



Young Entrepreneurs Perspectives on Success in Managing a Startup Business

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ABSTRACT

Everyone has a subjective definition of success. One's perspective on something related to a purposeful life orientation is what is meant by one's perception of success. The definition of success varies among young businesspeople because they have varying standards for what constitutes a successful company. The younger generation is now starting to try to get success by developing a startup business that it hopes can help increase economic value, especially in Aceh Province. The purpose of this research was to understand how these young entrepreneurs view success and to find out how this can be a contribution to their region. The research method used is a qualitative research method that involves interviewing informants. The results of this study show that everyone's success has its own differences, and everyone has their own indicators of success factors. However, the goal of these business actors is not only to make a profit, but also to work with team members to ensure that the business runs smoothly.

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1. INTRODUCTION

Aceh, an Indonesian province, has the capacity to quickly advance its economy on its own [1]. The areas of agriculture, trade, and public administration continue to dominate Aceh's economy. The economic machinery in Aceh is expanding daily. According to the 2019 Aceh Provincial Economic Report (LPPA), Aceh's economy expanded by 3.76% in the third quarter of 2019 compared to 3.71% in the second [2]. The field side and company development in Aceh have started to feel the effects of the rising economic expansion. This demonstrates that the community's interest in operating a business is beginning to increase on its own. Aceh is seeing an increase in the number of new firms, one of which is a start-up company. An emerging company is characterized as a newly formed business, a start-up, or a business that has not been in operation for a considerable amount of

time. According to Kidder, a start-up business is a brand-new organization that prioritizes rapid growth.

according to the Aceh Milecastle University (UNIMAL) Business Incubator Report. The new company has potential in the online motorcycle taxi industry, e-commerce, virtual financial credit, bitcoin, and a number of other commercial sectors. Since Aceh's startup businesses are still relatively young, the municipal government and other relevant organizations offer a lot of training to support business growth. The Aceh Cooperatives are two of these. The city government of Aceh and other relevant organizations, such as the Aceh Cooperatives and MSMEs Office, offer a lot of training to help the development of start-up enterprises because these companies are relatively new to running them. With this assistance, new businesses expected to unfold as anticipated [3].

Young people are very interested in startup companies since they meet their needs. According to the Institute of Entrepreneurship Development, start-up businesses are the best type of business for young people for four reasons, including the fact that they have long-term benefits, increase risk tolerance in young people, motivate them, and help them adapt to different situations more easily (adaptable). According to these four factors, managing start-up companies gives young people the chance and potential to become young entrepreneurs.

The development of the startup business that is developing at this time has an important role in being able to contribute to the development and management of waste problems and also has environmental factors in it. Based on research from, this research also focuses on the "Young Waste Movement," which is a movement initiated by young businesspeople in the city of Semarang that has the impact of being able to develop a green startup concept. According to this research, there is a gap where each party has realized and developed a business for environmental goals using the green startup concept. Whereas in this study, the emphasis is on seeing views on success and success from the perspective of every businessperson.

A startup business is a firm or business unit that is very small in size with an organization character that is likewise relatively tiny and active, and that has the initial purpose of making the business profitable. The company age ranges from 0 to 5 years [4]. According to Erliah, a business is considered successful if it has grown in terms of business scale, results/profits, type of business, and management after a given amount of time. Entrepreneurs continue to focus on the internal aspects of the company they run in order to achieve commercial success [5].

TEAM WORK



Vision Marketing Team Goal



Gambar 1. Team Work Startup

Four areas of internal company aspects can be examined: marketing, human resources, financial management, and technical management. Consequently,

business Successful firms can be defined as those that have already expanded to a wider extent.

However, commercial success has a unique meaning for each person. This depends on how the person views the achievement he has attained.

According to Mullins, people will perceive their achievement when expectations are realized. Another study by Kabanova and Bukhalenkova demonstrates that adolescents who believe they are successful have a more meaningful outlook on life, a life plan, and a desire to direct and control it. For young listeners, success is primarily about having a strong desire to advance in life and demonstrate that they have accomplished something. Given the foregoing context, the issue statement for this study is: How do young entrepreneurs see the success of start-up companies? What are the key elements of running a start-up firm successfully?

The purpose of this study is to better understand how young entrepreneurs perceive success and what elements contribute to it when operating a start-up company. The theoretical implications of this research's findings are anticipated to be able to enhance the content and add information about users for the field of psychology, as well as to inspire job seekers who have the aptitude to make use of their knowledge and skills to begin.

While having limited business operations. 44 new firms have emerged in the Aceh region, creative endeavors in accordance with their aptitudes[6]. The idea of success Each person's definition of success is unique. Each entrepreneur defines success differently for himself. Perception is the process by which a person chooses, arranges, and interprets stimuli to create a meaningful and cogent picture of the world, according to Schiffman & Kanuk). This indicates that each person evaluates their idea of success in their own unique way.

2. LITERATURE REVIEW

Walgito identified the following elements as those that affect a person's perception of something:

- a. Perceived Objects Stimuli from objects impact sensory organs or receptors. In addition to coming from outside the person who is perceiving, stimulation can also originate from within the person in question and land directly on the receiving nerve, which serves as a receptor. The focus of discussions about corporate performance is typically the company under discussion. The more money someone makes, the more successful they perceive themselves to be.
- b. The sense organs Input devices for stimuli are the senses or receptors. The motor element is necessary for perception formation as a means of holding responses. People will express their opinions or how they perceive what they see and feel with their five senses [7].
- c. Paying heed the first stage in getting ready to hold perceptions is to pay attention in order to be aware of or to hold perceptions. All individual activities directed at a collection of objects are focused or concentrated by use of attention[8]. The fact that the person consistently concentrates his attention on the company he owns has a relationship to the perception of success. The outcome is perceived success.

A startup is a newly formed business, a newly established business, or a business that has recently begun operations[9]. According to Graham a start-up is "A company built to grow quickly. Growth is the only thing that matters. Growth is the foundation for everything else we associate with start-ups. As a result, a start-up business is a business that is intended to expand quickly. As a result, a beginning business's expansion is its primary goal.

The goal of start-up firms, according to Blank, is to identify a repeatable and scalable business model. According to this definition, a start-up business is a business that is just getting started and is looking for the best business model to help it survive in a very uncertain environment [10]. Tokopedia, Shopee, Traveloka, Dana, Grab, Gojek, and other examples of new enterprises in Indonesia are provided below.

3. METHOD

This study is a qualitative one that uses interviewing and observational methodologies. Research that starts with presumptions and makes use of interpretive frameworks or theories that have an impact on how research problems connected to the meanings that individuals or groups place on social problems are studied is known as qualitative research [11].

In-depth interviews or in-depth interviews were the interview technique employed in this study. Hanurawan argues that in-depth interviews or in-depth interviews are typically utilized as a strategy in case study research [12].

Interview. To learn more in-depth about a respondent's knowledge, reasoning, what they have thought, believed, and how they see a subject, in-depth interviews are employed. Although observation is the action of using equipment to record an event for scientific or other objectives. The five senses are used by observers to get information through observation [13].

Case study research is the method used in this study. In a case study, which is a form of qualitative research, researchers examine a case or a collection of significant cases using a variety of data sources, including interviews Respondents in this survey were young business owners who were just starting out [14]. The success of the start-up business the respondents have launched over the previous few years will be the subject of an interview with the respondents. This study's primary objective is to examine a specific unit within a specific unit. A case study's main objective is to thoroughly examine an incident.

The impression of success is the variable in this study. A person's viewpoint on something that is connected to their significant life direction is what is meant by their perception of success. Success can be viewed as being publicly recognized for one's skills, talents, personality, and genius in a variety of ways. A way to derive satisfaction from the accomplishment process is through the perception of success [15].

The sample method used in this study was purposeful sampling, which involved selecting the respondents who would serve as informants based on chosen standards that are pertinent to the study subject. Consequently, the researcher decided to apply this methodology in this investigation [16]. Young company owners with new ventures who reside in Banda Aceh are the criterion used as samples in this study. This study was carried out in Banda Aceh. Because there are so many new enterprises in Banda Aceh, it is simpler for researchers to find research participants who meet predetermined criteria.

The researcher produced a sample interview question as a measuring and probing tool during the data gathering procedure. During interviews, a smartphone is used as a recording and documentation tool. Researchers employed data triangulation, which involves using many sources, methods, and theories, to assess the validity of the data they collected during their research. When researchers continue to receive the same and consistent responses to the same questions when, when, and to whomever they are posed, the data is considered valid and dependable [17].

4. RESULTS AND DISCUSSION

In this study, there are two subjects: subject I (FF), who is 26 years old and has been operating a start-up since 2017, and subject II (NK), who is 20 years old and has been operating a start-up since 2020. Several tables will be used to highlight

the characteristics of the research subjects and the data analysis. coupled with a justification. According to the findings of the interviews performed regarding the young entrepreneur's perceptions of a successful business he has started; the explanation will be expanded [18]. Using the Theory of Perception of Success, perceptions of success are examined. 51 definitions of success for young entrepreneurs were developed by Robert, Treasure, and Ballague. Metacognition, motivation, goal orientation and tenacity, as well as one's own perception of oneself, are four components of success perception [19].

Table 1. Study participants

Respondents	Age	Beginning of Business	Year
R1	26	KOALA	2017
R2	20	Nulisin.aja	2020

R1, a 26-year-old lady, launched her start-up company under the KOALA online motorbike taxi service label in 2017. In the city of Banda Aceh, FF and his buddies established this company. Today, the internet motorbike taxi industry is still active. KOALA is an online motorbike taxi service that caters exclusively to women and has female drivers. For KOALA, this is a specialization[20].

R2 is a student who is still only 20 years old. The company she founded, NULISIN.AJA, which was established at the beginning of 2020, is also quite new[21]. A writing service company called NISSIN.AJA assists students and students with writing their papers. Through the provision of writing services and document scanning, NISSIN.AJA is a platform that is anticipated to be able to help students deal with their mountain of unfinished tasks. Although this type of business is relatively new, students and students adore it.

Table 2. Opportunities of Business

Respondents	Opportunities of Business
R1	Creating Online motorcycle taxi Services with female drivers For women as well as resolving individual financial issues
R2	After spotting an opening establish a writing Services firm to earn Money For yourself

According to R1's presentation, the introduction of online motorcycle taxis from various major businesses, such as Gojek and Grab, in Banda Aceh and its surroundings served as the impetus for the creation of KOALA [22]. When forced to ride with male drivers, many female passengers in Aceh experience anxiety and discomfort. Therefore, R1 decided to launch an online motorbike taxi that is comparable to Gojek and Grab but with a female driver. In order to pull himself out of his financial difficulties, R1 founded KOALA. R1 had debts to pay back in 2017, and his prior cake-selling firm was not operating efficiently [23]. R1 was driven by this to seek out different means of earning money.

The fact that students had a lot of tasks but not enough time to complete them led to the creation of the NISIN.AJA company. Students must stay up late to do their assignments by hand. R2 has a fantastic chance to locate rupiah coffers at this time. This is consistent with R2's intention when starting this company, which is to generate their own

income without interfering with their studies. Since doing this business is still quite uncommon, the profits.

Obtaining will undoubtedly be highly rewarding. Additionally, the target market, which consists primarily of students, will always exist. R2 anticipates that there would undoubtedly be a lot of lecturers or teachers delivering homework to students and pupils during this epidemic, therefore R2 also takes advantage of this opportunity to grow his business.

Tabel 3. Entrepreneur's Assessment

Respondents	Entrepreneur's View of what makes a Business successful
R1	According to R1 successful Business has a System a leader with a positive attitude, and effective financial management
R2	R2 defines a successful firm in term of The advantages it Can Produce The jobs it Can create and its reputation

According to R1, a successful business can be judged by a number of factors, including the system that the company owns [24]. Then comes the leadership mentality that a leader possesses, specifically the capacity to manage team members and their financial resources. R1 is aware that everyone has a unique perspective on success. R1 asserts that the definition of success that may be derived from his own personal perspective, namely success when an entrepreneur improves day by day in terms of worship, alms, morals, and social.

According to R2, a successful business can be judged by a number of factors, one of which is the size of the company. Business owners need not worry about any losses thanks to profits made by the company. Second, a successful business is one that can employ a large number of people, allowing the owner to retire and just manage the operation as a supervisor. Third, a successful firm is well-liked. A well-known company that customers are willing to enthusiastically recommend to others is one that has achieved success.

Tabel 4. The perspective of the business owner

Respondents	The Business from the entrepreneur's perspective
R1	KOALA's lack of recognition and poor business management prevent us from claiming that it is a successful company.
R2	Due to the fact that NULISIN, AJA is still young its success cannot be declared

R1 believes that because his company is still relatively unknown to the public, it is impossible to say that it is successful. A well-known company that has customers that use its products or services is considered to be successful.

Additionally, KOALA's business management continues to be subpar and receives several negative evaluations. As a result, KOALA still needs further advancement, collaboration, and dedication from all parties involved.

R2 is also unable to claim that his company is profitable because it has only recently been founded and its future direction is yet unknown. However, judging by the earnings the company has generated over the past six months, it has made extremely good progress. The profits made in the first and second months were more than anticipated by businessman. This offers entrepreneurs encouragement to expand their businesses.

Tabel 5. Challenges faced By newly founded businesses

Respondents	Business limitations
R1	The System presented itself as The First challenge since its origin till The present this barrier has appeared
R2	The emergence of New Enterprises hasn't caused many challenges practical restrictions are The most prevalent constraints

The system was the first problem to appear when KOALA was first built. KOALA continues to input data manually and use a manual ordering mechanism. Let alone how to submit applications, R1 has little understanding of the method that must be followed when establishing this firm. The same applied to his other buddies. Then came financial difficulties. R1 doesn't have a lot of money to start a business. The dedication of the crew presented another difficulty. The hardest part of managing a team is keeping team commitment since managing employees without an established policy is very challenging.

The restrictions that NULIS.AJA is subject to, according to R2, are not too difficult. This is a result of corporate growth that hasn't been particularly evident. Therefore, it is also difficult to precisely identify the challenges that occur. The challenges that do arise are also still minor and easily surmounted. It can be challenging for R2 to deliver orders when shipping addresses do not match, for example. The second is a misspelling that results in wasted paper writing mistakes force R2 to continuously modify the paper.

Tabel 6. Future – Looking goals

Respondents	Futuru Oriented Goal Orientation
R1	R1 wants to develop applications grow their business and work together
R2	R2 wants to assemble a grup and produce an application

R1 anticipates that KOALA will expand more during the next five to ten years. R1 wants KOALA to have a place of business, the ability to establish a branch, and an application. Customers can really use the application to order motorbike taxis online. If the business's performance is adequate, R1 also hopes to be able to grow

it into any industry, establish a foundation, open a cafe, and contribute a portion of its earnings. This is done so that many individuals may profit from this KOALA.

R2 wants his company to be more successful. R2 wants to continue operating his firm steadily and gain more and more devoted clients. The creation of an app that can facilitate order placement for customers is another of my greatest desires. R2 seeks to hire more staff members to boost company productivity[25]. The objective is to be able to take pleasure in the business's accomplishments.

The study's findings indicate that there are disparities in the perceptions of other young entrepreneurs regarding what it means or means to run a successful firm, based on the results of the data analysis discussed above. Success or perception of success

Success is something that will depend on a person's perspective on a meaningful existence. Everybody has a unique goal orientation for success.

According to R1, a successful business can be judged by a number of factors, including the system that the company owns. The capacity to manage team members follows, followed by the leadership mentality that a leader possesses, and finally, how to handle one's funds. R1 is aware that everyone has a unique perspective on success. According to R1, success is the overall interpretation that may be made of his above-described theories of company success[26].

According to R1, business success comes from improving daily in terms of worship, alms, morals, and society. According to R2, a successful business may be judged by a number of factors, including the amount of profit it generates, allowing the owner firms to focus on growing their enterprises rather than worrying about potential losses. Second, a successful firm is one that can employ a large number of people, allowing the owner to retire from active management and focus only on running the company. The last type of successful business is well-known. A well-known company that customers are willing to enthusiastically recommend to others is one that is doing well.

Entrepreneurs share similar opinions about their businesses in addition to having their own perceptions of what makes a successful firm. Regarding the success of their firm, both respondents share the same opinions. According to R1, the company is not yet.

can be deemed successful because not many people are aware of the company. A well-known company that has customers that use its products or services is considered to be successful. Additionally, KOALA's business management continues to be subpar and receives several negative evaluations. As a result, KOALA still needs improvement, collaboration, and dedication from all parties involved[27]. Similarly, respondent 2 cannot claim that his firm is profitable because it hasn't been around for very long. Business growth is still not immediately apparent. However, judging by the earnings the company has generated over the last six months, it has made extremely good progress.

Entrepreneurs are driven toward future objectives by their perspective on the success criteria and how they view their businesses.

Respondent 1 anticipates that KOALA will expand during the next five to ten years. Customers can really use the application to order motorbike taxis online.

Respondent 2 aims to run his firm regularly while also increasing its profitability. He also hopes to attract more regular clients and to grow his customer base.

The objective is to be able to take pleasure in the business's accomplishments.

5. CONCLUSION

Developing a business that provides benefits and is able to contribute a lot to people and the surrounding area is a dream and also a hope for many businesspeople, especially the younger generation. This research was conducted with two informants through interview techniques, both of whom have startup businesses in the Aceh region. Even though they are businesspeople, the two interviewees have different lines of business. Resource Person 1 is with the online transportation business,

KOALA[28]. Meanwhile, resource 2 has a writing service business. In this study, the results showed that the background to building a business was because there was a goal to be able to provide benefits for team members and be able to provide benefits so that they had a profit orientation. However, with regard to the meaning of success, the two informants had different understandings. The first informant views success as requiring a positive attitude and effective financial management. Meanwhile, the second informant saw effectiveness in creating a good reputation. In relation to the challenges faced, both realize that doing business has its challenges, and they also have to work well with one another. As for resource 2, his party wants to develop an application that can be the answer to the business challenges they face [29].

The conclusion drawn from the debate above was that the two respondents had different viewpoints on business success standards. The orientation of business goals held by entrepreneurs influences how one feels about a successful business. Entrepreneurs not only have opinions on the standards for a successful business, but also about their own companies. R1 considers a firm to be successful when the owner is continuously improving in terms of worship, almsgiving, morals, and society. R2, on the other hand, believes that there are many different metrics that may be used to determine whether a firm is successful, including how much profit it makes [30].

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