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## Building Entrepreneurial Motivation: Market Opportunities, Technology Innovation, and Business Partnerships for Future Business Success

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**Abstract:** Building Entrepreneurial Motivation: Market Opportunities, Technological Innovation and Business Partnerships for Future Business Success is an analysis of published works in the Entrepreneurship and Business Innovation course. To provide a foundation for future research, this article aims to generate hypotheses about the relationships between variables. Academic databases such as Google Scholar, Mendeley, and others are part of the research object. This research utilizes a literature review strategy based on the use of publicly accessible electronic resources, such as e-books and journals. Qualitative descriptive analysis was used. The following are the findings of the analysis: 1) The role of Market Opportunities in building entrepreneurial motivation for future business success; 2) The role of Technological Innovation in building entrepreneurial motivation for future business success; 3) The role of Business Partnerships in building entrepreneurial motivation for future business success.

**Keyword:** Market Opportunity, Technological Innovation, Business Partnership, Entrepreneurial Motivation

## INTRODUCTION

Undergraduate students, graduate students, and doctoral candidates are all required to complete a research project that culminates in a thesis, dissertation, or other form of academic writing. The same is true for faculty members, operational staff, and other researchers who are expected to actively engage in research and write scholarly works for publication in peer-reviewed publications.

For students who will graduate from most higher education institutions in Indonesia, scientific papers are an important component of their study program. This applies to all academic levels, from writing a thesis, to a doctoral dissertation.

However, as is well known, many students and researchers experience difficulties when trying to find articles that support their scientific work. This applies regardless of whether they are looking for relevant past research, articles to help build theory, articles to investigate

relationships between variables, or articles to help them formulate hypotheses. Therefore, this article also reviews Building Entrepreneurial Motivation: Market Opportunities, Technological Innovation and Business Partnerships for Future Business Success by reviewing references in the domain of Entrepreneurship and Business Innovation.

Referring to the background above, what needs to be discussed and written in the article discussed is to build hypotheses in further research, namely formulating: 1) The role of Market Opportunities in building entrepreneurial motivation for future business success 2) The role of Technological Innovation in building entrepreneurial motivation for future business success; 3) The role of business partnerships in building entrepreneurial motivation for future business success.

## **METHOD**

The method of writing a Literature Review article involves a Literature Review along with a Systematic Literature Review (SLR), then presented through a qualitative method. Sources of information are obtained online such as Mendeley, Google Scholar, and other academic support tools.

According to Kitchenham et al. (2009), a systematic literature review (SLR) involves finding, assessing and interpreting all relevant review materials to answer the established review question.

It is essential to use literature review consistently in qualitative analysis, which is based on methodological principles. Researchers often turn to qualitative methods when conducting exploratory studies (Ali, H., & Limakrisna, 2013).

## **RESULTS AND DISCUSSION**

Regarding the context of the research, the conclusions of the article based on the methodology used include:

### **Entrepreneurial Motivation**

Entrepreneurial motivation is a person's motivation to create an industry through creative and innovative ideas. Then this courage continues by planning, organizing, leading, taking risks and developing the company he created to achieve the desired goals and seeing the opportunities that exist and managing them carefully and enthusiastically, because entrepreneurial motivation must always be considered (Safria & Nasrah, 2022).

Motivation is a psychological driver that encourages individuals to carry out actions with the aim of achieving a specific goal M Alimuddin & Paramitha Poddala, (2023) Entrepreneurial motivation is an internal drive or force that encourages a person to start, develop, and maintain their own business venture. This motivation involves a combination of internal factors, such as passion, desire, and desire for success, and external factors, such as market opportunities and the business environment. Entrepreneurial motivation includes the passion to overcome challenges, take risks and embark on an uncertain journey to achieve desired business goals.

The subject of Databases has been the subject of considerable scientific research in the past, as evidenced by the works of Safria & Nasrah, 2022) and M Alimuddin & Paramitha Poddala, (2023).

### **Market Opportunities**

An entrepreneur must cleverly capture and utilize opportunities and then make the right decisions by creatively utilizing resources, both those in their possession and those in the external environment. Reading market opportunities is a key component so that business opportunity analysis can be developed as accurately as possible (Gali et al., 2020). By reading market opportunities carefully, it can be seen whether the product created has a chance to be

absorbed by the market or not. If the product is absorbed by the market, it must be identified what causes it and what consumers actually need (Chatterjee et al., 2020).

Market opportunity comes from two words, namely opportunity and market. Opportunity in English is called opportunity, in the KBBI (Kamus Besar Bahasa Indonesia) is defined as an opportunity that arises or occurs in an event that a person can take advantage of to get what he wants, while the definition of a market indicates a place where sellers and buyers meet to exchange goods. The market is defined as all potential customers who have certain needs or wants in common, who may be willing and able to carry out exchanges to satisfy needs.

The subject of Databases has been the subject of considerable scientific research in the past, as evidenced by (Gali et al., 2020). and (Chatterjee et al., 2020).

### **Technology Innovation**

Innovations in hardware and software have had an impact on the operational efficiency of economic management work, which in turn has an impact on the way economic resources are managed in the country. In terms of economic management, technological innovation - especially in the field of hardware and software - has become an essential tool related to supporting operational efficiency. Jange, B., Idie, D., Taufan, A., Pattiran, M., & Tindage, J. (2024).

According to Maisharoh and Ali (2020), these technological innovations have substantial consequences for operational efficiency in the domain of economic management. Utilizing sophisticated hardware and software optimizes the administration of economic resources effectively. An illustration of how real-time monitoring of various forms of the economy can enable policy makers to immediately recognize threats and opportunities as well as focus resource allocation refers to optimal data collection (Ardiansyah, 2023). Jange, B., Pattiran, M., Idie, D., Taufan, A., and Tindage, J. (2024).

The subject of technological innovation has been the subject of considerable scientific research in the past, as evidenced by the work of Maisharoh, T., & Ali, H. (2020) and Jange, B., Idie, D., Taufan, A., Pattiran, M., & Tindage, J. (2024).

### **Business Partnership**

In creating a business, every entrepreneur will definitely encounter the term partnership. Partnership is definitely identified with a cooperative relationship carried out in business. In Indonesia, partnership has become an agreement in business that is widely recognized and often used (Afriana et al., 2020). Partnerships in business have been regulated in Law No.20 of 2008, concerning Micro, Small and Medium Enterprises that Partnership / Partnership is a cooperative relationship between two or more parties that synergize and are voluntary on the basis of mutual need, mutual strengthening, and mutual benefit.

When establishing a partnership, there will certainly be a lot of potential generated for the business that is owned. Partnerships certainly cannot be run just like that without looking at the potential and benefits generated by the business when partnering. Fortunisa, (2022) suggests some of the potential that can be generated from a partnership in a business, namely:

1. Emergence of synergies arising from combining the various strengths of each partner.
2. Can process the operations of each business partner.
3. Risks can be borne jointly by all business partners.
4. Technology transfer between business partners that can add value to the product.
5. Enter the market of other businesses without incurring large costs to compete.
6. Do not expand the market with new distribution channels.
7. Easy adjustment to new technological changes due to broad market access.

As shown in Table 1, the formulation of the research hypotheses was based on a review of related articles describing the results of previous studies and comparing their similarities and differences with the design of this study.

**Table 1. Relevant Research Results**

No	Author (Year)	Results of Previous Research	Similarities with This Article	Differences with this Article	H
1	Rohyati, R., Rokhmah, F. P. N., Syazeedah, H. N. U., Fitriyaningrum, R. I., Ramadhan, G., & Syahwildan, M. (2024).	Challenges and Opportunities for the Indonesian Capital Market in Increasing Investment Interest in the Digital Era.	Application of Market Opportunities	Building Entrepreneurial Motivation: Market Opportunities, Technology Innovation, and Business Partnerships for Future Business Success	H1
2	Mukminin'Azmi, H., Herianingrum, S., Junaedi, D., Arsyad, M. R., & Salistia, F. (2022)	Muslim entrepreneur community: the influence of entrepreneurial motivation, financial support and market opportunities on entrepreneurial intention.	Application of Market Opportunities	Building Entrepreneurial Motivation: Market Opportunities, Technology Innovation, and Business Partnerships for Future Business Success	H1
3	Yonatan, N. L., Ali, H., & Hendayana, Y. (2024).	Effect Effect Of Product Innovation, Networking, And Marketing Innovation on E-Commerce.	Application of Technological Innovation	Building Entrepreneurial Motivation: Market Opportunities, Technology Innovation, and Business Partnerships for Future Business Success	H2
4	Saputra, G. A., Ali, H., & Hendayana, Y. (2024).	The Influence of Product Orientation and Product Innovation on Competitive Advantage	Application of Technological Innovation	Building Entrepreneurial Motivation: Market Opportunities, Technology Innovation, and Business Partnerships for Future Business Success	H2
5	Anwar, M. (2020).	Business Partnership Model among Micro, Small and Medium Enterprises (MSMEs).	Implementation of Business Partnership	Building Entrepreneurial Motivation: Market Opportunities, Technology Innovation, and Business Partnerships for Future Business Success	H3
6	Anugrah, I. S., & Purwantini, T. B. (2021)	Milk Collection Points: Innovation in Dairy Farming Partnership in Pangalengan, South Bandung.	Implementation of Business Partnership	Building Entrepreneurial Motivation: Market Opportunities, Technology Innovation, and Business Partnerships for Future Business Success	H3

With reference to relevant research, problem formulation, and discourse, the conceptual framework of this article was created, as illustrated in Figure 1.

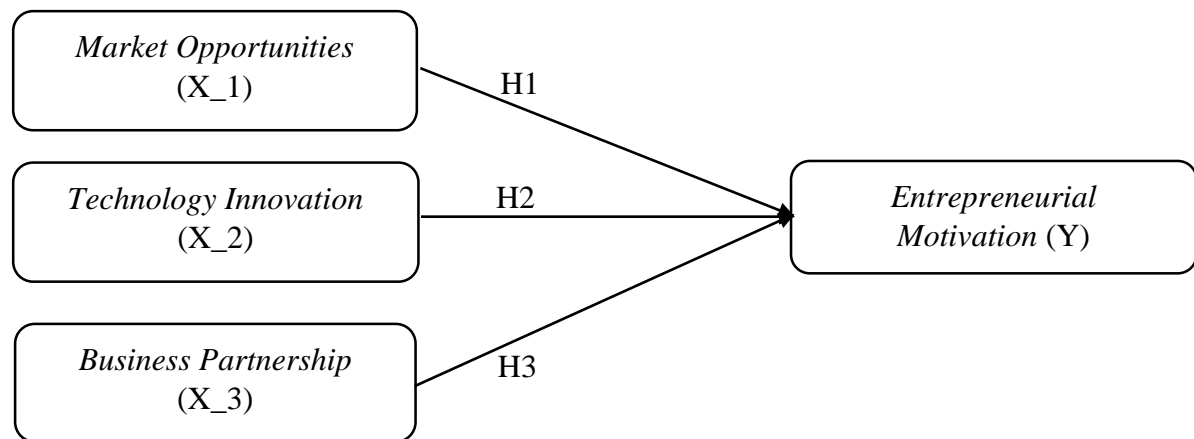


Figure 1: Conceptual Framework

## CONCLUSION

Based on the objectives, findings, and discussion mentioned above, the objective in the conclusion of the paper discussed is to formulate a hypothesis by including a foundation for future research:

- 1) The role of Market Opportunities in analyzing the determinants in Entrepreneurial Motivation for future business success.
- 2) The role of Technological Innovation in analyzing the determining factors in Entrepreneurial Motivation for future business success
- 3) The role of Business Partnerships in analyzing the determinants in Entrepreneurial Motivation for future business success

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