
Entrepreneurial Passion and Entrepreneurial Leadership: An Exploratory Study of Indonesian Minang Ethnic Entrepreneurs

Emrizal¹⁾, Primadona²⁾
^{1,2)}Politenik Negeri Padang

Corresponding Author

Email : Emrizal8671@gmail.com, pdmamarafif@gmail.com

Abstract

Entrepreneurial passion is the main assessment in looking at the characteristics of entrepreneurs and there have been many studies and theories that put forward the entrepreneurial spirit in achieving entrepreneurial success. However, there is no clear assessment of passion and whether entrepreneurial passion can stand alone in assessing successful entrepreneurship or rather entrepreneurial passion must be together with other entrepreneurial characteristics such as having leadership that leads to success. This study involved 25 entrepreneurs to assess entrepreneurial passion and leadership which was carried out qualitatively. Data collection uses in-depth interviews to see entrepreneurial spirit and leadership. Those involved in this research specifically are Minang ethnic entrepreneurs who do have different characteristics in running a business. Questions are asked of business owners who have been around for at least 10 years. This is limited in order to be able to see entrepreneurial passion not only in facing business profits but also in business conditions that are in trouble both internally and externally. The results of the study revealed that passion alone cannot be used as a benchmark or an indicator of business success, as many as 20 entrepreneurs revealed that passion must be combined with other characteristics such as the ability to lead a business. This means that in managing a business and also in achieving success, entrepreneurial passion must be supported by other factors. A total of 5 entrepreneurs revealed that passion is the most important in success. The limitation of this research is that it has not looked at several other supporting factors for entrepreneurial passion in achieving success and needs to be done quantitatively in uncovering the contribution of entrepreneurial passion.

Keywords: *Entrepreneurial Passion, Leadership, Qualitative, Entrepreneurial Success*

INTRODUCTION

It is widely recognized that an entrepreneurial spirit must exist in opening a new business and even in practice, entrepreneurial passion is a process that must be passed. Even in the initial view of entrepreneurship, it emphasized that the passion for entrepreneurship must be embedded in entrepreneurs or entrepreneurs (Schumpeter, 1934). Entrepreneurial passion starts from a strong desire to determine ideas, innovation and creativity in the form of entrepreneurial behavior called entrepreneurial passion (Cardon, Wincent, Singh, & Drnovsek, 2009; Murnieks & Mosakowski, 2006). Everyone has a tendency towards activities that they like, they consider important, and they are willing to invest their time in these activities and are willing to make efforts and sacrifices for them. This tendency is known as passion (Vallerand et al., 2003). In entrepreneurship, the concept of passion is developed into entrepreneurial passion, namely enthusiasm for every activity related to business or business (Cardon et al., 2005). People who are enthusiastic and consider it important a business that is being undertaken will certainly exert all their potential for the success of the business. Entrepreneurial passion is a positive and conscious condition or feeling to carry out entrepreneurial activities and is usually owned by successful entrepreneurs. This also expands that passion is not only capable of being possessed by entrepreneurs or entrepreneurs but must flow to employees as an asset for achieving goals.

Entrepreneurs in running their business are always balanced with various kinds of characteristics both internal and external. Many studies have been conducted that passion is a very important characteristic because if an entrepreneur likes his job then they will try to do it indefinitely. Sometimes the view of the need for capital and self-confidence becomes something that is weak if you don't have the passion or enthusiasm to run a business. In previous studies, it has been found that enthusiasm can produce big achievements (Cardon, Wincent, Singh, & Drnovsek, 2009: 515) but it does not apply to all business conditions. Entrepreneurs or Minang ethnic entrepreneurs are somewhat different from other entrepreneurs in terms of their characteristics because they are influenced by culture which plays a very important role in the process of generating passion and so does leadership because these two things emerge in conditions that are not shared by everyone.

West Sumatra is also very famous for people who live as entrepreneurs. The Minangkabau people have a culture and kinship system that contribute to the formation of an entrepreneurial culture, both directly and indirectly (Rahman et al., 2019). This also affects the entrepreneurial passion specifically for the Minang ethnicity. But in the process and in increasing the enthusiasm for entrepreneurship, it turns out that it is not only carried out in a special way, but is formed from the personal conditions and characteristics of an entrepreneur that have been formed for a long time. West Sumatra is predominantly ethnic Minang and generally lives as an entrepreneur. Entrepreneurship has been trained from a young age where the culture of the Minang Kabau ethnic community, at the age of 17, has to live independently by trying to meet the needs of his own life and no longer depend on his parents and that is currently being carried out. To test self-toughness, it starts with leaving the parents' place of residence and at least living in a mosque or in a boarding school in order to seek independence. This makes the Minang ethnic community live by entrepreneurship to make ends meet starting from a young age so that many Minang ethnic live migrate throughout Indonesia. In addition, in the Minang ethnic community, men are leaders both in the family, for themselves and in society so that men for the Minang ethnic group are automatically leaders. This is what makes us want to know how passion and leadership are in entrepreneurship or entrepreneurs in the Minang ethnic community.

RESEARCH METHODS

This study used a qualitative method by conducting in-depth interviews with 25 entrepreneurs. Interviews were conducted with ethnic Minang entrepreneurs who had had a business for at least 10 years in the successful category. Sampling was based on purposive sampling by determining the sample with certain criteria. The criteria for entrepreneurs who were sampled in this study were entrepreneurs who had been running a business for at least 10 years and were included in the category of successful entrepreneurs as evidenced by their constantly growing business. In addition, respondents are Minang ethnic entrepreneurs with the consideration that Minang ethnic entrepreneurs have different characteristics from other ethnic entrepreneurs. This research was conducted from March to September 2022. The results of the interviews were conducted in various places, at the place of business and also at other places and besides conducting in-person interviews, they were also conducted via telephone and zoom media. The results of the research were processed qualitatively by reducing data and arriving at conclusions from the interviews and observations made. This research was conducted in Jakarta with the condition that it is a Minang ethnic entrepreneur, why in Jakarta because in the

Jakarta location it will be very visible how passion and leadership play a role in advancing a business or in entrepreneurial success.

RESULT AND DISCUSSION

This research wants to explore how passion and leadership in Minang ethnic entrepreneurs so that they are able to succeed. This research conducted deepens the role of passion itself specifically for ethnic entrepreneurs and may be different for other entrepreneurs. This study interviewed 25 entrepreneurs with different characteristics, including:

Table 1
Description of Respondents

No	Description of Respondents	Total	Percentage (%)
1.	Education		
	junior high school	1	
	senior high school	14	
	bachelor	10	
2	Age		
	15-25 year	2	
	26-40 years	14	
	41-55 years	7	
	Over 55 year	2	
3	period of running the business		
	10-20 years	12	
	21-30 years	10	
	Over 30 years	3	
4	type of business		
	food	13	
	convection	9	
	trading	3	
5	Omzet (month)		
	10 – 30 million	3	
	31-60 million	5	
	61-90 million	9	
	over 90 million	8	
6	amount of capital		
	Under 100 million	9	
	100-300 million	12	
	Over 300 million	4	
7	Gender		
	Man	13	
	Women	12	

The results of the research based on table 1 show that the respondents in this study were both male and female respondents who were comparable and the businesses that were used as business respondents had been established for at least 10 years in the type of food, confection and trade businesses. Business turnover in general is small business and only a few are in the micro business category because a business with a period of more than 10 years is a mature business and has gone through many problems and problems. Even better, according to the characteristics of the respondents in this study, undergraduate education dominates.

The research results are divided into several results and stages according to the results of interviews and observations made. The results of this study reveal that Minang ethnic

entrepreneurs in general have started businesses for a long time and are not start-up businesses. This was chosen so that it can be seen how the role of entrepreneurial spirit and enthusiasm has been carried out so far. In this study, the respondents who were asked for information varied both in the form of business and business turnover, while for the type of business they were put into 3 categories, namely food, convection and trade. This study also explained that there were 12 female respondents and 13 male respondents.

Minang ethnicity is one of the ethnic groups in Indonesia with different characteristics because it is more influenced by culture and each is bound by binding norms. West Sumatra is the birthplace of Minang ethnic entrepreneurs and nearly 99 percent are ethnic Minang and only 1 percent of other ethnicities such as Indian and Chinese ethnic. The process of the birth of ethnic Minang entrepreneurs begins with the formation of a character based on culture and norms. The Minang ethnic community is a hardworking community and this was bombed from a young age which was carried out by holding onto the cultures and norms. The strong and independent culture of the Minang people emerges from the culture of the people who live abroad. Migrating life is a necessity to try to find identity and to test toughness by going to other areas to start a business. This culture has been practiced for a long time where a boy in Minang Kabau, if he is over 17 years old, has to be independent, that is, he has to leave his parents' house to start being independent, how can he continue to live alone as an independent man. In general, in meeting the needs of life is by entrepreneurship and this is done by almost all men in the Minang ethnicity. And this is what makes men in the Minang ethnicity look tougher (Emrizal, 2022). According to the results of interviews with several respondents such as in the food business, so far they generally manage this business influenced by experience in the family and also influenced by experience that they started when they were young. This gives rise to passion or enthusiasm in entrepreneurship, habits that have been started at an early age and at a young age are actually able to bring out an extraordinary entrepreneurial spirit.

To talk about business, passion cannot stand alone because this factor can only slightly increase ideas and innovation, but here it must be supported by other factors. In this case entrepreneurial leadership determines the improvement of business because in running a business even though they have passion but if the spirit of leadership in entrepreneurs is not owned then it hinders the achievement of goals because successful Entrepreneurship requires effective leadership from people, resources and processes to create new value. This research is in line with research conducted (Simsek, Jansen, Minichilli, & Escriba-Esteve, 2015) where the leader in a business is who runs the business and in his hands is making decisions for businesses that must be handled quickly. The products created are indeed of very good quality so that consumers agree with us, but if the product is not communicated directly to consumers, it will become an obstacle in achieving goals, even though passion is very high. There is a different treatment for ethnic Minang entrepreneurs, the results of the research show that leadership, such as the habit of making quick decisions, can be experienced as an experience in everyday life and also because of the habit of making quick decisions since young businesses. The treatment of entrepreneurial passions is clearly seen in how Minang ethnic entrepreneurs have been taught in their social life that humans who have a business then the heirs in continuing the business have been prepared from the start. And the majority of the Minang ethnic community are entrepreneurs, so this condition is also a finding that needs to be taken into account. Entrepreneurial passion is very important in terms of entrepreneurial success but does not stand alone and must be supported by other factors such as leadership. These two factors are the key to the success of Minang ethnic business entrepreneurs so far in running a business. In addition, the differentiator in Minang ethnic entrepreneurship, these two factors have indeed become Minang ethnic culture so far in running businesses that have started from a

young age. In addition, all the businesses that were used as research samples were businesses that were affected when a natural disaster occurred, namely the 2009 big earthquake in West Sumatra and this is also one of the importance of passion in running a business and combined with leadership because leadership is important for decision making in continuing a business.

CONCLUSION

The Minang ethnic group generally lives as an entrepreneur, and the passion and leadership in this entrepreneur have started from the beginning obtained in daily life because both of them are Minang ethnic culture in running a business based on the culture of the people. Passion cannot stand alone in the formation of successful entrepreneurs but must be combined with other factors such as leadership. This makes the achievement of goals can be done quickly and is very useful for measuring entrepreneurial success. This research was conducted using a sample of 25 ethnic Minang entrepreneurs and was carried out qualitatively. The limitation of this research is that it is still being carried out qualitatively and for further research it can be done quantitatively with a large number of respondents what is the role of passion and leadership for entrepreneurs or entrepreneurs.

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