset variable has an indirect effect on the variable of increasing business performance through the moderator variable, namely the self-motivation variable. the moderator is the self-motivation variable, from the output results obtained an estimated value of 0.269 is positive.

Conclusion

Based on the results of the research analysis, the conclusion of this study is partially the entrepreneurial mindset and spirit variables have a significant effect on the variables of increasing business performance and self-motivation. Simultaneously, the variables of mindset and entrepreneurial spirit have an effect on the variable of increasing business performance through self-motivation variables. Through the results of research that has been stated that with a good mindset in carrying out the business that will be built by thinking about what business concepts will be developed after being slumped by COVID-19, plus increasing the spirit of entrepreneurship will improve performance in business for entrepreneurs in the tourism industry, increasing Performance is due to an increase in self-motivation in carrying out and turning the business into a successful business.

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ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

Journal's Issue DOI: [https://doi.org/10.14505/jemt.v13.4\(60\).00](https://doi.org/10.14505/jemt.v13.4(60).00)