



Research Paper

# Invigorate Survival and Resilience of MSMEs: The Role of Entrepreneurial Knowledge, Entrepreneurial Motivation, and Technological Advancement

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Received : August 3, 2024

Revised : November 10, 2024

Accepted : December 3, 2024

Online : December 28, 2024

## Abstract

Entrepreneurship is currently experiencing significant and dynamic development. The growth rate of entrepreneurship is a sensitive issue and challenge that attracts public attention in the middle of increasingly tight competition. The development of entrepreneurship is driven by various factors, including rapid technological development and globalization. However, with the development of technology, entrepreneurship also needs to have good preparation to face increasingly tight levels of competition and can maintain and create increasingly successful entrepreneurship. Therefore, this study aims to determine the factors that influence the sustainability resilience and survival of MSMEs. A quantitative method was used in this study, and incidental sampling was used to select 238 MSMEs as respondents. The distribution of questionnaires was carried out openly to MSMEs through associations that oversee the performance of MSMEs. Data analysis in this study used the Structural Equation Model (SEM) and Partial Least Squares (PLS) analysis software version 3.0. The results of the study indicate that entrepreneurial knowledge has a positive effect on the sustainability resilience and survival of entrepreneurs, entrepreneurial motivation has a positive and insignificant effect, and technological progress has a positive and insignificant effect. This study provides new contributions and knowledge that an entrepreneur must be able to know what preparations must be made and how they can manage MSMEs in the midst of competition to anticipate conflicts that will occur in the future.

**Keywords:** *Entrepreneurial knowledge, Entrepreneurial motivation, Technological advancement, Resilience and Survival of Entrepreneurs, MSMEs.*

## INTRODUCTION

Entrepreneurial growth is a crucial challenge that requires public attention in the era of the Industrial Revolution 4.0, especially in terms of ensuring the creation of conducive policies (Ellitan, 2020). Tight competition in the era of the industrial revolution 4.0 To make a positive contribution to economic growth and development, a country must have competent human resources in entrepreneurship (Cardella et al., 2020; Liu et al., 2019; Wang et al., 2020; Weiss et al., 2019). Many researchers have studied topics related to entrepreneurship (Boubker et al., 2021; Handayati et al., 2020; Hasan et al., 2021; Li et al., 2023; Liu et al., 2019; Mukhtar et al., 2021; Neves & Brito, 2020). In both rich and developing countries, entrepreneurship has grown rapidly, along with efforts to increase national prosperity (Hasan et al., 2021; Värlander et al., 2020). The economic and social progress of a country is aided by entrepreneurship (Jiatong et al., 2021; Li et al., 2023; Neneh, 2022).

Entrepreneurship is essential for stimulating economic growth and positively impacting the economy (Doran et al., 2018; Värlander et al., 2020). The ability to recognize and exploit market gaps as agents in an economy is a characteristic of entrepreneurs (Liu et al., 2022). The capacity of an entrepreneur to address various sustainability-related issues faced by MSMEs is essential (S. Campos, 2021). Entrepreneurship activities include identifying opportunities, analyzing feasibility, and creating business strategies that can be implemented (Chukwuka & Igweh, 2024; Li et al., 2023). In developed and developing countries, micro, small, and medium enterprises, or MSMEs, are the dominant business structure (Pedraza, 2021), and the MSME sector is the most affected (Leong et al., 2021). MSMEs play a crucial role in national development by contributing to economic growth.

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Banyumas Regency is one of the regencies in Central Java that relies on MSMEs to drive the economy (Bagis et al., 2023). MSMEs in Banyumas Regency are reported to continue to grow every year (Hanafi et al., 2022). Micro, Small, and Medium Enterprises (MSMEs) have a significant impact on the economy of Banyumas Regency. MSMEs make a significant contribution to regional economic development (Devita et al., 2024). Although MSMEs play an important role in social and economic development, MSMEs face many obstacles that prevent MSMEs from growing and surviving (Omri & Frikha, 2012). According to Ladzani and Van Vuuren (2002) and Franco and Haase (2010), many of these businesses close too early or fail. In entrepreneurship, every individual must have a good level of entrepreneurial knowledge to succeed.

Entrepreneurial knowledge is crucial to improving the survival and resilience of entrepreneurs (Duan et al., 2020). No entrepreneur will have confidence if he/she does not have the necessary knowledge, skills, and abilities needed (Hasan et al., 2021). Entrepreneurial knowledge is the basis for developing individual intelligence that can enhance self-confidence in undertaking entrepreneurial activities (Ayubi et al., 2018; Hägg & Kurczewska, 2019). By providing basic competencies such as financial literacy, market analysis, and business management, entrepreneurship education enables individuals to effectively overcome obstacles, adapt to evolving situations, and recognize new prospects for business expansion and sustainability (Muñoz-Mora et al., 2022).

Entrepreneurial resilience refers to the ability of entrepreneurs to overcome potential hazards, deal effectively with unexpected events, and adapt to change (Golgeci et al., 2023). Entrepreneurial knowledge helps entrepreneurs develop these skills (Dabić et al., 2020), which allows them to survive and thrive despite significant stress and change (Malki et al., 2022). Entrepreneurs must have greater resilience, that is, the ability to remain optimistic in difficult conditions and in situations where the outcome is uncertain (Franco et al., 2021). Resilient people are better able to renew themselves over time by adapting to various unpredictable environmental changes (Hasanah & Bagis, 2024; Pertheban et al., 2023).

Entrepreneurial motivation not only affects the difficulties and resilience of MSMEs workers and plays an important role in increasing their ability to overcome obstacles, make their business ventures successful, and achieve unprecedented success in their new business environment (Raimi et al., 2023). Motivation in business provides a strong mental and emotional foundation for employees to overcome obstacles and setbacks in their business, as well as a strong determination to overcome setbacks and failures in their business journey (Duan et al., 2020; Shahzad et al., 2021). The stimulus that motivates individuals to take action to achieve certain goals is called motivation (Hermanto & Srimulyani, 2021). Entrepreneurial motives can influence company performance (Barba-Sánchez & Atienza-Sahuquillo, 2017; Liu et al., 2019).

Technological advancement plays an important role in entrepreneurial activities. With rapid technological advancement and highly advanced technological capabilities, entrepreneurs can benefit in various areas of daily life, such as work, communication, and social integration (Li et al., 2021; Shahzad et al., 2021). Technological advancement has enabled MSME owners to start and run small businesses efficiently. Social media, e-commerce platforms, and digital marketing tools are used to promote and sell their goods or services (Zapata-Barrero & Rezaei, 2021). These activities can take many different forms, including digital platforms (Srinivasan & Venkatraman, 2017), digital products and services (Lyytinen et al., 2016), digital art (Secundo et al., 2020), digital entrepreneurship ecosystems (Autio et al., 2018), digital devices and infrastructure (Elia et al., 2020; Sahut et al., 2021), and internet service innovations (Kuester et al., 2018).

This study was conducted to fill the gap in the literature on the role of entrepreneurial knowledge, entrepreneurial motivation, and technological capabilities in the business success of an entrepreneur (Dabić et al., 2020; Hamieh, 2023; Isma et al., 2024; Malki et al., 2022; Tahir et al., 2024). In addition, very little research exists specifically on science and technology entrepreneurship in the literature, especially studies on the determinants of entrepreneurial success, including research exploring

business performance (Fallahi et al., 2024; Lv et al., 2014). The relationship between entrepreneurial knowledge and skills has not been widely studied in research (Shahzad et al., 2021). In fact, the entrepreneurial mindset must be able to identify existing knowledge to provide solutions to the problems faced (Muñoz-Mora et al., 2022).

This makes this finding interesting and encourages researchers to conduct further exploratory studies as a means of evaluating the effectiveness and success of MSME businesses in Banyumas Regency. How does the level of entrepreneurial knowledge, entrepreneurial motivation, and technological capabilities contribute to the resilience and survival of MSMEs in Banyumas Regency when facing disruptive challenges. Thus, this study aims to understand the factors that influence the survival and resilience of MSMEs in Banyumas Regency. Factors such as business knowledge, motivation, and technological capabilities contribute to the success and profitability of small businesses. The topic of this research, as understood by the researcher, is a new context, particularly related to the resilience and survival of MSMEs entrepreneurs in Banyumas Regency. The resilience and survival of entrepreneurs have been carried out previously but have been linked to migrant worker entrepreneurs and have focused on marketing aspects (Golgeci et al., 2023) and the resilience of migrants to return to their home countries (Wu et al., 2023), while this study links aspects of human resources and psychology to the resilience and survival of MSMEs in Banyumas Regency.

## LITERATURE REVIEW

### Theory of Resilience

The term “resilience” was first used by psychologist Emmy Werner in her research in the 1970s (Masten, 2001). Werner studied a group of young people in Kauai, Hawaii, who were living under the influence of alcohol or mental illness in their own families. Werner observed that most older children in the group had positive experiences, whereas younger children did not. The children who did not experience trauma were called “resilient” because they were able to adapt and successfully cope with challenging circumstances.

Resilience theory draws from research in psychology, ecology, and sociology that teaches how individuals, groups, or systems adapt and change in response to challenges or changes. Resilience is the ability to cope with problems and adapt to new situations (Masten, 2001). This can include adapting behavioral patterns, work habits, or organizational structures to cope with changing conditions (Bagis et al., 2024). By understanding the basics of refugee theory, we can apply it to a variety of contexts, such as refugee analysis and refugee business continuity that require adaptation and resilience to shocks.

### The resilience and survival of entrepreneurs

The term ‘resilience’ was first used in physics and engineering and comes from the Latin verb “resilire”, which means ‘rise again’, ‘rise again’, ‘fall back’ or ‘recover its original form. In general, resilience refers to the ability of a system or individual to adapt to change (Franco et al., 2021). The concept of entrepreneurial resilience is very important when facing a crisis; in fact, it is an organizational trait that helps solve various problems (Amankwah-Amoah et al., 2021; Coles et al., 2021). The concept of resilience is applied in a more comprehensive framework of knowledge, namely, about the ability of an element to return to a sustainable state (Dana et al., 2022). Korber and McNaughton (2018) suggested that psychological attributes, organizational characteristics, and macro-level factors are elements that can influence entrepreneurial resilience (Haddoud et al., 2022).

The ability to persist, or be resilient, is a critical component of entrepreneurship because the path from entrepreneurial intention to taking action toward sustainability is difficult and requires great risk-taking and ambition (Schutte & Mberi, 2020). Entrepreneurs with psychological resilience may be more likely to recover from highly stressful situations (Santoro et al., 2020). When business opportunities or challenges arise, entrepreneurs who are resilient are more likely to bounce back

successfully ([Borbolla-Albores & Reyes-Mercado, 2022](#)).

Resilience is one of the elements that ensure the long-term viability and attractiveness of entrepreneurial ventures, which is very important for the economic growth of a country ([Duchek, 2018](#)). Therefore, resilience can be given more attention in entrepreneurship training, incubation, and mentoring programs ([Schutte & Mberi, 2020](#)). Organizations with cognitive and behavioral entrepreneurial traits and unique types of entrepreneurship, such as social entrepreneurship, are better equipped to adapt to changing conditions and use innovation to drive long-term sustainability ([Biggs et al., 2012](#)).

### **Entrepreneurial knowledge and Resilience and Survival of Entrepreneurs**

Entrepreneurial knowledge is defined by [Jack and Anderson \(1999\)](#) as a person's understanding of the ideas, skills, and traits expected of an entrepreneur. Various business activities, including introduction, company establishment, marketing, financing, and organization, are closely related to entrepreneurial knowledge ([Karyaningsih et al., 2020](#)). With this information, individuals can view entrepreneurship more realistically and become more aware of career paths in entrepreneurship, which helps them make informed decisions about whether to pursue entrepreneurship ([Ilomo & Mwantimwa, 2023](#)).

Those with more entrepreneurial knowledge also tend to have better entrepreneurial attitudes ([Liao et al., 2022](#)). Knowledgeable individuals are more likely to start their own businesses ([Doan, 2022](#)). Due to its strong influence on entrepreneurial intentions leading to success at the individual, organizational, and national levels, knowledge entrepreneurship is considered a key component of entrepreneurial activities and new business creation through sustainable economic growth ([Hussain et al., 2021](#)).

H1: Entrepreneurial knowledge has a positive and significant effect on resilience and survival of entrepreneurs.

### **Entrepreneurial motivation and Resilience and Survival of Entrepreneurs**

[Johnson and Johnson \(1990\)](#) defined motivation as the desire or tendency to quickly and independently systematize, manage, and master concepts or organizations ([Hassan et al., 2021](#)). In the context of entrepreneurship, the goals of financial success, family independence, and job acquisition are the main sources of inspiration for entrepreneurs ([Kusa et al., 2021](#)). Entrepreneurial motivation can be divided into two categories: task-specific (self-efficacy and goal setting) and general (vision, drive, locus of control, passion, need to achieve, and need to be independent). Furthermore, goals are defined by [Schlepphorst et al. \(2020\)](#) as ambitions shaped by various factors that produce actual behavior.

Motivation and intention are used by motivational initiatives to determine direction. Thus, motivated pursuits, i.e., the individual's goals and motives, provide an important missing link between intention and behavior ([Alam et al., 2024; Bagis et al., 2024](#)). [Vroom \(1964\)](#) defined motivation due to three factors: individual valence (desire for a certain result) and anticipation that a particular effort will result in the desired performance. Performance is also important for achieving certain outcomes ([Barba-Sánchez & Atienza-Sahuquillo, 2017](#)).

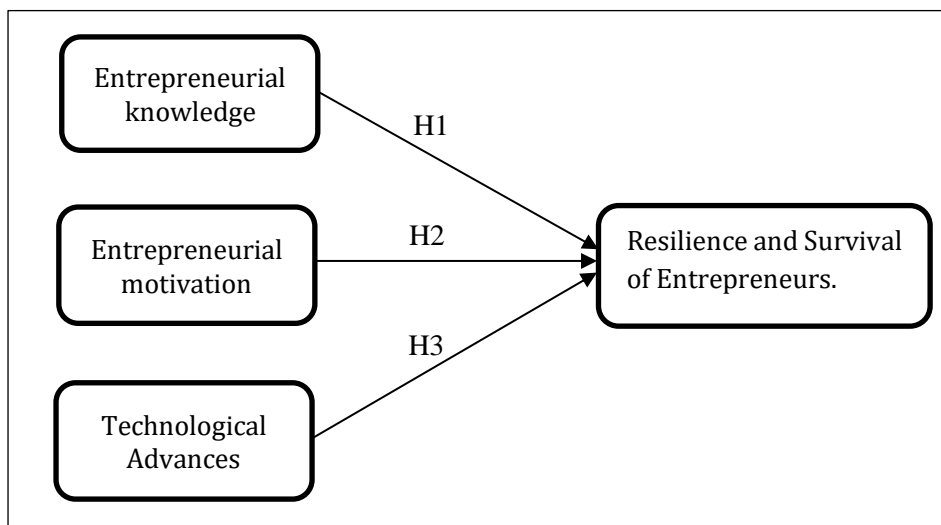
H2: Entrepreneurial motivation has a positive and significant effect on resilience and survival of entrepreneurs.

### **Technological Advances and Entrepreneurs' Resilience and Survival**

In today's rapidly evolving digital era, one area that is increasingly attracting attention is entrepreneurship. Given the ever-evolving patterns of consumer behavior, technological

advancements, and the ease of accessing the internet, becoming an entrepreneur is both a necessity and a choice ([Digital Entrepreneurship, Economic Opportunities In The Digital Era, 2023](#)). The ability of businesses to reach customers and stakeholders through new channels (such as Apple Store and Amazon) has increased because of these entrepreneurial activities. Other significant changes include the ability to connect highly personal customer and product needs (such as Uber and Snapchat) and the use of social media to outsource activities and fundraising (such as Kickstarter) and test the feasibility of ideas (such as Quirky) ([Zahra et al., 2023](#)). Modern entrepreneurs have also proven to benefit greatly from technological advancements. Although Society 5.0 uses contemporary technology, its main component is human. This idea, which makes humans their main component, will lead to technological advances that can narrow the gap between humans.

H3: Technological advancements have a positive and significant effect on the resilience and survival of entrepreneurs.



**Figure 1.** Conceptual framework

## RESEARCH METHOD

This study uses a quantitative methodology and a systematic and structured approach to understand the analyzed phenomena, with a focus on various methods. The purpose of this study is to determine the influence of entrepreneurial knowledge, entrepreneurial motivation, technological advancement, and resilience and the survival of entrepreneurs. The study population was MSMEs in Banyumas Regency, and the sampling method was incidental sampling. The questionnaire was distributed openly to MSMEs through associations that oversee MSMEs performed ([Golgeci et al., 2023](#)). The data source for this study was primary data collected through survey distribution using Google Form. The questionnaire results, which were distributed openly to random respondents, were collected by 238 respondents. Based on the Likert scale, each answer choice was weighted and implemented gradually ([Sugiyono, 2018](#)). 1) strongly disagree/very low; 2) not agree/low; 3) neutral/moderate; 4) Agree/high; 5) strongly agree/very high. The average scores were interpreted on the same scale. To measure respondents' reactions to entrepreneurial knowledge, we used 6 items developed by [Golgeci et al. \(2023\)](#) and [Al Mamun and Fazal \(2018\)](#). For entrepreneurial motivation, we adapted 5 items from ([Hassan et al., 2021](#); [Solesvik, 2015](#)). Finally, to measure technological progress, we use 4 items from ([Petti, 2009](#); [Sharma et al., 2019](#)), and to measure Resilience and Survival of Entrepreneurs, we used 6 items from [Golgeci et al. \(2023\)](#). To investigate the hypothesis proposed in this study, Partial Least Squares (PLS) analysis was used as an analysis technique within

the framework of the structural equation model. Composite Reliability and Average Variance extracted (AVE) are reliability coefficients that are often used in PLS analysis (Dijkstra & Henseler, 2015). An indicator is considered to reflect the very weak and interchangeable nature of all its components. Therefore, a comprehensive analysis of the validity and credibility of the indicator is necessary (Hair et al., 2021). Composite performance (also known as composite reliability) to be considered acceptable must be equal to or exceed 0.7 and the average value of the extracted variance (also known as the extracted mean variance/AVE) must exceed 0.5 (Ghozali, 2015). It should be emphasized again that this study is different even though it uses the scale in the previous study because this study relates variables from the perspective of human resource management and the psychological side of MSME owners.

**Table 1.** Indicator items

No	Variabel	Indicator
1	Entrepreneurial Knowledge (Golgeci et al., 2023; Al Mamun & Fazal, 2018)	<ol style="list-style-type: none"> <li>1. sufficient knowledge in managing a business</li> <li>2. sufficient knowledge to organise a business</li> <li>3. sufficient knowledge in commercialising a business idea</li> <li>4. sufficient knowledge in marketing a product/service</li> <li>5. find the resources (e.g. financial) to set up a business</li> <li>6. sufficient knowledge of the legal requirements to start a business.</li> </ol>
2	Entrepreneurial Motivation (Golgeci et al., 2023; Al Mamun & Fazal, 2018)	<ol style="list-style-type: none"> <li>1. Most people consider investing in their own small or medium-sized enterprise and its management a desirable career choice</li> <li>2. Most people start their own business, because they want to be free and independent</li> <li>3. Most people start their own business</li> <li>4. because they have good ideas and want to realize them, most people start their own business to be better off financially</li> <li>5. Most people start their own business, because they want to be successful.</li> </ol>
3	Technological advancement (Petti, 2009; Sharma et al., 2019)	<ol style="list-style-type: none"> <li>1. creating new technologies or identifying existing technologies (but previously undeveloped)</li> <li>2. the recognition and matching of opportunities arising from the application of these technologies to emerging market needs</li> <li>3. technology development/application</li> <li>4. business creation</li> </ol>
4	Resilience and Survival of Entrepreneurs (Golgeci et al., 2023)	<ol style="list-style-type: none"> <li>1. Optimistic mindset</li> <li>2. Optimistic Ambition to grow the current business and remain self-employed</li> <li>3. Ambition to grow new concepts and remain self-employed</li> <li>4. Experience with overcoming a business failure</li> <li>5. Overcoming the discomfort of being employed by becoming self-employed</li> <li>6. Plan to keep the business activity as a side job/hobby</li> </ol>

## FINDINGS AND DISCUSSION

Respondent data were classified from various sectors, namely the handicraft sector (50 respondents), the fashion sector (35 respondents), the culinary sector (85 respondents), the agricultural sector (30 respondents), and the service sector (38 respondents). The results of the

respondent analysis showed that most respondents were women (71%, while male respondents (29%. As many as 37% of the respondents were in the age range of 30 to 35 years. In addition, 48% of the business period owned by respondents varied; there were respondents who had a business for more than three years, while 31% of respondents had a business from one year to three years. In terms of education level, most respondents, namely, 52% have the last high school education, 27% have the last diploma (D3) education, and the rest are S1 Bachelor graduates.

**Table 2.** Model\_Fit

	<b>Saturated Model</b>	<b>Estimated Model</b>
SRMR	0.102	0.102
d_ULS	1.253	1.253
d_G	2.696	2.696
Chi-Square	1027.545	1027.545
NFI	0.361	0.361

Source: own study

The results of the Model Conformity measurement in Table 1. indicates that the model is appropriate for a small category if the Standardized Root Mean Square Residual (SRMR) value is greater than 0.10. The result was a value of 0.361, or less than 0.90, for the Norm Fit Index (NFI), which indicates a satisfactory fit.

**Table 3.** Direct hypotheses testing

	<b>Original Sample</b>	<b>Sample Mean</b>	<b>Standar Deviation</b>	<b>T Statistics</b>	<b>P Value</b>
Entrepreneurial knowledge -> Resilience and Survival of Entrepreneurs	0.412	0.419	0.103	3.980	0.000
Entrepreneurial motivation -> Resilience and Survival of Entrepreneurs	0.143	0.141	0.100	1.440	0.150
Technological advances -> Resilience and Survival of Entrepreneurs	0.093	0.106	0.071	1.313	0.190

The structural model offers thorough information about the hypotheses being researched and includes direct relationships, as shown in Table 2. The results show that entrepreneurial expertise, resilience, and survival are significantly correlated, as evidenced by the sample correlation coefficient of 0.412 and the p-value of  $0.000 < 0.05$ , so that the first hypothesis is accepted. Furthermore, the p-value of  $0.150 > 0.05$  and the sample correlation coefficient of 0.143 support the conclusion that there is no significant relationship between entrepreneurial motivation and entrepreneurial resilience and survival, so the second hypothesis is rejected. With a sample correlation coefficient of 0.093 and a p-value of  $0.190 > 0.05$ , the relationship between technological progress and the resilience and survival of entrepreneurs was also not statistically significant, which stated that the third hypothesis was rejected.

**Entrepreneurial knowledge affects the resilience and survival of entrepreneurs**

The findings show that the resilience and survival of an entrepreneur are positively and significantly influenced by their entrepreneurial knowledge. To build profitable business prospects for themselves and their society or customers, one must have a deep understanding of entrepreneurship with various positive, creative, and inventive characteristics. An entrepreneur should have certain skills to manage his or her business well (Boldureanu et al., 2020). Because bullying is part of business, knowledgeable entrepreneurs can devise various tactics (Saptono et al., 2020).

With good entrepreneurial knowledge, a person can more easily innovate business opportunities around them, leading to new and high-quality results. Entrepreneurial knowledge is also needed to analyze various threats when running a business; thus, a person with good entrepreneurial knowledge is certainly wiser when making decisions to overcome these problems. Entrepreneurial knowledge of Banyumas Regency MSMEs can be obtained through formal entrepreneurship learning on campus, entrepreneurship training, and seminars, which are often held by associations and other organizations, both government and private (Hassan et al., 2021).

Entrepreneurial resilience can also be defined as the ability to overcome unstable conditions and face difficult situations. This shows how important an entrepreneur's skills and expertise are when facing business obstacles (Emrizal & Primadona, 2023). Strong knowledge and skills enable entrepreneurs to build stronger networks and acquire the necessary information and abilities to quickly adapt to changes in the business environment (Schutte & Mberi, 2020). The capacity to deal with uncertainty and quickly adapt to changes in the business environment is another aspect of entrepreneurial resilience. Overall, having an understanding of entrepreneurship helps entrepreneurs become more resilient and last longer by increasing their capacity to adjust, anticipate, and overcome setbacks, as well as build resources and handle change. Research by Schutte and Mberi (2020), Emrizal and Primadona (2023), Korber and McNaughton (2018), and Duchek (2018) supports this study by demonstrating the beneficial and substantial impact of entrepreneurial knowledge on entrepreneurial resilience and survival.

**Entrepreneurial motivation affects the resilience and survival of entrepreneurs**

The findings of this study demonstrate that the resilience and survival of an entrepreneur are positively and insignificantly influenced by their entrepreneurial motivation. On the other hand, entrepreneurs' resilience and survival will not be significantly affected if these incentives are not strong or solid enough. High motivation alone is not enough if it is not combined with adequate knowledge and ability (Barba-Sánchez & Atienza-Sahuquillo, 2017).

The stability and quality of life of business actors are also influenced by other factors, such as their awareness of their business, ability to adapt, and available resources. Stability and a stable quality of life are difficult to achieve if entrepreneurial motivation is not balanced with understanding and ability (Hassan et al., 2021). Employees who have strong motivation but do not have a stable income stream and an unstable business environment will also experience difficulties in achieving financial stability and long-term life (Bagis et al., 2024; Murnieks et al., 2020). Overall, these factors show that entrepreneurial ambition alone is not enough to achieve wealth and a satisfying life for business actors. To achieve this goal, an understanding of day-to-day operations and the business environment is essential. This research is based on research by Schutte and Mberi (2020), which showed that entrepreneurial motivation has a positive impact but does not significantly affect the resilience and survival of business actors.



### **Technological advances affect the resilience and survival of entrepreneurs**

The findings of this study show that technological advances have a positive impact on the resilience and survival of entrepreneurs, but not significantly. Thus, technological advances alone are not sufficient to achieve sustainability and quality of life for working-class people. There are several factors that contribute to the lack of significance of technological advancements in terms of worker productivity and quality of life. These factors can be observed in several aspects related to the use and adaptation of technology in business (Swastika et al., 2022).

Without adequate daily resources, such as computers, networks, and technology, workers will face difficulties in adopting and developing outdated technologies. This can reduce their ability to adapt to technological advances and increase business productivity. In addition, he possesses knowledge of business operations, adaptability, and environmental sustainability (Hasanah & Bagis, 2024). If the business person does not have a thorough understanding of the technology or has limited access to business-related resources, the impact of the technology will not be significant. An unstable or not strong business environment can also discourage employees from adopting and developing new technologies (Bagis et al., 2024). This can reduce their ability to adapt to technological advances and increase business productivity (Golgeci et al., 2023). The research presented here is influenced by a study conducted by Xiao and North (2018), which concluded that technological advances have a positive impact on the survival and resilience of business owners but do not change it significantly.

### **CONCLUSION**

Entrepreneurial knowledge is information in the form of memory and knowledge about how to run a business so that it inspires the courage to take risks in starting, running, and developing a business. Entrepreneurial knowledge is gained through training and experience, which is used as practice and understanding to enable the ability to see risks and be courageous when facing them. This strengthens the resilience and survival of MSME' performance.

Entrepreneurial motivation can increase MSMEs' performance resilience by encouraging them to remain enthusiastic and not give up despite obstacles and challenges. This resilience helps MSMEs' performance recover and adapt to existing conditions. Entrepreneurial motivation plays an important role in increasing the resilience and survival of MSMEs' performance. This motivates them to stay motivated, innovate, adapt, and improve their performance so that they can survive and thrive in various situations.

Technology allows MSME to develop innovations that improve business efficiency, reduce operating costs, and improve product quality. Ecology also helps increase MSMEs' performance by providing better resources, such as literacy and socialization, for digital business development. This helps MSMEs to adapt to rapid changes in the business environment. Technology allows MSMEs to improve product quality by using more advanced production technology.

The implications of this research are to add to theoretical studies, especially about resilience theory associated with MSME activities. Thus far, survival and resilience have only been associated with other aspects such as marketing and psychology. We hope that this paper will provide useful information and knowledge for the study of entrepreneurship from a different perspective. In this study, entrepreneurial motivation and technological advancement do not play an optimal role. This shows that entrepreneurial motivation and technological advances are not sufficient to overcome these difficulties. Resilience and innovation are essential despite obstacles and challenges, but they do not directly affect entrepreneurial motivation and technological advancement. Resilience and innovation are more related to individual abilities and a supportive environment (Hasanah & Bagis, 2024).

## LIMITATION & FURTHER RESEARCH

This study has several limitations. First, the sample used in this study only consists of MSME actors. Future research may consider a broader scope of entrepreneurship. In addition, the sample is limited to MSME actors in Banyumas Regency. Future research can further increase the sample size and include MSME actors from various districts or provinces. In addition, the variables used in this study are still limited, so future research can add variables that will provide stronger results.

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