The Effect of Competency and Entrepreneurial Motivation on Nopia Snack Business in Banyumas District

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Abstract. The development of the business is running rapidly nowadays, especially small and medium enterprises that are competing in processing and utilizing agricultural product. One of small and medium business that is developing in Banyumas Sub-District is Nopia snack. Yet this business faced many problems which include internal and external. As internal problem, this small industry is dominated by small-scale businesses that have limited human resource, low level of education, and small capital. As external problem, the business too much relies on to wholesalers. This study aims to find out the profile of entrepreneurs and to analyse the influence of entrepreneurial competence and motivation on the successful of Nopia Snack business in Banyumas District. Descriptive analysis, likert scale and multiple linear regression analysis were used in this research. The F results show the F arithmetic is 102.8 and F table is 3.25 (F arithmetic > F table) and the significance value in the table is 0.000 or less than the 0.05 significance level. The successful of Nopia Snack business was significantly influenced by entrepreneurial competencies and motivation.

1. Introduction
Entrepreneurship acts as an agent of change, bringing ideas to the market and stimulating development due to the trend to innovate [1]. The development of business in the world also runs rapidly at this time, especially for Small and Medium Enterprises (SMEs). Currently, there are many small enterprises that are competing in processing and utilizing agricultural product. Many villagers argue that if they want to increase their income, becoming an entrepreneur can be a solution.

According to the ministry of cooperatives and SMEs: in 2017 the population of small and medium micro entrepreneurs in Indonesia reached 68% based on the agricultural sector, especially for food production [2].

One of the developing businesses in Banyumas Subdistrict is Nopia Snack. Nopia is one of Banyumas's typical food (Local Food) and considered as a new processed product whose raw ingredients are made from wheat flour and coconut sugar / Javanese sugar. In its manufacturing process, wheat flour dough is formed oval like eggs and filled with Javanese sugar. Then it is baked inside the furnace until it expands and dries. The durability of Nopia snack is relatively long.

Banyumas district has 12 villages. The Nopia Business began to develop in 2007. Its development especially in marketing field is stimulated by assisted village programme by "BOGASARI" Semarang. One of the programs is about wheat flour processing in the Pekunden Village. The entire program run successfully and has created Banyumas Mino Cooperative. Member of the cooperative is producer of Nopia snack in Banyumas District. Through this cooperative, nopia business is able to have greater market opportunities and unique taste.
The success of a business is proven by a good development in a certain period of time. The development includes capital, business scale, profit, type of business or management [3].

There are internal and external problems which are faced by small Nopia Industry. Small nopia industry often faced internal problems such as limited human resources (HR), low levels of education as well as low capital from home-based small-scale entrepreneurs, lack or knowledge of financial report and other things. While the external problems such as the high level of dependence on suppliers (shops, traders) who bought their products. The high intense competition between producers of Nopia is also one of the interesting study objects.

Nopia snack producers certainly want to achieve success in their efforts, but there are still many producers who do not focus on maximizing their efforts, so that many producers stop at certain levels. Lack of competence and motivation is the main cause of failure of nopia snack producers in achieving the success of their businesses. Many producers think that being a nopia snack producers in the village is just a side job, so the producers are less interested to increasing their competence and motivation. This will affect their performance and certainly will adversely affect the nopia snack business production.

Based on the background, it needs to study about the effect of competency and entrepreneurial motivation on nopia snack business in Banyumas District. Own competence is defined as the knowledge, skills and abilities of individuals who directly influence performance [4] and motivation is an impetus for a series of processes of human behaviour in achieving goals [5].

2. Methods

2.1. Time and Place of Research
This research was conducted in Banyumas District, Banyumas Regency. The location selected based on preliminary observations from record documentation of a nopia producer and nopia cooperative in Pakunden Village and also supported by the Monograph data of Banyumas District. It is known that there are 2 villages that continue to make nopia snack in Pakunden Village and Kalisube Village.

2.2. Sample
The research sample is a producer of nopia snack in Banyumas District, Banyumas Regency. Sampling method of this study uses census instruments. Census technique is a sample collection technique if all members of the population are used as samples [6]. The population of nopia snack producers in Banyumas District is in 2 villages. There are 26 respondents from Pakunden Village and 16 respondents from Kalisube Village.

2.3. Data Analysis
In this study, descriptive analysis and statistical analysis are used as data analysis. Analysis descriptive is a method used to describe or analyse a result of research but is not used to make broader conclusions [7]. Analysis method to determine the effect of competency and entrepreneurial motivation on nopia snack business in Banyumas District uses a Likert scale and statistical analysis. Analysis statistical as a knowledge related to techniques or methods of data collection, processing, analysis, conclusions, data presentation and publication of data in the form of numbers [8].

Likert scale is used to determine the score of each of the questions asked, including entrepreneurial competence, and entrepreneurial motivation [9].

2.3.1. Statistic analysis

2.3.2.1 Classic Assumption Test
Before performing a regression analysis, in order to get unbiased estimates and efficiency, a classic assumption is tested.
2.3.2.1.1 Autocorrelation Test
Classical regression indicates that variables cannot be autocorrelated. If it is autocorrelated, the regression model becomes bad because it will produce illogical parameters and out of logic. The Durbin Watson Test (DW test) is most often used to detect autocorrelation symptoms [10].

2.3.2.1.2 Multicollinearity Test
Detection of multicollinearity problems can be seen from the value of Variance Inflation Factor (VIF). If the VIF value is less than 10 and the tolerance value is less than 0.10, there are no symptoms of multicollinearity, and vice versa.

2.3.2.1.3 Heteroscedasticity test
A good regression model is Homoscedasticity or does not occur Heteroscedasticity. Methods for testing the position of plasticity such as Glesjser Test and Spearman's Rank Correlation Test.

2.3.2.2 Analysis of Multiple Linear Regression
Multiple linear regression aims to calculate the effect of two or more independent variables on one dependent variable and predict the dependent variable by using two independent variables [11]. The equation model used is:

$$\hat{Y} = a + b_1X_1 + b_2X_2 + e$$

Where:
\(\hat{Y}\) = Business Success
\(a\) = Constants
\(b_1\) = Regression Coefficient of Entrepreneurship Competence
\(X_1\) = Business Competence
\(b_2\) = Business Motivation Regression Coefficient
\(X_2\) = Business Motivation
\(e\) = Disturbing Error

3. Result and Discussions

3.1 Characteristic of Respondents
Some characteristic that are considered important and affect the business carried out, namely:

3.1.1 Respondent age

| No | Age group (Year) | Amount (People) | Percentage (%) |
|----|------------------|-----------------|----------------|
| 1  | 21 – 40          | 3               | 7.5            |
| 2  | 60               | 25              | 62.5           |
| 3  | > 61             | 12              | 30             |
|    | Total            | 40              | 100            |

Source: Primary Data Processed, 2018

From table, it shows that age of respondents in a productive age. The reason for respondents who are not productive is working over 61 years because they have been entrepreneurs/producers of nopia snack for a long time and no family wants to continue their business.
3.1.2. Respondent’s education level

| No | The education level      | Amount (People) | Percentage (%) |
|----|--------------------------|-----------------|----------------|
| 1  | Uneducated               | 4               | 10             |
| 2  | Elementary School        | 18              | 45             |
| 3  | Junior High School       | 11              | 27.5           |
| 4  | Senior High School       | 6               | 15             |
| 5  | College                  | 1               | 2.5            |
|    | Total                    | 40              | 100            |

Source: Primary Data Processed, 2018

The level of education is the formal education of respondents. Based on the table, the level of education of respondents has varying levels, and it shows that almost all respondents have low education level.

3.1.3. The number of family member

| No | Number of family member (People) | Amount (People) | Percentage (%) |
|----|----------------------------------|-----------------|----------------|
| 1  | < 3                              | 23              | 57.5           |
| 2  | 3 – 4                            | 14              | 35             |
| 3  | > 4                              | 3               | 7.5            |
|    | Total                            | 40              | 100            |

Source: Primary Data Processed, 2018

From table, it shows that majority respondent less than three family member. There is a comparison between respondents on their families.

3.1.4. Year of experience entrepreneurship

| No | Experience entrepreneurship (Year) | Amount (People) | Percentage (%) |
|----|-----------------------------------|-----------------|----------------|
| 1  | 15 – 30                           | 29              | 72.5           |
| 2  | 31 – 45                           | 9               | 22.5           |
| 3  | 46 – 60                           | 2               | 5              |
|    | Total                             | 40              | 100            |

Source: Primary Data Processed, 2018

The experience of entrepreneurship from nopia snack producers from the respondents determines the success and failure of nopia snack companies. Generally, more than fifteen years.
3.1.5. Production turnover

Table 5 Characteristic of Respondent Based on Production Turnover in Banyumas District

| No | One-time Production turnover (Kg) | Amount (People) | Percentage (%) |
|----|----------------------------------|-----------------|----------------|
| 1  | 1 – 30                           | 19              | 47.5           |
| 2  | 31 – 60                          | 9               | 22.5           |
| 3  | < 90                             | 6               | 15             |
| 4  | > 91                             | 6               | 15             |
|    | Total                            | 40              | 100            |

Source: Primary Data Processed, 2018

Production turnover affects the size of sales turnover and the profit that will be received by nopia snack respondents. For production turnover, for one period of production is between 10 kg to more than 91 Kg.

3.1.6. Sales turnover

Table 6 Characteristic of Respondent Based on Sales Turnover in Banyumas District

| No | One-time Production turnover (Kg) | Amount (People) | Percentage (%) |
|----|----------------------------------|-----------------|----------------|
| 1  | < 500.000                        | 13              | 27.5           |
| 2  | 500.000 – 1,000.000              | 14              | 35             |
| 3  | > 1,000.000                      | 15              | 37.5           |
|    | Total                            | 40              | 100            |

Source: Primary Data Processed, 2018

Sales turnover is influenced by production turnover and prices sold. For sales turnover, it’s sales turnover for one period of production is between less than Rp 500.000 up to greater than Rp 1,000,000.

3.2. The Effect of Competency and Entrepreneurial motivation on business success on Nopia Snack producers in Banyumas District.

3.2.1. Likert Scale

3.2.1.1 Entrepreneurial competence

The following table shows the average value of the indicator variable questions of entrepreneurial competence:

Table 7 Average Score Indicator Variable Entrepreneurship Competency Questionnaire Questions

| No | Indicator                   | Total | Average |
|----|-----------------------------|-------|---------|
| 1  | Technical competence        | 314   | 3.92    |
| 2  | Marketing competence        | 469   | 3.91    |
| 3  | Financial competence        | 447   | 3.73    |
| 4  | Human relation competence   | 315   | 3.90    |

Average 3.86

Source: Primary Data Processed, 2018
Based on the average value of all the questions, the variable of the entrepreneurship competence is 3.86 or rounded up to 4. That is, entrepreneurial competence of nopia snack producers in Banyumas District is good.

3.2.1.2 Entrepreneurial motivations
The following table shows the average value of each indicator of entrepreneurial motivation variables:

| No | Indicator                    | Total | Average |
|----|------------------------------|-------|---------|
| 1  | Achievement                  | 333   | 4.20    |
| 2  | Work Award                   | 484   | 4.03    |
| 3  | Job Challenges               | 474   | 3.95    |
| 4  | Increased Responsibility     | 472   | 3.93    |
| 5  | Self Development             | 320   | 4.00    |
|    | **Average**                  |       | **4.02**|

Source: Primary Data Processed, 2018

Based on Table 8 the average value of all variables of entrepreneurial motivation variables was 4.02. That is, entrepreneurial motivation for nopia snack producers in Banyumas District is good.

3.2.2. Statistical Analysis

3.2.2.1 Classic assumption test

3.2.2.1.1 Autocorrelation Test
The following Table 1 describes the autocorrelation test using the Durbin-Watson test (DW test):

| Model | Durbin-Watson |
|-------|---------------|
| 1     | 1.774         |

Source: Primary Data Processed, 2018

DW value is 1.774, this value is compared to the table value using a significant value of 5%, the number of samples is 40 (n) and the number of independent variables is 2 (k = 2), then in the Durbin-Watson table will get a dL value of 1,600 and the dU value of 1,391.

Here is one of the statistical values d:
\[ d_U \leq d \leq d_L \]
\[ 1,600 \leq 1,774 \leq 4 - 1,391 \]
\[ = 1,600 \leq 1,774 \leq 2,609 \]

It can be concluded that accepting the null hypothesis, it means that there is no positive or negative autocorrelation or can be concluded that there is no autocorrelation.

3.2.2.1.2 Multicoincidearity Test
The results of multi-colonization testing can be seen in the following table:
Table 10 Multicolinearity Test Results

| Model           | Collinearity Statistics |      |
|-----------------|-------------------------|------|
|                 | Tolerance | VIF   |      |
| (Constant)      | 0.673      | 1.485 |      |
| Competency      | 0.673      | 1.485 |      |
| Motivations     | 0.673      | 1.485 |      |

Source: Primary Data Processed, 2018

The table above shows that the tolerance value of each variable is not below 0.10 (the tolerance value of Entrepreneurship Competency is 0.673, and Entrepreneur Motivation is 0.673), as well as the VIF value is not above 10 (VIF Entrepreneurship Competency value is 1.485, and Entrepreneurial motivation of 1.485). From these data, this research data is free from the assumption of multicollinearity.

3.2.2.1.3 Heteroscedasticity test

The results of testing heteroscedasticity can be seen in the following table:

Table 11 Heteroscedasticity Test Results with the Glejser Method

| Model | Sig. |
|-------|------|
| (Constant) | .204 |
| 1     | Competency | .157 |
|       | Motivations | .293 |

Source: Primary Data Processed, 2018

The table above indicates that the significance value of the variable entrepreneurial competence is 0.157, and entrepreneurial motivation is 0.295. From these two variables, the significance value is above 0.05, so it can be concluded that the data used does not occur heteroscedasticity.

For second testing of the problem, the results of this study indicate that the classical assumption testing of regression models is free from autocorrelation, multicollinearity, and heteroscedasticity so that the regression model is appropriate to be used in testing the hypothesis in this study.

3.2.2.2 Multiple Linear Regression Analysis

The results of multiple linear regression analysis in million rupiah can be seen in Table 4.

Table 12 Results of multiple linear regression analysis

| Model   | Unstandardized Coefficients |      |
|---------|----------------------------|------|
|         | B | Std. Error |      |
| (Constant) | -3.170 | .465 |      |
| 1     | Competency | .963 | .117 |
|       | Motivations | .727 | .148 |

Source: Primary Data Processed, 2018
Based on the results of the regression analysis, the equation of multiple linear regressions analysis is written as bellow:

\[ \hat{Y} = -3.170 + 0.963 X_1 + 0.727 X_2 \]

### 3.2.2.3 Hypothesis Test

#### 3.2.2.3.1 Test F

The following are the results of the F test analysis based on the data in Table 5 below.

| Model     | Sum of Squares | Df | Mean Square | F         | Sig. |
|-----------|----------------|----|-------------|-----------|------|
| Regression| 37.695         | 2  | 18.847      | 102.832   | .000b|
| Residual  | 6.781          | 37 | .183        |           |      |
| Total     | 44.476         | 39 |             |           |      |

Source: Primary Data Processed, 2018

From the ANOVA table obtained the degrees of freedom df1 = 2 and df2 = 37 then obtained the value of F table (2; 37) = 3.25. In the calculation, the F calculate value is 102.832. This means that the F calculate value > F table: 102.832 > 3.25 (confidence level 95%). The significance value in the table is 0.000 or less than the significance level of 0.05 (0.000 < 0.05). Then the analysis can be said that entrepreneurial competencies and motivations have a significant positive effect simultaneously on the success of the business on nopia snack producers in Banyumas District, so the hypothesis is accepted.

#### 3.2.2.3.2 Test t

The results of the t test analysis are based on data for more details in the following table:

| Model       | t     | Sig. |
|-------------|-------|------|
| (Constant)  | -6.821| .000 |
| 1 Competency| 8.254 | .000 |
| Motivations | 4.907 | .000 |

Source: Primary Data Processed, 2018

#### 3.2.2.3.2.1 T test on variable \(X_1\) (Entrepreneurial competence)

Based on the table, it can be seen that the results of the t test for entrepreneurial competency (\(X_1\)) obtained by the value of t calculate 8.254 while the t table is 2.02. This means that t-cal > t table. Therefore, the value of t-cal > t table (8.254 > 2.02) and the significance value in the table is 0.000 or smaller than the significance level of 0.05 (0.000 < 0.05) meaning that partially there is a positive and significant effect between entrepreneurial competence on business success, so Ha hypothesis is accepted.

The competence of an entrepreneur is needed in achieving a business success. The scope of entrepreneurial competence is someone who has a certain soul and ability in creating and innovating. Nopia snack producers in Banyumas sub-district have competency capabilities, including technical competence, marketing competence, financial competence and human relation competence. A successful entrepreneur is someone who has the knowledge, skills and quality of an individual which includes attitudes, value, and behavior that are needed to carry out work or activities [12].
3.2.2.3.2.2 T test on variable $X_2$ (Entrepreneurial motivation)

Based on the table, it can be seen that the results of the t test for entrepreneurial motivation ($X_2$) obtained by the value of t calculate 4.907 while the t table is 2.02. This means that t-cal > t table. Therefore, the value of t-cal > t table (4.907 > 2.02) and the significance value in the table is 0.000 or smaller than the significance level of 0.05 (0.000 < 0.05). It means that partially there is a positive and significant effect between entrepreneurial motivation on business success, so that Ha's hypothesis is accepted.

Every action always has the motivation behind it. Motivation is the provision of driving force that creates excitement in one’s work, so that they are willing to work together, work affectively, and be integrated with all the power and effort to achieve satisfaction [13]. Nopia snack producer in Banyumas sub-district have good achievements in terms of production processes, appreciation for their work as entrepreneurs, job challenges, increasing responsibility as business people, and better personal development. With the existence of self-motivation, it will be easy to run anything because motivation is the initial capital that must be owned and developed by an entrepreneur. Without motivation, a business cannot walk on its own without anyone moving it.

3.2.2.4 Determination Coefficient ($R^2$)

The results of the analysis in this study can be seen in Table 9 as follows:

| Model | R   | R Square | Adjusted R Square |
|-------|-----|----------|------------------|
| 1     | .921* | .848     | .839             |

Table 15 Determination Coefficient Test Results

Source: Primary Data Processed, 2018

From the table above it can be seen that the value of Adjusted R-Square of the regression model formed in this study is 0.839 which shows that the ability of independent variables (entrepreneurial competence and entrepreneurial motivation) in explaining the dependent variable (business success) is 83.9%, the rest is 16.1% is explained by other variables which are not included in the model.

Conclusions

Based on the results of the study can be concluded as follows: (1) Entrepreneurship profile of nopia snack producers in Banyumas District show that respondents still have productive age, have low education level, have long experience in nopia business, the existence of competence and enthusiasm in running nopia snack business, the number of nopia snack production between 10 kg to 90 kg every one period of production and its sales turnover for one period of production is between less than Rp. 500,000, - up to more than Rp. 1,000,000,- and (2) The results of the test show that entrepreneurial competencies and entrepreneurial motivation have a positive and significant influence stimulatively on the success of the business in nopia cake producers in Banyumas District.

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