Entrepreneurial Behavior in the Success of Small Embroidery Industries in the City of Tasikmalaya

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Abstract

This study aims to describe entrepreneurial behavior using 90 respondents of business actors in the success of small embroidery industry centers in the City of Tasikmalaya. This study uses a quantitative descriptive approach using descriptive statistical analysis. Entrepreneurial behavior at the Small Embroidery Industry center in the City of Tasikmalaya runs quite well can be seen from the results of Pearson correlation analysis there is an influence between Entrepreneurial behavior on the success of Small Industries. It can also be seen also from the calculation of the coefficient of determination. Then from the results of linear regression analysis, namely; entrepreneurial behavior is said to be quite good, with this illustrating that all small embroidery industry activities that are included by business people / entrepreneurs have a perception that all this time is very decisive. The influence of entrepreneurial behavior on the success of the industry concluded that the influence of entrepreneurial behavior on the success of small embroidery industries in the City of Tasikmalaya. This means that small business success in achieving success is related to activities or Entrepreneurial behavior.

Keywords: *Entrepreneurship, Entrepreneurial Behavior, Small Industry Success*

1. INTRODUCTION

1.1 Research Background

The existence of small industries is often associated with businesses managed by lower class people, limited skills, traditional technology, and requires government help because of the fragility of their business (Anwar; 1984 and Salam, Ratna; 1990). Therefore, the reasoned that; "If small industries play an important role in business, this is a reflection of the economy of the immature community" (Bernard Barry, 1974). Hans Pompe (1990) said small industries were seen as the backbone of the people's economy. That is why in many advanced industrial countries, the existence of small-scale businesses is absolute (Soekmono,1990).

Small industries have an important position in the economy, especially in the development and economic aspects of ASEAN countries, as well as in Indonesia. Indonesia, it is not necessary to argue that small industries occupy strategic positions. Because it can act as a means of growth and even distribution, as the main goal of development. (Supriyono, 1990). The phenomenon that occurs in the field, if the authors observe more sharply, from the growth of the small industry, most of them are in a fragile state. The results of research conducted by PUPUK (2014), show that the bankruptcy rate of small companies reaches 60%. This growth occurs in one cycle, the death of the company that has been running, and the emergence of new small companies. (G.H. Erwin, 2014).

The city of Tasikmalaya is a small industrial area (the transformation/processing of raw materials into more valuable goods) which is quite potent in West Java. Among the small embroidery industries that have had a tradition with a long existence so that these activities

have a strong place in the lives of the people of Tasikmalaya City. In line with this as stated by the Mayor of Tasikmalaya, that although Tasikmalaya is the largest area for the business of handicrafts, especially the embroidery industry, regional governments still have not worked on handicrafts as a mainstay for PADS, its contribution is only 2% -3%. But its contribution to the absorption of energy is so great (Profile of the UMKM Kota Tasikmalaya Office of KUMKM and PERINDAG 2015). Based on the description above, the authors are interested in conducting research with the title: "Entrepreneurial Behavior in the Success of Small Embroidery Industries in the City of Tasikmalaya".

I.2 Formulation of the problem

1. How is Entrepreneurial behavior in the Small Embroidery Industry in the City of Tasikmalaya?; 2. What is the success of the small embroidery industry in the City of Tasikmalaya?; 3. What is the role of Entrepreneurial behavior in the Success of Small Embroidery Industries in the City of Tasikmalaya?

I.3 Research Objectives

1. To find out the entrepreneurial behavior of the small embroidery industry in the City of Tasikmalaya; 2. To find out the success of the Small Embroidery Industry in the City of Tasikmalaya; 3. To find out how the role of entrepreneurial behavior in the success of the Small Embroidery Industry in the City of Tasikmalaya.

2. LITERATURE REVIEW

2.1 The Concept of Entrepreneurial Behavior and Business Success

2.1.1 Concept of Entrepreneurial Behavior

Behavior is the response or reaction of individuals to stimuli or the environment (Ministry of Education and Culture, Big Dictionary of Indonesian Language, 1998; 7550). Organizational behavior is the study and application of knowledge about how people act within the organization. (Keith Davis et al., 1985: 5). Behavior of the "**Owner - Manager**" small business. According to Bird (1989) in Gartner et al., (2010: 99) it was stated that: "While researcher conducting research which discusses the study of entrepreneurial behavior, it involves an exploration process involving individuals in an organization who carry out various activities. Behavior in an entrepreneur will have a significant influence on the behavior of an organization". The "Manager" is entrepreneurial behavior according to Floyd and Wooldrid, 1994; Morris and Kuratko, 2000 in Acs and Audretsch, 2010), put forward as follows; "The behavior of an organization, in addition to the policies of individual members, is also determined by managerial abilities of a manager or organization leader. A manager must have competitive abilities, good abilities, and ability to organize. These two capabilities are used to make innovative ideas make the company survive its existence. In addition, managers must also declare these innovative ideas, so that all members of the organization can work together with one common vision.". Furthermore, other activities carried out by entrepreneurs / small business managers are: (1) Basic Managerial functions, (2) Typical managerial activities, (3) Bassist managerial roles (Moorhead and Grifin, 2010: 6-11).

The purpose of the **Basic managerial function** is: planning, organizing, leading, and controlling. These managerial functions are applied to human, financial, physical and information resources, which have ultimate goal of create organizational activity be more efficiently and effectively. Typical managerial activities are: "motivating employees towork

harder, ensuring that employee's jobs are properly designed, resolving conflict, evaluating performance, and helping workers set goals to achieve rewards". Managerial have basic roles, which are: Interpersonal Roles, Decision-Making Roles, Critical managerial Skills, Technical Skills, Interpersonal Skills, Conceptual Skills, Diagnostic Skills.

Another opinion of Entrepreneurial behavior is the discovery and use of opportunities in the context of the creation of entrepreneurial values. Entrepreneurial behavior is a set of activities that starts from the planning stage, which starts from looking for ideas, and continues with the implementation process of the idea (Morris and Kuratko, 2002). Then supported by leaders Floyd and Wooldridge, entrepreneurial behavior (1994: 46). In this case entrepreneurial behavior can be used as a source of competitive advantage for a company above its competitors (it's rivals), where the component of the desire for entrepreneurship "refers to the individual desire of the organization to seize new opportunities and take responsibility for the success of creative change".

2.1.2. Measurement of Business Success

In the original, there are four basic lines to determine the success of a business, namely: firm, community, family, and entrepreneur (Katz and Green, 2014: 668).

1) Firm. Katz and Green (2014: 668) recommends that to measure the short-term success of a company is profit (profit), new companies need to survive long enough to generate profits. As a result, in order to succeed, it needs to survive. In general, there are three levels of profit including; supplemental profits, Substitution profits and Success profits. To measure the success of other companies can come from industry leadership. This originates invention and patent rights holding (running) business, which is demonstrated through its leadership.

2) Community. In the end, small business as part of a wider community, and as a way to measure the success of how a business relates to its community. In the small business there are areas that are aimed at doing good for the community, namely: a) Community impact and Building trust, b) Promoting a positive culture and flexibility.

3) Family. It can be noted that some entrepreneurs work very well when combined with family and work, while others work very well when they are separated. Depending on which type will be used or recognized to measure success is not based on one's own choice, but also on the family.

4) Yourself. As an entrepreneur and personal goals and desires must also be taken into account. They have the right to get the same opportunity for the success of their hard work.

2.2.3 Linkage of Entrepreneurial Behavior in the Success of Small Industries

Managing business is an important dimension in order to achieve business progress. According to Herich (2006: 21), there are several indicators to measure the skills / abilities of an entrepreneur / manager. 1) Planning and goal setting, 2) Decision making, the above description is entrepreneurial behavior / business manager in carrying out business related to the entrepreneurial process and managerial processes that are expected in achieving the success of his business. The success of the small business in achieving success is related to entrepreneurial activity or behavior (Hersey and Blanchard, 1999: 24-34).

2.3. Framework

According to Ferrell et al. (2014: 150), Entrepreneurship is the process of creating and managing a business to achieve desired objectives. As stated above, the desired goal is to create profits. So to get "profit", the first step needs to be created / formed by an organization (com-

pany), and the second step, so that the organization functions as an instrument to achieve the goal of successful business in the form of "profit", it needs to be managed by a small business manager, "The entrepreneur is the cornerstone of the entrepreneurial process" (Schaper et al.2014:5.). "The word entrepreneur is considered to have the same meaning as 'small business owner – manager or small business operator'. Also, the words firm, business, operation, and venture will be used interchangeably" (Steinhoff and Burgess, 1993: 4 dan 34). Next, they say that, "Entrepreneurship occurs when an individual (entrepreneur) develops a new venture, a new approach to an old business or idea, or unique way of giving the marketplace a product or service by using resources in a new way under conditions of risk. Small business triumphs and entrepreneurship are closely related. It is difficult to separate them" (Steinhoff and Burgess, 1993:4).

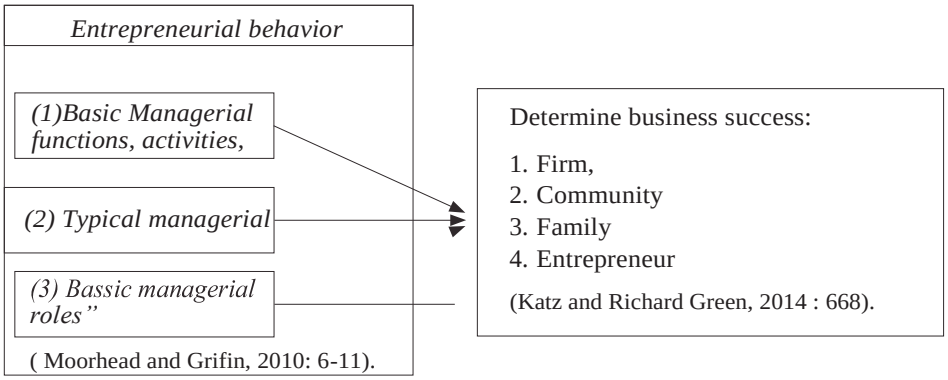


Figure 2.1

2.4. Hypothesis

There is a significant influence between the role of Entrepreneurial behavior in the success of Small Embroidery Industries in the City of Tasikmalaya ".

3. METHODOLOGY

3.1. Research methods

3.1.1. Method

According to Sugiyono (2008: 6) states that the survey method is a method used to obtain data from a certain natural place (not artificial), but researchers treat it in data collection, for example in distributing questionnaires, tests, structured interviews and so on. In accordance with the hypothesis proposed, in the study will be used statistical analysis that is suitable for the relationship, namely by using a correlation analysis model. This method will reveal the magnitude / tightness of one variable relationship with other variables.

3.1.2. Population and Population Samples

The population of this study is small-scale industrial entrepreneurs / entrepreneurs in the Tasikmalaya City small industrial embroidery center. Samples were carried out purposively. The researcher determined the respondents who were the subject of research for 90 entrepreneurs in the Tasikmalaya City small industrial embroiderycenter.

3.1.3. Data collection technique

Data collection techniques used in this study use several ways, namely: a) Literature study, b) Observation Field Study, c) Interview, c) Questionnaire (questionnaire). Data collection techniques used in this study used several methods, namely: a) Literature study, b) Observation Field Study, c) Interview, d) Questionnaire.

3.1.4. Data Analysis Plan

3.1.4.1. Data Processing Techniques

Data derived from the results of observations, questionnaires and document studies, collected, processed and analyzed. Data analysis is done by descriptive statistics, with the following steps: 1) Editing, 2) Coding, 3) Tabulating, 4) Analysis of data.

3.1.4.2. Data Measurement Techniques

According to Deden Sutisna (2009: 32) suggests that the Likert scale is a scale used to measure attitudes, opinions and perceptions of someone or a group of people about social phenomena. This data analysis is used to determine the influence or relationship of independent variables (Entrepreneurial behavior) to the dependent variable (the success of small embroidery industries) systematically expressed in the following forms.

1. Test of Normality

Some statistical techniques in the Normality Test are:
a. Kolmogorov-Smirnov is a statistic performed for normality tests.
b. Skewness is the slope of data distribution.
c. Kurtosis is data distribution discrepancy.

2. Pearson Correlation Analysis

This correlation technique is used to find relationships and prove the hypothesis of the relationship between two variables if the data of the two variables are in the form of intervals or ratios and the data source of the variables is the same.

The formula:

$$r_{xy} = \frac{n\left(\sum xy\right) - \left(\sum x\right)\left(\sum y\right)}{\sqrt{\left\{n\sum x^2 - \left(\sum x\right)^2\right\}\left\{n\sum y^2 - \left(\sum y\right)^2\right\}}}$$

3. Simple Linear Regression Analysis

The use of simple linear regression analysis aims to make a mathematical model of the success of Small Embroidery Industries in the City of Tasikmalaya.

$Y = \beta_0 + \beta_1 . X + e$

$Y = f(X_1 + X_2)$

β_0 = Multiple Regression Constants

β_1 = Regression Coefficient

1. Determination Coefficient

To determine the relationship of independent variables with y variables used the Coefficient of Determination test (KD). In the Determines Coefficient test

The formula:

KD = r2 x 100%

2. Hypothesis testing

Hypothesis testing steps

a. Determine
   H0: $\beta \leq 0$, there is no significant effect between the role of Entrepreneurial Behavior in the Success of Small Embroidery Industries in the City of Tasikmalaya.
   Ha: $\beta > 0$, there is a significant effect between the role of Entrepreneurial Behavior in the Success of Small Embroidery Industries in the City of Tasikmalaya
b. Determine significant level.
   In this study the authors used a 90% confidence level so that the level of significance or error rate was 5% (0.05).
c. Determine t count by formula,

$$t\ count = \sqrt{\frac{n-1}{1-r^2}}$$

d. Criteria for rejection and acceptance of hypothesis H0 are,
e. If t count> t table then the hypothesis (H0) is rejected, meaning that there is a relation ship significant or member participation has a relationship with the rest of the results of the business.
f. If t count ≤ t table then the hypothesis (H0) is accepted meaning that there is no signifi cant relationship or the participation of the member has no relationship with the remain ing results of the business.

4. RESULTS OF RESEARCH AND DISCUSSION

4.1 Test Validity

Based on the explanation of each questionnaire, the Entrepreneurial Behavior (X) Member Participation variable and (Y) the success of the Industrial Industry, it was concluded that the total average respondents chose were as follows in Table 4.1.

Based on table 4.2 shows that respondents who mostly choose small embroidery Entrepreneurial Behavior Industry in the City of Tasikmalaya are motivating employees to work harder (62.2%) and respondents who most choose the success of small embroidery industries in Tasikmalaya City (invention) (67,8%). Then it can be concluded between the X (Entrepreneurial Behavior) variable and Y variable (Small Industry Success), it turns out the respondent's answer that most chooses is (invention) as the factor that most influences the success of small industries.

Table 4.1 Variable Entrepreneurial Behavior Questionnaire

No.	Variable Entrepreneurial Behavior Questionnaire	Valid %
1.	*Planning*	43,3%
2.	*Organizing*	46,7%
3.	*Leading*	44,4%
4.	*Controlling*	44,4%
5.	*Motivating employees to work harder*	62,2%
6.	*Ensuring that employee jobs are properly designed*	46,7%
7.	*Resolving conflict and evaluating performance,*	42,2%
8.	*Evaluating performance and helping workers set goals to achieve rewards*	52,2%
9.	*Interpersonal Roles, Decision- Making Roles,*	58,9%
10.	*Critical managerial Skills,*	43,3%

11.	*Technical Skill,*	50,0%
12.	*Conceptual Skills Interpersonal Skills*	50,0%
13.	*Interpersonal Skills and Diagnostic Skills.*	48,9%

Table 4.2 Variable Questionnaire for the Success of Small Industries

No.	Small industry success questionnaire (Y)	Valid %
1.	Supplemental profits	60,0%
2.	Substitution profits	60,0%
3.	Success profits	65,6%
4.	Invention	67,8%
5.	Patent	57,8%
6.	Community influence and building trust	61,1%
7.	Promote positive culture and flexibility	56,7%
8.	Combine family and work,	54,4%
9.	Works very well when they are separated.	50,0%
10.	Pride and power	56,7%
11.	Welfare	55,6%
12.	Product creation	57,8%
13.	Family	52,2%

4.3 Normality Test Results

Table 4.3 Normality Test Results

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
Entrepreneurial Behavior	.382	90	.000	.969	90	.001
The Success of Small Embroidery Industry	.495	90	.000	.982	90	.001

The results of the normality of significance tests are seen from the independent variables and the dependent variable, namely: accepted because the results are significant and the normal test is 0.001 <0.05.

4.3 Pearson Correlation Analysis

Based on the processed results it can be seen that the large correlation coefficient produces a value of 0.256 to interpret the state of influence between Entrepreneurial Behavior (X) with the Success of Small Embroidery Industry (Y) used criteria according to Sugiyono where r = 0.256 which is included in the low category, can be seen in the table below

Table 4.4 Pearson Correlation Analysis

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	3.036	.428		7.094	.000	2.185	3.886
Entrepreneurial behavior	.258	.104	.256	2.489	.015	.052	.464

a. Dependent Variable: Sisa Hasil Anggota

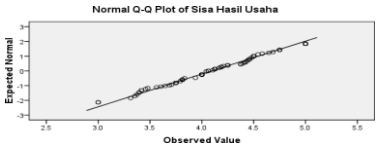
4.5 Determination Coefficient Analysis

Pearson correlation coefficient calculations are obtained with a value of 0.256 so that the coefficient of determination is as follows:

KD = 0.2562X 100% = 6.55%

Calculation of the coefficient of determination yields a value of 6.55%, changes that occur in the success of small embroidery industries in Tasikmalaya City influence by Entrepreneurial behavior, while 93.45% of changes that occur in the success of small embroidery industries in the City of Tasikmalaya are influenced by other unobserved factors.

Figure 4.1 Plot the Success of Small Embroidery Industries in the City of Tasikmalaya



4.6 Simple Linear Regression Analysis

The analysis can be continued by calculating the regression equation. The regression equation can be used to predict how high the variable value is the success of the small embroidery industry in the City of Tasikmalaya Based on the results of calculations in table 4.5 obtained a linear regression equation:

$Y = \beta_0 + \beta_1 . X + e$

$Y = 3.036 + 0{,}258.X_{Entrepreneurial\ behavior} + 0$

$= 7.094 + 2.489 + 0$

$= (0.000^*) + (0{,}15^{***}) + 0$

The following regression models follow a straight line but are not scattered. Seen in Figure 4.5 below.

Tabel 4.5 Linear Regression Analysis

		Partisipasi anggota	Sisa Hasil Anggota
Entrepreneurial Behavior	Pearson Correlation	1	.256
	Sig. (2-tailed)		.015
	N	90	90
The Success of Small Embroidery Industry	Pearson Correlation	.256	1
	Sig. (2-tailed)	.015	
	N	90	90

*. Correlation is significant at the 0.05 level (2-tailed).

4.7 Hypothesis Testing

Submission of this statistical hypothesis uses t test statistics. The statistical hypothesis of testing hypotheses in this study can be written as follows:

- H0: $\beta \leq 0$, there is no significant influence between Entrepreneurial behavior towards the success of small embroidery industries in the City of Tasikmalaya
- Ha: $\beta > 0$, there is a significant influence between Entrepreneurial behavior towards the success of small embroidery industries in the City of Tasikmalaya

As mentioned, to prove this hypothesis it is done by calculating with t test statistics which then the results of the calculation are compared with the table t value with n-1 free degrees and a significant level of alpha. At a significant level α = 0.05 and dk = n-1 = 90-1 = 89 found in t distribution, then use the data interpolation as follows:

$$= \frac{89 - 60}{120 - 89} = \frac{t - 1{,}671}{1.658 - t}$$

= 29 (1.658)- t = 31 (t-1.671)

48.082 – 29 t = 31 t – 51.801

99.883 = 60 t

t= 99.883

t= 1.664

4.8.1. Pair T-Test

To test the hypothesis, use the following formula:

$$t \text{ count} = r \sqrt{\frac{n-1}{1-r^2}}$$ (Sugiyono, 2006:234))

$$t = 0{,}256 \sqrt{\frac{90-1}{1-(0{,}256)^2}}$$

$$t = 0{,}256 \sqrt{\frac{89}{1-0{,}065}}$$

$$t = 0{,}256 \sqrt{\frac{89}{0{,}935}}$$

$$t = 0{,}256 \sqrt{95{,}187}$$

t = 0,256(9,756)

t =2,497

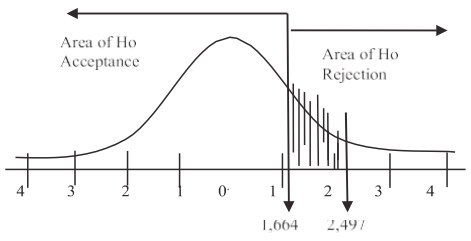
4.8.2 Testing Criteria

Following are the testing criteria:

- Hypothesis is rejected if Ho: t count > t table (n-1)
- Hypothesis is accepted if Ha: t count table < t table (n-1)

Then by using a distribution table t with α = 5% (0.005) and df = n-1 obtained df = 90-1 = 89, then at t table shows 1,664 in the calculation above the value of t count of 2,497. This means that t count (2,390)> t table (1,664) means that the hypothesis test Ho is rejected. If Ho is rejected, the hypothesis test shows the influence of Entrepreneurial behavior on the success of small embroidery industries in the City of Tasikmalaya. The following is a picture of the hypothesis curve whether Ho is accepted or rejected.

Figure 4.2 Right-hand hypothesis test curve



The picture above on the distribution curve shows that the rejection area of Ho is in the shaded area which is greater than or equal to 1,671, the result is Ho's hypothesis which means there is an influence between Entrepreneurial behavior towards the success of small embroidery industries in Tasikmalaya City. The testing of this hypothesis provides empirical evidence that it has been true so far between Entrepreneurial behavior towards the success of small embroidery industries in the City of Tasikmalaya. This result can be used as a guide for small-scale industry players to enhance Entrepreneurial behavior activities towards the success of small industries in order to increase the success of small embroidery industries in the City of Tasikmalaya.

5. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

Entrepreneurial behavior at the Small Embroidery Industry center in the City of Tasikmalaya runs quite well can be seen from the results of Pearson correlation analysis of 0.256 where the criteria are included in the low category, but it can be said that there is influence between Entrepreneurial behavior towards the success of Small Industries. This can be seen from the results of the calculation of the coefficient of determination which shows a value of 6.55%, changes that occur in the success of small embroidery industries in the City of Tasikmalaya influenced by Entrepreneurial behavior, while 93.45% of the changes that occur by industrial success small embroidery in the City of Tasikmalaya is influenced by other unobserved factors. Then from the results of linear regression analysis, namely; Y = 3.036 + 0.258. X Entrepreneurial behavior + 0, which means that the regression equation = 7.094 + 2.489 + 0 is used to predict the success of small embroidery industries based on Entrepreneurial Behavior said to be quite good, thus illustrating that all small embroidery industry activities are included by the business people / entrepreneurs have a perception that all this time is very decisive. Industrial success can be used as a reference to increase the quantity and quality in this case at the Tasikmalaya City small embroidery industry center. The influence of Entrepreneurial behavior on the success of the industry even in the low but definite category, thus it can be concluded that there is an influence between Entrepreneurial behavior towards the success of small embroidery industries in the City of Tasikmalaya. This means that small business success in achieving success is related to activities or Entrepreneurial behavior.

1.2 Suggestions

Entrepreneurial behavior can be a source of competitive advantage for a company above its competitors, in which the component of the desire for entrepreneurship "refers to the individual desire of the organization to seize new opportunities and take responsibility for the success of changes in creativity". The development of small industries should be carried out in a real way that will take place integrated in the modernization of agribusiness and agro-industry. Strengthening the production base and industrial competitiveness through the development of industrial clusters, accelerating technology transfer, and improving the quality of human resources, through increasing competency competency in entrepreneurial behavior.

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