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The Influence of Entrepreneurial Motivation, Innovation on Business Sustainability Moderated by Limited Resources in MSMEs in Bulukumba Regency

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Abstract
This study aims to analyze the influence of entrepreneurial motivation and innovation on business sustainability and to examine the moderating role of limited resources in Micro, Small, and Medium Enterprises (MSMEs) in Bulukumba Regency. This research employs a quantitative approach by distributing questionnaires to MSME actors in Bulukumba Regency. The analysis focuses on the relationships between entrepreneurial motivation, innovation, and business sustainability, with limited resources tested as a moderating variable. The findings indicate that entrepreneurial motivation does not have a significant effect on business sustainability, suggesting that psychological motivation alone is insufficient without adequate technical and financial competencies. In contrast, innovation has a positive and significant effect on business sustainability, highlighting the importance of creativity and product adaptation in maintaining competitive advantage. Furthermore, the moderating analysis shows that limited resources do not moderate the relationship between entrepreneurial motivation and business sustainability. However, limited resources significantly weaken the influence of innovation on business sustainability, indicating that constraints in capital, technology, and human resources hinder the effectiveness of innovative strategies. These findings imply that strengthening innovation capabilities is essential for MSME sustainability. Therefore, MSME actors are encouraged to improve managerial literacy, optimize the use of digital technology, and enhance collaborative networks among business actors to overcome resource limitations and strengthen collective business resilience.

INTRODUCTION

Entrepreneurship plays a crucial role in driving a country's economic growth. Entrepreneurial activities not only contribute to job creation but also encourage innovation, increase productivity, and strengthen economic competitiveness. According to Rasulong, I. et al. (2024), the essence of the entrepreneurial process lies in an individual's creative ability to transform ideas and concepts into valuable solutions, convert challenges into opportunities, and implement actions that generate added value. In the context of local economic development, the role of Micro, Small, and Medium Enterprises (MSMEs) is highly strategic. According to Alshebami in Fazal, S. A. et al. (2022), MSMEs stimulate economic growth by creating employment opportunities, reducing poverty, and improving living standards, while micro and small enterprises specifically contribute through increasing household income and providing job opportunities.

The primary goal that entrepreneurs seek to achieve is business sustainability. Business sustainability does not only refer to short-term profit generation but also to the ability to maintain long-term business stability by considering economic, social, and environmental aspects (Juli in

Prasetya, I. D. et al., 2025). To achieve sustainability, strong internal drivers are required, particularly entrepreneurial motivation and innovation. Entrepreneurial motivation refers to the internal energy and enthusiasm within individuals that drives them to develop businesses through various creations and innovations according to the type of enterprise they operate (Tiana & Sudarwanto, A., 2025). In addition, innovation plays a vital role for MSMEs because large companies often recognize the innovative capacity of small businesses, which enables MSMEs to maintain competitiveness (Deviantri, P. & Annisa, I. T., 2022).

However, in practice, the implementation of entrepreneurial motivation and innovation often encounters several obstacles, particularly limited resources. Setiawan, A. et al. (2025) note that the implementation of sustainable business practices faces financial and operational challenges such as higher material costs, increasing operational expenses, and the need for adjustments in supply chains and production processes. Resource limitations also represent one of the main challenges faced by MSMEs in undergoing digital transformation (Hendrawan, S. A. et al., 2024). According to Supriatal et al. (2025), these limitations should not merely be viewed as shortages but rather as strategic constraints that restrict a firm's ability to compete with larger organizations that possess stronger resources.

From a spiritual perspective, the encouragement to work diligently and utilize available resources is aligned with Islamic values. This principle is reflected in the Qur'an, Surah Al-Jumu'ah Verse 10, which encourages individuals to spread across the earth and seek Allah's bounty after performing prayer. This verse provides a spiritual foundation for individuals to maintain strong motivation to work and pursue economic activities, including entrepreneurship, even in the presence of resource limitations.

These challenges are also relevant at the local level, particularly in Bulukumba Regency, which has considerable potential in the MSME sector as a pillar of the regional economy. By the end of 2023, the total number of MSMEs in Bulukumba reached 52,579 units operating in various sectors, including culinary businesses, retail trade, services, agriculture, and mining. However, more recent data show a decline in the number of MSMEs to 45,195 units in 2024. This decline indicates a significant challenge regarding the sustainability of MSMEs in the region. The situation is further aggravated by structural constraints commonly faced by MSME actors, including limited access to capital, a lack of skilled human resources capable of managing financial and business operations, and limited technological capabilities to expand market reach.

Evidence of low digital literacy among MSME actors in Bulukumba can be observed in their dominant use of social media primarily as a passive promotional platform without integrated transaction systems. Many businesses simply upload product images and wait for manual confirmation rather than adopting integrated e-commerce platforms. Consequently, customer data are not systematically collected, transactions are conducted manually, and marketing performance cannot be accurately measured. These conditions directly limit opportunities for business model innovation and hinder business growth toward long-term sustainability. This phenomenon illustrates that although MSME actors may possess strong motivation to maintain their businesses, limitations in technical and managerial resources often act as barriers that neutralize the potential impact of motivation on business sustainability.

Several previous studies have examined factors influencing business sustainability. Fazal, S. A. et al. (2022) and Sarman, S. et al. (2025) demonstrate that entrepreneurial motivation significantly influences business sustainability, while other studies highlight the importance of innovation in strengthening business competitiveness. However, most of these studies treat resource limitations merely as contextual challenges rather than examining their structural role within the relationship between variables. Empirical studies that specifically test resource limitations as a moderating variable in the relationship between entrepreneurial motivation, innovation, and business sustainability remain limited.

To address this limitation, this study adopts the Resource-Based View (RBV) perspective to explain the strategic role of organizational resources in achieving business sustainability. According to Ridwansyah et al. (2025), competitive advantage and organizational sustainability largely depend on how firms possess and manage strategic resources. In this study, resource limitations are positioned as a moderating variable that may influence the direction and strength of the relationship between entrepreneurial motivation, innovation, and business sustainability. On the one hand, effective resource management may strengthen the influence of motivation and innovation on sustainability. On the other hand, severe resource constraints, such as limited capital and production technology, may weaken the impact of these factors on achieving sustainable business performance (Supriatal et al., 2025).

Based on the discussion above, this study aims to analyze the influence of entrepreneurial motivation and innovation on MSME business sustainability in Bulukumba Regency and to examine the moderating role of resource limitations in this relationship. The novelty of this research lies in empirically testing resource limitations as a moderating variable within the relationship between entrepreneurial motivation, innovation, and business sustainability in the context of regional MSMEs, which remains relatively underexplored in previous studies.

METHODS

This study employed a quantitative research design using a survey approach to examine the relationships between entrepreneurial motivation, innovation, resource constraints, and business sustainability among Micro, Small, and Medium Enterprises (MSMEs). The design was selected because it enables the testing of causal relationships between variables using numerical data obtained from respondents. According to Amir, A. et al. (2025), research design must be structured systematically in order to effectively address the research problem. The study did not involve manipulation of variables but observed existing conditions among MSME actors through survey data collected using structured questionnaires.

The research was conducted in Bulukumba Regency, South Sulawesi, Indonesia, which was selected due to its significant MSME potential. The research process was carried out over two months. The first stage involved obtaining research permits and distributing questionnaires to respondents, while the second stage involved data processing, statistical analysis, and interpretation of results.

The population of this study consisted of all MSME actors registered in Bulukumba Regency. Based on data reported by Radar Selatan on January 14, 2025, the number of MSMEs in the region in 2024 reached 45,195 business units. From this population, a sample of 100 respondents was selected. Sampling was conducted using the **simple random sampling** technique, which provides equal opportunity for each member of the population to be selected as a respondent (Amir, A. et al., 2025). The respondents were MSME owners whose businesses had been operating for at least one year.

This study used quantitative data obtained from both primary and secondary sources. Primary data were collected directly from respondents through questionnaires distributed to

MSME actors. The questionnaire consisted of structured statements measured using a five-point Likert scale ranging from strongly disagree to strongly agree (Sugiyono, 2022). Secondary data were obtained through literature studies, including books, academic journals, reports, and other relevant references related to MSMEs and entrepreneurship.

Data collection techniques included observation, questionnaires, and documentation. Structured observation was conducted to obtain an overview of MSME activities in the research area. The questionnaire served as the primary research instrument to measure respondents' perceptions regarding the research variables. Documentation techniques were used to collect supporting data from relevant reports, records, and literature sources.

The variables examined in this study consisted of entrepreneurial motivation and innovation as independent variables, business sustainability as the dependent variable, and resource constraints as a moderating variable. Entrepreneurial motivation was measured using indicators such as self-development, self-confidence, openness to change, pull factors, and the need for achievement (Fazal, S. A. et al., 2022). Innovation was measured through indicators including product development, willingness to pursue new opportunities, adaptability in business practices, and proactive opportunity utilization (Deviantri, L. & Annisa, I. T., 2022). Resource constraints were measured through financial, physical, human, and technological resource limitations (Supriatal et al., 2025). Business sustainability was measured through indicators such as innovation success, customer management capability, and capital return (Murniningsih, R. et al., 2025).

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of WarpPLS software. This method was selected because it is suitable for analyzing complex relationships between latent variables (Setiabudhi, H. et al., 2024). Descriptive statistical analysis was first performed using SPSS version 23 to describe respondent characteristics and response distribution.

The PLS-SEM analysis involved two main stages: evaluation of the measurement model and evaluation of the structural model. The measurement model assessment examined the validity and reliability of the constructs using convergent validity, discriminant validity, composite reliability, and Cronbach's alpha (Hair et al., 2014). The structural model evaluation examined the relationships between variables using path coefficients, coefficient of determination (R^2), predictive relevance (Q^2), and model fit indicators such as average path coefficient (APC), average R-squared (ARS), and average variance inflation factor (AVIF) (Setiabudhi, H. et al., 2024).

Hypothesis testing was conducted by examining the path coefficients, p-values, and t-statistics produced by the structural model. A hypothesis was considered significant when the p-value was less than 0.05 and the t-statistic exceeded the required threshold. In addition, the moderating role of resource constraints was tested using an interaction variable to determine whether the variable strengthens or weakens the relationship between the independent variables and business sustainability.

RESULTS AND DISCUSSION

RESULTS

Respondent Characteristics

This study involved 100 respondents consisting of MSME actors in Bulukumba Regency. The data used in this research were primary data obtained through questionnaires distributed directly to respondents as well as through online questionnaire links shared within community groups and respondent networks. Data analysis in this study was conducted using WarpPLS version 7.0.

Respondents Based on Gender

Table 1. Respondents Based on Gender

Gender	Frequency	Percentage
Male	37	37.0
Female	63	63.0
Total	100	100%

Source: Respondent Characteristics Appendix (Gender)

Based on Table 1, out of 100 respondents, 37 respondents were male and 63 respondents were female. This indicates that the respondents in this study were dominated by female entrepreneurs (63%).

The high proportion of female respondents reflects the structure of MSME management in Bulukumba Regency, which largely relies on the role of women as operational managers. Although many business units are family-owned enterprises, women often take full control of daily decision-making, product innovation, and customer relationships. Therefore, the dominance of female respondents does not represent bias but rather reflects the main actors managing MSME activities in the research area.

Respondents Based on Education Level

Table 2. Respondents Based on Education Level

Education Level	Frequency	Percentage
Elementary School	22	22.0
Junior High School	11	11.0
Senior High School	52	52.0
Bachelor Degree	15	15.0
Total	100	100%

Source: Respondent Characteristics Appendix (Education Level)

Table 2 shows that most respondents had a senior high school education level, totaling 52 respondents (52%). Meanwhile, 22 respondents (22%) had elementary school education, 11 respondents (11%) had junior high school education, and 15 respondents (15%) held a bachelor's degree. These findings indicate that most MSME actors in Bulukumba Regency have a secondary education background.

Respondents Based on Age

Table 3. Respondents Based on Age

Age	Frequency	Percentage
18–30 Years	20	20.0
31–40 Years	27	27.0
41–60 Years	53	53.0
Total	100	100%

Source: Respondent Characteristics Appendix (Age)

Table 4.3 shows that the majority of respondents were between 41–60 years old, totaling 53 respondents (53%), followed by 31–40 years old (27 respondents or 27%), and 18–30 years old (20 respondents or 20%). These findings indicate that most MSME actors are in a productive age group with considerable business experience.

Respondents Based on Business Duration

Table 4. Respondents Based on Business Duration

Business Duration	Frequency	Percentage
1–5 Years	41	41.0
6–9 Years	33	33.0
10–15 Years	26	26.0
Total	100	100%

Source: Respondent Characteristics Appendix (Business Duration)

Table 4 indicates that 41 respondents (41%) have been running their businesses for 1–5 years, 33 respondents (33%) for 6–9 years, and 26 respondents (26%) for 10–15 years. This distribution suggests that many MSMEs are still in the early stages of development and require additional knowledge and training to support business sustainability.

Respondents Based on Business Type

Table 5. Respondents Based on Business Type

Business Category	Business Type	Percentage
Retail Trade	Grocery stores, mixed goods, household items	35%
Fashion & Textile	Ready-to-wear clothing, Baju Bodo, hijab, sarong	20%
Home Decor & Creative	Curtains, bouquets, pillows, furniture	15%
Services & Digital	Mechanics, tailoring, laundry, mobile credit, BRI Link	12%
Culinary & Food	Cakes, meatballs, nasi kuning, palm sugar	10%
Agribusiness & Energy	Poultry farming, copra, tapping knives, fuel stations	8%
Total		100%

Source: Data processed by the researcher (2026)

Based on Table 5, the majority of MSMEs in Bulukumba Regency operate in the retail trade sector (35%). This indicates that the MSME economic structure in the region is still largely dependent on daily consumer goods distribution through small retail stores. Additionally, the fashion and creative industries collectively contribute 35%, reflecting strong home-based industries that rely on local craftsmanship. Meanwhile, service and digital sectors (12%) indicate a gradual adaptation to digital financial services and technology-based business activities.

Descriptive Statistical Analysis

Entrepreneurial Motivation

Based on Table 6, the variable Entrepreneurial Motivation (X1) has an overall mean value of 3.17, indicating a moderate level of motivation among respondents.

Table 6. Percentage of Entrepreneurship Motivation Variable Indicators

Indicator	Respondents' Response Scores										Mean
	STS		TS		N		S		SS		
	f	%	f	%	f	%	f	%	f	%	
X1.1.1	-	-	12	12,0	62	62,0	26	26,0	-	-	3,14
X1.1.2	-	-	2	2,0	72	72,0	26	26,0	-	-	3,24
X1.1											**3,19**
X1.2.1	-	-	-	-	62	62,0	38	38,0	-	-	3,38
X1.2.2	12	12,0	27	27,0	36	36,0	25	25,0	-	-	2,74
X1.2											**3,06**
X1.3.1	-	-	23	23,0	52	52,0	25	25,0	-	-	3,02
X1.3.2	-	-	2	2,0	72	7,0	26	26,0	-	-	3,24
X1.3											**3,13**
X1.4.1	-	-	1	1,0	61	61,0	38	38,0	-	-	3,37
X1.4.2	-	-	-	-	48	48,0	52	52,0	-	-	3,52
X1.4											**3,44**
X1.5.1	1	1,0	12	12,0	50	50,0	37	37,0	-	-	3,23
X1.5.2	17	17,0	14	14,0	40	40,0	29	29,0	-	-	2,81
X1.5											**3,02**
Mean of Entrepreneurship Motivation Variable											**3,17**

Source: Appendix of Descriptive Analysis of the Entrepreneurship Motivation Variable

The indicator with the highest mean score is Pull Factors (X1.4) with a value of 3.44, indicating that the main motivation for MSME actors in Bulukumba is the desire for financial independence and economic success. Conversely, Self-Confidence (X1.2) and Need for Achievement (X1.5) show relatively lower scores, suggesting that some entrepreneurs still experience limitations in managerial confidence and ambitious business goal setting.

Innovation

Based on Table 7, the Innovation (X2) variable has an average score of 4.52, which falls into the very high category.

Table 7. Percentage of Innovation Variable Indicators

Indicator	Respondents' Response Scores										Mean
	STS		TS		N		S		SS		
	F	%	f	%	f	%	f	%	f	%	
X2.1.1	-	-	6	6,0	-	-	38	38,0	56	56,0	4,44
X2.1.2	-	-	5	5,0	1	1,0	27	27,0	67	67,0	4,56
X2.1											**4,50**
X2.2.1	-	-	6	6,0	1	1,0	27	27,0	67	67,0	4,48
X2.2.2	-	-	6	6,0	-	-	32	32,0	62	62,0	4,50
X2.2											**4,54**
X2.3.1	-	-	4	4,0	4	4,0	32	32,0	60	60,0	4,48
X2.3.2	-	-	2	2,0	4	4,0	32	32,0	62	62,0	4,54
X2.3											**4,51**
X2.4.1	-	-	2	2,0	4	4,0	33	33,0	61	61,0	4,53
X2.4.2	-	-	2	2,0	4	4,0	31	31,0	63	63,0	4,55
X2.4											**4,54**
Mean of Innovation Variable											**4,52**

Source: Appendix of Descriptive Analysis of the Innovation Variable

The most dominant indicators are Willingness to Pursue New Opportunities (X2.2) and Proactive Behavior (X2.4) with mean scores of 4.54. These findings indicate that MSME actors actively seek new market opportunities and respond quickly to market changes. However, the New Product Development (X2.1) indicator shows a slightly lower value of 4.50, indicating that innovation is more frequently reflected in marketing strategies and opportunity exploitation rather than the development of entirely new products.

Resource Constraints

Based on Table 8, the Resource Constraints (M) variable has an overall mean value of 4.50, indicating a very high level of constraints experienced by MSME actors.

Table 8. Percentage of Resource Constraint Variable Indicators

Indicator	Respondents' Response Scores										Mean
	STS		TS		N		S		SS		
	f	%	f	%	f	%	f	%	f	%	
M.1.1	-	-	2	2,0	4	4,0	36	36,0	58	58,0	4,50
M.1.2	-	-	2	2,0	4	4,0	32	32,0	62	62,0	4,54
M.1											**4,52**
M.2.1	-	-	2	2,0	4	4,0	38	38,0	56	56,0	4,48
M.2.2	-	-	2	2,0	4	4,0	38	38,0	56	56,0	4,48
M.2											**4,48**
M.3.1	-	-	2	2,0	4	4,0	38	38,0	56	56,0	4,48
M.3.2	-	-	-	-	6	6,0	36	36,0	58	58,0	4,52
M.3											**4,50**
M.4.1	-	-	6	6,0	-	-	35	35,0	59	59,0	4,47
M.4.2	-	-	4	4,0	2	2,0	36	36,0	58	58,0	4,48
M.4											**4,48**
Mean of Resource Constraint Variable											**4,50**

Source: Appendix of Descriptive Analysis of the Resource Constraint Variable

The most dominant indicator is Available Resources (M.1) with a mean score of 4.52, indicating that financial capital and technological limitations are the primary challenges faced by MSMEs. Overall, these resource limitations represent a significant barrier to business expansion and productivity improvement.

Business Sustainability

Based on Table 9, the Business Sustainability (Y) variable has an overall mean value of 4.48, which is categorized as very high.

Table 9. Percentage of Business Sustainability Variable Indicators

Indicator	Respondents' Response Scores										Mean
	STS		TS		N		S		SS		
	f	%	f	%	f	%	f	%	f	%	
Y.1.1	-	-	4	4,0	4	4,0	38	38,0	54	54,0	4,42
Y.1.2	-	-	4	4,0	4	4,0	36	36,0	56	56,0	4,44
Y.1											**4,43**
Y.2.1	-	-	4	4,0	4	4,0	40	40,0	52	52,0	4,40
Y.2.2	-	-	2	2,0	6	6,0	31	31,0	61	61,0	4,51
Y.2											**4,46**

Y.3.1	-	-	2	2,0	4	4,0	32	32,0	62	62,0	4,54
Y.3.2	-	-	2	2,0	4	4,0	33	33,0	61	61,0	4,53
Y.3											**4,54**
Mean of Business Sustainability Variable											**4,48**

Source: Appendix of Descriptive Analysis of the Business Sustainability Variable

The most dominant indicator is Capital Return (Y.3) with a mean score of 4.54, indicating that efficient operational cost management plays a key role in maintaining business sustainability. Meanwhile, the Innovation Success (Y.1) indicator has the lowest score of 4.43, suggesting that sustainability is more strongly supported by financial discipline and strong customer relationships than by continuous product innovation.

Model Analysis

Linearity Assumption Test

The linearity assumption test was conducted using WarpPLS 7.0. The results show that all variables meet the unimodality criteria based on the Klaassen–Mokveld–van Es (KMV) test. Additionally, the Jarque–Bera and Robust Jarque–Bera tests indicate that all variables follow a normal distribution.

Therefore, the dataset satisfies the statistical assumptions required for linear structural model analysis.

Measurement Model (Outer Model)

Convergent Validity

The results presented in Table 10 show that all indicators have loading factor values above 0.5 and p-values < .001, indicating that all indicators meet the criteria for convergent validity.

Table 10. Convergent Validity Test Results

Variable	Indicator	Loading	Type (a	SE	P value
Entrepreneurial Motivation (X1)	X1.1	0,907	Reflective	0,078	< 0,001
	X1.2	0,872	Reflective	0,079	< 0,001
	X1.3	0,861	Reflective	0,079	< 0,001
	X1.4	0,813	Reflective	0,080	< 0,001
	X1.5	0,771	Reflective	0,081	< 0,001
	X1.6	0,860	Reflective	0,079	< 0,001
	X1.7	0,833	Reflective	0,080	< 0,001
	X1.8	0,682	Reflective	0,083	< 0,001
	X1.9	0,878	Reflective	0,079	< 0,001
	X1.10	0,754	Reflective	0,081	< 0,001
Innovation (X2)	X2.1	0,726	Reflective	0,082	< 0,001
	X2.2	0,768	Reflective	0,081	< 0,001
	X2.3	0,725	Reflective	0,082	< 0,001
	X2.4	0,734	Reflective	0,082	< 0,001
	X2.5	0,676	Reflective	0,083	< 0,001

	X2.6	0,738	Reflective	0,082	< 0,001
	X2.7	0,649	Reflective	0,084	< 0,001
	X2.8	0,664	Reflective	0,083	< 0,001
Resource Constraints (M)	M.1	0,919	Reflective	0,078	< 0,001
	M.2	0,888	Reflective	0,079	< 0,001
	M.3	0,953	Reflective	0,077	< 0,001
	M.4	0,953	Reflective	0,077	< 0,001
	M.5	0,953	Reflective	0,077	< 0,001
	M.6	0,949	Reflective	0,077	< 0,001
	M.7	0,961	Reflective	0,077	< 0,001
	M.8	0,951	Reflective	0,077	< 0,001
Business Sustainability (Y)	Y.1	0,963	Reflective	0,077	< 0,001
	Y.2	0,961	Reflective	0,077	< 0,001
	Y.3	0,958	Reflective	0,077	< 0,001
	Y.4	0,949	Reflective	0,077	< 0,001
	Y.5	0,881	Reflective	0,079	< 0,001
	Y.6	0,861	Reflective	0,079	< 0,001

Source: Appendix of Combined Loadings and Cross Loadings

Discriminant Validity

Discriminant validity was evaluated using cross-loading values and Average Variance Extracted (AVE). Based on Tables 11 and 12, each indicator shows a higher loading on its respective construct than on other constructs. Additionally, all constructs have AVE values greater than 0.50, and the square root of AVE is greater than the inter-construct correlations, confirming adequate discriminant validity.

Table 11. Cross-Loading Test Results

Variable	Item	Entrepreneurial Motivation	Innovation	Resource Constraints	Business Sustainability
Entrepreneurial Motivation (X1)	X1.1	0,907	0,000	0,260	-0,168
	X1.2	0,872	-0,114	-0,097	0,118
	X1.3	0,861	-0,066	0,105	-0,156
	X1.4	0,813	0,050	-0,142	0,241
	X1.5	0,771	0,052	-0,290	0,327
	X1.6	0,860	0,062	-0,621	0,522
	X1.7	0,833	-0,012	0,048	-0,174
	X1.8	0,682	0,036	0,479	-0,524
	X1.9	0,878	0,118	0,328	-0,338
	X1.10	0,754	-0,125	-0,031	0,113
Innovation (X2)	X2.1	-0,026	0,726	-0,518	-0,171
	X2.2	0,087	0,768	-0,609	-0,032
	X2.3	0,011	0,725	-0,603	-0,108
	X2.4	-0,026	0,734	-0,426	-0,111
	X2.5	-0,105	0,676	0,274	0,544
	X2.6	0,039	0,738	0,593	0,296
	X2.7	0,004	0,649	0,614	0,385
	X2.8	0,004	0,664	0,557	0,311

Resource Constraints (M)	M.1	0,005	0,028	0,919	0,092
	M.2	0,059	-0,038	0,888	0,271
	M.3	0,023	-0,042	0,953	0,009
	M.4	0,011	0,056	0,953	0,032
	M.5	0,023	-0,042	0,953	0,009
	M.6	-0,051	0,083	0,949	-0,143
	M.7	-0,004	-0,021	0,881	-0,125
	M.8	-0,061	-0,026	0,861	-0,124
Business Sustainability (Y)	Y.1	0,008	0,016	-0,367	0,963
	Y.2	-0,021	0,061	-0,254	0,961
	Y.3	0,002	0,049	-0,315	0,958
	Y.4	-0,027	0,025	-0,252	0,949
	Y.5	0,039	-0,027	0,593	0,881
	Y.6	0,004	-0,140	0,614	0,861

Source: Appendix of Combined Loadings and Cross Loadings

Table 12. Results of AVE Test and Latent Variable Correlations

Variable	AVE	Square Root of AVE	Correlation Matrix			
			Entrepreneurial Motivation	Innovation	Resource Constraints	Business Sustainability
Entrepreneurial Motivation	0,682	0.826	0,826	0,055	0,046	0,106
Innovation	0.506	0,711	0,055	0,711	0,941	0,720
Resource Constraints	0,886	0,941	0,046	0,687	0,838	0,838
Business Sustainability	0.864	0,930	0,106	0,710	0,022	0,930

Source: Appendix of Normalized Combined Loadings and Cross-Loadings

Composite Reliability

Based on Table 13, all constructs have composite reliability values ranging from 0.891 to 0.984 and Cronbach's Alpha values above 0.70. These results indicate that the measurement instruments have high reliability and internal consistency.

Table 13. Composite Reliability Test Results

Variable	Composite Reliability	Cronbach's Alpha
Entrepreneurial Motivation (X1)	0.955	0.947
Innovation (X2)	0.891	0.860
Resource Constraints (M)	0.984	0.981
Business Sustainability (Y)	0.974	0.968

Source: Appendix of Composite Reliability Coefficients and Cronbach's Alpha Coefficients

Structural Model (Inner Model)

Model Fit Evaluation

The evaluation results presented in Table 14 indicate that the model meets the required goodness-of-fit criteria.

Table 14. Inner Model Evaluation Test Results

Model Fit	Quality Indices	Model Results	Remarks

APC	–	0.247 < 0.002	Good
ARS	–	0.603 < 0.001	Good
AARS	–	0.586 < 0.0001	Good
AVIF	Acceptable if ≤ 5, ideally ≤ 3.3	1.730	Ideal
AFVIF	Acceptable if ≤ 5, ideally ≤ 3.3	2.383	Ideal
GoF	Small ≥ 0.1, medium ≥ 0.25, large ≥ 0.36	0.704	Large
SPR	Acceptable if ≥ 0.7, ideally = 1	1.000	Ideal
RSCR	Acceptable if ≥ 0.9, ideally = 1	1.000	Ideal
SSR	Acceptable if ≥ 0.7	1.000	Good
NLBCDR	Acceptable if ≥ 0.7	0.625	Moderate

Source: Appendix of Model Fit and Quality Indices

The Average Path Coefficient (APC) is 0.247 with p = .002, and the Average R-Squared (ARS) is 0.603 with p < .001, indicating significant relationships among the variables in the model.

Furthermore, AVIF = 1.730 and AFVIF = 2.383, which are below the ideal threshold of 3.3, indicating no multicollinearity issues. The Tenenhaus Goodness-of-Fit (GoF) value of 0.704 indicates a strong overall model fit.

Coefficient of Determination (R^2)

Based on Table 15, the R^2 value for Business Sustainability is 0.603. According to the criteria proposed by Hair et al. (2014), this value falls into the moderate category.

Table 15. R-Square Test Results (WarpPLS 7.0)

Dependent Variable	**R-Square**	**Category**
Business Sustainability (Y)	0.603	Moderate

Source: Appendix of R-squared Coefficients

This result indicates that 60.3% of the variance in business sustainability can be explained by entrepreneurial motivation and innovation, with resource constraints as a moderating variable, while 39.7% is influenced by other variables outside the research model.

Hypothesis Testing

The results of hypothesis testing are presented in Table 16.

Table 16. Hypothesis Test Results

Hyp	**Independent Variable**	**Dependent Variable**	**Coefficient**	**Direct Effect**		
				SE	**p-value**	**Remarks**
H1	Entrepreneurial Motivation	Business Sustainability	0.126	0.097	0.098	Not Significant
H2	Innovation	Business Sustainability	0.467	0.088	< 0.001	Significant
Moderating Effect						
Hyp	**Independent Variable**	**Dependent Variable**	**Moderating Variable**	**Coefficient**	**p-value**	**Remarks**
H3	Entrepreneurial Motivation	Business Sustainability	Resource Constraints	-0.134	0.084	Not Significant

H4	Innovation	Business Sustainability	Resource Constraints	-0.260	0.003	Significant

Source: Appendix of Path Coefficients and P-values

Direct Effects

The results show that Entrepreneurial Motivation does not have a significant effect on Business Sustainability with $\beta = .126$; $p = .098$.

Conversely, Innovation has a positive and significant effect on Business Sustainability with $\beta = .467$; $p < .001$, indicating that higher innovation activities contribute significantly to improving the sustainability of MSMEs.

Moderating Effects

The results indicate that Resource Constraints do not moderate the relationship between Entrepreneurial Motivation and Business Sustainability with $\beta = -.134$; $p = .084$.

However, Resource Constraints significantly moderate the relationship between Innovation and Business Sustainability with $\beta = -.260$; $p = .003$. The negative coefficient indicates that resource limitations weaken the positive impact of innovation on business sustainability.

DISCUSSION

The Effect of Entrepreneurial Motivation on Business Sustainability of MSMEs in Bulukumba Regency

The results of this study indicate that entrepreneurial motivation does not have a significant effect on business sustainability among MSMEs in Bulukumba Regency. This finding provides an empirical explanation for the phenomenon of fluctuations in the number of MSMEs described in the background section, where strong entrepreneurial enthusiasm does not necessarily guarantee that a business will remain sustainable. This condition suggests a gap between psychological aspects and technical competencies. Without adequate financial management skills and inventory management capabilities, high motivation may become unstructured energy that is insufficient to withstand market dynamics and shocks.

Empirical conditions in Bulukumba Regency reveal that although business actors possess a strong drive for independence, operational realities often lead them toward short-term orientations. This situation is closely related to the respondent profile dominated by women (housewives) and retail trade businesses (35%). For many female entrepreneurs in Bulukumba, entrepreneurial motivation often intersects with domestic responsibilities. As a result, their energy is largely directed toward maintaining daily income stability to meet family needs rather than expanding their businesses in the long term. Consequently, business sustainability in the research location tends to be determined more by real financial capacity than by psychological motivation alone.

Descriptive data show that the indicator of capital return (Mean 4.54) and the ability to manage operational costs play a more dominant role in supporting business sustainability compared to motivation itself. In other words, in the micro-retail sector of Bulukumba, business continuity depends more on the entrepreneur's ability to rotate daily capital to maintain stock availability. In addition, the high level of technological and machinery limitations (Mean 4.52) represents a significant barrier to the realization of entrepreneurial motivation. Although respondents demonstrate strong motivation to develop their businesses, the use of manual equipment often causes this motivation to reach a saturation point, where it only functions as a survival mechanism to keep the business operating rather than driving consistent growth.

These findings are not fully consistent with the theory proposed by Gyimah & Lussier (2021), which suggests that high motivation encourages individuals to devote their full energy to developing their businesses. In the context of MSMEs in Bulukumba, motivation may instead be interpreted as a basic requirement for starting a business rather than a primary driver of growth. This result also explains the difference from the findings of Sarman et al. (2025), since in MSME ecosystems within developing regions, psychological variables are often overshadowed by structural barriers such as limited access to information and the costs associated with regulatory compliance. Therefore, without interventions in the form of managerial literacy improvement and tangible capital support, high motivation may remain merely a psychological asset that is insufficient to guarantee long-term business sustainability.

The Effect of Innovation on Business Sustainability of MSMEs in Bulukumba Regency

The results of this study show that innovation has a positive and significant effect on business sustainability among MSMEs in Bulukumba Regency. This finding indicates that the higher the level of innovation capability possessed by MSME actors, the greater the opportunity for their businesses to survive and grow in the long term. In Bulukumba Regency, where competition among businesses is relatively intense, innovation in products, processes, and marketing becomes an essential instrument for differentiating businesses from their competitors.

Field observations also reveal that MSMEs capable of surviving over a long period are those that consistently introduce improvements to remain relevant to market preferences. One example observed by the researcher is a craftsman who innovated by replacing conventional raw materials such as bamboo with alternative materials like oil palm fronds in order to enhance product durability and uniqueness. Such innovation strategies enable local MSMEs to escape business vulnerability that arises when enterprises merely follow short-term market trends.

Based on the descriptive data, although entrepreneurs face technological and machinery limitations (Mean 4.52), they attempt to compensate for these constraints through more efficient process innovations aimed at reducing operational costs. This indicates that innovation among MSMEs in Bulukumba Regency is not limited to aesthetic product improvements but also functions as an adaptive mechanism in response to limited local resources. Innovations based on local wisdom, such as raw material substitution and simple production tool modifications, have proven to be more practical strategies compared with waiting for the adoption of advanced technologies that are often inaccessible to micro-scale enterprises.

Theoretically, these findings support Schumpeter's perspective that innovation serves as a key driver of competitive advantage. The results are also consistent with the findings of Arifin, A. et al. (2025), which highlight the important role of innovation in improving operational efficiency, and with the argument proposed by Hamzah, M. et al. (2023) that transformation through innovation is a fundamental factor in achieving competitiveness in the digital era. Therefore, innovation can be understood as a bridge that connects resource limitations with the goal of achieving sustainable income growth among MSMEs in Bulukumba Regency.

Resource Limitations Moderating the Relationship between Entrepreneurial Motivation and Business Sustainability of MSMEs in Bulukumba Regency

Based on the moderation test results, this study finds that resource limitations are unable to moderate the relationship between entrepreneurial motivation and business sustainability among MSMEs in Bulukumba Regency. This finding indicates that the presence or absence of physical constraints such as limited capital, manual production tools, or limited labor does not alter the reality that entrepreneurial motivation itself does not significantly influence business sustainability in this context.

The findings also suggest the existence of what can be described as livelihood resilience among MSME actors in Bulukumba. The persistence of entrepreneurial spirit is largely driven by urgent family economic responsibilities. As a result, the psychological resilience of entrepreneurs appears relatively independent of material constraints. However, although motivation remains stable, it cannot substitute for the strategic assets required to maintain long-term business sustainability.

From the perspective of the Resource-Based View (RBV), a firm can achieve sustainability only when it possesses resources that are valuable, rare, difficult to imitate, and well organized. Empirical evidence from the field shows that although entrepreneurs possess strong motivation, the resources they own do not yet meet these criteria to create sustainable competitive advantages. Descriptive data indicate that the indicator of technological and machinery limitations has a very high mean score (Mean 4.52), confirming that physical constraints represent a real and objective barrier for MSME actors.

Theoretically, this result is supported by the findings of Prasetya, I. D. et al. (2025), which suggest that the relationship between motivation and sustainability may stand independently and is not always significantly influenced by external moderating variables. Thus, in the context of MSMEs in Bulukumba Regency, entrepreneurial motivation can be viewed as a relatively static internal factor, while business sustainability depends more heavily on the availability of physical resources and working capital.

Resource Limitations Moderating the Relationship between Innovation and Business Sustainability of MSMEs in Bulukumba Regency

The analysis results indicate that resource limitations significantly moderate or weaken the effect of innovation on business sustainability among MSMEs in Bulukumba Regency. This finding suggests that although innovation positively influences business sustainability, its effectiveness strongly depends on the availability of supporting resources. When the level of resource constraints increases, both in terms of financial capital and physical facilities, the ability of innovation to ensure business sustainability tends to decline.

Empirical evidence reveals that many MSME actors in Bulukumba actually possess innovative ideas; however, their implementation is often constrained by the use of manual production tools and limited capital to procure modern machinery. As a result, the outcomes of innovation become less optimal, reducing their competitiveness and limiting their ability to support business growth on a larger scale.

From the perspective of the Resource-Based View (RBV), innovation represents an organizational capability that requires strategic resources to generate sustainable competitive advantage. However, in the context of this study, innovation often becomes constrained because it is not supported by resources that meet the RBV criteria. This situation is reflected in the high descriptive score for technological and machinery limitations (Mean 4.52). Consequently, production processes remain inefficient, and the innovations implemented are unable to significantly enhance business sustainability.

These findings are consistent with the study conducted by Hendrawan, S. A. et al. (2024), which highlights that financial resource limitations represent one of the primary obstacles to business transformation. In the case of MSMEs in Bulukumba, innovation frequently becomes trapped in what may be described as a subsistence innovation trap, where product improvements are only sufficient to sustain short-term survival but fail to stimulate broader business expansion due to inadequate production instruments. Therefore, tangible capital support and technological modernization are essential to ensure that innovation among MSME actors can effectively contribute to long-term business sustainability in accordance with the principles of the Resource-Based View.

CONCLUSION

Conclusion

This study aims to examine the influence of entrepreneurial motivation and innovation on business sustainability of MSMEs in Bulukumba Regency, as well as the moderating role of resource limitations. Based on the research findings and discussion, several conclusions can be drawn.

First, entrepreneurial motivation does not significantly influence business sustainability. This finding indicates that the strong internal spirit of MSME actors in Bulukumba does not automatically guarantee that their businesses will remain sustainable. This condition occurs because motivation alone is not sufficient without adequate managerial and technical competencies. Many business actors still lack financial management discipline, resulting in business capital often being mixed with personal household needs. In addition, the motivation of respondents tends to be reactive in nature, mainly driven by the need to fulfill daily family needs rather than long-term business expansion.

Second, innovation has a positive and significant effect on business sustainability. This result confirms that innovation plays a crucial role in enabling MSMEs to remain competitive in a dynamic market environment. Through innovation, business actors are able to differentiate their products or services from competitors and maintain consumer interest. Therefore, innovation becomes an important driver that allows MSMEs to adapt and continue operating sustainably.

Third, resource limitations do not moderate the relationship between entrepreneurial motivation and business sustainability. This finding suggests that the level of motivation among business actors tends to remain stable regardless of the availability of resources. The phenomenon can be explained by the concept of livelihood resilience, in which entrepreneurs continue to maintain their motivation because of strong economic responsibilities toward their families. Since entrepreneurial motivation itself does not significantly influence sustainability, the presence of resource constraints does not strengthen or weaken this relationship.

Fourth, resource limitations significantly weaken the influence of innovation on business sustainability. This finding highlights that the effectiveness of innovation is highly dependent on the availability of supporting resources such as technology, production tools, and financial capital. Although MSME actors may possess innovative ideas, the impact of these innovations on sustainability becomes limited when they are constrained by manual technology and insufficient capital. Thus, resource limitations act as a real barrier that reduces the potential benefits of innovation in improving business scale and sustainability.

Despite providing important insights, this study has several limitations. The research focuses only on MSMEs in Bulukumba Regency with a limited number of respondents, which may affect the generalizability of the findings. In addition, the study relies primarily on quantitative data collected through questionnaires, which may not fully capture the deeper social and contextual dynamics influencing business sustainability among MSMEs. Nevertheless, this research contributes to the body of knowledge by highlighting the critical role of innovation and the constraining effect of limited resources on MSME sustainability in developing regions.

Suggestions / Recommendations

Based on the conclusions and research implications, several recommendations can be proposed.

For MSME actors in Bulukumba Regency, it is recommended that they do not rely solely on motivation or entrepreneurial spirit, but also focus on improving technical and managerial capabilities, particularly financial literacy and inventory management. Maintaining discipline in separating business and personal finances is essential to ensure that working capital is not diverted for daily household consumption. In addition, MSME actors are encouraged to focus on low-cost innovation by utilizing locally available resources and materials, allowing them to remain competitive without depending on expensive technologies.

For the local government of Bulukumba Regency, it is recommended that support programs for MSMEs move beyond cash-based financial assistance and instead emphasize the provision of productive assets or appropriate technologies that can directly support the implementation of innovative ideas. Furthermore, government agencies should provide continuous mentoring programs that focus on practical business management skills, including digital bookkeeping and operational efficiency, rather than relying solely on motivational training.

For financial institutions, it is recommended that they develop more flexible and accessible microcredit schemes specifically designed for the acquisition of production equipment or technological tools. Such financial support can help reduce the physical and technological constraints that often limit the effectiveness of innovation among MSMEs.

For future researchers, it is recommended to explore additional variables that may influence business sustainability, such as government policy support, digital literacy, and the effectiveness of business networking. Future studies are also encouraged to apply the bricolage theory perspective to examine how entrepreneurs creatively utilize limited resources to sustain their businesses. Moreover, expanding the research scope to different regions and increasing the sample size would improve the generalizability of the findings. Researchers may also consider employing qualitative approaches, such as in-depth interviews, to better understand the sociological aspects of livelihood resilience among MSME actors.

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