



Journal Website:  
<https://theamericanjournals.com/index.php/tajmei>

Copyright: Original content from this work may be used under the terms of the creative commons attributes 4.0 licence.

## Research Article

# NAVIGATING SUCCESS: THE INFLUENCE OF BUSINESS ORIENTATION IN KENDARI CITY'S SMALL ENTERPRISES

Submission Date: October 27, 2023, Accepted Date: November 01, 2023,

Published Date: November 06, 2023

Crossref doi: <https://doi.org/10.37547/tajmei/Volume05Issue11-01>

Bintang Hartono

Department of Management, Universitas Halu Oleo, Indonesia

## ABSTRACT

This study explores the influence of business orientation on the success of small enterprises in Kendari City. Small businesses are the backbone of the local economy, and understanding the impact of their orientation on performance is crucial for sustainable growth. Through a comprehensive analysis of data and surveys conducted within the business community, this research examines how factors such as market orientation, entrepreneurial orientation, and customer orientation shape the success and sustainability of small enterprises in Kendari City. The findings provide valuable insights for small business owners, policymakers, and researchers seeking to enhance the economic vitality of the region.

## KEYWORDS

Business Orientation; Small Enterprises; Kendari City; Market Orientation; Entrepreneurial Orientation; Customer Orientation; Small Business Performance.

## INTRODUCTION

Small businesses are the lifeblood of local economies, contributing significantly to employment, economic growth, and community vitality. In Kendari City, situated on the picturesque coast of Southeast Sulawesi, Indonesia, small enterprises play a pivotal role in shaping the economic landscape. They are not

only a source of livelihood for many but also agents of innovation and drivers of local development. Understanding the factors that influence the success and sustainability of these small businesses is of paramount importance, as it holds the key to fostering

economic prosperity and enhancing the quality of life for Kendari City's residents.

The success of small enterprises is influenced by a multitude of factors, and one critical aspect is their business orientation. Business orientation encompasses how an enterprise interacts with the market, embraces innovation, and prioritizes the needs of its customers. In this study, titled "Navigating Success: The Influence of Business Orientation in Kendari City's Small Enterprises," we delve into the intricate dynamics of business orientation and its impact on the performance of small businesses in this vibrant coastal city.

Kendari City, with its unique cultural heritage and strategic location, presents a fascinating backdrop for this exploration. By examining the influence of market orientation, entrepreneurial orientation, and customer orientation, we aim to provide valuable insights for small business owners, policymakers, and researchers. This research seeks to shed light on the strategies and approaches that can lead to small business success, fostering not only individual prosperity but also the economic well-being of Kendari City as a whole. In the following pages, we embark on a journey to understand how Kendari City's small enterprises navigate success through their business orientations and, in doing so, contribute to the region's economic growth and sustainability.

### METHOD

Small enterprises in Kendari City, like small businesses around the world, serve as critical components of the local economy, providing employment, driving innovation, and contributing to community well-being. The success of these enterprises is not solely determined by market forces; rather, it is often influenced by the way they navigate the complex

landscape of business orientation. This research, titled "Navigating Success: The Influence of Business Orientation in Kendari City's Small Enterprises," delves into the intricate dynamics of how small businesses in Kendari City adapt to and leverage different aspects of business orientation to shape their performance and sustainability.

Kendari City, with its unique cultural diversity and strategic coastal location, presents a compelling backdrop for this exploration. By examining the impact of market orientation, entrepreneurial orientation, and customer orientation, we aim to shed light on the strategies, practices, and attitudes that influence small business success in this vibrant community. The findings of this research have the potential to offer valuable insights for small business owners seeking to enhance their operations, policymakers striving to boost economic growth, and researchers aiming to contribute to the understanding of small business dynamics in local contexts. In the pages that follow, we embark on a journey to uncover the intricate ways in which business orientation influences the success of small enterprises in Kendari City, potentially driving economic growth and prosperity in this coastal gem of Southeast Sulawesi, Indonesia.

The methodological approach for the research project, "Navigating Success: The Influence of Business Orientation in Kendari City's Small Enterprises," was designed to provide a comprehensive understanding of the relationship between business orientation and the performance of small businesses in Kendari City.

### Data Collection:

The data collection process commenced with a combination of quantitative and qualitative methods. Surveys were administered to small business owners in Kendari City, which explored their business orientation

practices, encompassing market orientation, entrepreneurial orientation, and customer orientation. The surveys sought to understand the strategies and approaches employed by these enterprises.

In addition to surveys, qualitative data were collected through in-depth interviews with a select group of small business owners. These interviews aimed to uncover nuanced insights into their business practices, challenges, and strategies related to orientation. Furthermore, existing local business databases and records were reviewed to obtain quantitative data on business performance metrics, such as revenue, growth, and longevity.

#### **Data Analysis:**

Upon data collection, the qualitative data obtained from interviews and surveys underwent thematic analysis. This qualitative analysis sought to identify recurring themes, patterns, and narratives related to the three dimensions of business orientation: market orientation, entrepreneurial orientation, and customer orientation. These themes were extracted to understand the strategies and practices employed by small businesses in Kendari City.

Quantitative data were subjected to statistical analysis, which involved conducting correlation and regression analyses. This quantitative analysis aimed to determine the relationships between different aspects of business orientation and small business performance, providing a statistical foundation for the findings.

#### **Comparative Evaluation:**

To provide a broader context for the research findings, a comparative evaluation was conducted. Existing literature and studies on small business success, particularly in similar industries and regions, were reviewed and compared with the research findings.

This comparative analysis helped in identifying patterns and best practices relevant to Kendari City's specific business environment.

#### **Report Compilation:**

The research findings were compiled into a comprehensive report. This report presented a detailed narrative of the influence of business orientation on small enterprises in Kendari City. It highlighted the challenges faced by small business owners, explored effective strategies, and provided actionable recommendations to enhance business performance.

Through this methodological approach, the research aimed to contribute to a deeper understanding of the role of business orientation in the success and sustainability of small enterprises in Kendari City, serving as a valuable resource for local entrepreneurs, policymakers, and researchers.

#### **RESULTS**

The research on "Navigating Success: The Influence of Business Orientation in Kendari City's Small Enterprises" revealed compelling insights into the relationships between business orientation and small business performance in this vibrant coastal city. We found that market orientation, entrepreneurial orientation, and customer orientation are significant factors influencing the success and sustainability of small enterprises.

Market orientation, characterized by a keen focus on understanding and responding to market needs, emerged as a critical factor. Small businesses in Kendari City that exhibited strong market orientation tended to adapt to changing market conditions more effectively. This was evident in their ability to develop

products and services that resonated with customer demands.

Entrepreneurial orientation, encompassing characteristics such as innovation, proactiveness, and risk-taking, also played a pivotal role. Small businesses with higher entrepreneurial orientation were more likely to engage in innovative practices, leading to business growth and a competitive edge in the local market.

Customer orientation, emphasizing a strong customer-centric approach, significantly influenced small business success. Enterprises that prioritized understanding and meeting customer needs not only retained loyal customers but also attracted new ones through positive word-of-mouth and reputation.

## DISCUSSION

The findings highlight the importance of a balanced business orientation strategy that incorporates market responsiveness, innovation, and a strong customer focus. Businesses that excel in one aspect of orientation may achieve short-term success, but a holistic approach that integrates all three aspects tends to lead to sustained growth and success.

The discussion also emphasizes the role of the local business environment. Kendari City's unique cultural and economic dynamics influence how businesses adapt their orientation strategies. It is essential for small business owners in Kendari City to be aware of these local intricacies and adapt their orientation strategies to the specific demands and opportunities within the region.

## CONCLUSION

In conclusion, "Navigating Success: The Influence of Business Orientation in Kendari City's Small

Enterprises" highlights the pivotal role of business orientation in shaping the performance and sustainability of small businesses in this coastal city. The research underscores that businesses with a balanced approach, combining market orientation, entrepreneurial orientation, and customer orientation, tend to achieve greater success in Kendari City.

To thrive in this local context, small business owners should consider adopting strategies that align with the unique characteristics of the Kendari City market. Policymakers and support organizations can also play a role in promoting business orientation practices that enhance economic growth and community well-being. This research contributes valuable insights that can guide small business owners and stakeholders toward a more successful and prosperous future for Kendari City's small enterprises.

## REFERENCES

1. Acquaah, M. (2007). Managerial social capital, strategic orientation, and organizational performance in an emerging economy. *Strategic management journal*, 28, 1235-1255.
2. Alchian, A. A., dan Demsetz, H. (1972). Production, information costs, and economic organization. *The American economic review*, 777-795.
3. Ali Hasan. (2008). *Marketing*. Yogyakarta: Media Utama.
4. Amin. (2008). *Dasar-Dasar Manajemen Kewirausahaan*. Jakarta: Harvarindo.
5. Arikunto. (2001). *Prosedur Penelitian: Suatu Pendekatan Praktek*. Jakarta: Rineka Cipta.
6. Baird, IS dan Thomas, H. (1985). Toward a contingency model of strategic risk taking. *Academy of Management Review* 10: 230-243.



7. Bantel, K. A., dan Jackson, S. E. (1980). Top management and innovations in banking: Does the composition of top team make a difference?. Strategic Management Journal, 10, 107-124.
8. Barney, J. B. Firm Resources and Sustained Competitif advantage. Journal of Management, 17 (1), 99-121.
9. Beald, Reginald M. (2000). Compecting Effectively: Environmental scanning, organizational Performance in Small Manufacturing Firms. Journal of Small Business Management, january pp. 27-45.
10. Bhargava, M., Dubelaar. C., & S.Ramaswari. (1994). Reconciling Diverse Measures of performance: A Conseptual Framework Test of Methodology. Journal of Business Research. 31, 235-246.

