

The Influence of Entrepreneurship Knowledge and Business Ethics of Business Behavior of Padang Restaurants in Pontianak City

Donna Febrilia¹, Nuraini Asriati², Herkulana³

^{1,2,3}Teacher Training and Education Faculty, Tanjungpura University Pontianak, Indonesia

Corresponding Author: Donna Febrilia

ABSTRACT

Entrepreneurship can be defined as something that is creative and innovative (create new and different) abilities which are used as tips, basics, resources, processes and struggles to create value added goods and services that are carried out with the courage to face risks. The purpose of this study was to Influence Entrepreneurship Knowledge and Business Ethics on Business Behavior of Padang Restaurants in Pontianak City. This research is a causal study. The method used in this study is the survey method. The population in the study amounted to 136 Padang restaurants that spread throughout the city of Pontianak. The sampling method is proportional cluster random sampling, the sample used are 97 Padang restaurants. The techniques used to collect data needed in the analysis of the discussion are: Non-participant observation techniques, questionnaires and interviews. Testing the data analysis was done using Multiple Linear Regression Analysis. Based on the results of the study, it was found that the average entrepreneurial knowledge of Padang restaurants was in the poor category, while the average business ethics of Padang restaurants was in the poor category while the average business behavior of Padang restaurants was in the good category. Based on the results of the study it can be concluded that there is a significant effect of entrepreneurial knowledge and business ethics on business behavior.

Keywords: entrepreneurship, business ethics, behavior

INTRODUCTION

The growth and development of the economy in a country is inseparable from the role of large, medium and small private entrepreneurs. Entrepreneurs (entrepre-

neurs) play a role in the growth and development of road infrastructure, buildings, and goods and services needed by humans. The absorption of so much labor and the large and fast turnaround is impossible without the role of entrepreneurs (entrepreneurs). This shows that the role of entrepreneurs or the business community is very important and strategic in triggering the growth and economic development of a country.

Entrepreneurship is always related to individual factors, because in pursuing the world of entrepreneurship it is not as easy as imagined. A special knowledge is needed by business owners about entrepreneurship to navigate competition between other entrepreneurs, uncertain situations, the need to establish good relations with many people as business relationships.

Many conditions and conditions make individuals unable to adjust and control their environment, such as changing market desires, different ideas with business partners, increasingly fierce competition and dissatisfied customers. Individuals who experience a state of being unable to control the environment will be in an imbalance and try to overcome it to return to a balanced state.

An entrepreneur does not want to lose his business relationship simply because he is unable to form and maintain good relations effectively as a way to reach opportunities to expand and develop his business. If we look at it, many successful people find that they have the ability to work together, empathize and stand out self-control which is the result of social

competence.

Every businessman is required to have sensitivity to any changes that occur, and be able to meet and respond to each customer's demands that are increasingly diverse and constantly changing. Business people must be able to produce products that can play the emotions of customers and through these products can generate experience for customers. However, culinary efforts are needed. Competition in culinary business is very strict; therefore, competition must be faced as a motivator to improve quality in providing the best to consumers.

Increasing the intensity of competition and the number of competitors requires companies to always pay attention to the needs and desires of consumers and try to meet consumer expectations by providing services that are more satisfying than those of competitors. Satisfaction obtained by consumers cannot be separated from the application of Business Ethics in carrying out every business venture.

Business ethics provides an incentive for customers to establish strong ties with the company. In the long run these ties allow companies to understand carefully the expectations of customers and their needs. Thus, companies can increase customer satisfaction where companies maximize pleasant customer experience and minimize unpleasant customer experience.

The purpose of a business is to create satisfied customers. Superior and consistent service quality can foster customer satisfaction and will provide various benefits. Customer satisfaction is the customer's response to a mismatch between the level of prior importance and the actual performance he feels after use.

The factor that determines customer satisfaction is the customer's perception of the application of business ethics, namely: Honesty, Justice and Truth. Consumers in choosing a product or service not only depend on the quality of service, but also depend on the value perceived by the customer, the company must add value that

can make customers get what they pay for or more than they expect, so customers can survive. The measure of value is to invest in the right place.

Entrepreneurial behavior is known as a new approach to corporate performance updates. Entrepreneurial behavior is touted as a spearhead (pioneer) to realize a sustainable and highly competitive company economic growth (Suryanita, 2006). Continuous competitive advantage over its competitors because it can produce better company performance and increase the company's competitive advantage.

In a business environment especially the business environment in Pontianak, many businesses are out of business because they are unable to adapt to consumers and are unable to compete with other companies. Businesses or businesses that do not understand the desires of customers or consumers will certainly be abandoned by buyers. Even though the biggest income from the business itself is consumers or buyers, if such an event continues, the company itself will go bankrupt. However, Padang restaurants in the city of Pontianak have developed. Almost everyone knows Padang cuisine. The taste is delicious, spicy, coconut milk, and full of spices, making Padang cuisine preferred by anyone who has tried it (Sutomo: 2011: 4). One of the famous Padang cuisine is its delicious rendang, rendang ranks first.

Padang restaurants in Pontianak City experienced rapid growth. Entrepreneurs (entrepreneur) are assets or development capital that must be maintained and expanded in the community, especially educated communities, so that in turn they can contribute to accelerating the development of the country, on the one hand and reduce the burden on other countries.

Success in building a Padang restaurant business cannot be separated from the level of education. The level of education taken by entrepreneurs is certainly different. This is due to the varied background of life. Entrepreneurial education is important in business coaching

and development, because success or failure of a business depends a lot on the level of education. Therefore, in order for a business to run successfully and develop, entrepreneurs must have adequate provisions, namely education (Rahayu, 2014: 72).

The number of Padang restaurants in the City of Pontianak is based on a preliminary survey of 76 restaurants spread throughout the Districts in the City of Pontianak. The majority of Padang restaurants are in Pontianak Kota District as many as 36 Padang restaurants, this is because Pontianak Kota District is the center of Pontianak capital, besides, the business behavior of restaurants shown in serving consumers is 60.52% providing friendly service, 78.94% have an entrepreneurial spirit, which means that the Padang restaurant has the result of its own efforts not from continuing their parents' business (Primary Data Source, 2018).

Research conducted by Bainil (2012) shows that entrepreneurial knowledge influences business behavior. Ahmad (2015) also mentioned that entrepreneurial behavior has a positive and significant effect on business performance. Furthermore Anindya (2017) states that business ethics will have an influence on the profits of business actors.

Based on the background that has been stated, the purpose of this study is to Influence Entrepreneurship Knowledge and Business Ethics on Padang Business Restaurant Behavior in Pontianak City.

LITERATURE REVIEW

Entrepreneurship Knowledge

The most important activities that involve the brain are included in the cognitive domain. In the cognitive realm there are six levels of the process of thinking, the six levels are knowledge, understanding, application, analysis, synthesis, and assessment. Until now the concept of entrepreneurship was still developing and constantly being developed. According to Daryanto (2012: 2)

entrepreneurship is the ability to create something new and different through creative thinking and innovative action to create opportunities.

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Entrepreneurship knowledge can shape the mindset, attitudes, and behavior of students to become a true entrepreneur so as to direct them to choose entrepreneurship as a career choice (Retno and Trisnadi, 2012: 113). Jack & Anderson, in (Ndivhuho Tshikovhi, 2015: 153) defines entrepreneurial knowledge as an Entrepreneurial knowledge reference individual's appreciation of the concepts, skills and mentality expected of an entrepreneur. In his study Jones e.l (2008) found "A quarter of all respondents stated that entrepreneurial careers were obtained through aspects of value". Some provisions on entrepreneurial knowledge that need to be owned according to Suryana (2010: 81) are as follows: a) Knowledge of the business to be pioneered; b) Knowledge of roles and responsibilities; c) Knowledge of personality and self-ability; d) Knowledge of management and business organizations.

Thus entrepreneurial knowledge is knowledge gained from the entrepreneurial learning process obtained by students in schools and outside schools on how to utilize business opportunities into profitable business opportunities, how to start new businesses, generate new additions and produce new products and services as a capital for entrepreneurship.

Business Ethics

Ethics comes from the Greek word namely ethos which means residence, pasture, cage, habits, customs, character, feelings, attitudes, and ways of thinking. The plural is ta etha, which means customs. Ethical words or as commonly called ethics, come from Latin ethica. Ethos in Greek means norms, rules of values, measures for good behavior (Simorangkir, 2013: 82). According to Muslich (2014: 9) business ethics can be interpreted as knowledge of the ideal procedures for business management and management that pay attention to universally and economically / socially valid norms and morality, and the adoption of these norms and morality supports the aims and objectives of business activities. According to John Donaldson (2003: 94) business ethics is "Ethics and business don't mix - business is a technical, not an ethical matter". Musa in (Mercy Ejovwokeoghene Ogbari, 2016: 51) defines business ethics as "Argued that the term Business ethics is a behavior that must be carried out out of day to day operations within the environment where it operates and probably sometimes outside the community"

Mercy Ejovwokeoghene Ogbari (2016: 51) mentions several business ethics principles, namely:

- a. Integrity
The social aspect of being considerate and fair to others while at the same time realizing a profit is referred to as integrity
- b. Public spiritedness
This is the outer manifestation of the noble emotion called Patriotism, the love of country.
- c. Accountability
Organizations should have a special stewardship obligation to process properly and accurately all receipts and disbursements of funds; to account for all financial resources received and used.
- d. Transparency

Transparency is the ingenuousness of an enterprise in ensuring that information dissemination on its operations are clear and untwisted.

The Concept of Entrepreneurship Behavior

According to Hinsie in Alma (2013: 76), "Character is defined as the pattern of characteristic for a given individual behavior". Behavioral theory in Fadiati (2011: 77), states that one's entrepreneurial behavior is the result of a work that relies on concepts and theories not because of the nature of one's personality or based on intuition.

Steade (quoted by Lupiyoadi, 2015: 9) says there are five Indicators of Entrepreneurial Behavior:

- a. Purposeful, set goals and achieve them
- b. Persuasive, can influence others to help them achieve their goals.
- c. Persistent, reaching the goal in stages even though sometimes through difficult times. Failures and disappointments cannot hinder his efforts.
- d. Presumptuous, dare to act according to his wishes while others are still in doubt. Dare to take calculated risks in using innovative approaches.
- e. Perceptive, able to understand the connection between a series of choices in achieving goals

MATERIALS & METHODS

This research is a causal research that is research that aims to measure the relationship between variables or analyze how the influence of a variable on other variables (Umar, 2008: 30). In this study the researcher will analyze the influence of entrepreneurial knowledge and business ethics on the business behavior of Padang Restaurants in Pontianak City. The method used in this study is the survey method. As for the population in this study were all Padang Restaurant business people in Pontianak City, which amounted to 136 Padang businesses that were spread throughout Pontianak City. The sampling

method used in this study was proportional cluster random sampling. Based on the calculation results, the samples used were 97 Padang restaurants. The techniques used to collect data needed in the analysis of the discussion are: Non-participant observation techniques, questionnaires and interviews. Analysis Techniques Data used include the Basic Assumption Test consisting of data Normality, Linearity, Heteroscedasticity and Multicollinearity. Testing the data analysis using Multiple Linear Regression Analysis

RESULT

Based on the results of the research to 97 respondents through the questionnaire that was distributed, the following description of respondents' characteristics was obtained:

1. Judging from gender, the results of respondents who were female were 53 people with a percentage level of 54.6% and male respondents as many as 44 people with a percentage level of 45.4%.
2. Judging from age, the majority of respondents aged 25-35 years were as many as 59 people or 60.8% and the lowest were > 65 years old, 2 respondents or 2.1%. Thus, the majority of respondents are in the productive age (25-35 years), this age is the age that has a prime physical.
3. Judging from the education level of Padang Restaurant respondents, it was dominated by respondents with high school education of 59 respondents or 60.8% and the least were S-1 educated as many as 15 respondents or 15.5%.
4. Judging from the duration of the effort, the majority of respondents who tried the most were 1-5 years, namely as many as 90 people or 92.8% and those who had at least 7 years of effort or 7.2%.
5. Judging from the number of workers, the majority of respondents who have the most workforce are 3 people, namely as many as 35 people or 36.1% and the least have a workforce of 5 people and 9 people each as many as 1 person or 1%.

Based on data analysis, it can be seen that the entrepreneurial knowledge of Padang Restaurant is as follows:

1. Business locations must be easily found by consumers, including in the poor category.
2. Entrepreneurs must understand that the business they run is categorized as poor.
3. Education or experience is one of the business success factors included in the poor category.
4. Good business is a business that attracts many consumers, including in the poor category.
5. Business income must be able to cover costs that are included in the category of not good.
6. Entrepreneurship can create jobs including in the bad category.
7. Capitalizing on entrepreneurial knowledge possessed, being able to become a successful entrepreneur is included in the bad category.
8. Following entrepreneurial activities is categorized as not good.
9. Following lessons related to entrepreneurship is included in the category of not good.
10. Getting to know an entrepreneur in order to learn to become an entrepreneur is included in the bad category.
11. Talking about matters relating to entrepreneurship with friends or family is included in the category of not good.
12. Become an entrepreneur, because the existing job opportunities are not comparable to job seekers included in the less good category.
13. Learning how to be a successful entrepreneur is very interesting, including in the bad category.
14. Studying entrepreneurship by seeing the success of previous entrepreneurs is included in the less good category.
15. If you have entrepreneurial skills, there is nothing wrong if you become an Entrepreneur in the bad category.
16. Honesty is one of the capital to become a successful entrepreneur who is categorized as not good.

17. Honesty is one of the capital to become a successful entrepreneur who is categorized as not good.
18. Entrepreneurship can increase one's economic independence including in the poor category.
19. Reading books about entrepreneurship is a fun thing included in the category of not good.
20. Clean competition must be established if being an entrepreneur is included in the category of not good.
21. The number of people who fail entrepreneurship raises the fear of entrepreneurship in the not good category.

Thus, the average entrepreneurial knowledge of the actors in the Padang restaurant was included in the unfavorable category because it gained a value of 2.88 which was in the range of 2.61-3.40 and included in the poor category.

Based on the analysis of the data above, it can be seen that the business ethics of Padang Restaurant are as follows:

1. Applying customers in the same way is included in the good category.
2. The salary given by the Padang restaurant according to expectations, according to the Pontianak MSE included in the poor category.
3. Employees serve customers according to the queue included in the less good category.
4. The Padang restaurant gave the same attention to all customers including in the poor category.
5. Customers are encouraged to submit criticism and suggestions if there are unsatisfactory services included in the unfavorable category.
6. Customers who want to choose the desired food given the freedom to take their own according to taste are included in the less good category.
7. Every customer complaint is responded to well by the restaurant included in the less good category.
8. Serving quickly customers who want to eat are included in the less good category.
9. Providing convenience in payment is included in the bad category.
10. Providing a sense of security in the food served is included in the unfavorable category.
11. Having a good administration system in each transaction is included in the bad category.
12. Employees are encouraged to serve customers with family sense of belonging to the unfavorable category.
13. Having a complaint service procedure for customers is included in the unfavorable category.
14. Employees have never been involved in preparing the budget, including in the good category.
15. Every problem is consulted with the boss included in the good category.
16. Providing information on the availability of side dishes for customers who will eat is included in the unfavorable category.
17. Padang restaurant employees are satisfied that the service provided is included in the good category.
18. Providing patient service is included in the poor category.
19. Providing friendly service is included in the bad category.
20. Providing complaints to unsatisfied customers is included in the unfavorable category.

Thus, the average business ethics of Padang restaurant actors is in the unfavorable category because it scored 3.17 in the range of 2.61-3.40 and was in the poor category. Based on the data analysis above, it can be seen that the business behavior of Padang Restaurant is as follows:

1. Firm in entrepreneurship is included in the good category.
2. Convinced in entrepreneurship included in the less good category.
3. Including professionals, responsibility and commitment in entrepreneurship are included in the good category.

4. Including people who are not reckless in entrepreneurship included in the good category.
5. Have a thought that there must be a way out in entrepreneurship including in the good category.
6. Many maintain good communication in the entrepreneurial environment included in the good category.
7. Being good at interacting with the entrepreneurial environment is included in the good category.
8. Attractive and neat appearance in the entrepreneurial environment included in the good category.
9. Fast adjustment in the entrepreneurial environment is included in the good category.
10. Building a comfortable atmosphere in the entrepreneurial environment is included in the good category.
11. Having a target planning and objectives in entrepreneurship is included in the good category.
12. Not delaying work in entrepreneurship is included in the unfavorable category.
13. Completion in doing work in entrepreneurship is included in the good category.
14. Energetic and enthusiastic in running entrepreneurship are included in the good category.
15. Creative and innovative in entrepreneurship are included in the good category.
16. Dare to face risks in entrepreneurship included in the good category.
17. Evaluating the impact risk first in entrepreneurship is included in the good category.
18. Having anticipation of bad possibilities in entrepreneurship is included in the good category.
19. Being vigilant in carrying out entrepreneurship is included in the good category.
20. Finding the right decisions in entrepreneurship is included in the good category.

Thus, the average business behavior of Padang restaurants is in the good category because it scored 3.62 in the range of 3.41-4.20 and included in the good category.

Classic Assumption Test

Based on the results of normality testing obtained asymptotic significance (for two-way test) of 0.728. Because $\text{sig} > \alpha$ (0.05) then accept H_0 means: Residual regression is normally distributed.

Linearity Test

Based on linearity testing it is known that the relationship between Entrepreneurship Knowledge - Business Conduct variables with significance of deviation from linearity 0.663, Business Ethics - Business Behavior with significance of deviation from linearity 0.522, it can be concluded that entrepreneurship knowledge and business ethics have a linear relationship with business behavior.

Multicollinearity Test

Based on multicollinearity testing, it appears that the two independent variables which consist of: entrepreneurial knowledge and business ethics turns out that VIF numbers are 1.001 or < 5 , while tolerance values are 0.999 or close to 1. Thus it can be concluded that multicollinearity problems do not occur.

Heteroscedasticity Test (Homoscedasticity)

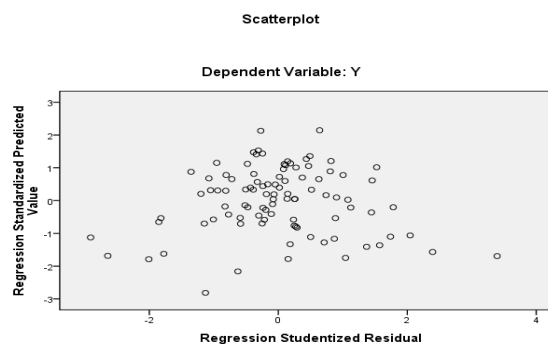


Figure 1 Scatterplot for Heteroscedasticity Test

Based on the Zpred plot with SResid above, it can be seen that the standardized residual (variance) spreads. So that it can be

concluded that there is no standardized residual heteroscedasticity.

Multiple Linear Regression Coefficients

The results of the multiple linear regression statistical test based on data management using SPSS software, obtained the results of multiple regression analysis in Table 4.11 (Anova table) obtained Fcount value of 21,926 with a significant level of 0,000. Because the significant level of $< \alpha$ (0.05) then H_a is rejected: Meaning: There is a simultaneous significant effect between entrepreneurial knowledge and business ethics on business behavior. Based on the calculated results show that the coefficient of determination (R Square) is 0.564. This shows that the magnitude of the contribution of entrepreneurial knowledge variables and business ethics together on business behavior is $0.564 \times 100\% = 56.4\%$. The results of the equation or multiple linear regression estimation model that can be written based on the calculation are $Y = -0.307X_1 + 0.466X_2$. Based on the testing of hypotheses obtained the results of tcount for entrepreneurial knowledge variables of -3.603 with a significance of 0.001 (sig $< \alpha$), thus H_a is accepted. This means that entrepreneurial knowledge has an individual significant effect on business behavior. While the value of tcount for the business ethics variable is 5.465 with a significance of 0.000 (sig $< \alpha$), thus H_a is accepted. This means that business ethics has a significant individual effect on business behavior.

DISCUSSION

The results showed that entrepreneurial knowledge negatively affected the business behavior of Padang Restaurants in Pontianak City. An Entrepreneur will not succeed if he does not have the knowledge, ability, and will. Some of the knowledge that entrepreneurs must have is: 1) knowledge of the business to be entered / pioneered and the existing business environment, 2) knowledge of roles and responsibilities, and 3) knowledge of

management and business organizations. (Suryana, 2009: 4-5).

Entrepreneurship knowledge can be obtained through a process of learning observations and experiences, beforehand, this can form a person's mindset and personality. Knowledge about entrepreneurship itself is also very influential in business behavior, because knowing about entrepreneurship itself can get an idea of the notion of entrepreneurship, entrepreneurial characteristics, entrepreneurial nature, entrepreneurial attitudes and behavior, leadership, analyzing business opportunities, analyzing aspects of business planning, preparing for establishment business and calculate the risk of running a small business.

According to Kasmir (2009: 78) entrepreneurial knowledge is the basis of entrepreneurial resources contained within individuals. An entrepreneur will not succeed if he does not have the knowledge, ability, and willingness. There is a will but lack of knowledge and ability will not make a person become a successful entrepreneur.

Running an entrepreneurial business must know in advance the market conditions that are carried out, owning and knowing the ability to run a business, knowing the responsibilities as an entrepreneur, knowing the importance of management in running a business and managing a well-run business in order to achieve success in a business. The results of the study show that the entrepreneurial knowledge variable has a positive effect on business behavior. In other words, the higher level of entrepreneurial knowledge from respondents tends to increase business success.

Based on the description above, it can be concluded that entrepreneurship knowledge has a negative and significant effect on business behavior. This means that the better entrepreneurial knowledge, the better business behavior.

The results of testing the effect of business ethics on the behavior of Padang

restaurant businesses in Pontianak City show that business ethics has a positive effect on the business behavior of Padang Restaurants in Pontianak City. The emergence of the Padang Restaurant business in Pontianak City has helped the economy run smoothly. The spirit of entrepreneurship is a foundation that must be owned by every person who does business, like the Padang Restaurant businessmen, someone who has entrepreneurship must have a strong basic attitude that is intention and strong mentality, both of which make economic actors survive or stay afloat to face all forms of competition between economic actors with each other.

Ethical aspects brought by respondents to undertake a business that is very thick with matters of religious nuance, the traders are also aware of the importance of honesty especially applied to the conditions of people who sell and buy, and therefore not only skills in processing their business, creativity, enthusiasm, knowledge about how to process finance, but also aspects of religion also participate in pushing the running of the economy in all societies, especially for economic actors.

The nature of sincerity or sincerity is the submission of someone in doing something because humans do not have the power to avoid and also not have the power to do anything except with almighty help, all actions carried out solely by God's gift to humans, because only God can give Hidayah and Taufiq to humans.

Basically the practice of business ethics will always benefit companies both in the medium and long term. Thus, it becomes clear that without an ethic being a reference, business people will be released uncontrollably, seeking all means, sacrificing anything to achieve their goals. In general, the philosophy that dominates businessmen is the way to maximize profits.

Business ethics is needed by all new entrepreneurs and entrepreneurs who have long been involved in the business world. The purpose of business ethics for

entrepreneurs is to encourage moral awareness and provide boundaries for entrepreneurs or business people to run good business and not do monkey business or dirty business. Where, it can harm many parties involved.

With business ethics, business people have rules that can lead them to realize a good business image and management, so that everyone who believes that the business has good ethics can be followed. Having business ethics can also avoid bad images such as fraud, and dirty and cunning methods. Businesses that have good ethics usually will never harm other businesses, do not violate applicable laws, do not create an atmosphere that is not conducive to rivals of their business, and have a legitimate business license.

The test results of the influence of entrepreneurial knowledge and business ethics on the behavior of Padang restaurant businesses in Pontianak City, showed that entrepreneurial knowledge and business ethics had a significant effect. This means that if entrepreneurial knowledge and business ethics increase, it will increase the success of the business in the Padang restaurant business.

This is influenced by previous experience in running a business. Some of the respondents were even employees before, with him being an employee many experiences gained. Previous business experience is a very supportive factor for business success. With previous experience, the business owner learns a lot about the business that he runs, learning from parents, learning from others and learning from his own experiences. This fact is in accordance with the theory (Suryana, 2009: 66), to become a successful entrepreneur, the main requirement that must be possessed is having the spirit and character of entrepreneurship. The spirit and character of entrepreneurship are influenced by skills, abilities, and competencies. Competence itself is determined by business knowledge and experience.

CONCLUSION

Based on the results of the study it can be concluded that there is a significant effect of entrepreneurial knowledge and business ethics on business behavior, as follows: a) there is a significant influence of entrepreneurial knowledge on business behavior. This can be seen from the value of $t_{count} < t_{table} -3.603 > 2,000$) and the significance value $< \text{significance level } (\alpha) \text{ of } 0.05 (0.001 < 0.05)$; b) There is a significant influence of business ethics on business behavior. This can be seen from the value of $t_{count} < t_{table} 5.465 > 2,000$) and the significance value $< \text{significance level } (\alpha) \text{ of } 0.05 (0,000 < 0.05)$.

Based on the conclusions described above, the researcher provides suggestions as follows: For business people, Padang restaurants are expected for every trader to maintain business ethics and apply it in every transaction. So that there are no more irregularities that are harmed by consumers. For other researchers, the authors suggest for further research related to this research by adding other independent variables that are appropriate.

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