

+++++

Analysis of Entrepreneurial Knowledge, Achievement Motives and Business Independence towards Entrepreneurial Behavior in Joint Business Groups

Elistia

Universitas Esa Unggul
e-mail: elistia@esaunggul.ac.id

Abstract

The success of a business is influenced by several factors in carrying out its business activities so that it can develop and succeed. If an entrepreneur has high entrepreneurial behavior, the goal of achieving business success will also be achieved. The Joint Business Group Program (Kelompok Usaha Bersama/KUBE) is an association of families belonging to the poor who are formed, grown, and developed based on their initiative, interacting with one another in certain regional units to increase the productivity of their members to become a forum for joint business development. KUBE is under the guidance of the DKI Jakarta Social Service. This study is to determine entrepreneurial knowledge, achievement motives, and business independence on entrepreneurial behavior at KUBE in West Jakarta, totaling 30 startup entrepreneurs. The research method used inferential statistics through correlation and multiple regression analysis. The research period was conducted from February to July 2020. The results showed that there was a significant influence between the variables of entrepreneurial knowledge, achievement motives, and business independence on entrepreneurial behavior, namely the coefficient of determination of 57.1% with a significance level of $\alpha = 0.000$ ($\alpha < 0.05$). So, it can be concluded that with good entrepreneurial behavior, achievement motives, and business independence of KUBE activities are expected to increase the ability of its members in entrepreneurship and social interaction with fellow members of the community, thereby increasing social and economic welfare, and being able to participate in national development.

Keywords: Joint Business Groups, Entrepreneurship, Entrepreneurial Behavior, Entrepreneurial Knowledge, Poverty Alleviation.

1. Introduction

National development is carried out to realize social justice and welfare for all Indonesian people in all regions of the country, both in urban, rural areas, borders between countries, small and underdeveloped islands. To achieve this goal, the government has organized various development programs in various sectors of community life. To overcome the problem of poverty, the government has adopted a policy of handling the poor. Given the multi-dimensional and multi-sector characteristics of poverty, the government also seeks to involve various parties in the implementation of poverty management activities. The Provincial Government (Pemprov) of DKI Jakarta is committed to developing micro, small and medium enterprises (MSMEs) in the midst of the capital's community. The Integrated Entrepreneurship Program was initiated more than two years ago and continues to be developed in accordance with the dynamics of the MSME industry and market needs, including listening to the aspirations of entrepreneurs. Coming with a new brand, namely Jakpreneur,

© Authors. Terms and conditions of this work is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License apply. Correspondence: Elistia, *Universitas Esa Unggul*. Email: elistia@esaunggul.ac.id

this program is expected to become a platform for the creation, facilitation and collaboration of the development of MSMEs through an entrepreneurial ecosystem, such as start-ups, educational institutions, and financial institutions. Jakpreneur was formed based on the fact that DKI Jakarta is home to 1.1 million MSMEs that contribute to the economy and provide for the needs of the people of Jakarta. MSMEs also have a big share in absorbing labor. Based on data from BPS DKI Jakarta, the number of MSMEs in DKI Jakarta has reached 98.78 percent of the total number of businesses. The DKI Jakarta Provincial Government consistently takes an active role in encouraging and stimulating the development of MSMEs with the Jakpreneur program.

Some of the above programs such as the Productive Economic Business Program (UEP), the Entrepreneurial Family Hope Program (PKH), and the Joint Business Group (KUBE) are programs used in efforts to eradicate poverty in Indonesia carried out by the Ministry of Social Affairs in collaboration with local governments, both government provincial and municipal governments. With this program, it is hoped that the people of DKI Jakarta can earn income independently in order to accelerate the reduction in poverty. The independent poor who are registered in the productive economy business program are categorized into individual and group poor people. Individual independent poor people are the poor who participate in the individual productive economic business program, while the poor groups are the poor who have formed a productive economic business group such as the Joint Business Group (KUBE). Independent and group poverty programs are business assistance programs facilitated by the DKI Jakarta Provincial Social Service.

The growth and development of the economy in a country cannot be separated from the role of large, medium and small private entrepreneurs. Entrepreneurship is believed to be the driving force of economic growth, and entrepreneurship is also considered an innovator in economic development. The high percentage of entrepreneurs in a country means that the country's economy will grow well (Casson et al, 2006). The basis for this research is how entrepreneurial behavior of business actors is influenced by entrepreneurial knowledge, achievement motives and business independence of the entrepreneurs in KUBE.

2. Literature Review

Entrepreneurship defined as a creative and innovative ability which is used as tips, basis, resources, and processes and struggles to create added value for goods and services carried out with taking a risk. Thus, entrepreneurial knowledge is what is known about all forms of information that are processed and processed in the cognitive realm in the form of memory and understanding of how to do business so as to give rise to the courage to take risks rationally and logically (Suryana 2003: 13).

Entrepreneurial Knowledge

Knowledge is managing all elements of the system in the form of complete documents, databases, policies and procedures, along with information about the experiences, expertise and skills of individual and collective human resources. Knowledge consists of direct knowledge, namely knowledge that has been owned by an entrepreneur before he becomes an entrepreneur as well as indirect knowledge that he gets from various parties before or when he has become an entrepreneur (Widayana, 2005: 9). According to Shane & Venkataraman, 2000, the entrepreneurial Opportunity Recognition (OR) and Opportunity Exploitation (OE) has gained substantial attention in entrepreneurship literature in recent decades. Entrepreneurial opportunities are generally understood as "situations in which new goods, services, raw materials, and organizing methods can be

introduced and sold at greater than their cost of production. Moreover, from the research of George et al. (2016), based on a systematic literature review of entrepreneurial opportunity, suggest that the field of OR is fragmented and empirically underdeveloped. They also contend that previous studies have viewed prior knowledge of the entrepreneur as a cognitive resource and thus, connecting prior knowledge with other factors needs further empirical examination.

From the research of Yasir & Majid, 2017, they find the environmental turbulence positively affects the alertness to business ideas and entrepreneurial opportunities which, in turn, affect intention toward entrepreneurship. The results also suggested that entrepreneurial knowledge significantly moderates the relationship between intention toward entrepreneurship and start-up behavior.

Achievement Motives

Entrepreneurial achievement motive is self-encouragement to be more advanced than before and is the personal ability to maintain a business so that it runs well. Achievement motives as a drive related to achievement, namely controlling, regulating the social or physical environment, overcoming obstacles, and maintaining high quality work, competing over past achievements and influencing others. Someone who has high achievement motives will like tasks that are challenging, responsible, and open to feedback that improves innovative-creative achievement (Asri et.al 2005: 43). According to David C. McClelland (1961) argues that entrepreneurship (entrepreneurship) is determined by: achievement motive, optimism, value attitudes, and entrepreneurial status. Based on the research of Woodside et. Al (2020), they find to confirm the usefulness of applying complexity theory to learn how culture and motivation configurations support versus have negative consequences on nations' entrepreneurship, innovation and human well-being. Nurturing of entrepreneur activities supports the nurturing of enterprise innovation activity and their joint occurrence indicates nations achieving high quality-of-life.

Business Independence

Business independence is an attitude and behavior in doing business, because it is able to solve problems that occur in the business by their self. As stated by Thomas and Mueller (2000) in their research that Entrepreneurs are required to always come up with a good strategy in developing their business. On top of that, this enables people with the poor educational background to manage their business despite the lack of competence and theoretical knowledge of entrepreneurship. This is because they can be independent through their creativity and innovation.

The value of a business activity contains an element of consideration that expands a person's ideas, so that it is a form of behavior in running a company towards business independence. The basis for understanding the attitudes and motivations of entrepreneurial values is able to influence behavior in running a business, so that value is a very important behavior in managing company independence (Robbins 2007). Entrepreneurial value has a positive and significant effect on business independence; therefore, a high increase in value for small business actors can increase the growth of business independence (Djodjobo and Tawas, 2016).

Entrepreneurial Behavior

Entrepreneurial behavior is believed to be one of the determinants in the success of a business. According to the research of Amarakoon et.al (2019) suggests that entrepreneurial behavior at the

HRM functional level is characterized by innovativeness, pro-activeness, risk-taking and consensus-building behavior. The scale shed new light on the roles of HR professionals.

Furthermore, self-determined human action is based on a specific set of values which the individual uses to make decisions about how to behave in situations that are meaningful to them. Engaging in entrepreneurship is one form of self-determined behavior that enables the individual to express and satisfy a variety of different fundamental needs. Four specific values are believed to be critical to the motivation of entrepreneurial behavior, namely, independence, creativity, ambition and risk taker. The meaning attributed to each of these values is consistent with that attributed to self-determinism, self-efficacy and the identity of participants associated with entrepreneurship (Kirkley, 2016).

3. Methodology

The research method used inferential statistics, descriptive and quantitative methods. The research period was carried out from February to June 2020 with 30 respondents. As a data processing and analysis tool, researchers use the SPSS application to interpret the results. In this study, the analysis method used the correlation coefficient of determination (R square) and multiple regressions (Coefficient Anova), as well as partial (t test) and simultaneous (F test) hypothesis testing. The degree of confidence and significance test used in the study is $\alpha = 0.05$.

Research Framework

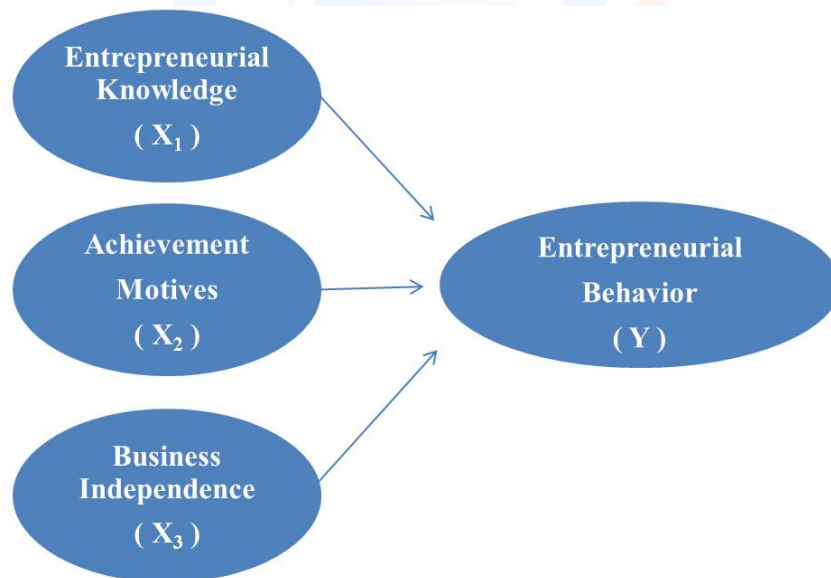


Figure 1. Research Framework

Hypothesis

- H1: Entrepreneurial Knowledge has a positive and significant effect on Entrepreneurial Behavior
- H2: Achievement Motives has a positive and significant effect on Entrepreneurial Behavior

H3: Business Independence has a positive and significant effect on Entrepreneurial Behavior

H4: Entrepreneurial Knowledge, Achievement Motives, and Business Independence have simultaneous positive and significant effect on Entrepreneurial Behavior

Hypothesis criteria for H1, H2, H3 accepted if Significance level value is < 0,05, Hypothesis criteria for H4 accepted if Significance of F value > F table, with significance level < 0,05.

4. Result and Discussion

Data processing is using SPSS application with the output coefficient of determination, multiple regression, and significance test. Based on the research data processing, it can be explained in the analysis of the interpretation of the results as follows:

Coefficient Determination Correlation

Table 1. Correlation Coefficient Determination and Significance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.756 ^a	.571	.522	1.52703	.571	11.542	3	26	.000

The result of the calculation of the correlation coefficient of determination is 0.571, it means that the variables of Entrepreneurial Knowledge, Achievement Motives, and Business Independence have a correlation with Entrepreneurial Knowledge and can be explained by 57.1%, while the remaining 42.9% can be explained by other factors.

Partial Significance Test

Table 2. Coefficients Partial Significance

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1.365	5.433		-.251	.804
1 EntrepreneurialKnowledgeX1	.966	.236	.587	4.094	.000
AchievementMotivesX2	.669	.273	.461	2.450	.021
BusinessIndendenceX3	-.694	.305	-.399	-2.272	.032

a. Dependent Variable: EntrepreneurialBehaviorY

Entrepreneurial Knowledge on Entrepreneurial Behavior

Hypothesis testing (H1) shows that the hypothesis is accepted, based on the statistical test, it shows the t value of 4,094 with a significance level 0,000 which is $< 0,005$. It means that the Entrepreneurial Knowledge (X1) has a positive and significant effect on Entrepreneurial Behavior (Y).

Achievement Motives on Entrepreneurial Behavior

Hypothesis testing (H2) shows that the hypothesis is accepted, based on the statistical test, it shows the t value is 2,450 with a significance level 0,021 which is $< 0,005$. It means that the Achievement Motives (X2) has a positive and significant effect on Entrepreneurial Behavior (Y).

Business Independence on Entrepreneurial Behavior

Hypothesis testing (H3) shows that the hypothesis is accepted, based on the statistical test, it shows the t value is -2,272 with a significance level 0,032 which is $< 0,005$. It means that the Business Independence (X3) has a negative and significant effect on Entrepreneurial Behavior (Y). It can be explained that the reduction of Business Independence, the effect on Entrepreneurial Behavior.

Simultaneous Significance Test

Table 3. Regression and Simultaneous Significance

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	80.740	3	26.913	11.542	.000 ^b
Residual	60.627	26	2.332		
Total	141.367	29			

a. Dependent Variable: EntrepreneurialBehaviorY

b. Predictors: (Constant), BusinessIndendenceX3, EntrepreneurialKnowledgeX1, AchievementMotivesX2

Hypothesis testing (H4) shows that the hypothesis is accepted, based on the statistical test, it shows the F value is 11,542 $>$ F table 2,92 with a significance level is 0,000, it means that the Entrepreneurial Knowledge, Achievement Motives, and Business Independence have simultaneous positive and significant effect towards Entrepreneurial Behavior.

Discussion

From the results of research, it shows that there are good facts about Entrepreneurial Behavior by 30 beginner KUBE players in the West Jakarta area. This is quite good, because it is fundamental for entrepreneurs, by having entrepreneurial knowledge, achievement motives, and business independence which are the initial benchmarks for starting a business so that it is hoped that it can develop and improve business and community welfare. The success of KUBE in becoming a group economic business can be realized. KUBE can be a group-based economic potential that promotes

the spirit of togetherness based on social solidarity so that it can improve the quality of life and social and economic welfare.

5. Conclusion

Based on various literature review and from the research results, so we can conclude that the variables partially and simultaneously together that there is a significant influence between Entrepreneurial Knowledge, Achievement Motives, Business Independence towards Entrepreneurial Behavior. If we list the variables that have the most significant effect on Entrepreneurial Behavior are as follows: Entrepreneurial Knowledge significance level value is $0,000 < 0,05$. Achievement Motives significance level value is $0,021 < 0,05$. Business Independence significance level value is $0,032 < 0,05$. The sequence of values shows that the variables that have the most influence on Entrepreneurial Knowledge are Entrepreneurial Knowledge, followed by Achievement Motives, and finally Business Independence. The Business Independence factor really demands independence in doing business and has a strong commitment and fighting power to maintain business continuity. Fundamentally, we can see that the results of this study are an indication that KUBE actors have Entrepreneurial Behavior as one of the strengths in doing their business. This shows the internal strength of entrepreneurship and is supported by the efforts of local governments in poverty alleviation programs that can run sustainably in line with the Sustainable Development Goals (SDGs).

KUBE is an empowerment forum for poverty alleviation in DKI Jakarta through business capital assistance from the government facilitated by the DKI Jakarta Social Service which aims to improve the welfare of the community. The regional government of the DKI Jakarta Social Service has made various efforts to improve the standard of living of the poor through stimulus assistance for KUBE actors. These efforts aim to: First, improve the welfare level of poor families. Second, realizing the economic independence of poor families. Third, increasing the accessibility of poor families to basic social services, public service facilities and social security systems. Fourth, increasing the awareness and social responsibility of the community and the business world in poverty reduction. Fifth, increasing social resilience in preventing poverty. Sixth, improving the quality of management of social welfare services for poor families. Efforts to achieve those condition can be carried out by empowering the poor in the sense of enabling the poor in both individual and group contexts, through the provision of social guidance and productive economic technical skills, management of productive economic business management, business marketing management and business network development, entrepreneurship. self-sufficiency, personal development in business, the role of the family in social welfare (UKS) as well as skills for social solidarity contributions (IKS), assessment of needs, family and environmental problems.

References

- Amarakoon, U., Weerawardena, J., Verreyne, M.-L. and Teicher, J. (2019), "Entrepreneurial behaviour: a new perspective on the role of the HR professional", *Personnel Review*, Vol. 48 No. 7, pp. 1809-1829.
- Asri Laksmi Riani, et.al, 2005. *Dasar - Dasar Kewirausahaan*, Surakarta UNS Press.
- Casson, M., Yeung, B., Basu, A. and Wadeson, N. (2006). *The Oxford Handbook of Entrepreneurship*. Oxford: Oxford University Press.

- Djodjobo, Vanessa Cynthia, dan Hendra N Tawas. 2016. "Pengaruh orientasi ewirausahaan, inovasi produk, dan keunggulan bersaing terhadap kinerja pemasaran usaha nasi kuning di kota Manado." *Jurnal EMBA2* (3): 1214–24.
- George, N. M., Parida, V., Lahti, T., & Wincent, J. (2016). A systematic literature review of entrepreneurial opportunity recognition: Insights on influencing factors. *International Entrepreneurship and Management Journal*, 12(2), 309-350
- Kirkley, W.W. (2016), "Entrepreneurial behaviour: the role of values", *International Journal of Entrepreneurial Behavior & Research*, Vol. 22 No. 3, pp. 290-328.
- Krueger, N.F., Reilly, M.D. and Carsrud, A.L. (2000): "Competing Models of Entrepreneurial Intentions", *Journal of Business Venturing*, 15 (5/6), 411-432.
- Li, Y., Wang, P., & Liang, Y.J. (2015). Influence of entrepreneurial experience, alertness, and prior knowledge on opportunity recognition. *Social Behavior and Personality: An International Journal*, 43(9), 1575-1583.
- McClelland, David C., the Achieving Society (1961). University of Illinois at Urbana-Champaign's Academy for Entrepreneurial Leadership Historical Research Reference in Entrepreneurship, Available at SSRN: <https://ssrn.com/abstract=1496181>
- Miralles, F., Riverola, C. & Giones, F. (2012). Analysing Nascent Entrepreneurs' Behaviour Through Intention Based Models. Paper presented at the ISPIM Conference, La Salle University, Barcelona, Spain
- Qamariyah, I., dan D. M. J. Dalimunthe. 2012. Pengaruh Pengetahuan Kewirausahaan, Motif Berprestasi, Dan Kemandirian Pribadi Terhadap Daya Saing Usaha (pengusaha kuliner skala kecil di jalan Dr. Mansur Medan). *Jurnal Ekonomi* 14 (1): 20-25.
- Robbins. 2007. *Organizational Behaviour*. Edisi ke Dua belas, Singapore: Prentice Hall.
- Thomas, S.A. and Mueller, L.S. 2000. A Case for Comparative Entrepreneurship: Assessing the Relevance of Culture. *Journal of International Business Studies*, 31(2), 287-301.
- Shane, S., & Venkataraman, S. (2000). The promise of entrepreneurship as a field of research. *Academy of Management Review*, 25(1), 217-226.
- Suryana, 2006. *Kewirausahaan, Pedoman Praktis, Kiat dan Proses Menuju Sukses*, Jakarta: PT.Salemba Empat.
- Widayana Lendy, 2005. *Knowledge Management, Meningkatkan Daya Saing Bisnis*, Malang: Bayu Media.

Woodside, A.G., Megehee, C.M., Isaksson, L. and Ferguson, G. (2020), "Consequences Of National Cultures And Motivations On Entrepreneurship, Innovation, Ethical Behavior, And Quality-Of-Life", *Journal of Business & Industrial Marketing*, Vol. 35 No. 1, pp. 40-60.

Yasir, M., Majid, A. and Yasir, M. (2017), "Entrepreneurial Knowledge And Start-Up Behavior In A Turbulent Environment", *Journal of Management Development*, Vol. 36 No. 9, pp. 1149-1159.

SURAT KETERANGAN
No.100/S.Ket-Penelitian/LPPM/UEU/VIII/2020

Yang bertandatangan di bawah ini:

Nama : Dr. Erry Yudhya Mulyani, M.Sc
Jabatan : Kepala LPPM

Menegaskan nama-nama dibawah ini:

Nama	Jabatan	NIDN	Fakultas
Elistia, S.E., M.M.	Ketua	0308127804	Ekonomi dan Bisnis

Telah menyelesaikan kegiatan penelitian yang berjudul “Analysis of Entrepreneurial Knowledge, Achievement Motives and Business Independence towards Entrepreneurial Behavior in Joint Business Groups” dan hasil luarannya telah di publikasikan.

Demikian surat keterangan ini dibuat untuk dipergunakan sebagaimana mestinya.

Jakarta, 27 Agustus 2020
Kepala LPPM



Universitas
Esa Unggul
LPPM

Dr. Erry Yudhya Mulyani, M.Sc
NIK. 209100388

SURAT TUGAS PENELITIAN

No : 059 /FEB/Esaunggul/III/2020

Yang bertanda tangan dibawah ini :

Nama : Dr. MF Arrozi Adhikara, SE, M. Si., AKT, CA
Jabatan : Dekan Fakultas Ekonomi UEU
Alamat : Jl. Arjuna Utara 9, Tol Tomang Kebon Jeruk, Jakarta Barat

Menerangkan bahwa :

Nama : Elistia, SE, MM
Jabatan : Dosen Pengajar Fakultas Ekonomi & Bisnis
Prodi : Manajemen

Adalah benar sebagai staff pengajar Fakultas Ekonomi UEU yang melaksanakan kegiatan Tri Dharma Perguruan Tinggi Bidang II Penelitian berupa penulisan artikel. Adapun judul artikel adalah sebagai berikut :

“Analysis of Entrepreneurial Knowledge, Achievement Motives and Business Independence towards Entrepreneurial Behavior in Joint business groups”

Demikianlah surat keterangan ini untuk dipergunakan sebagaimana mestinya.

Jakarta, 03 Maret 2020



Universitas
Esa Unggul
Fakultas ekonomi dan bisnis

Dr. MF Arrozi Adhikara, SE, Ak, M.Si

Dekan