

Research Article

The Role of the Sociopreneurial Environment and Independent Attitude in Enhancing the Business Development of Street Vendors at the Taman Jomblo Tourism Area, Kota Baru Jambi

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Abstract: This study aims to analyze the influence of sociopreneur environment and independent attitudes on the development of street vendor businesses in the Taman Jomblo Tourism area, Kota Baru, Jambi. This study uses a quantitative approach with a survey method. The study population is all street vendors operating in the area as many as 136 traders, with sampling techniques using saturated sampling (census). Data were collected through questionnaires measured using the Likert scale and analyzed using multiple linear regression. The results of the study show that the sociopreneur environment has a positive and significant effect on the business development of street vendors. An independent attitude also has a positive and significant effect on the development of street vendors' businesses. In addition, the results of simultaneous tests showed that the sociopreneur environment and independent attitude together had a significant effect on the business development of street vendors. The value of the determination coefficient shows that most of the variation in business development can be explained by these two variables, while the rest is influenced by other factors outside the research model. This study concludes that the business development of street vendors is not only influenced by internal factors of business actors, but also by the supportive social environment. Therefore, efforts are needed to strengthen the sociopreneur environment and increase the independent attitude of street vendors to encourage business sustainability in tourist areas.

Keywords: Business Development; Independent Attitude; Sociopreneur Environment; Street Vendors; Tourist Areas

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1. Introduction

Micro, Small, and Medium Enterprises (MSMEs), especially street vendors (PKL), have a strategic role in encouraging regional economic growth, especially in tourist areas (Hanum et al., 2024). The existence of street vendors is able to create dynamic economic activities, increase money turnover, and create jobs for the community. In addition, street vendors are also part of the social identity and attractiveness of a tourist area that contributes to the comfort and experience of visitors (H Hamdan, 2023).

One of the areas that is developing as a center of community economic activity is Taman Jomblo Tourism in Kota Baru Jambi. This area is a public space that is crowded with people, especially in the afternoons and weekends. The presence of street vendors in the area not only serves to meet the consumption needs of visitors, but also creates a lively tourist atmosphere and supports the economy of the surrounding community.

Based on the data collection of the Jambi City Government in 2025, there are around 1,700 street vendors (PKL) spread across various areas of Jambi City as a result of verifying data on market traders and street vendors. Therefore, the number of 136 street vendors operating in the Taman Jomblo Tourism area of Kota Baru Jambi shows part of the dynamics of street vendors at the city level that require special attention in business development and empowerment policies. This number shows that the informal sector has a significant

contribution in supporting economic activities in tourist areas. Therefore, the development of street vendors' businesses is important to pay attention to so that their existence is able to provide sustainable economic benefits.

However, in running their business, street vendors in tourist areas are faced with various challenges. Limited business capital, high level of competition, changes in consumer tastes, and limited managerial abilities are the main obstacles in business development (Zainarti et al., 2024). In addition, street vendors are also required to maintain cleanliness, order, and social harmony so that their existence can still be accepted by the environment and tourism area managers.

The results of preliminary observations and surveys show that the factors inhibiting the development of street vendor businesses in Taman Jomblo Tourism in Kota Baru Jambi are dominated by limited capital and business competition. This condition is shown in Figure 1, which illustrates that limited capital is the most dominant factor, followed by business competition, changes in consumer tastes, lack of innovation, and limited business management. This shows that the problem of street vendor business development is complex and requires a comprehensive approach.

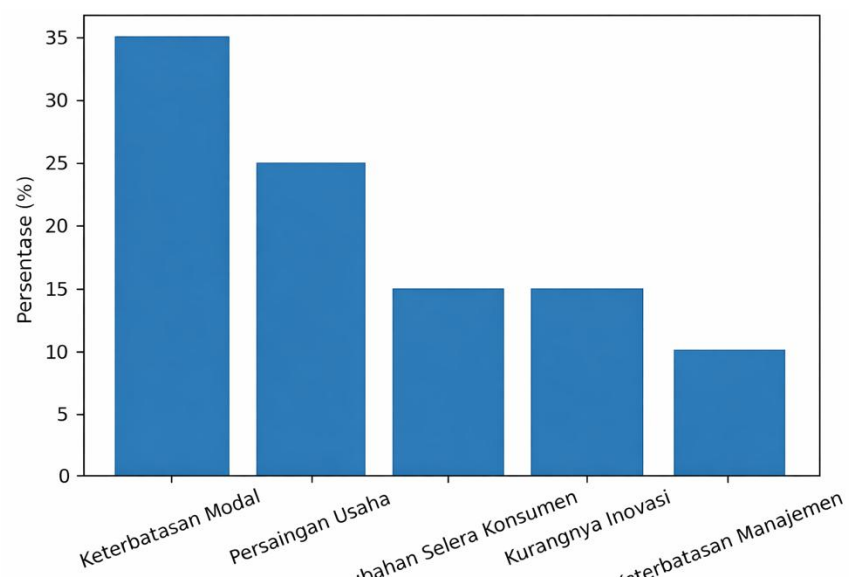


Figure 1. Factors Inhibiting the Business Development of Street Vendors.
Source: Data processed, 2025.

Figure 1 shows the main factors that hinder the development of street vendor businesses (PKL) in the Taman Jomblo Tourism area, Kota Baru Jambi. Based on the results of preliminary observations and surveys, capital constraints are the biggest inhibiting factor with a percentage of 35 percent. This shows that most traders are still having difficulty in increasing business capital to expand their business scale, improve product quality, and innovate.

In addition to limited capital, business competition is also a dominant inhibiting factor with a percentage of 25 percent. The high number of traders offering similar products causes competition to be even tighter, so traders are required to have the right business strategy to be able to survive. Meanwhile, changing consumer tastes and lack of innovation each accounted for 15 percent, indicating that adaptability to market trends and business creativity are still a challenge for some street vendors.

Another factor that also hinders the development of street vendor businesses is the limitation of business management with a percentage of 10 percent. These limitations include financial management, business registration, and long-term development planning. Overall, the data in Figure 1 shows that the business development of street vendors requires the support of a conducive business environment and the strengthening of the independent attitude of business actors in order to be able to overcome these various obstacles in a sustainable manner.

This situation requires adaptability, creativity, and social concern from street vendors. One of the relevant approaches in answering these challenges is through a sociopreneur environment, which is a business environment that encourages business actors to not only be

profit-oriented, but also pay attention to social values, togetherness, and environmental sustainability (Putri et al., 2025). The sociopreneur environment is expected to be able to create cooperation between traders, increase business innovation, and maintain the sustainability of economic activities in tourist areas.

In addition to environmental factors, an independent attitude is also a very important internal factor in the development of the street vendor business (Susriyanti et al., 2025). An independent attitude is reflected in the ability of business actors to make decisions, manage risks, overcome business problems, and develop their business without excessive dependence on other parties. Traders who have an independent attitude tend to be more resilient in dealing with changes in business conditions and are better able to develop their businesses in a sustainable manner.

Based on this description, this research is important to analyze the role of the sociopreneur environment and independent attitudes in encouraging the development of street vendor businesses in the Taman Jomblo Tourism area of Kota Baru Jambi. The results of this research are expected to make an academic contribution to the development of entrepreneurship studies and become practical considerations for local governments and stakeholders in formulating policies for the empowerment of street vendors in tourist areas.

2. Preliminaries or Related Work or Literature Review

Street Vendors and Business Development

Street vendors (PKL) are part of the informal sector that has an important role in the urban economy, especially in providing jobs and meeting the needs of the community at relatively affordable prices (ARMANDO, 2024). Street vendors often develop in strategic areas such as crowded centers and tourist areas due to high economic activity and community mobility. The existence of street vendors in tourist areas not only functions as an economic actor, but also becomes part of the attraction of the area.

The development of street vendors' business can be interpreted as an effort to increase business capacity both in terms of income, number of customers, product quality, and business sustainability (Purnama & Rosmanidar, 2024). According to entrepreneurial theory, business development is influenced by various internal and external factors, such as business management ability, business environment, access to capital, and social support and government policies. Therefore, the development of street vendor businesses requires a comprehensive and sustainable approach.

Sociopreneur Environmental Concept

Sociopreneurship is an entrepreneurial concept that combines economic goals with social goals. The sociopreneur environment refers to the social and economic conditions around business actors that encourage the creation of social values, togetherness, and concern for the environment without neglecting the profit aspect (Arianto et al., 2024). In this environment, business actors not only focus on financial growth, but also on the social impact it produces.

A conducive sociopreneur environment can encourage cooperation between business actors, knowledge sharing, and sustainability-oriented innovation (Putri et al., 2025). For street vendors, the sociopreneur environment can be reflected through solidarity between traders, concern for the cleanliness and comfort of the area, and harmonious relationships with the community and tourist area managers. An environment that supports these values is believed to be able to increase the competitiveness and sustainability of street vendors' businesses.

Independence in Entrepreneurship

An independent attitude is one of the important characteristics in entrepreneurship related to the ability of individuals to make decisions, take responsibility for their efforts, and not depend excessively on others (Supriandi, 2022). In the context of small and informal businesses, independence is a key factor because limited capital, technology, and managerial support often requires business actors to be creative and adaptive.

Street vendors who have an independent attitude tend to be better able to manage business risks, look for new opportunities, and survive in conditions of intense competition. An independent attitude also encourages business actors to continue to learn and improve their skills, so as to contribute positively to sustainable business development. Therefore, independence is seen as an internal factor that has a significant influence on the success of street vendors' businesses.

The Influence of the Sociopreneur Environment on Business Development

The sociopreneur environment has a positive influence on business development through the creation of a collaborative and socially value-oriented business climate (Khalida & Sjaf, 2021). In a mutually supportive environment, street vendors can share information, experiences, and business strategies with each other, so as to be able to improve product quality and innovation. In addition, the sociopreneur environment also encourages the creation of trust and solidarity between business actors.

Several studies show that a business environment that pays attention to social and community aspects can improve the sustainability of small and medium businesses. In the context of tourist areas, the sociopreneur environment also plays a role in maintaining the image of the area, which indirectly impacts the increase in the number of visitors and business opportunities for street vendors.

The Influence of Independent Attitude on Business Development

An independent attitude has a close relationship with the ability of business actors to develop their business (Deddy Hendarwan, 2021). Independent business actors tend to be more proactive in facing challenges, such as limited capital, changes in consumer tastes, and business competition. This attitude encourages business actors to find creative and innovative solutions without relying entirely on external assistance.

In the business of street vendors, an independent attitude is reflected in the ability to manage finances simply, determine sales strategies, and adjust products to market needs (Susriyanti et al., 2025). Therefore, an independent attitude is believed to have a positive effect on increasing income and the sustainability of street vendors' businesses.

The Relationship between the Sociopreneur Environment and Independent Attitudes

The sociopreneur environment and independent attitude are two factors that complement each other in encouraging business development (Hosen & Mujahidin, 2024). An environment that supports social values and togetherness can strengthen the independent attitude of business actors, while an independent attitude allows business actors to make optimal use of the environment. The combination of these two factors is believed to be able to create a business that is not only profit-oriented, but also socially and economically sustainable.

In the context of street vendors in tourist areas, synergy between the sociopreneur environment and independent attitudes is very important to maintain business continuity in the midst of competition and changing market conditions. Therefore, the study of these two factors is relevant to understand the development of street vendor business more comprehensively.

3. Materials and Method

Types and Approaches to Research

This study uses a quantitative approach with a survey method. The quantitative approach was chosen because this study aims to examine the influence of sociopreneur environmental variables and independent attitudes on the development of street vendors' businesses in a measurable and objective manner (Manalu et al., 2024). The survey method is used to obtain data directly from respondents through the distribution of questionnaires (Dani, Agustini, et al., 2024).

Population and Research Sample

The population in this study is all street vendors operating in the Taman Jomblo Tourism area of Kota Baru Jambi, which is as many as 136 traders. The sampling technique uses a saturated sampling technique (census), where all members of the population are used as research samples (Suriani & Jailani, 2023). This technique was chosen because the population is relatively affordable and allows researchers to obtain a more comprehensive picture of the conditions of street vendors at the research site.

Data Types and Sources

This study uses primary data and secondary data. Primary data was obtained directly from respondents, namely street vendors operating in the Taman Jomblo Tourism area of Kota Baru Jambi, through the distribution of questionnaires. Secondary data is used as supporting data obtained from scientific journals, reference books, related agency reports, and previous research results that are relevant to the research topic (Ridwan et al., 2021).

Data Collection Techniques

Data collection was carried out through three techniques, namely questionnaires, observations, and documentation. Questionnaires are used as the main research instrument

which is compiled based on variable indicators and measured using the Likert scale. Observations were carried out to obtain an initial picture of the business conditions of street vendors and the business environment in the Taman Jomblo Tourism area. In addition, documentation is used to supplement research data through relevant written sources.

Research Regression Model

To test the influence of sociopreneur environment and independent attitudes on the business development of street vendors, this study uses multiple linear regression analysis. The regression model used in this study is formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Description:

Y = Vendor Business Development

α = Constant

β_1 = Sociopreneur environmental regression coefficient

β_2 = Self-confidence regression coefficient

X1 = Sociopreneur Environment

X2 = Self-Reliance

ε = Error term

Classic Assumption Test

Before hypothesis testing, the regression model is first tested through a classical assumption test to ensure that the data meets the requirements of multiple linear regression analysis (Ridwan et al. 2021).

Normality Test

The normality test aims to find out whether the residual data in the regression model is normally distributed (Dani et al., 2023). The test was carried out looking at the Normal Probability Plot (P-P Plot). The regression model is stated to meet the assumption of normality if the significance value is greater than 0.05 or the residual points are spread along a diagonal line on the P-P Plot graph.

Multicollinearity Test

The multicollinearity test aims to find out whether or not there is a high correlation between independent variables (Dani, Mubyarto, et al., 2024). The test was carried out by looking at the Variance Inflation Factor (VIF) and Tolerance values. The regression model is declared free of multicollinearity if the tolerance value is > 0.10 and the VIF value is < 10 .

Heteroscedasticity Test

The heteroscedasticity test aims to find out whether there is a residual variance inequality in the regression model (Dani, 2023). The test is performed using the Scatterplot test. The regression model is declared free of heteroscedasticity if there is no specific pattern on the scatterplot graph.

Hypothesis Test

The hypothesis test in this study was carried out to determine the influence of sociopreneur environmental variables and independent attitudes on the development of street vendor businesses in the Taman Jomblo Tourism area, Kota Baru, Jambi. Hypothesis testing was carried out using the t-test (partial) and the F-test (simultaneous) with a significance level of 5 percent ($\alpha = 0.05$).

The t-test is used to test the influence of each independent variable partially on the dependent variable. The hypothesis is accepted if the significance value is less than 0.05, which shows that independent variables have a significant influence on the development of street vendors' businesses.

The F test was used to test the influence of sociopreneur environmental variables and independent attitudes simultaneously on the development of street vendors' businesses. The simultaneous hypothesis is accepted if the significance value of the F test is less than 0.05, which means that all independent variables together have a significant effect on the dependent variables.

In addition, this study also uses the determination coefficient (R^2) to find out how much sociopreneur environmental variables and independent attitudes contribute in explaining the variation in the business development of street vendors, while the rest is influenced by other factors outside the research model.

4. Results and Discussion

Normality Test

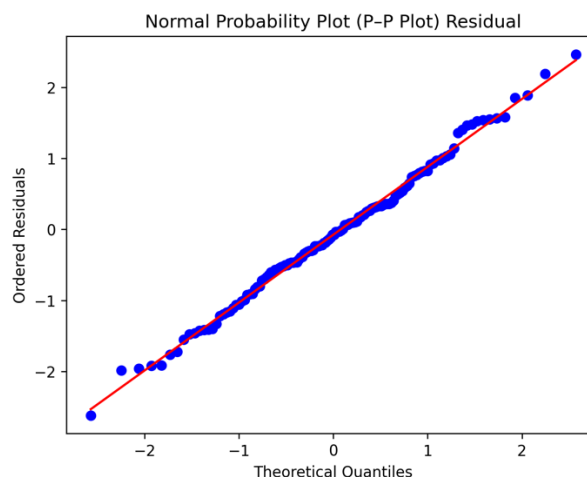


Figure 2. Normal Probability Plot Test (P–P Plot).

Source: Data processed, 2025.

The results of the normality test using the Normal Probability Plot (P–P Plot) graph show that the residual points are spread around the diagonal line and follow the direction of the line. This indicates that the residual data is normally distributed, so the regression model meets the assumption of normality.

Multicollinearity Test

Table 1. Multicollinearity Test Results.

Independent Variables	Tolerance	VIVID	Remarks
Sociopreneur Environment	0,742	1,347	Multicollinearity does not occur
Self-Reliance	0,742	1,347	Multicollinearity does not occur

Source: Data processed, 2025.

The tolerance value for each independent variable is greater than 0.10 and the Variance Inflation Factor (VIF) value is less than 10. This shows that there is no high correlation between independent variables, so the regression model is free from the problem of multicollinearity.

Heteroscedasticity Test

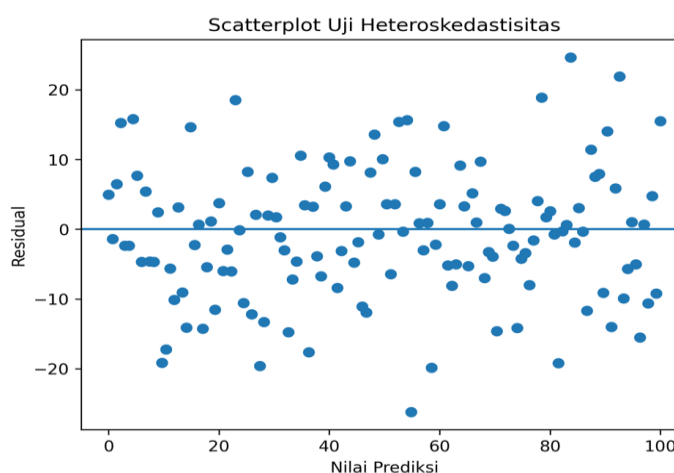


Figure 3. Heteroscedasticity Test Results.

Source: Data processed, 2025.

Figure 3. indicates that the residual points are randomly spread above and below the zero line and do not form a specific pattern. This indicates that the regression model is free from heteroscedasticity problems.

Multiple Linear Regression Results**Table 2.** Results of Multiple Linear Regression Analysis.

Independent Variables	Regression Coefficient (B)	Std. Error	t count	Sig.	Remarks
Constant	4,215	1,012	4,164	0,000	—
Sociopreneur Environment ((X ₁))	0,386	0,094	4,106	0,000	Significant
Independent Attitude ((X ₂))	0,421	0,087	4,839	0,000	Significant

*Source: Data processed, 2025.***Regression Model**

Based on the results of multiple linear regression analysis, the following regression equations are obtained:

$$Y = 4.215 + 0.386X_1 + 0.421X_2 + e$$

Description:

Y = Street Vendor Business Development

X₁ = Sociopreneur Environment

X₂ = Self-Reliance

4.215 = Constant

0.386 and 0.421 = Regression coefficient

e = Error term

The constant of 4.215 indicates that if the sociopreneur environment and independent attitude are considered constant, then the level of development of the street vendor business has a positive value of 4.215. The sociopreneur environmental regression coefficient of 0.386 indicates that every increase in one unit of sociopreneur environment will increase the development of street vendors' business by 0.386 units, assuming other variables are constant. The regression coefficient of independent attitude of 0.421 indicates that every increase in one unit of independent attitude will increase the development of the street vendor's business by 0.421 units, assuming other variables are constant. The significance value of each independent variable is less than 0.05, so it can be concluded that the sociopreneur environment and independent attitude have a positive and significant effect on the development of the street vendor business.

Hypothesis Test**Results of the t-test (Partial test)**

The t-test is used to determine the influence of each independent variable partially on the dependent variable, namely the development of the street vendor's business.

Table 3. Results of the t-test (Partial test).

Independent Variables	Coefficient (B)	t count	Sig.	Verdict
Sociopreneur Environment	0,386	4,106	0,000	H ₁ Accepted
Self-Reliance	0,421	4,839	0,000	H ₂ Accepted

Source: Data processed, 2025.

The results of the t-test showed that the sociopreneur environmental variable had a significance value of $0.000 < 0.05$. This means that the sociopreneur environment has a positive and significant effect on the development of street vendors' businesses. Thus, the first hypothesis (H₁) is accepted. The results of the t-test showed that the independent attitude variable had a significance value of $0.000 < 0.05$. This shows that an independent attitude has a positive and significant effect on the development of street vendors' businesses. Thus, the second hypothesis (H₂) is accepted.

F Test Results (Simultaneous Test)

The F test was used to determine the influence of sociopreneur environmental variables and independent attitudes simultaneously on the development of street vendor businesses.

Table 4. F Test Results (Simultaneous Test).

Models	F count	Sig.	Verdict
Regression	92,417	0,000	H ₃ Accepted

Source: Data processed, 2025.

The results of the F test showed that the significance value was $0.000 < 0.05$. This means that the sociopreneur environment and independent attitude together have a significant effect on the development of street vendors' businesses. Thus, the third hypothesis (H₃) is accepted.

Coefficient Determination Test

Table 5. Determination Coefficient Test Results.

Models	R	R Square (R ²)	Adjusted R Square	Std. Error of the Estimate
1	0,763	0,582	0,575	1,984

Source: Data processed, 2025.

Based on the results of the regression analysis, a determination coefficient value (R²) of 0.582 was obtained. This shows that 58.2% of the variation in the business development of street vendors can be explained by sociopreneur environmental variables and independent attitudes. Meanwhile, the remaining 41.8% is explained by factors outside the research model, such as capital, marketing strategies, government policies, and market conditions.

The Influence of the Sociopreneur Environment on the Business Development of Street Vendors

The results of the study show that the sociopreneur environment has a positive and significant effect on the development of street vendor businesses in the Taman Jomblo Tourism area, Kota Baru, Jambi. These findings indicate that the more conducive the sociopreneur environment felt by traders, the better the level of business development that can be achieved.

The sociopreneur environment reflects social and economic conditions that encourage the value of togetherness, cooperation, and social concern between business actors (Khalida & Sjaf, 2021). In the context of street vendors, a mutually supportive environment allows for the exchange of information, sharing of business experiences, and the creation of solidarity between traders. This condition helps traders in facing business competition, improving product quality, and maintaining the sustainability of their business.

In addition, a good sociopreneur environment also contributes to creating a positive image of the tourist area. Order, cleanliness, and harmonious relationships between traders and area managers can improve the comfort of visitors, which ultimately impacts increased sales opportunities and traders' income. Therefore, the sociopreneur environment not only plays a role as a social supporting factor, but also as a strategic factor in the development of street vendors' businesses.

The findings of this study are in line with the theory of social entrepreneurship which states that a business environment that emphasizes social value and collaboration can increase the competitiveness and sustainability of small and informal businesses (Nuraeni, 2022). Thus, the results of this study reinforce the view that the business development of street vendors is not only determined by economic factors alone, but also by the quality of the surrounding social environment.

The Influence of Independent Attitude on the Business Development of Street Vendors

The results of the study also show that independent attitude has a positive and significant effect on the development of street vendor businesses in the Taman Jomblo Tourism area, Kota Baru, Jambi. This shows that traders who have an independent attitude tend to be more able to develop their businesses compared to traders who have a low level of independence.

An independent attitude is reflected in the ability of traders to make business decisions, manage risks, and solve business problems independently (Basalamah & Alitm, 2025). Independent traders are not easily dependent on the help of other parties and are more proactive in finding solutions to various limitations faced, such as limited capital, changes in consumer tastes, and fierce business competition.

In practice, an independent attitude encourages street vendors to be more creative and innovative, both in product development and in marketing strategies. Independent traders tend to be more sensitive to market needs and adapt more quickly to changes in the business

environment. This has a positive impact on increasing revenue, number of customers, and business sustainability.

These findings are in line with entrepreneurial theories that emphasize the importance of individual character, especially independence, as an internal factor that determines business success (Rohman, 2025). Thus, an independent attitude is an important capital for street vendors in developing their businesses sustainably in the midst of various limitations and challenges.

5. Conclusion

Based on the results of the analysis and discussion that has been carried out, it can be concluded that this study has succeeded in proving the significant influence of the sociopreneur environment and independent attitude on the development of street vendor businesses in the Taman Jomblo Tourism area of Kota Baru Jambi.

First, the sociopreneur environment has been proven to have a positive and significant influence on the development of street vendors' businesses. This shows that a business environment that emphasizes the value of togetherness, cooperation, social concern, and harmonious relationships between traders and with tourism area managers is able to encourage improvement in business quality and sustainability. A conducive sociopreneur environment creates a business climate that supports innovation, strengthens solidarity, and increases the competitiveness of street vendors.

Second, an independent attitude has also been proven to have a positive and significant effect on the development of street vendors' businesses. Traders who have a high level of independence tend to be better able to make appropriate business decisions, manage risks, and adapt to changing market conditions and business competition. Independence is an important internal factor that encourages traders to continue to develop their business in a sustainable manner despite being faced with various limitations.

Third, the results of the simultaneous test showed that the sociopreneur environment and independent attitude together had a significant effect on the business development of street vendors. The value of the determination coefficient indicates that most of the variation in business development can be explained by both variables, while the rest is influenced by other factors outside the research model. Thus, the development of street vendors' businesses is not only determined by individual factors, but also greatly influenced by the conditions of the social environment and supportive businesses.

Overall, this study emphasizes that strengthening the sociopreneur environment and improving independent attitudes are important keys in encouraging the sustainable development of street vendor businesses in tourist areas. The next research is suggested to add other variables that have the potential to affect the business development of street vendors, such as capital, marketing strategies, financial literacy, business digitalization, or government policy support. In addition, follow-up research can use qualitative approaches or mixed methods to gain a deeper understanding of the business dynamics of street vendors.

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