The Role of Entrepreneurship Training on Business Sustainability (Study on MSMEs Fostered by Rumah BUMN Bandung)

Ryan Fazri Sidiq[1*], Azizah Fauziyah[2], Ismail Yusuf[3]

Universitas Pendidikan Indonesia, Indonesia

Email: ryan.fs@upi.edu[1*], azizahfauziyah@upi.edu[2], ismail_yusuf@upi.edu[3]

*Correspondence

ABSTRACT

The sustainability of Bandung City MSMEs businesses is an important factor in reducing the problem of unemployment levels and improving the econorny of Bandung City. Rumah BUMN Bandung is one of the government's efforts to support the sustainability of Bandung City MSMEs businesses. This research aims to find out how much influence entrepreneurship training has on the business sustainability of MSMEs fostered by Rumah BUMN Bandung. This research focuses on 96 MSMEs fostered by Rumah BUMN Bandung who have actively participated in training, programs or events at Rumah BUMN Bandung at least 3 times. This study using survey method with a descriptive and verification quantitative approach. Data collection was carried out through distributing questionnaires and literature studies. The data analysis technique for this research uses simple linear regression analysis. In Addition, t-test and coefficient of determination were used to test the influence of entrepreneurship training on business sustainability. This research shows that Entrepreneurship Training can influence around 79.3% of the sustainability of UMKN businesses guided by Rumah BUMN Bandung, while 20.7% of the sustainability of UMKM businesses fostered by Rumah BUMN Bandung can be influenced by other factors such as managerial, innovative aspects and external support.

Introduction

Business sustainability is one of the important aspects in the development of micro, small, and medium enterprises (MSMEs). In a highly competitive era of globalization, MSMEs must be able to survive and develop to support the national economy. Business sustainability does not only mean continuing to exist but also means improving the quality and competitiveness of the business (Indrajaya et al., 2022), therefore, MSMEs can make a more significant contribution to the welfare of the

community and the economy of Indonesia as a whole. MSMEs contribute significantly to the Gross Domestic Product (GDP) and labour absorption (Asri et al., 2023).

Through the Press on August 24, 2023, Haryo Limanseto as Head of the Communication Bureau of the Coordinating Ministry for the Economy said that MSMEs also contribute to the Gross Domestic Product (GDP) of 61%, or equivalent to IDR 9,580 trillion, besides that MSMEs also contribute to the absorption of labour by 97% of the total workforce (Kementerian Koordinator Bidang Perekonomian, 2024). Bambang Tirto Yuliono as the Acting Mayor of Bandung stated that through the data he got from the Bandung City Micro, Small and Medium Enterprises Cooperative Office, in the city of Bandung 10,181 MSMEs consist of culinary, 40.9 per cent, services (10.1 per cent), handicrafts (6.7 per cent), fashion (16 per cent), and others (26.2 per cent) and of the total, able to absorb as many as 26,226 workers, with a turnover of around Rp 1.3 trillion (Fauziyah, 2024). This indicates that the government needs to maintain and improve the business sustainability of MSMEs in the city of Bandung because the sustainability of the MSME business in Bandung City has proven to have a positive impact on reducing the problem of unemployment by absorbing labour and improving the economy of the city of Bandung.

Business sustainability is defined as the ability of a business to continue to exist and develop in the long term without sacrificing environmental and social quality. This concept includes financial, operational, and social aspects. Financial sustainability means the ability of a business to maintain revenue and financial performance (Sukaharsono & Andayani, 2021). Operational sustainability means the ability of a business to continue operating effectively and efficiently (Wahyuni et al., 2020). Social sustainability means the ability of businesses to provide benefits to the community and the surrounding environment (Yusuf & Prayogi, 2020).

According to Elkington (1998) in his book entitled Cannibals with Forks: The Triple Bottom Line of 21st Century Business (Elkington & Rowlands, 1999), Business sustainability needs to consider three main dimensions, namely profit (economic sustainability), people (social sustainability), and planet (environmental sustainability) (Jeurissen, 2000), therefore, the author interprets that business sustainability refers to the ability of a business to continue to survive and develop in the long term by considering economic, environmental, and social aspects. The sustainability of MSMEs is also related to the capacity to innovate (Endris & Kassegn, 2022).Octasylva et al., (2022) in their research entitled Innovativeness as the Key to MSMEs' Performances reinforce this statement by stating that in a competitive environment, the performance of MSMEs will depend heavily on their ability to innovate Business sustainability can last for a long time by looking at the social and environmental aspects of the community around the company (Mushowirotun, 2020).

The economic aspect (profit) is the process of allocating and maintaining business resources efficiently and responsibly and providing a good social and environmental impact in the long term (Grigonyte, 2016). Indicators that can be used to strengthen the profit aspect are Effectiveness, Efficiency, and Flexibility (Kodrat, 2008). The social

aspect (people) refers to the similarity of social backgrounds, needs, services, income and job equality (Hendrawan et al., 2023). Indicators that can be used to measure the people aspect are Welfare, Health, and Safety (Kodrat, 2008). The environmental (planetary) aspect is the ability of organizations to regulate and control hazards that arise from processes, products and business models in the environment (Pogutz et al., 2011). indicators that can be used to measure aspects of the planet are Environmental quality and disturbances (Kodrat, 2008).

During the researcher's observation on the stairs from October 20, 2023 to January 20, 2024 at Rumah BUMN Bandung, the researcher often paid attention to complaints and questions submitted by MSME owners during the implementation of entrepreneurship training at Rumah BUMN Bandung, the researcher found that there are still many MSMEs fostered by Rumah BUMN Bandung that are experiencing difficulties in various aspects of supporting business sustainability from an economic perspective, such as capital, difficulties in marketing products digitally, managing financial data collection, product development innovation, business legality, and other problems related to social and environmental aspects. Based on an interview with the coordinator of Rumah BUMN Bandung on Tuesday, July 30, 2024, he explained that currently many trainings have been carried out to improve entrepreneurial competence for its fostered partners, but there has never been a survey or research on the influence of entrepreneurship training on business sustainability for MSMEs who have become fostered members of Rumah BUMN Bandung.

Regarding the problems experienced by MSMEs, the factors that affect the sustainability of MSME businesses are very diverse and complex. namely: 1). Entrepreneurship Training; Entrepreneurship training can improve the competence and quality of human resources in MSMEs, therefore, MSMEs can be more effective in facing competitive challenges and improving financial and operational performance (Agustin & Setiawardani, 2022), 2). Access to Marketing; Broad and effective marketing access is essential to increase MSME sales and revenue (Nst et al., 2023). By using online media and modern marketing strategies, MSMEs can reach a wider market and increase competitiveness (Djaniar et al., 2023), 3). Access to Capital; Easy and cheap access to capital is very important to finance operations and business expansion. Capital assistance from financial institutions can help MSMEs in developing their businesses (Mahardika, 2020), 4). Mentoring and Mentoring: Effective mentoring and mentoring can help MSMEs in facing operational and strategic challenges. With the help of experienced officers (Setyowati, 2023).

Based on the factors in the first point, entrepreneurship training not only aims to improve the business knowledge and skills of MSME actors but also to encourage innovation and sustainable competitiveness (Hakim et al., 2024). The training aims to develop a person's behavioural patterns in the field of knowledge, skills, or attitudes through various instructional or experiential methods to achieve the desired standard (Robinson & Lee, 2011). In addition, the knowledge, skills and abilities possessed by business actors are one of the main capital to obtain business sustainability (Widiastuti,

2019), therefore, training can be understood as education for the development of human resources in the field of knowledge and skills so that they can be utilized optimally. Entrepreneurship is the process of creating, developing, and managing business ventures to generate profits (Pratono & Sutanti, 2016). For MSMEs, entrepreneurship is essential for sustainability, as it allows businesses to identify and exploit new opportunities (Hendrawan et al., 2023).

In the context of entrepreneurship, entrepreneurship training can be understood as a process that aims to transfer knowledge and skills from one party to another. The goal is to improve the motivation, attitude, behaviour, and ability of individuals in managing a business or to find, create, and apply work methods in business activities to achieve higher profits. Of the various approaches that exist, the most effective training implementation is the one that emphasizes the use of participatory methods (Rasyad, 2021).

The variables of entrepreneurship training are measured by 5 indicators, namely knowledge and skill transfer, increasing enthusiasm, improving attitudes and behaviours, improving business capabilities, and implementing effective work methods (Londo et al., 2016).

As stated in the rules listed in (Peraturan Daerah Kota Bandung Nomor 8 Tahun 2023 Tentang Kemudahan, Pemberdayaan, Pengembangan, Pengawasan Dan Perlindungan Koperasi Dan Usaha Mikro - JDIH Kota Bandung, 2013.), in addition to providing funding programs, the government is also obliged to facilitate, protect, and empower micro businesses and provide education and training programs relevant to entrepreneurship to support the sustainability of MSME businesses in the city of Bandung. Through the Ministry of Badan Usaha Milik Negara (BUMN), the government established an MSME development house called Rumah BUMN Bandung. Currently, there are 251 Rumah BUMNs that have been actively operating in Indonesia (Salwa, 2024) and one of them is in the city of Bandung. Rumah BUMN Bandung is actively guiding MSMEs in the form of increasing entrepreneurial competence through MSME training programs provided in various topics such as social media management, digital marketing, export activities, and other skill development. It is recorded that there are around 2300 MSMEs registered as active fosters of Rumah BUMN Bandung. These MSMEs consist of various categories such as fashion, services, handicrafts, food and beverages, etc.

In this context, Rumah BUMN Bandung plays the role of the main facilitator in providing entrepreneurship training for its fostered MSMEs. This study focuses on analyzing the role of entrepreneurship training provided by Rumah BUMN on the business sustainability of MSMEs fostered by Rumah BUMN Bandung to find out how much influence the entrepreneurship training programs that have been organized by Rumah BUMN Bandung City on the MSMEs fostered, therefore, in this study, the author will test how effective Rumah BUMN Bandung is in providing and implementing various entrepreneurship training programs that are carried out with technical 30% material and 70% practice.

Research Methods

The research method used in the implementation of this study is a survey with a quantitative, descriptive, and verifiable approach to find out and describe the phenomenon to find out the relationship and how the influence of entrepreneurship training (X) on business sustainability (Y).

The population contained in this study is as many as 2300 MSMEs actively fostered by Rumah BUMN Bandung. The method used to determine the sample is the Slovin formula with a significance level of 10%, so that as many as 96 out of 2300 MSMEs actively fostered by Rumah BUMN Bandung who meet the criteria have and actively participated in training, programs, or events at Rumah BUMN Bandung at least 3 times.

The data collection techniques in this study include a). questionnaires; namely several written questions used to obtain information about entrepreneurship training and business sustainability through each indicator used to measure these variables, then instructing respondents to fill out a questionnaire. b). Literature study; It is used to collect theoretical foundations and information related to entrepreneurship and business sustainability training as well as other information relevant and related to this research. Measurement of research variables; The measurement scale varies, the simple scale is one of the scales used to measure several characteristics. The criteria in the Likert Scale (Sunyoto, 2015) used are ordinal, namely, the number given contains the meaning of the level:

Table 1
Shoes Scale Likert

Code	Answer Criteria	Score Scale
SS	Strongly Agree	5
S	Agree	4
N	Neutral	3
TS	Disagree	2
STS	Strongly disagree	1

Data analysis techniques are carried out by conducting a classical assumption test first as a condition for continuing data analysis using regression analysis (Nurcahya et al., 2024). Furthermore, a t-test was carried out to test the significance of the relationship between the entrepreneurial training variable (X) and business sustainability (Y) and the r square test to measure the proportion or presentation of contributions from all independent variables (X) contained in the regression model to the bound variable (Y). The hypotheses used in this study are:

H0:   Entrepreneurship training has no positive or negative effect on the sustainability of MSMEs businesses fostered by Rumah BUMN Bandung.

H1: Entrepreneurship training has a positive and significant effect on the sustainability of MSMEs businesses fostered by Rumah BUMN Bandung.

Results and Discussion

Test Research Instruments

The validity test conducted on variables X and Y showed that the 65 statements in this research questionnaire were declared valid.

The reliability test indicated that the Cronbach's Alpha value exceeded 0.6 for both variables X and Y, therefore, variables X and Y in this study were considered reliable.

Descriptive Statistical Analysis

.

Table 2 Results of Descriptive Statistical Analysis

Variable	Indicator	Mean	Median	Category
Entrepreneurship Training	Transfer of knowledge and skills	4,53	4,5	Good
	Increasing enthusiasm	4,61		Good
	improve attitudes and behaviours	4,5		Good
	improve business capabilities	4,44		Poor
	Implement effective working methods	4,34		Poor
Business Sustainability	Effectiveness	4,50	4,32	Good
	Efficiency	4,27		Poor
	Flexibility	4,55		Good
	Welfare	4,16		Poor
	Health	4,10		Poor
	Safety	4,17		Poor
	Environment Quality	4,47		Good
	Disturbances	4,36		Good

An indicator will be categorized as good when the mean value is greater than the median.

The results of the descriptive statistical analysis in Table 2 show that in the entrepreneurship training variable, there are three indicators classified as good: Transfer of knowledge and skills with a mean value of 4.53, Increasing enthusiasm with a mean value of 4.61, and Improving attitudes and behaviors with a mean value of 4.5.

Meanwhile, the other two indicators fall into the poor category: Improving business capability with a mean value of 4.44 and Applying effective work methods with a mean value of 4.34.

For the business sustainability variable, there are four indicators categorized as good: Effectiveness with a mean of 4.50, Flexibility with a mean of 4.55, Environmental quality with a mean of 4.47, and Disturbances with a mean of 4.36. On the other hand, the remaining four indicators fall into the poor category: Efficiency with a mean value of 4.27, Welfare with a mean of 4.16, Health with a mean of 4.10, and Safety with a mean of 4.17.

Classical Assumption Test
Normality Test

Table 3 Kolmogorov Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	9.07987170
Most Extreme Differences	Absolute	.086
	Positive	.041
	Negative	-.086
Test Statistic		.086
Asymp. Sig. (2-tailed)		.079[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Table 3 shows the significance value of the Kolmogorov-Smirnov test of 0.079, meaning that the residual value is normally distributed, because the value obtained is higher than the α significance limit of 0.05. Based on the calculation results from the Kolmogorov-Smirnov test, it can be confirmed that the data meet the criteria for the linear regression test, by statistical theory that supports the use of normally distributed data for regression analysis.

Ryan Fazri Sidiq, Azizah Fauziyah, Ismail Yusuf

Linearity Test

Table 4 Anova Test Results

			Sum of Squares	df	Mean Square	F	Mr.
		ANOVA Table					
Business Sustainability * Entrepreneurship Training	**Between Groups**	**(Combined)**	32696.439	30	1089.881	13.700	.000
		Linearity	30035.053	1	30035.053	377.558	.000
		Deviation from Linearity	2661.386	29	91.772	1.154	.311
	Within Groups		5170.801	65	79.551		
	Total		37867.240	95			

Based on the results of the analysis that has been shown in Table 3, there is an F value of 13,700 with a significance level of 0.000. Since the significance level is lower than α (0.05), the null hypothesis is acceptable. This is in line with the requirements for the linear regression test marked by the linear relationship of the X variable to Y, therefore, the regression model can be used to predict the participation variable or in other words there is an influence of the Entrepreneurship Training variable (X) on the Business Sustainability variable (Y).

Glejser Heteroskedasticity Test

Table 5 Heteroscedasticity Test Results

		Unstandardized Coefficients		Standardized Coefficients		
		Coefficients				
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.718	4.805		.149	.882
	Entrepreneurship Training	.062	.044	.143	1.406	.163

a. Dependent Variable: abs_res

The Glejser test was tested for heteroscedasticity. The entrepreneurship training variable (X) has a significant value of 0.163 > 0.05 in the Glejser test, so the conclusion is that there are no symptoms of heteroscedasticity in the regression model.

Hypothesis Test
Simple Linear Regression Test

Table 6 Simple Linear Regression Test Results

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.022	8.540		.822	.413
	Entrepreneurship Training	1.495	.079	.891	18.986	.000

a. Dependent Variable: Business Sustainability

$$Y = a + bX$$
$$Y = 7{,}022 + 1{,}495X$$

The value of the constant a shows a value of 7.022, meaning that if there is no change in the independent variable (the value of X is 0), then the value of the dependent variable (Y) is 7.022.

The value of the regression coefficient of variable X (Entrepreneurship Training) is 1.495 is a positive value, so if entrepreneurship training increases by 1 value, then business sustainability will increase by 1.495. This means that when entrepreneurship training is good, business sustainability will increase.

T-Test

Table 7 T-Test Results

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.022	8.540		.822	.413
	Entrepreneurship Training	1.495	.079	.891	18.986	.000

a. Dependent Variable: Business Sustainability

From Table 7, it is known that the Sig. value for the (partial) influence of the entrepreneurship training variable (X) on business sustainability (Y) is $0.000 < 0.05$ and the t-value is calculated at $18.986 >$ t table 1.291 so it can be concluded that the entrepreneurial training variable (X) has a significant positive effect on the business

sustainability variable (Y). The t-count value shows a positive influence marked by a positive number, meaning that entrepreneurship training (X) has a great influence on business sustainability.

Coefficient of Determination

Tabel 8 Tabel Koefisien Determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.891[a]	.793	.791	9.128

a. Predictors: (Constant), Entrepreneurship Training

Table 8 shows the correlation value (R) of 0.891. From this output, a coefficient of determination (R Square) of 0.793 was obtained, which indicates that entrepreneurship training has an effect of 79.3% on the sustainability of MSME businesses fostered by Rumah BUMN Bandung City, while 20.7% of the business sustainability of MSMEs fostered by Rumah BUMN can be evaluated by other factors such as managerial, innovative, and external support aspects (Yanti et al., 2018).

The results of the data analysis showed that the entrepreneurship training variable had a positive and significant effect on business sustainability in MSMEs fostered by Rumah BUMN Bandung. Thus, the hypothesis that entrepreneurship training has a positive and significant effect on the sustainability of MSME businesses fostered by Rumah BUMN Bandung is accepted. The determination coefficient test showed that entrepreneurship training had an effect of 79.3% on the sustainability of MSME businesses fostered by Rumah BUMN Bandung City, while 20.7% of the sustainability of MSME businesses fostered by Rumah BUMN could be assessed by other factors such as managerial, innovative, and external support aspects (Yanti et al., 2018).

In a previous study, Irawati (2018) showed that there is an influence both simultaneously and partially between training and coaching on small business development. In this study, the results of the hypothesis test show that training has a positive impact on the development of MSMEs. This finding is supported by research by Rizky, Kusumadewi, and Saefulloh (2022) which discusses the influence of training and entrepreneurial characteristics on the development of MSMEs in the Cigugur District. The results of the study revealed that training contributed positively and significantly to the development of MSMEs by 10.28%, and entrepreneurial characteristics had a positive influence of 9.05%. This data shows that overall, there is a positive and significant influence between training and entrepreneurial characteristics on the development of MSMEs, with training making a greater contribution.

The knowledge and skill transfer indicator for the entrepreneurship training variable is included in the good category with a mean value of 4.53, meaning that Rumah BUMN

Bandung helps the development of knowledge and skills of its fostered MSMEs through entrepreneurship training that is held regularly. Knowledge and skills are important factors in improving the sustainability of MSME businesses (Istinganah & Widiyanto, 2020)

The indicator of increasing enthusiasm for the entrepreneurship training variable is included in the good category with a mean value of 4.61, meaning that through entrepreneurship training that is held regularly, Rumah BUMN Bandung provides enthusiasm to its fostered MSMEs. A sense of enthusiasm will encourage MSMEs to continue learning and strive to maintain the sustainability of their business, this is supported by Aswani (2022) who in his research stated that enthusiasm has the function of encouraging humans to act and have determination and always believe that goals can be achieved.

The indicator of improving attitudes and behaviours for entrepreneurship training variables is included in the good category with a mean value of 4.50, meaning that entrepreneurship training at Rumah BUMN provides a positive perspective regarding the importance of entrepreneurial attitudes for MSMEs to realize sustainable businesses. In her research, Octavia (2015) said that entrepreneurial attitudes and entrepreneurial competencies are proven to have a positive effect on business success.

Indicators of improving business capabilities and implementing effective work methods used to measure entrepreneurial training variables are included in the poor category. The indicator of improving business capabilities has a mean value of 4.44 and the indicator of implementing effective work has a mean value of 4.34. This is because the business ability is more influenced by internal factors such as motivation, age, experience, and education (Anggraeni, 2017), while in the indicators of implementing effective work, several calculations are needed in terms of labour management and the deepening of various work methods or SOPs that are by their business activities (Simanjuntak & Hernita, 2008).

The effectiveness indicator used to measure the variables of business sustainability in the economic aspect is included in the good category with a mean value of 4.50, meaning that entrepreneurship training on the topic of business effectiveness (financial, operational, etc.) can help the sustainability of MSME businesses fostered by Rumah BUMN Bandung. This is reinforced by research (Naufal & Purwanto, 2022) which reveals that MSMEs will survive in the long term if they have financial insights and good (effective) business decisions.

The efficiency indicator used to measure the variables of business sustainability in the economic aspect (profit) is included in the poor category with a mean value of 4.36, meaning that entrepreneurship training at Rumah BUMN Bandung has not had much impact on the business efficiency of its fostered MSMEs. In this case, a sustainable business incubation program is needed from Rumah BUMN Bandung to optimize the business efficiency of MSMEs fostered by Rumah BUMN Bandung. This is supported by Irawan, (2018) who stated that business assistance will have a positive impact on the strengthening and managerial efficiency of MSMEs.

The flexibility indicator used to measure business sustainability variables in the economic aspect is included in the good category with a mean value of 4.55, meaning that the training on the topics of product innovation, marketing, and market opportunity analysis organized by Rumah BUMN Bandung ran effectively. This is reinforced by Herman & Nohong (2022) who stated that product innovation, networking, and optimal market competition can help the development of MSMEs.

In the social aspect (people). Business sustainability is measured using 3 indicators, namely; 1). Welfare which gets a mean value of 4.16, 2). health (health) mean value of 4.10, and 3). safety which received a mean value of 4.17. Each of these indicators is classified as a poor category, meaning that the training on the topic of human resource management organized by Rumah BUMN Bandung is running less effectively. This is because training on K3 has not been held so often at Rumah BUMN Bandung. According to (Mulyani et al., 2019) in their research related to the Implementation of Occupational Health and Safety (K3), to ensure a sense of safety and comfort for employees in working at each job and creating a healthy and prosperous society and environment, businesses need to implement occupational health and safety standards. In addition to the company's obligations, the health, safety, and welfare of employees are very valuable company investments to ensure the productivity of workers or workers.

In the environmental (planet) aspect, business sustainability is measured through 2 indicators, namely; 1). Environmental quality which gets a mean value of 4.47, and 2). Disturbances are included in the good category with a mean value of 4.36, meaning that the training on the topic of human resource management organized by Rumah BUMN Bandung is running less effectively. This is supported by Utami's research (2020), that production activities of business actors must pay attention to environmental aspects to stay healthy and avoid waste that can pollute clean water and odours that pollute the air.

The results of the study reveal that entrepreneurship training can increase potential and have a positive impact on business sustainability. This indicates that the entrepreneurship training carried out by Rumah BUMN Bandung is effective in increasing the potential and has a positive impact on the sustainability of MSMEs' businesses fostered by Rumah BUMN Bandung.

Conclusion

The result of this study is entrepreneurship training has a positive and significant effect on the sustainability of MSME businesses fostered by Rumah BUMN Bandung was accepted. Through the results of the calculation of the determination coefficient (R Square), it can be concluded that entrepreneurship training has an effect of 79.3% on the sustainability of MSME businesses fostered by Rumah BUMN Bandung. This shows that entrepreneurship training is the main factor that affects the sustainability of MSME businesses in this field. In addition, the results of the study also show that 20.7% of the sustainability of MSME businesses fostered by Rumah BUMN Bandung City can be influenced by other factors such as managerial, innovative, and external support aspects.

This research implies that if the MSMEs fostered by Rumah BUMN Bandung participate in entrepreneurship training, their business sustainability will increase. However, to optimize the increase in business sustainability of the fostered MSMEs, Rumah BUMN Bandung must improve the indicators that are categorized as poor in the business sustainability variable. If improvements and refinements are made to the welfare, health, and safety (K3) indicators, then Rumah BUMN Bandung will help its fostered MSMEs to strengthen all aspects of their business sustainability in the economic aspect (profit), social aspect (people), and environmental aspect (planet). If improvements and refinements to the welfare, health, and safety (K3) indicators are not made, then Rumah BUMN Bandung only helps its fostered MSMEs to strengthen business sustainability in its economic (profit) and environmental (planet) aspects.

Through this study, researchers recommend that Rumah BUMN Bandung increase the intensity of entrepreneurship training with topics related to human resource management and K3 to increase the effectiveness of entrepreneurship training on business sustainability from the social aspect (people). Then the author also recommends Rumah BUMN Bandung to always maintain excellence in accordance with the indicators that have previously been tested. The author hopes that MSMEs will take advantage of various access facilities and programs provided by the government such as entrepreneurship training from Rumah BUMN Bandung so that their businesses can grow and be sustainable.

Bibliography

Agustin, S., & Setiawardani, M. (2022). Analisis kompetensi wirausaha pada umkm binaan rumah bumn bandung. Prosiding Industrial Research Workshop and National Seminar, 13(01), 928–938.

Anggraeni, N. M. D. (2017). Analisis faktor–faktor yang mempengaruhi keberhasilan usaha kecil dan menengah pada pengrajin tenun songket di desa jinengdalem kecamatan buleleng. Jurnal Pendidikan Ekonomi Undiksha, 9(1), 158–166.

Asri, A., Aslan, A., & Soimah, N. (2023). Pengaruh usaha mikro kecil dan menegah (UMKM) dan tenaga kerja terhadap produk domestik bruto (PDB) di Indonesia. Madani: Jurnal Ilmiah Multidisiplin, 1(7).

Aswani, A., & Aswani, A. N. (2022). Efektivitas dan kesulitan belajar online terhadap antusiasme siswa dalam belajar. Jurnal Ilmiah KORPUS, 6(1), 38–47.

Djaniar, U., Patria, N., Sudi, M., Anwar, M. A., & Riansyah, A. A. (2023). Pemberdayaan umkm dalam pemasaran online untuk meningkatkan pendapatan dan akses pasar. Community Development Journal: Jurnal Pengabdian Masyarakat, 4(6), 12508–12513.

Elkington, J., & Rowlands, I. H. (1999). Cannibals with forks: The triple bottom line of 21st century business. Alternatives Journal, 25(4), 42.

Endris, E., & Kassegn, A. (2022). The role of micro, small and medium enterprises (MSMEs) to the sustainable development of sub-Saharan Africa and its challenges: a systematic review of evidence from Ethiopia. Journal of Innovation and Entrepreneurship, 11(1), 1–18.

Fauziyah. (2024). Pj. Wali Kota Bandung bertekad bawa UMKM jadi Indonesian next top seller.

Grigonyte, I. (2016). Bad debt influence on the sustainability of the economy of the country. 12(16), 1857–7881.

Hakim, A. L., Faizah, E. N., Rosiawan, R. W., & Basyah, M. A. (2024). Pelatihan kewirausahaan dalam menggali potensi usaha berbasis kearifan lokal. Studi Kasus Inovasi Ekonomi, 8(01).

Hendrawan, H., Bakri, A. A., Fatchuroji, A., & Effendi, R. (2023). Effects of capital, usage of accounting information, financial statements, and characteristics entrepreneurship on financial capability and business performance of MSMEs. The ES Accounting And Finance, 1(02), 72–81.

Herman, B., & Nohong, M. (2022). Pengaruh jaringan usaha, inovasi produk, dan persaingan usaha terhadap perkembangan usaha mikro kecil dan menengah (UMKM). JBMI (Jurnal Bisnis, Manajemen, Dan Informatika), 19(1), 1–19.

Indrajaya, T., Primasyah, D., Yulianti, S., Rosmiati, E., & Sova, M. (2022). Peran e-bisnis dalam pengembangan umkm. Jurnal Economina, 1(2), 239–247.

Irawan, D. (2018). Urgensi pendampingan dalam upaya peningkatan manajerial usaha mikro dan usaha kecil. Jurnal Kebangsaan, 7(14), 19–24.

Irawati, R. (2018). Pengaruh pelatihan dan pembinaan terhadap pengembangan usaha kecil. Jurnal Ilmiah Bisnis Dan Ekonomi Asia, 12(1), 74–84.

Istinganah, N. F., & Widiyanto, W. (2020). Pengaruh modal usaha, tingkat pendidikan, dan karakteristik wirausaha terhadap perkembangan UKM. Economic Education Analysis Journal, 9(2), 438–455.

Jeurissen, R. (2000). John Elkington, Cannibals with forks: The triple bottom line of 21st century business. Journal of Business Ethics, 23(2), 229–231.

Kementerian Koordinator Bidang Perekonomian. (2024). Dorong UMKM naik kelas dan go export, pemerintah siapkan ekosistem pembiayaan yang terintegrasi - Kementerian Koordinator Bidang Perekonomian Republik Indonesia.

Kodrat, D. (2008). Studi penerapan corporate social responsibility untuk menciptakan sustainable growth di Indonesia. The 2nd National Conference UKMWS, Surabaya.

Londo, V. Y., Ratag, B. T., Budi, T., & Rattu, A. J. M. (2016). Hubungan antara faktor notivasi kerja dan pelatihan dengan produktivitas kerja pada karyawan PT. Hhasjrat Abadi Manado. Pharmacon Jurnal Ilmiah Farmasi UNSRAT, 5, 2302–2493.

Mahardika, E. R. (2020). Analisis tingkat literasi keuangan, akses permodalan dan kinerja keuangan UMKM batik di Kabupaten Sidoarjo (studi kasus: kampoeng batik jetis). Jurnal Ilmiah Mahasiswa FEB, 8(2).

Mulyani, Y., Gardiarini, P., & Karim, S. (2019). Penerapan kesehatan keselamatan kerja (K3) di UMKM laundry Balikpapan. Jurnal ABDINUS: Jurnal Pengabdian Nusantara, 2(2), 122–128.

Mushowirotun, N. H. (2020). Implementasi konsep triple bottom line pada corporate social responsibility di rumah makan cepat saji ayam geprek sa'i.

Naufal, M. I., & Purwanto, E. (2022). Dampak literasi keuangan terhadap kinerja dan keberlanjutan UMKM (studi kasus industri F&B Kecamatan Sumbersari Jember). Profit: Jurnal Adminsitrasi Bisnis, 16(2), 209–215.

Nst, V. F. H., Suma, D., Siregar, B. A., Ichsan, R. N., Panggabean, N. R., & Sibarani, J. P. (2023). Pendampingan pemasaran keripik ubi dalam meningkatkan penjualan berbasis digital di Desa Marendal 1 Kecamatan Patumbak, Deli Serdang-Sumatera Utara. Jurnal PKM Hablum Minannas, 2(1), 45–52.

Ryan Fazri Sidiq, Azizah Fauziyah, Ismail Yusuf

Octasylva, A. R. P., Yuliati, L. N., Hartoyo, H., & Soehadi, A. W. (2022). Innovativeness as the key to msmes' performances. Sustainability 2022, Vol. 14, Page 6429, 14(11), 6429.

Octavia, J. (2015). Pengaruh sikap kewirausahaan dan kompetensi wirausaha terhadap keberhasilan usaha. Jurnal Riset Akuntansi, 7(2015).

Kota Bandung (2023). Peraturan Daerah Kota Bandung Nomor 8 Tahun 2023 tentang Kemudahan, Pemberdayaan, Pengembangan, Pengawasan dan Perlindungan Koperasi dan Usaha Mikro - JDIH Kota Bandung.

Pogutz, S., Micale, V., & Winn, M. (2011). Corporate environmental sustainability beyond organizational boundaries: Market growth, ecosystems complexity and supply chain structure as co-determinants of environmental impact. Journal of Environmental Sustainability: Vol, 1(1), 4.

Pratono, A. H., & Sutanti, A. (2016). The ecosystem of social enterprise: Social culture, legal framework, and policy review in Indonesia. Pacific Science Review B: Humanities and Social Sciences, 2(3), 106–112. https://doi.org/10.1016/J.PSRB.2016.09.020

Rasyad, A. (2021). Model tata kelola pelatihan yang efektif berbasis pendekatan fleksibilitas, kolaboratif, dan partisipatif.

Rizky, A. I., Kusumadewi, R., & Saefulloh, E. (2022). Pengaruh pelatihan dan karakteristik wirausaha terhadap pengembangan umkm (studi pada UMKM di Kecamatan Cigugur). Entrepreneur: Jurnal Bisnis Manajemen Dan Kewirausahaan, 3(1), 361–376.

Robinson, K., & Lee, J. R. (2011). Out of our minds. Wiley Online Library.

Jadibumn.id (2024). Rumah BUMN adalah: Ingin mengetahui lebih lanjut tentang Rumah BUMN? bacalah ini!

Setyowati, N. (2023). Pemberdayaan ekonomi masyarakat melalui pembuatan kripik singkong aneka rasa di Dukuh Wonorejo Desa Bedrug. Social Science Academic, 741–752.

Simanjuntak, R. A., & Hernita, D. (2008). Usulan perbaikan metode kerja berdasarkan micromotion study dan penerapan metode 5S untuk meningkatkan produktifitas. Jurnal Teknologi, 1(2), 191–203.

Sukaharsono, E. G., & Andayani, W. (2021). Akuntansi keberlanjutan. Universitas Brawijaya Press.

Sunyoto, D. (2015). Manajemen dan pengembangan sumber daya manusia. Yogyakarta: CAPS (Center for Academic Publishing Service).

Utami, P. (2020). Prinsip produksi bolu pada usaha mikro kecil menengah (UMKM) Dwi Putra Palembang perspektif ekonomi Islam. ADL ISLAMIC ECONOMIC: Jurnal Kajian Ekonomi Islam, 1(1), 29–46.

Wahyuni, I., Alimuddin, A., Habbe, H., & Mediaty, M. (2020). Esensi akuntansi lingkungan dalam keberlanjutan perusahaan. Jurnal Ilmiah Akuntansi Manajemen, 3(2), 147–159.

Widiastuti, E. (2019). Peningkatan pengetahuan, ketrampilan dan kemampuan sumber daya manusia sebagai strategi keberlangsungan usaha pada UMKM batik di Kabupaten Banyumas. Jurnal Ekonomi, Bisnis, Dan Akuntansi, 21(1).

Yanti, V. A., Amanah, S., Muldjono, P., & Asngari, P. (2018). Faktor yang mempengaruhi keberlanjutan usaha mikro kecil menengah di Bandung dan Bogor. Jurnal Pengkajian Dan Pengembangan Teknologi Pertanian, 20(2), 137–148.

Yusuf, A., & Prayogi, L. (2020). Tinjauan konsep keberlanjutan pada kawasan permukiman dalam aspek sosial. PURWARUPA Jurnal Arsitektur, 4(2), 23–30.