

## ABSTRACT

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Study Program : Bio Entrepreneurship

Title : The Effect of Entrepreneurial Self-Efficacy on Small and Micro Business  
Success during COVID-19 in Papua

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The purpose of this study was to determine the Effect of Entrepreneurial Self-Efficacy on the Success of Small and Micro Enterprises during COVID-19 in Papua. The survey method was distributed to collect 150 micro-enterprises from small and micro business (street vendors) in Nabire City, while only 122 data passed need to be processed and analyzed further. Based on the literature, there are two factors that influence entrepreneurial self-efficacy; lack of Education and lack of entrepreneurial experience Entrepreneurial Self-efficacy itself affects business success. Various statistical analyzes were conducted to identify the factors that influence the success of the business. The findings of this study reveal the factors that limit business success in the Nabire City area. The government should provide special educational institutions for street vendors so that they can develop experience in business management as financial management and planning, basic marketing concepts, and bookkeeping or accounting. The sample and findings are not representative of all street vendors in Nabire, so the findings cannot be generalized to street vendors who were not part of this study. Replication using larger samples in the future too recommended for cross-validation purposes.

**Keywords: Effect Factors, Nabire, Lack of Education, Lack of Entrepreneurial Experience, Small and Micro Business**