STUDY OF ENTREPRENEURSHIP ORIENTATION AND SELF-EFFICACY ON ENTREPRENEURSHIP SUCCESS AND MODERATION OF ENVIRONMENTAL INSTABILITY IN COVID 19 PANDEMIC CONDITIONS

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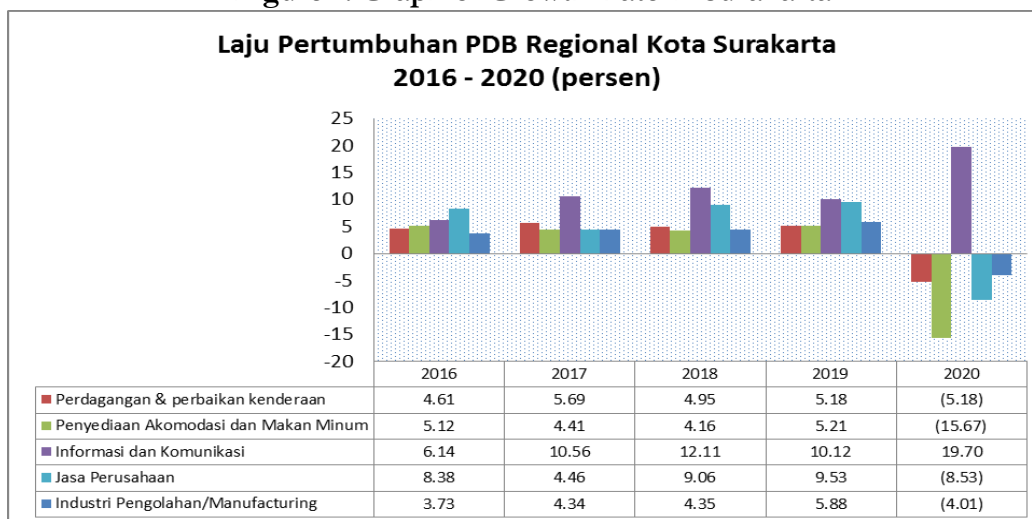| Article Info	Abstract
	This study aims to analyze entrepreneurial orientation and self-efficacy on entrepreneurial success moderating environmental instability with entrepreneurial orientation on entrepreneurial success. This study used a descriptive quantitative method. The research was conducted in February-May 2022 in Surakarta. The population in this study were Micro Small and Medium Enterprises (MSME) actors spread in Surakarta with a total sample of 169 respondents using a simple census sampling technique based on representation of several types of MSME. The data collection technique was carried out by means of a questionnaire/questionnaire. Testing the hypothesis used the regression test and moderation regression test with SPSS software version 26.0. The results of the study conclude that entrepreneurial orientation influences entrepreneurial success. Entrepreneurial self-efficacy influences entrepreneurial success. Moderation of environmental instability on the effect of entrepreneurial orientation on entrepreneurial success is not able to moderate. The environmental instability variable is able to moderate the effect of entrepreneurial self-efficacy on entrepreneurial success

INTRODUCTION

The pandemic (COVID-19) has not only had significant public health implications, but this has also had an impact on the global economic climate. From the IMF's official release in the World Economic Outlook in June 2020 entitled "A Crisis Like No Other, An Uncertain Recovery" the global economic projection is experiencing a recession in the second half of 2020 with a growth rate crashing to minus 4.9%, weaker than the crisis finance in the period 2008-2009 (IMF, 2020). The impact of the crisis hit the joints of the national and regional economies, causing a drastic decline in business activity. One of the business sectors affected by this pandemic is Micro, Small and Medium Enterprises (MSME) (Anggareni, 2021). According to Badan Pusat Statisctik (Central

Statistics Agency) data in August 2020, the national condition of the COVID 19 pandemic, there has been an increase in the unemployment rate by 42% with a total of 9.8 million, from the previous figure of 6.9 million in 2019 (Badan Pusat Statistik, 2020).

Data from researchers from UGM (2020) describe that the average daily turnover of business actors has fallen drastically by around 15-25% from the daily turnover in normal conditions. Therefore, business actors feel that they are no longer able to cover their business operational costs on an ongoing basis leading to business stagnanization and business failure, this is the problem. Besides, the condition of economic instability is still a threat to the inner stability of entrepreneurial actors to survive and develop their business going forward (Nurmadi Harsa Sumarta, 2021; M. Rizal et al., 2021; N. Y. Rizal, 2021; Soleha, 2020) According to data from the Central Bureau of Statistics of Surakarta in 2020, the economic growth in Surakarta based on the Gross Regional Domestic Product (GRDP) indicator nominally decreased by 357.71 billion rupiah compared to 2019 which reached 48 trillion rupiah (Badan Pusat Statistik, 2020).

Figure 1. Graph of Growth Rate in Surakarta

	2016	2017	2018	2019	2020
Perdagangan & perbaikan kenderaan	4.61	5.69	4.95	5.18	(5.18)
Penyediaan Akomodasi dan Makan Minum	5.12	4.41	4.16	5.21	(15.67)
Informasi dan Komunikasi	6.14	10.56	12.11	10.12	19.70
Jasa Perusahaan	8.38	4.46	9.06	9.53	(8.53)
Industri Pengolahan/Manufacturing	3.73	4.34	4.35	5.88	(4.01)

Source: Data processed from BPS data of Surakarta in 2021

As shown in Figure 1 above, it reveals that the business sector, especially MSME, as a contributor to the gross regional domestic income (GDP) of Surakarta, has declined to a minus number because the sectors providing accommodation and food and drink, trade, company services and industry have decreased.

Based on the causes of the sluggish MSME affected by the COVID-19 pandemic, due to limited direct business activities from government policies in the form of PPKM and also the majority of MSME actors are still not ready to adapt to digital economic society in facing global dynamics, society is still not integrated with digital platforms. From efforts to utilize digital technology that has not been implemented optimally, it has been explained by researcher Arief

Iman conducting his research in 2017 (before the pandemic) at MSME (Fashion, Culinary and Crafts) in 5 (five) sub-districts in Surakarta with Focus Group Discussions (FGDs). Business actors still apply traditional business management methods, their entrepreneurial business orientation is still underdeveloped to think about future projections by utilizing digital technology transformation (Akhmad & Purnomo, 2021).

On the other hand, the next problem is the existence of unemployment from employees affected by the status of being laid off from companies affected by the pandemic and also people who are still unemployed. There is no choice whether we like it or not, we have to survive to meet our daily needs by working modestly or on the side in the informal entrepreneurship sector, regardless of whether the individual has the right entrepreneurial orientation skills or not (O. M. Oyeku et al., 2020). As a result, many business actors who start a business (start-up) with minimal capital and expertise (skills) in their field experience problems in marketing their products which are not accepted by consumers which leads to failure of entrepreneurship.

Entrepreneurial self-efficacy in dealing with pandemic conditions while maintaining high belief and optimism to survive and innovate must still be worked on and is a challenge for MSME practitioners (Oyeku, 2020). This statement is reinforced by Nurdin et al., (2020) whose research is on marketing employees of PT.Kao Indonesia of Bandung Branch in 2020 with a sample of 70 employees. The results of the study show that self-efficacy and motivation partially or simultaneously affect the performance of marketing department employees. Likewise, Renaningtyas, (2017) explains in her research that self-efficacy for business success has a significant influence on the success of business members of Tangan Di Atas (TDA) community in Samarinda. The condition of the COVID-19 Pandemic when faced with individuals who have high self-efficacy, will face and carry out with a sense of optimism to move forward and develop, this condition is actually used as an opportunity to create an idea, an idea that is full of creativity so as to give birth to an innovation in the business (Saleh et al., 2021). The higher a person's self-confidence in carrying out his work, the person's personal activities will encourage the achievement of goals or the success of his work. Conversely, if self-confidence is weak or absent, it is difficult for a person to develop in all respects (Adicondro & Purnamasari, 2011). The purpose of this study is to scientifically examine the role of entrepreneurial orientation and self-efficacy in driving business success in MSME with moderation in environmental instability expected to provide education and positive input to entrepreneurs so that they can keep moving forward in achieving business success in the pandemic of COVID 19.

LITERATUR REVIEW

Orientation Entrepreneurship

Entrepreneurial orientation is an outlook of a business or business having principles for efforts to identify and expand/exploit opportunities (O. M. Oyeku et al., 2020; Taylor, 2013). Entrepreneurial orientation as an orientation to be the first in terms of innovation in the market, has the courage to take risks, and became proactive about changes that occur in the market (Taylor, 2013). Entrepreneurial orientation is the key to organizational success and achieving profitability. Companies that adopt an entrepreneurial orientation will have better performance than those that do not (Khalili et al., 2013). Conversely, the decline in the performance and productivity of MSME is one of the factors due to the weak character of the entrepreneurial orientation of the business actors themselves. To be able to build and develop a high-performance business, companies depend on many capabilities, one of which is an entrepreneurial orientation. Therefore, companies that are increasingly innovative, proactive and willing to take risks tend to be able to perform better and more productive businesses. According to Taylor, (2013), there are three aspects of entrepreneurship, encompass risk taking, innovativeness and proactive behavior.

Entrepreneurial Self Efficacy

Self-efficacy was first introduced by Albert Bandura in 1982 in his book Self-Efficacy the exercise of Control. This book describes the beliefs we have in our own abilities, specifically our ability to meet the challenges in front of us and complete tasks successfully (Roche et al., 2020). Self-efficacy is also described as an individual's subjective perception of his ability to appear in certain situations and achieve the desired results (Fis et al., 2019; Indarti, 2015; Layyinah & Subiyanto, 2022). According to Luthans (1997) in Ie (2013) & Valentino & Himam (2013) explains that high self-efficacy or self-efficacy gives birth to an optimistic person and high self-confidence that help him complete the work given According to research by Valentino & Himam, (2013), self-efficacy is needed by employees to influence optimism towards career achievement in the workplace. Self-efficacy is also influenced by spiritual intelligence factors, encompass understanding and implementing values, norms, and teachings of religion or belief (Sulaiman et al., 2019; Sundari, 2017).

Enviromental Instability

According to Miller & Friesen (1983) & Mintzberg (1983) in Oyeku (2020), environmental uncertainty is a changing or uncertain dynamic business environment which influencing every business organization to take action to adjust to these conditions. Uncertain business environment conditions are perceived as an important predictive factor in the business management planning process in the future. According to Miliken (1987) in Irawan (2010) & Sari (2014), there are 3

(three) types of environmental uncertainty, including: (1) State uncertainty; a person feels state uncertainty if he feels that the organization's environment is unpredictable. (2) Effect uncertainty; it relates to a person's inability to predict this influence including its nature, depth and timing. (3) Response uncertainty, it is to understand the response options available to the organization and the benefits of each response is defined as the lack of knowledge about the choice of response uncertainties and the inability to predict the consequences that may arise as a result of the response choices. Of the three types of environmental uncertainty theory mentioned above, according to Miliken (1987) in Sari (2014) State Uncertainty is the type that conceptually best describes the uncertainty environment.

Entrepreneurial Success

Entrepreneurial success is the success of a business in achieving its goals through a series of consistent and measurable efforts and hard work (Saputro et al., 2016). This is in line with the statement by Hendry Faizal Noor (2007) in Gemina, Silaningsih & Yuningsih (2016), he reveals that business success is essentially the success of a business in achieving its business targets as planned. So that business success is the main thing from the vision of a company where all the activities in the resources are fully used to achieve success.

In the research of Henry Faizal (2007) in Ie (2013) & Franky Slamet & Hetty Karunia Tunjungsari, (2016), more detailed and technically describes the indicators in determining business success as follows:

1)   Increasing Profit/Profitability

In general, the measure often used to assess the success or failure of a company's management is by looking at the profits earned by the company. Profit is an increase in capital (net assets) originating from side transactions or transactions that rarely occur from a business entity, and from all transactions or other events that have a business entity during one period, except those arising from revenue or owner investment (Baridwan, 1992) in (Le & Visantia, 2013). A business can be declared successful if it has an advantage compared to the previous period or a company of its class. This success can be seen from the amount of operating profit achieved in a certain period (Mashuri, Eriyana, 2019).

Meanwhile, profitability according to Oyeku (2020) is a company's ability to generate profits by using owned sources such as assets, capital or company sales, or the ability to earn profits is a measure in percentages used to assess the extent to which a company is able to generate profits at a certain acceptable level (O. M. Oyeku et al., 2020). Profitability figures are expressed in terms of profit before or after tax, investment profit, earnings per share, and sales profit. The value of profitability is the norm for measuring company health (Fernandes & Solimun, 2017).

2) Productivity and Efficiency Growth

The size of the business productivity determines the size of production. This affects the size of the sale and ultimately determine the size of the income, thus affecting the size of the profit earned in a business. Increased productivity and efficiency are the main sources of growth to realize a sustainable business, namely by stable growth in the volume of products sold with an economical ratio of operating costs (Syarifuddin & Yani, 2014).

Measuring productivity by comparing two important variables in the form of a ratio, consisting of variables with a single parameter, such as labor per worker, hours per hour and variables with multiple parameters such as net output per number of required inputs. Category comparison or ratio that states the productivity index (Christanti, 2010) & (Syarifuddin and Yani, 2014).

The principle in productivity management is to be effective in achieving goals and efficient in using resources. Efficiency is a measure in comparing the planned use of inputs with the actual use of implemented inputs. Efficiency measures the economical use of input-oriented resources. Productivity is a comparison of several outputs with several inputs, while effectiveness is a way of measuring success in achieving goals and efficiency (J.Ravianto, 1985 dalam Ninla Elmawati Falabiba, 2019; Syarifuddin & Yani, 2014).

3) Development of Corporate Image

According to David W. Cravens, Lina Salim (1996) in Kusumastuti, (2017), it reveals that a good company image or brand is a competitive advantage that affects the level of customer satisfaction. Consumers' satisfaction occur after having experience with products and companies that begin with a purchase decision (Manik, 2018). Thus, it can be concluded that the existence of a good corporate image is important as an internal resource in determining its relationship with business continuity. The establishment of a good image is also expected to be able to sustain the friendship between an entrepreneur and his customers on an ongoing basis.

Hypothesis Development

The effect of entrepreneurial orientation on entrepreneurial success

Lumpkin & dess, 2001 in Taylor (2013), argues that argues that entrepreneurial orientation as an effort to improve performance and excellence in competition to gain profitability by carrying out an innovation to meet customer needs and the demands of the times. Besides, it is also important to be proactive in exploring new things, testing and simulating creatively and accompanied by the courage to take risks. The indicators are 3 (three), including innovation, proactivity and courage to take risks. From the results of Oyeku (2020), entrepreneurial orientation has a significant positive influence on entrepreneurial success.

H1: Entrepreneurial orientation (X1) has a significant effect on Entrepreneurial Success (Y1).

The Effect of Entrepreneurial Self Efficacy on Entrepreneurial Success.

Self-efficacy is very important attached to actors and entrepreneurs, where self-efficacy, namely belief in one's own abilities, is the basic capital in driving business enthusiasm (Ie, 2013). There are 2 (two) indicators, encompassing: 1. Self-confidence, 2. Optimism. The results of previous research studies by (Aini & Widyarfendhi, 2019; L. K. Putri, 2014; V. P. Putri et al., 2015) show significant positive results on entrepreneurial success..

H2: Entrepreneurial self-efficacy (X2) has a significant effect on Entrepreneurial Success (Y1).

Entrepreneurial orientation and self-efficacy influence entrepreneurial success by moderating environmental instability

Environmental instability is an external factor that cannot be separated from the influence of entrepreneurial success. The conditions of the Covid 19 pandemic which had a negative impact on global economic uncertainty hit national economic growth, especially in the MSME sector in Surakarta (Adam *et al.*, 2020). Initiatives are needed to increase the competence of MSME actors in utilizing digital technology in developing business businesses so that they can carry out business activities online with customers and suppliers of goods. Besides, government presence and policies are needed to stimulate the pro-SMEs economy through capital assistance stimulus, ease of obtaining loans, competency training, licensing and also ease of obtaining relief from debt repayments and operational costs (*Kementerian Koperasi & UKM*, 2021). Previous research by Darya (2012) & Putri (2014) & Sari (2014) & Oyeku *et al.*,(2020), provide the results of their study that environmental instability has a significant influence on entrepreneurial success.

H3: Environmental instability provides reinforcement of entrepreneurial orientation with entrepreneurial success

H4: Environmental instability provides a reinforcement of entrepreneurial self-efficacy with entrepreneurial success.

RESEARCH METHODOLOGY

Population, Sample, and Technique of Sampling

This type of research was field quantitative research in which the quantitative approach research emphasizes its analysis on variables as research objects from the field, with numerical data (numbers) processed using statistical methods, where validity and reliability are absolute requirements must be met in using this approach. The population in this study was MSME small and medium enterprises under the auspices of the Office of Cooperatives and SME dominantly concentrated in the wholesale center of the PGC people's market, Klewer Market, Kliwon Market,

Ngemplak Market and the people's market in the south palace square which are members of the digital entrepreneur network community in Surakarta Creative Space Solo. The researcher took a simple random sampling technique, carried out by several clusters or types of MSME such as representatives of culinary, fashion, furniture, handicrafts and services that were scattered at several location points in the city of Surakarta. The number of samples in this study followed the count (Hair et al., 2010), the number of samples cannot be factor analyzed if the number is less than 50, the sample must be 100 or more. As a general rule, the minimum sample size is at least 5 times the number of variables and it will be more acceptable if the sample size is 10 times the number of variables to be studied and analyzed, so that the sample is 110 respondents. Or between > 100 – 200 sample respondents, because researchers used advanced analysis techniques such as regression analysis or path analysis.

Technique of Data Analysis

Data analysis in this study used moderated regression analysis with the IBM SPSS Statistics 26 program.

RESEARCH RESULTS

Respondent Characteristics

a. Respondent Based on Gender

Table 1. Frequency of Respondents Based on Gender

No	Sex	Total	Percentage
1	Male	121	66%
2	Female	57	34%
	Total	**169**	**100%**

Source: Primary Data Processed in 2022

Table 1 above shows that out of 169 respondents, 121 are male, while 57 are female. This shows that most of the research respondents at MSME Surakarta are male.

b. Respondent Based on Age

Table 2. Frequency of Respondent Based on Age

No	Age	Total	Percentage
1	17-27 th	2	1%
2	28-40 th	48	28%
3	41-55 th	93	55%
4	Di atas 55 th	26	15%
	Total	**169**	**100%**

Source: Primary Data Processed in 2022

Based on table 2 above, it can be seen that of the 169 respondents aged 41-55 years, the highest frequency is 93 respondents. Meanwhile, the lowest frequency is respondents aged 17-27 years, consisting of 2 respondents.

c. Respondent Based on Education Level

Table 3. Frequency of Respondent Based on Education Level

No	Education Level	Total	Percentage
1	Before High School	22	13%
2	Equivalent High School	118	70%
3	Diploma	18	11%
4	Bachelor Degree	11	7%
	Total	169	100%

Source: Primary Data Processed in 2022

Based on table 3 above, it can be seen that of the 169 respondents, the highest respondent with high school education or equivalent is 118 respondents. Meanwhile, the lowest undergraduate education respondents are 11 respondents.

d. Respondent by Type of Business

Table 4. Frequency of Respondent by Type of Business

No	Type of Business	Total	Percentage
1	Fashion	30	18%
2	Culinary	75	44%
3	Furniture	21	12%
4	Craft	10	6%
5	Others	33	20%
	Total	**169**	**100%**

Source: Primary Data Processed in 2022

Based on table 4 above, it can be seen that of the 169 respondents based on the type of business, the type of culinary business has the highest number of respondents, consisting of 75 respondents. Meanwhile, respondents with the type of craft business have the lowest respondents, consisting of 10 respondents.

Test of Validity and Reliability

The validity test can be known through the SPSS output results, which can be seen in the Corrected Item–Total Correlation column. This value is then compared with the r_{table}. If the

correlation value is greater than the r_{table} then the instrument data is declared valid. Vice versa, if the correlation value is smaller than the r_{table}, the instrument data is declared invalid.

Table 5. Test of Validity

Variable	$r_{account}$	r_{table}	Cronbach Alpha	Description
Entrepreneurial Orientation	0.329	0.1557	0.713	Valid and Reliable
	0.321	0.1557		Valid and Reliable
	0.461	0.1557		Valid and Reliable
	0.57	0.1557		Valid and Reliable
	0.472	0.1557		Valid and Reliable
	0.545	0.1557		Valid and Reliable
Entrepreneurial Self Efficacy	0.414	0.1557	0.754	Valid and Reliable
	0.471	0.1557		Valid and Reliable
	0.502	0.1557		Valid and Reliable
	0.532	0.1557		Valid and Reliable
	0.538	0.1557		Valid and Reliable
	0.516	0.1557		Valid and Reliable
Enviromental Instability	0.264	0.1557	0.641	Valid and Reliable
	0.504	0.1557		Valid and Reliable
	0.44	0.1557		Valid and Reliable
	0.392	0.1557		Valid and Reliable
	0.316	0.1557		Valid and Reliable
	0.38	0.1557		Valid and Reliable
Entrepreneurial Success	0.414	0.1557	0.754	Valid and Reliable
	0.471	0.1557		Valid and Reliable
	0.502	0.1557		Valid and Reliable
	0.532	0.1557		Valid and Reliable
	0.538	0.1557		Valid and Reliable
	0.516	0.1557		Valid and Reliable

Source: Primary Data Processed in 2022

From table 5 above, the results of the validity test show that the four variables above, namely Entrepreneurial Orientation, Entrepreneurial Self-Efficacy, Environmental Instability and Entrepreneurial Success, are valid, because > from the r Table value. From table 5 it can also be

concluded that all the variables used in this study are reliable because the alpha value is > 0.6. Furthermore, it can be used as a research data collection tool.

Classic assumption test
a) Normality Test
In this study, the normality test technique is used, namely the Kolmogorov Smirnov statistical calculation.

Table 6. Test of Kolmogorov Smirnov Normal Distribution

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			169
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.31393822
Most Extreme Differences	Absolute		.094
	Positive		.094
	Negative		-.045
Test Statistic			.094
Asymp. Sig. (2-tailed)			.001[c]
Monte Carlo Sig. (2-tailed)	Sig.		.101[d]
	95% Confidence Interval	Lower Bound	.055
		Upper Bound	.146

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 169 sampled tables with starting seed 30330861.

From table 6 above, it can be seen that the results of a significance of 0.101 where this value is > 0.05, so that the data is stated to be normally distributed.

b) Test of Multicollinearity and Heteroscedasticity
    Based on the results from Table 7 below, it can be seen that there are no symptoms of multicollinearity because the tolerance value is < 1 and the VIF value is < 10. Meanwhile, to test Hetoroskesdastisity, it can be seen from the data results that the dots spread randomly and do not form a certain pattern, so that in this study there is no heteroscedasticity in the regression model.

Table 7. Test of Multicollinearity

Collinearity Statistics B	Tolerance	VIF
(Constant)		
Entrepreneurial Orientation	.648	1.543
Entrepreneurial Self Efficacy	.678	1.474
Enviromental Instability	.592	1.690

Source: Primary Data of this thesis (2022)

Test of Hypothesis

Table 8. Regression Analysis Results of Test t

Independent variables	T Test of Entrepreneurial Success			Determination (Rsquare)		Hypothesis Results
	βconst	β	T Sign	Rsquare	Adjusted RSquare	
Entrepreneurial Orientation	18.725	0.302	0.000	0.159	0.154	H1 accepted, Tsign < 0.05
Entrepreneurial Self Efficacy	12.883	0.490	0.000	0.367	0.364	H1 accepted, Tsign < 0.05

Source: Primary Data Processed in 2022

From table 8, it shows that the regression equation for entrepreneurial orientation: Y = 18,725 + 0.302X1 means that every increase of one unit score of the entrepreneurial orientation variable (X1), will increase the score for increasing entrepreneurial success (Y) by 0.302. Likewise the entrepreneurial self-efficacy regression equation: Y = 12,883 + 0.490X2 that every increase of one unit score of the entrepreneurial self-efficacy variable (X2), will increase the score of increasing entrepreneurial success (Y) by 0.409.

The mediating effect of environmental instability

Table 9. The mediating of environmental instability.

Moderation of the Environmental Instability relationship	T test of Environmental Instability on Entrepreneurial Success				F Test	Determination Test		Hypothesis Results
	βcons	β	OW KL	Sign	Sign	RSq	Ad RSq	
Entrepreneurial Orientation	43.940	-1.042	0.050	0.073	0.000	0.188	0.173	H3 is rejected, t-sign 0.073 > 0.05
Entrepreneurial Self Efficacy	48.112	-.896	0.056	0.023	0.000	0.387	0.376	H4 is accepted, t-sign 0.023 < 0.05

Source: Primary Data Processed in 2022

From table 9 data, it concludes that:

a) The moderating effect of environmental instability on the relationship between entrepreneurial orientation and entrepreneurial success is obtained by a significance t test of 0.073 > 0.05 where the result is not significant. So, the data concluded that environmental uncertainty fails to moderate the effect of entrepreneurial orientation on business success.

b) The moderating effect of environmental instability on the relationship between entrepreneurial self-efficacy and entrepreneurial success is a significance t of 0.023 <0.05 where the results have a significant effect. So, the data concludes that environmental uncertainty is able to moderate the influence of Entrepreneurial Self-Efficacy on business success

DISCUSSION

The results show a positive and significant influence on entrepreneurial orientation among MSME entrepreneurs, it increases efforts towards entrepreneurial success. Likewise, the role of moderating environmental instability in stimulating the strengthening of the relationship between entrepreneurial orientation and efforts to business success. Likewise research conducted by Helia et al., (2015), which states that there is a partial or simultaneous influence between market orientation, entrepreneurial orientation and product innovation on competitive advantage in Batik SME in Kampung Batik Laweyan, Surakarta. The role of entrepreneurial orientation cannot be separated from the results of entrepreneurial success, where success is born through a business process from a business that has principles for identifying and expanding/exploiting opportunities.. (O. M. Oyeku et al., 2020; Taylor, 2013). The importance of Entrepreneurial Orientation as an effort to improve performance and excellence in competition to gain profitability by carrying out an innovation to meet customer demand, being proactive in exploring new things, testing and simulating creatively and accompanied by the courage to take risks.

The Covid-19 pandemic situation certainly requires a business orientation towards efforts to develop or change the way it is handled, one of which is maneuvering with the courage to take risks, of course with careful consideration and calculation. Like many tough entrepreneurs who dominate the business world, they run their business by taking risks for the sake of developing their business, such as Colonel Sander with his KFC products, Bob sadino with his retail group, Abu Rizal Bakri with his Bakri group. They are all entrepreneurs who run their business by taking risks to take on increasingly promising and profitable business opportunities.

Besides, the condition of the Covid19 pandemic is a condition of economic instability which requires the readiness of entrepreneurial skills to adapt to global dynamics that are rapidly changing both under normal and abnormal conditions, efforts to survive and develop in taking every challenge into an opportunity in business (Anggareni, 2021). Regarding this, respondents also tend to be more pessimistic about the government's efforts to provide pro-MSME policies in the COVID19 pandemic. Respondents prefer efforts to be given access to direct transactions and accompanied by concrete forms of government attention in providing financial assistance and training.

The results show the effect of self-efficacy on success, a significant positive effect. This indicates that the higher the level of entrepreneurial self-efficacy possessed by MSME entrepreneurs, it helps to increase efforts towards entrepreneurial success itself. Likewise, the role of moderating environmental instability in helping to strengthen the relationship between entrepreneurial orientation and business success efforts. The results of the research on the

questionnaire, almost all indicators of self-efficacy variables have a positive weight from all the characteristics and types of MSME respondents (Culinary, Fashion, Furniture, Crafts and Services). Of the 169 respondents, almost all have the same positive perception (agree) with a small gap in the two indicators of entrepreneurial self-efficacy, namely high self-confidence and optimism about being consistent and consistent in running their business even in the Covid-19 pandemic storm, besides being armed with values the spiritual beliefs of the MSME perpetrators themselves. This is the basis for achieving the contribution of the influence of the entrepreneurial self-efficacy variable on entrepreneurial success with a value of 0.367 or 36.7 percent.

The results of the above research are in line with previous research conducted by Nurdin et al., (2020), in his research on marketing employees of PT.Kao Indonesia Bandung Branch in 2020. Business success is not only supported by entrepreneurial orientation factors but is also influenced by the importance of psychological factors of the individual entrepreneur itself namely self-efficacy. Self-efficacy is an individual's belief in one's own ability to think and act in carrying out a task, besides that self-efficacy is also self-confidence in determining what goals or goals you want to choose to achieve, and how to achieve those goals (Ie, 2013). So that the existence of self-efficacy is very decisive in coloring the perceptions, views and actions of individuals who are influenced by environmental factors.

The results of this study are in line with research conducted by Oyeku, (2020) which states that entrepreneurial orientation with environmental instability has the highest influence on entrepreneurial success in Lagos, Nigeria. The achievement of the R-square contribution from strengthening the moderation of environmental instability is only achieved by around 2 (two) percent, this is also due to the results of the questionnaire scores given by respondents to the environmental instability variable which still had a low value so that the boost in influence is not felt too large. Respondents are more likely to give a positive value to the questionnaire column of the entrepreneurial self-efficacy variable, so that the results of entrepreneurial self-efficacy have a greater influence on success when compared to the results of entrepreneurial self-efficacy values on entrepreneurial success.

CONCLUSION

The results in this study indicate that entrepreneurial orientation and entrepreneurial self-efficacy have a significant positive effect directly on entrepreneurial success. Moderation of environmental instability has a positive effect on strengthening the relationship (interaction) of entrepreneurial orientation and entrepreneurial self-efficacy significantly to entrepreneurial success. Even though the moderating effect of instability is not large, at least its role in the

COVID-19 pandemic has helped support entrepreneurs to survive and develop, because indicators of entrepreneurial success when linked to the conditions of the COVID-19 pandemic can be added to the indicator that business success in the COVID pandemic is not only increasing profits, productivity increase and a good image of a good company, but also in it is able to survive entrepreneurship.

On the other hand, the influence of sampling from MSME respondents in this study is still general in nature (not yet having the similar specifications) taken based on the type, the different business characters, so that it influences the results of the questionnaire assessment which is so varied and has a large enough gap with the relatively small data process results, especially on entrepreneurial orientation variables and environmental instability moderating variables. Therefore, it is expected that for further research, it is recommended to take a sample of respondents taken with a larger sample with relatively the same classification, type and character, as well as the development of the variables can be expanded with literacy and selection of diction on each indicator that is easy for respondents to understand so that the results of the questionnaire assessment are more positive and has the maximum effect of RSquare.

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