

ABSTRACT

**The Effects of Entrepreneur's Personal Characteristics,
Motivation and Job Commitment
to Leadership and Success of Small Enterprises
(An Empirical Study on Small Construction Service Entrepreneurs
in Central Sulawesi)**

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There are a great number of factors affecting the success of small business in construction services. Inter alia: Entrepreneur's Personal Characteristics, Motivation and Job Commitment, either directly or indirectly, mediated by the entrepreneurial leadership. The purpose of the study his to review the theory of motivation addressed by Steinhoff and Burgees, the concept of job commitment developed value by Kim et al. It was an empirical study on small business entrepreneurs in Central Sulawesi related with human behaviors as both simple and complex reactions and served as explanatory perceptual answers as well as concerned with inter-variable effects through hypothesis tests by means of SEM analysis and AMOS. The maximum likelihood estimation was derived from 155 small entrepreneurs joining LPJK regional central Sulawesi as samples. The results of the study showed that the business success was not directly affected by the entrepreneur's personal characteristics, but it was mediated by the entrepreneur's leadership. In the mean time, the entrepreneur's motivation and job commitment insignificantly affected the leadership and business success. The empirical findings from the study showed that the stimulus encouraging a contractor to decide to deal with construction services was his/her motivation to succeed his/her parent's successful business. In term of job commitment, although a contractor had a strong commitment to complete a project, his/her commitment to provide project ready use project facilities and supports was relatively fair, while his/her commitment to supply the workers with occupational safety and health equipment was definitely weak.

Keywords : Entrepreneur's Personal Characteristics, Entrepreneur's Motivation, Job Commitment, Leadership and Business Success

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