

The Effect of Entrepreneurship Learning and Market Orientation on the Performance of Msme Precious Metal Craft Businesses with Innovation as A Mediating Variable

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ABSTRACT

Objective – This study aims to investigate and analyze the influence of entrepreneurship education and market orientation on the business performance of micro, small, and medium enterprises (MSMEs) in the precious metal craft sector in Makassar City, with product innovation serving as a mediating variable.

Design/methodology/approach – The data collection process used relies on a quantitative approach, with data collection techniques including observation, questionnaires, and documentation. In this study, the sample consisted of 100 MSMEs operating in the precious metal craft sector in Makassar City.

Findings/Results – The results of the study indicate that entrepreneurship learning has a significant positive influence on business performance, while market orientation also shows the same impact. In addition, product innovation makes a positive and significant contribution to learning outcomes. Furthermore, product innovation is also proven to function as a mediating variable between entrepreneurship learning and business performance, as well as between product orientation and business performance itself.

Originality/Value – The essence of this research is that the competitive success and performance of MSMEs in the precious metal craft sector is determined by more than just their ability to produce quality goods, but is also influenced by the strength of entrepreneurs to continue learning, understand market demands, and transform the knowledge gained into useful innovations. In other words, entrepreneurial learning and market orientation will have a broader impact on business performance if supported by the ability to innovate continuously.

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1. Introduction

Human resources are the most essential component (Priyono, 2010) because they function as agents of transformation, a crucial part of a country's education and economic sectors (Jannah & Sulianti, 2021). In terms of economic growth, Indonesia has significant potential in terms of its natural resources. However, in practice, only a small number of people are able to utilize these resources effectively. Several indicators show that the level of trained human resources, both in skills and professionalism, remains relatively low. Unemployment is an economic problem that can be seen as both an opportunity and a dysfunction between job seekers and available employment opportunities. To address this phenomenon, it is hoped that the public will participate in entrepreneurial activities that can reduce unemployment rates by creating jobs. Entrepreneurship has a significant contribution to economic progress by encouraging technological innovation, creating new jobs, and reducing unemployment rates (Amanda et al., 2020). With rising unemployment rates, the existence of entrepreneurs becomes increasingly vital. Therefore, entrepreneurship has significant potential for development. Through the development of entrepreneurial activities, various job opportunities will emerge, which can also help Indonesia recover from the devastating impacts of the ongoing pandemic. Entrepreneurship is the process of formulating creative and innovative business ideas by utilizing existing resources, with the aim of improving people's well-being and making it easier to achieve it. According to Fu'adi (2009) in (Rahmadi & Heryanto, 2016), entrepreneurial interest is the willingness, the sense of attraction, being ready to create innovations to make an effort, as well as having a high willingness to carry out a business in order to fulfill life welfare and being brave to take the risks that will be faced. A high interest will give individuals the enthusiasm to start a business. The most important thing in starting a business is to begin with a high interest so that an entrepreneur will not feel burdened in running their business because their entrepreneurial interest provides positive encouragement. (Aqmala, et al., 2020) According to Sumarwan in (Evaliana, 2015), measuring interest in the context of a project can be done in several ways, including project structures that involve the use of cognitive, affective, and conceptual components. Entrepreneurial interest arises due to information and research related to entrepreneurship that must be accumulated in order to fully participate in the discussion of experiences, and then a desire must be formed to try the remaining parts of the experiences that have been completed. Furthermore, according to (Ratnah et al., 2018), interest is not innate but can be acquired later, nurtured, and enhanced through the addition of knowledge and skills. Adolescent students consist of appearing comfortable and happy spontaneously. Comfort and happiness involve taking risks, taking the initiative to use business opportunities, and building independent enterprises that create products and services to pursue the development of technological digitalization.

Technological progress brings about two types of impacts on society. These are both advantageous and disadvantageous, with the adverse effects arising from advancements in technology. More specifically, in the context of small and medium-sized enterprises involved in Precious Metal Crafts in Makassar City, technological growth negatively influences these businesses due to the machinery that replaces previous human labor in metal crafting. This transition leads female metalworkers, who have labored

intensely for their earnings, to shift towards roles as artisans and sellers, leading to a clear need for education in entrepreneurship. Studies in this area reveal that they had not received such education during their schooling. Initiatives aimed at decreasing the unemployment rate include identifying and nurturing entrepreneurs through outreach efforts. Embracing a mindset that prioritizes the advantages of being entrepreneurs, rather than simply seeking employment, is essential, even if there is a desire to secure positions as office staff or public servants. It is vital to undertake steps that can transform your intellectual and psychological perspective, through influences from family, educators, peers, etc. Entrepreneurship refers to an individual's aspiration or capability to identify novel business prospects, develop enterprises based on available opportunities, and manage these effectively to attain financial gains as well as societal benefits (Love Moses & Mosunmola, 2014). Furthermore, entrepreneurship connects with the capacity to recognize opportunities and ventures within one's surroundings. It serves as a crucial avenue for introducing innovative ideas that can address industry gaps and enhance company growth and profitability.

As an individual engaging in entrepreneurship, one has the potential to capitalize on prospects, navigate uncertainty, and seek to establish or enhance current businesses for financial gain. (Bagby, 1988) According to Herbert and Link (1989), entrepreneurs are able to evaluate decisions by utilizing various sources of information or differing perceptions regarding occurrences and the risks involved in their actions. Training in entrepreneurship can equip female metalworkers with essential information and additional competencies necessary to leverage this potential for starting new enterprises. In 2011, Cheung and Chan highlighted that education in entrepreneurship serves as a crucial tool for inspiring individuals because 1) it fosters independence and self-assurance, 2) persuades individuals to initiate their own businesses, 3) expands their outlook by revealing potential opportunities, and 4) endows them with the competencies and knowledge crucial for establishing a new enterprise. Education serves as a foundation that can enable individuals to transform into entrepreneurs. Nonetheless, the aim is to bring about a transformation into an entrepreneur possessing significantly essential entrepreneurial skills. Entrepreneurship education is understood as a systematic approach to teaching that imparts entrepreneurial insights and growth, concentrating on opportunity recognition and venture creation.

In the creation of digital marketing advancements aimed at women metal artisans, not only is the teaching of essential skills important, but various other elements are also necessary. Every startup begins from the ground up, even when an entrepreneur is aware of their impending failure. Key attributes that an entrepreneur should embody include a strong sense of accountability and inherent entrepreneurial traits, which affect three critical entrepreneurial elements: skills, understanding of business practices, and capabilities as well as possessing expertise. Expertise is assessed through one's knowledge and practical experience in business. Readiness for entrepreneurship includes both the necessary skills and the conduct required to participate in business activities regardless of the situation. One's entrepreneurial readiness reflects a cognitive quality

regarding the capacity and eagerness to improve behavior pertinent to entrepreneurship (Lee 1999). From a participatory perspective, this can be understood as an individual's mental and emotional engagement that aids in achieving specific objectives while also taking responsibility for them (Bianchini et al., 2016; Huneryear and Hecman, 2009).

2. Literature Review & Hypothesis Development

The Growth of Entrepreneurship Education Positively Influences MSME Outcomes. Learning about entrepreneurship is a process through which business owners gain crucial expertise, capabilities, and experiences to effectively lead and expand their enterprises. As stated by Udekwe and Iwu (2024), this education enhances entrepreneurial skills by cultivating the ability to spot opportunities, make informed choices, and respond to shifts in the business landscape. These skills lead to better management strategies and enhanced performance metrics. Likewise, Talukder, Lakner, and Temesi (2024) argue that entrepreneurship education promotes creative thinking, innovation, and a focus on opportunities, all of which are vital in boosting both productivity and competitive standing of MSMEs. Consequently, a greater degree of entrepreneurial learning among business owners correlates with improved business outcomes.

Market Orientation Has a Positive Impact on MSME Performance. Market orientation reflects a company's ability to understand customer needs, monitor competitor activities, and respond effectively to changes in the market environment. According to Razak et al. (2024), companies with a strong market orientation are able to create greater value for customers by adapting products and business strategies to market needs. Furthermore, Kaushik and Dangwal (2023) state that market orientation contributes to improved MSME performance by increasing customer satisfaction, consumer loyalty, and competitive advantage. Therefore, market orientation is a crucial factor in determining business success.

Entrepreneurship Learning Has a Positive Influence on Innovation. Entrepreneurship learning encourages entrepreneurs to gain new insights, develop creativity, and apply knowledge to create innovations. According to Udekwe and Iwu (2024), a continuous learning process enhances entrepreneurs' ability to generate new ideas that can be applied to products, processes, and marketing strategies. Furthermore, Talukder et al. (2024) state that entrepreneurial learning is a key factor shaping innovation capability because it encourages knowledge exploration, experimentation, and the use of technology in business development.

Market Orientation Has a Positive Influence on Innovation. Market orientation provides information about customer needs and changes in the business environment, which forms the basis for developing innovation. According to Razak et al. (2024), companies with a strong market orientation are more capable of generating innovation because business decisions are based on accurate market information. Similarly, Akhtar et al. (2022) explain that market orientation enhances a company's ability to develop product and process innovations through the utilization of customer information and competitor analysis.

Innovation Has a Positive Influence on MSME Performance. Innovation is a company's ability to create or develop products, processes, and marketing methods that provide added value to customers. According to Sukania, Irawan, and Dewi (2024), innovation contributes to increased competitiveness, operational efficiency, and sales growth, thus positively impacting MSME performance. Furthermore, Rajapathirana and Hui (2021) found that companies with

high innovation capabilities tend to demonstrate better business performance than less innovative companies.

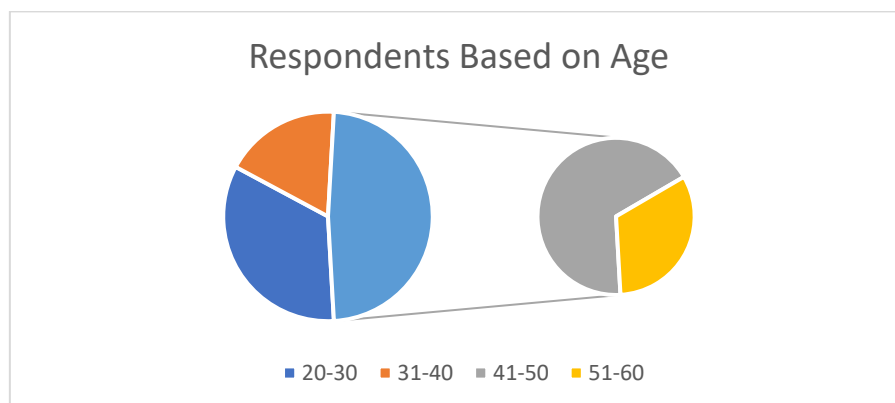
Innovation Mediates the Relationship between Entrepreneurship Learning and MSME Performance. Entrepreneurship learning enables entrepreneurs to acquire new knowledge and skills, but improved business performance will be more optimal if this knowledge is translated into innovation. According to Sukania et al. (2024), innovation serves as a mechanism that bridges the influence of organizational capabilities on improving business performance. Similarly, Udekwe and Iwu (2024) explain that entrepreneurial learning encourages innovative behavior, which in turn improves the competitiveness and performance of MSMEs.

Innovation Mediates the Relationship between Market Orientation and MSME Performance. Market orientation provides information about customer needs and competitive dynamics, while innovation transforms this information into products, processes, or business strategies that add value to customers. According to Razak et al. (2024), the influence of market orientation on business performance is stronger when companies are able to generate innovations based on existing market information. Furthermore, Sukania et al. (2024) state that innovation is a mediating variable that explains

3. Methodology

The location of this research was conducted on Makassar City, South Sulawesi. The type of research used in this study is a quantitative approach. Then, the use of the descriptive method in this research is because the activities carried out involve collecting data to analyze hypotheses or obtain answers to statements related to the conditions of the research variables. The design of this research is said to be correlational research because the researcher wants to see how the level of relationship between variables that have differences in a particular aspect. Research data sources are divided into two categories: Primary data is data obtained directly by the group or individual from the object itself, with the data being recorded, processed, and used for study needs. In this research, questionnaires will be used to collect raw data. Secondary data is data that supports the original (primary) data, obtained from references such as papers, books, scientific journals, the internet, or other documents related to the variables to be studied. The population in this study amounts to 100, and then a sample of 100 respondents will be drawn.

Figure 1. Respondents Based on Age



Education According to the author's research, the age of precious metal craft MSMEs in Makassar City ranges from 20 to 60 years. This is because as they get older, the vision of metal craftsmen becomes increasingly blurred, so their active period in carrying out these activities averages only until the age of 60. Meanwhile, the youngest respondents were 20 years old. Previously, around 1990, the average age of metal craftsmen was about 15 years, but due to developments in the field of education, precious metal craft MSMEs prefer to pursue knowledge rather than actively participate in metal craft activities. The effect of entrepreneurship education in the partial significance test shows an influence and significance on business performance. This influence indicates that entrepreneurship education, which is a form of measuring the extent to which MSMEs in precious metal crafts understand entrepreneurship education provided by the Makassar City Manpower Office, includes understanding digital business, where the higher the perceived entrepreneurship education, the greater the understanding of digital business will be. The benchmark in determining whether entrepreneurship education for women metal crafters is effective or not will determine the extent of its influence on their understanding of digital-based business, as well as students' activities in interacting using digital media. The significance of the influence of entrepreneurial education on digital business literacy shows that in the learning process, it has fostered a good understanding of digital business through online business and field practice carried out, as well as student activities in interacting using digital media.

Table 1. Research Instrument

Variabel	No	Indikator	Skala
Entrepreneurship Learning	1	Improvement of Insight and Knowledge	Likert
	2	Character and Attitude Formation	
	3	Skills Development	
	4	Interest and Readiness to Start a Business	
Market Orientation	1	Customer Orientation	Likert
	2	Competitor Orientation	
	3	Market information	
	4	Coordination between functions	
Business performance	1	Financial Performance	Likert
	2	Marketing Performance	
	3	Operational Performance	
	4	Human Resource Development	
Inovasi produk	1	Product Innovation Culture	Likert
	2	Technical Innovation	
	3	Counterfeit Product	
	4	New product	

4. Result and Discussion

Result

4.1 Characteristics of Respondents

One aspect of the research sample used in this study that must be explained is the characteristics of the respondents. This study involved 110 respondents representing Micro, Small, and Medium Enterprises (MSMEs) in Precious Metal Crafts in Makassar City. The following description provides a general overview of the characteristics of the research respondents.

Table 2. Respondent Characteristics

Respondent Characteristics	Frequency
Age	
20-30	21
31-40	28
41-50	34
51-60	27
Income	
5.000.000-10.000.000	30
11.000.000-20.000.000	50
21.000.000-30.000.000	25
➤ 30.000.000	5

Discussion

H₁: The Effect of Entrepreneurship Learning on MSME Performance (H₁)

The results of the hypothesis test indicate that entrepreneurship learning has a positive and significant effect on MSME performance, with a T-statistic of 4.233 and a P-value of 0.000. These results indicate that the better the entrepreneurship learning received by MSMEs, the higher their business performance. Therefore, H₁ is accepted. These findings indicate that entrepreneurship learning plays a role in improving MSMEs' ability to identify business opportunities, make business decisions, manage resources, and develop more effective business strategies. Through a continuous learning process, entrepreneurs are able to improve their entrepreneurial competencies, thereby increasing productivity, competitiveness, and business sustainability. These results align with research by Udekwe and Iwu (2024), who stated that entrepreneurship learning improves entrepreneurs' competencies and adaptability, thus positively impacting business performance. Furthermore, Talukder, Lakner, and Temesi (2024) explain that entrepreneurship learning encourages the development of skills, creativity, and the ability to identify opportunities, which are important factors in improving business performance.

H₂: The Effect of Market Orientation on MSME Performance

The results of this study indicate that market orientation has a positive and significant effect on MSME performance, with a T-statistic of 5.597 and a P-value of 0.000, thus accepting H₂. These results indicate that MSMEs that are able to understand customer needs, observe market changes, and pay attention to competitor strategies will have a better ability to improve product and service quality. This ability impacts customer satisfaction, customer loyalty, and business growth. This finding supports the research of Razak et al. (2024), which states that market orientation is a key factor in improving

MSME performance through creating value for customers. This research is also consistent with Kaushik and Dangwal (2023), who concluded that market orientation has a positive relationship with increasing MSME competitiveness and performance.

H₃ : The Effect of Entrepreneurship Learning on Innovation

The test results show that entrepreneurship learning has a positive and significant effect on innovation, with a T-statistic of 3.606 and a P-value of 0.000. Therefore, H₃ is accepted. This finding indicates that the entrepreneurship learning process provides opportunities for MSMEs to acquire new knowledge, increase creativity, and develop capabilities in producing innovative products, processes, and marketing strategies. These results support the research of Udekwe and Iwu (2024), which states that entrepreneurship learning encourages innovative behavior by improving creative thinking skills and utilizing new knowledge. Furthermore, Talukder et al. (2024) explain that entrepreneurship learning is an important determinant in increasing entrepreneurs' innovation capabilities.

H₄ The Effect of Market Orientation on Innovation

The results of the hypothesis test indicate that market orientation has a positive and significant effect on innovation, with a T-statistic of 3.997 and a P-value of 0.000. Therefore, H₄ is accepted. These results indicate that information obtained from customers and competitive conditions are the primary sources of innovation. MSMEs with a strong market orientation will more easily develop new products, improve production processes, and adapt marketing strategies to meet consumer needs. This finding supports research by Razak et al. (2024), which explains that market orientation is a key driver of product innovation. Research by Akhtar et al. (2022) also shows that market orientation enhances innovation capabilities by utilizing market information as a basis for product development and business strategies.

H₅: The Effect of Innovation on MSME Performance

The results of this study indicate that innovation has a positive and significant effect on MSME performance, with a T-statistic of 2.847 and a P-value of 0.004, thus accepting H₅.

These results indicate that MSMEs' ability to create new products, improve business processes, and develop marketing strategies can increase competitiveness and business performance. This finding aligns with research by Rajapathirana and Hui (2021), which states that innovation increases business growth, productivity, and competitive advantage. Research by Sukania et al. (2024) also shows that innovation is a strategic factor contributing to improved MSME performance.

H₆: The Mediating Role of Innovation in the Relationship between Entrepreneurial Learning and MSME Performance

The test results indicate that innovation mediates the relationship between entrepreneurial learning and MSME performance, with a T-statistic of 2.158 and a P-value of 0.031. Therefore, H₆ is accepted. These findings indicate that entrepreneurship learning not only directly impacts business performance but also improves performance through entrepreneurs' ability to generate innovation. The knowledge

and skills acquired during the learning process become more valuable when applied in the form of product, process, or marketing innovation. These results support the research of Sukania et al. (2024), which states that innovation plays a mediating role in increasing the influence of organizational capabilities on MSME performance. Research by Udekwe and Iwu (2024) also explains that entrepreneurship learning encourages innovation, which ultimately improves business performance.

H7 : The Mediating Role of Innovation in the Relationship between Market Orientation and MSME Performance

The test results indicate that innovation mediates the relationship between market orientation and MSME performance with a T-statistic of 2.658 and a P-value of 0.008, thus accepting H7. These findings suggest that information regarding customer needs and market changes will have a greater impact on performance improvement when translated into innovation. In other words, market orientation not only improves performance directly, but also through a company's ability to innovate. The results of this study align with those of Razak et al. (2024), who stated that innovation strengthens the relationship between market orientation and MSME performance. Furthermore, Sukania et al. (2024) explain that innovation is a crucial mechanism linking market orientation to increased competitiveness and business performance.

Kirim masukan

5. Limitations and Future Research

Research Limitations

This study has several limitations that must be considered when interpreting the results.

- a. Limited sample size. The study was conducted only on precious metal craft MSMEs in the Makassar region, so the results cannot be generalized to the entire MSME sector or other regions with different business characteristics, cultures, and market conditions.
- b. Limited research variables. The study only analyzed the influence of entrepreneurship learning and market orientation on MSME performance, with innovation as a mediating variable. MSME performance can also be influenced by other factors, such as entrepreneurial orientation, digital capability, access to financing, human resource quality, support from the Makassar City government, and the level of technology adoption.
- c. The cross-sectional research design. Data was collected over a single period of time, so the study cannot describe changes in the relationships between variables over the long term or the development of MSME performance in Makassar City over time.
- d. Use of respondent perception data. Data were obtained through questionnaires, thus relying heavily on respondents' perceptions and honesty. This situation has the potential to introduce common method bias or subjective bias in responses.

Future Research

Based on these limitations, several recommendations for further research are as follows.

- a. Expand the research object to include MSMEs from various industrial sectors, such as crafts, culinary, fashion, and manufacturing, and cover a wider area beyond Makassar to ensure the research results have a higher level of generalizability.
- b. Add other variables that have the potential to influence MSME performance, such as entrepreneurial orientation, digital marketing capability, digital transformation,

knowledge management, competitive advantage, business resilience, government support, or access to financing as independent, mediating, or moderating variables.

- c. Use a longitudinal research design so that the relationship between entrepreneurial learning, market orientation, innovation, and MSME performance can be observed more comprehensively over the long term.
- d. Combine quantitative and qualitative methods (mixed methods) to not only statistically determine the relationships between variables but also gain a deeper understanding of the experiences of MSMEs in implementing entrepreneurship learning, market orientation, and innovation.
- e. Compare research results across regions or countries to determine whether there are differences in the influence of entrepreneurship learning, market orientation, and innovation on MSME performance in different economic and cultural contexts.

Overall, this study provides evidence that entrepreneurship learning and market orientation are strategic factors in improving MSME performance through innovation. Therefore, further research is expected to develop a more comprehensive model by incorporating other relevant factors to make a greater contribution to the development of MSME management theory and practice.

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