The Role of Product Innovation in Mediating the Entrepreneurial Competence and Motivation on the Performance of Packaged Food MSMEs (Case of Micro, Small and Medium Enterprises Actors in Mamuju Regency)

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Abstract
This study aims to analyze the influence of entrepreneurial competence and entrepreneurial motivation on the performance of packaged food MSME actors through the innovative products in Mamuju Regency. This research was conducted using quantitative data, while the data collection techniques were observation, questionnaires, and interviews. The sampling technique used in this study was sampling with a saturated sampling method where the researcher used all members of the population totaling 70 business actors. Data testing is done by using validity, reliability, and hypothesis testing. The data obtained were analyzed by descriptive analysis and path analysis. The results showed that entrepreneurial competence and entrepreneurial motivation had a positive and significant effect on innovative products. Entrepreneurial competence, entrepreneurial motivation, and innovation products had a positive and significant effect on the performance of packaged food MSMEs. Entrepreneurial competence and entrepreneurial motivation through innovation products have an indirect effect on the performance of packaged food MSME actors in Mamuju Regency.

Keywords : entrepreneurship; competence; motivation, innovation, performance

INTRODUCTION
The era of globalization is a time in which the increasing interconnection of various parts of the world through various changes in economic, environmental, political and cultural processes. One of the impacts of this process is the freedom of entry of manufactured goods from other countries which creates a more competitive situation so that a competitive advantage is needed in order to survive. Increasingly fierce competition, a business or company must be flexible, creative and innovative so that it can face competition effectively and efficiently. MSMEs (Micro, Small and Medium Enterprises) is one of the economic sectors that contributes to the Indonesian economy. The existence of MSMEs, which is getting bigger in number, plays a major role in reducing the unemployment rate in Indonesia. MSMEs can absorb a lot of unemployed Indonesian workers. The very rapid development of MSMEs must be supported by business development by prioritizing the provision of good services to consumers, developing new capabilities and commitment to quality, developing innovation, creativity, initiative and managing human resources more effectively.

In Mamuju Regency, West Sulawesi, the growth of micro, small and medium enterprises has increased, but there is no significant increase in the business category. There are still many MSMEs in Mamuju district that have not been able to create packaging that can compete in an increasingly
competitive market, especially MSMEs that are doing business in the regions. One of the influences in the creation of attractive packaging and able to compete is the creativity and entrepreneurial competence of MSME actors. However, many MSME actors in the regions, especially in Mamuju Regency, have very weak creativity in these two aspects.

In Mamuju Regency, 67% of the total MSME actors engaged in food production in Mamuju Regency, West Sulawesi, and 20.17% of the total MSMEs produced by food processing are MSME actors who produce packaged food. This amount has the potential to increase productivity, but the contribution from the results of this effort has not been able to help increase economic growth quickly and evenly. Also, to the best knowledge, the study did not identify research related in food SMEs in Mamuju. From this phenomenon, the development of MSME entrepreneurial competence must be considered, so as to be able to create an entrepreneurial workforce that can compete openly in the global market.

Not only in entrepreneurial competence, one of the internal problems faced by an MSME is low interest or motivation in doing business or developing a business. This must also be improved by an UMKM. If an MSME has good motivation and business competence, the SME's performance will increase and can compete with other companies. The implementation of developing entrepreneurial motivation and entrepreneurial competence by involving the role of creative and innovative industries requires concrete data on how our current HR and entrepreneurship competency profile is and whether it affects performance.

LITERATURE REVIEW

Performance

Performance is a result of work achieved by a person in carrying out the tasks assigned to him based on skills, experience and seriousness and time (Hasibuan, 1994). Simamora (1995: 327) says that employee performance is the level where the employees achieve the job requirements, while Nawawi (1997: 235) says that work performance is the result of the implementation of a job both physical (material) and non-physical (non-physical) material. Sutisno (2014) states that performance as a result of employee work is seen from the aspects of quality, quantity, working time and cooperation to achieve the goals set by the organization. From some of the above opinions it can be concluded that the performance of employees or business actors is a comparison between the work achieved by a person, both quantity and quality in an organization in accordance with the responsibilities assigned to him.

To be able to assess the performance of a business actor, it is necessary to have a performance appraisal where the assessment includes a process that measures employee performance qualitatively and quantitatively. It is important to explain performance goals and standards, motivate employees, and even this performance appraisal can be a consideration in personnel policies to decide on a salary increase or promotion, as well as training development and development.

Product Innovation

Innovation is key for company to sustain in competitive market. Larsen, P and Lewis, A, (2007) stated that one of the most important characteristics of entrepreneurs is their ability to innovate. Hills & Hultman (2011) defines innovation as an idea, practice or object that is considered new by an individual or other user unit. Suryana (2003) describes innovation as the ability to apply creativity in order to solve problems and opportunities to improve and enrich life”. The company's ability to innovate will greatly affect performance (Toaha et al., 2019; Calantone, Cavusgil, & Zahao, 2002; Koellinger, 2008). Innovation has a strong link to novelty or creativity, quality concepts such as standardization, low tolerance and systematic adherence to procedures (Wang & Wang, 2012). From some of the opinions above, it is in line with several studies which confirm that the innovation factor has a positive relationship with the performance of
an organization, the greater the level of creativity of the food business actors, the greater the level of performance to be achieved. Ardyan (2016); Ardyan, Rahmawan, & Issitian (2015) each examined the relationship of innovation as an intervening in improving performance based on entrepreneurial abilities, both from individuals and encouragement from outside oneself.

H1: Product innovation has a positive and significant effect on the performance of MSME actors

Entrepreneurial Competence

A person's entrepreneurial competence exists if the ability to control environmental factors, both physical and social factors properly and competently. People who have this motive don't want to wait passively for things to happen; they want to change the environment and try to make something happen. Bird (1995) defines entrepreneurial competence as characteristics possessed by entrepreneurs such as certain knowledge, motives, characteristics, self-image, social roles and skills that result in birth, survival, and growth. Entrepreneurial competence will make an entrepreneur able to come up with new and fresh ideas in business (Maharani et al., 2020). These new ideas will be realized in the form of new products or services. Competence will be able to increase the success of product innovation.

It is the characteristics and skills that an entrepreneur possesses which enable him to innovate. Managerial competence has become one of the company's keys in developing new products (Mu, Peng, & Tan, 2007). Other researchers explain that there is one ability that must be possessed in order to be able to increase innovation. This ability is the ability to absorb (Chen, Lin, & Chang, 2009). From the several opinions above, conclusions are drawn and supported by several studies which show that entrepreneurial competence has a positive and significant effect on the success of product innovation.

Entrepreneurial competence is also the knowledge, attitudes and skills that are connected to one another that entrepreneurs need to be trained and developed in order to be able to produce the best performance in managing their business to fit the target market (Charir et al., 2017). This is in line with research conducted by Murtadlo (2018) that entrepreneurial competency factors in the form of knowledge and skills have a significant effect on the performance of MSMEs in fishery product processing, Rejoso and Lekok sub-districts, Pasuruan Regency. There have been several studies related to the relationship between entrepreneurial competence related to attitudes and behavior on performance, namely Nurmalina and A. Fariyanti (2019) on orchid farmers in Malang Regency, East Java, regarding external and internal influences that affect the attitudes and behavior of entrepreneurs and their impact on performance shows that there is an influence Significantly, Sumarga & Hadiwijaya (2018) in his research on the influence of entrepreneurial attitudes in improving business performance on MSMEs in Tangerang City were 445 respondents where the higher one's entrepreneurial attitude, the better the resulting performance.

H2: Entrepreneurial competence has a positive and significant effect on product innovation for MSME actors

H3: Entrepreneurial competence has a positive and significant effect on the performance of MSME actors

Entrepreneurial Motivation

Motivation is the factors that can influence an employee to do work in accordance with company goals, one of which is incentive money, leadership style, etc. (M. Trihudiyatmanto, 2017). Motivation can be basic or internal and external to the individual. According to McDonald in Prihartanto (2016), "Motivation is energy change within the person characterized by effective arousal and anticipatory goal reaction".

High work motivation will provide strength for efforts to improve performance. High motivation driven by good creativity will result in satisfying performance. This happens because by having high motivation, an entrepreneur will not have a pessimistic spirit and will continue to spur
new innovations to improve performance. As in the results of research by Yusella (2016) which found that influential motivation which is influenced by innovation creativity has a positive impact on performance.

Gibson, et al (2008) explain that "motivation is defined as a concept that describes the forces that exist in employees who initiate and direct behavior". Siagian (2011: 102) explains that "motivation is the driving force for someone to contribute as much as possible for the success of the organization in achieving its goals". With the understanding that the achievement of organizational goals means achieving the personal goals of the members of the organization concerned. This is in line with research conducted by Trihudiyatmanto, et al. (2017) which examines the effect of motivation, competence and entrepreneurial orientation on business performance at the SME SME center in Wonosobo, where the results of his research show that entrepreneurial motivation has a positive and significant effect on the performance of MSMEs.

\[ H_4 \]: Entrepreneurial motivation has a positive and significant effect on product innovation for MSME actors

\[ H_5 \]: Entrepreneurial motivation has a positive and significant effect on the performance of MSME actors

**Conceptual Model**

In this study, to test the hypothesis that has been proposed, the analysis model used is path analysis.

![Figure 1: The Conceptual Model](image)

**RESEARCH METHOD**

**Location and Research Design**

This research will be conducted in West Sulawesi Province, especially Mamuju Regency. This location was chosen because Mamuju Regency is the capital of West Sulawesi province which has the potential to develop from the micro and small business sector, considering that West Sulawesi Province is one of the supporting provinces for the capital in the future. The research location was also chosen with consideration to the location and field of work of the author, as well as the importance of monitoring and evaluation of micro, small and medium enterprise development programs in West Sulawesi Province, especially Mamuju Regency, by holding various cooperation programs in the context of capacity building and development of micro, small and medium enterprises.

**Population or Samples**

The population in this study were the owners or entrepreneurs of Small and Medium Enterprises which produce various foods in maturity in Mamuju Regency, West Sulawesi, which numbered 70 MSMEs. The sample in this study were the owners or entrepreneurs of Small and
Medium Enterprises which produce packaged food in Mamuju Regency, West Sulawesi. In this study, sampling was carried out with the initial data collection stage of the population of packaged food processing business actors in Mamuju City, amounting to 70 MSMEs. Thus, in this study the sample size is the entire population of micro and small enterprises that produce packaged food processing in Mamuju Regency.

Data Collection Method

Data collection methods used in this study are: first, observation, namely data collection by directly observing the activity of the object (respondent) to be studied. second, a questionnaire (questionnaire), which is a form of data collection which is done by giving a set of questions or written statements to respondents to answer. Third, interview (interview), is a form of data collection in the form of interviews or questions and answers (communication) directly with respondents.

Data Analysis Method

In this study, to test the proposed hypothesis, the analysis model uses path analysis, which is applied through the SPSS version 25.0 application. Based on the research title, the path analysis model of path analysis in the study is as follows.

1. Structural equation 1 which explains the effect of entrepreneurial competence and entrepreneurial motivation on product innovation

\[ Y_1 = \rho_{X_1Y_1}X_1 + \rho_{X_2Y_1}X_2 + \epsilon_1 \]

Where, \( Y_1 \) is innovation product, \( X_1 \) is entrepreneurial competence, \( X_2 \) is entrepreneurial motivation, \( \rho_{X_1Y_1} \) is the path coefficient between entrepreneurial competence and product innovation, \( \rho_{X_2Y_1} \) is the path coefficient between entrepreneurial motivation and product innovation, and \( \epsilon_1 \) is residual

2. Structural equation 2 explains the effect of entrepreneurial competence, entrepreneurial motivation and product innovation on performance

\[ Y_2 = \rho_{X_1Y_2}X_1 + \rho_{X_2Y_2}X_2 + \rho_{Y_1Y_2}Y_1 + \epsilon_2 \]

Where, \( \rho_{X_1Y_2} \) is the path coefficient between entrepreneurial competence and performance variables, \( \rho_{X_2Y_2} \) is the path coefficient between entrepreneurial motivation and performance variables, and \( \rho_{Y_1Y_2} \) is the path coefficient between product innovation and performance

EMPIRICAL RESULTS

Descriptive Statistics

Descriptive analysis related to research variables is intended to provide an overview of the measurement results of these variables. The variables in this study were entrepreneurial competence (\( X_1 \)), entrepreneurial motivation (\( X_2 \)), innovation (\( Y_1 \)) and performance (\( Y_2 \)). The frequency distribution of the research variables was obtained from the results of the respondents' answers. The basis for interpreting the item scores in this research variable is described in the following table.

| No | Score Category Range | Information          |
|----|----------------------|----------------------|
| 1  | 1.00 – 1.79          | Very low/Weak/Bad    |
| 2  | 1.80 – 2.59          | Low/Weak/Bad         |
| 3  | 2.60 – 3.39          | Medium               |
| 4  | 3.40 – 4.19          | High/Strong/Good     |
| 5  | 4.20 – 5.00          | Very high/Strong/Good|

Source: Primary data processed. 2020

The following is a distribution table for each variable.
analysis have a significant effect on the dependent variable. The statistical test used is the F test and hypothesis. There are two stages in hypothesis testing, namely simultaneous hypothesis using the F instrument used and the reliability of the measuring instrument. In general, an instrument is said to be good if it has a Cronbach's Alpha value. Reliability test is conducted to determine the consistency of the measuring instrument.

Based on the results of the questionnaire for each variable presented in the table above, it is found that the average value of entrepreneurial competence \( (X_1) \) is outlined in 34 statement items and has an average value of 4.37. The average value of entrepreneurial motivation \( (X_2) \) as outlined in 22 statement items and has an average value of 4.59. The average value of product innovation \( (Y_1) \) as outlined in 19 statement items and has an average value of 4.56. Then, the average performance value \( (Y_2) \) is outlined in 19 statement items and has an average value of 4.46. So based on these results it can be concluded that entrepreneurial competence \( (X_1) \), entrepreneurial motivation \( (X_2) \), product innovation \( (Y_1) \), performance \( (Y_2) \) are in the very high category.

**Prerequisite Evaluations**

To test the validity level of the instrument used, the instrument test was carried out on as many as 30 samples, the results of the research variable validity test with a significant level of 5%, the value of \( r \) table = \( n - 2 = 28 \), namely \( r \) table = 0.306, so the results of the variable validity test were as follows.

| No | Variable                  | r-value | r-table | Information |
|----|---------------------------|---------|---------|-------------|
| 1  | Entrepreneurial Competence| 0.796   | 0.306   | Valid       |
| 2  | Entrepreneurial Motivation| 0.709   | 0.306   | Valid       |
| 3  | Product Innovation        | 0.747   | 0.306   | Valid       |
| 4  | Performance               | 0.754   | 0.306   | Valid       |

Source: Primary data processed. 2020

After testing the validity, the next step is to test the reliability, namely by looking at the Cronbach's Alpha value. Reliability test is conducted to determine the consistency of the measuring instrument used and the reliability of the measuring instrument. In general, an instrument is said to be good if it has a Cronbach's Alpha value > cut off (0.6) so that the research questionnaire is declared reliable. The results of the reliability test of the research variables can be seen in the following table.

| No | Variable                  | Cronbach’s Alpha | Cut Off | Status   |
|----|---------------------------|------------------|---------|----------|
| 1  | Entrepreneurial Competence| 0.983            | 0.6     | Reliable |
| 2  | Entrepreneurial Motivation| 0.953            | 0.6     | Reliable |
| 3  | Product Innovation        | 0.956            | 0.6     | Reliable |
| 4  | Performance               | 0.960            | 0.6     | Reliable |

Source: Primary data processed. 2020

**Main Findings**

To test the hypothesis in this study, path analysis was used. Here is a research hypothesis testing that has been designed before, both the direct effect hypothesis and the indirect effect hypothesis. There are two stages in hypothesis testing, namely simultaneous hypothesis using the F test and partial hypothesis using the t test and single test.

**Simultaneous Hypothesis Testing**

The simultaneous hypothesis is to see whether all the independent variables used in the path analysis have a significant effect on the dependent variable. The statistical test used is the F test and the results are presented in the following table.
between variables, both direct and indirect. The direct effect hypothesis was tested using the t test, structural equation 1 and structural equation 2. So it can be concluded that the entrepreneurial Motivation (X1) and Innovation (Y2) have an indirect effect on Product Innovation (Y1) and significant effect on performance. 

Partial Hypothesis Testing

As it is understood, one of the advantages of path analysis is being able to test the effect between variables, both direct and indirect. The direct effect hypothesis was tested using the t test, while the direct effect hypothesis was tested using the Sobel test. The results of testing the direct and indirect effect of the hypothesis with the t test and the Sobel test are presented in the following table.

### Table 6. Partial Hypothesis Testing Results

| No. | Hypothesis                                           | P-value |
|-----|------------------------------------------------------|---------|
| 1   | Direct influence of entrepreneurial competence (X1) on product innovation (Y1) | 0.005   |
| 2   | Direct influence of entrepreneurial motivation (X2) on product innovation (Y1) | 0.000   |
| 3   | Direct influence of entrepreneurial competence (X1) on performance (Y2) | 0.000   |
| 4   | Direct influence of entrepreneurial motivation (X2) on performance (Y2) | 0.014   |
| 5   | Direct effect of product innovation (Y1) on performance (Y2) | 0.001   |
| 6   | Indirect influence of entrepreneurial competence (X1) on performance (Y2) through product innovation (Y1) | 0.024   |
| 7   | Indirect influence of entrepreneurial motivation (X2) on performance (Y2) through product innovation (Y1) | 0.005   |

Source: Primary data processed. 2020

Based on the results of the partial hypothesis test analysis presented in the table above, it was found that all the hypotheses tested, either direct or indirect, had \( P_{\text{value}} < \alpha (0.05) \). So it can be concluded that Entrepreneurial Competence (X1) and Entrepreneurial Motivation (X2) have a direct and significant effect on Product Innovation (Y1). Entrepreneurial Competence (X1), Entrepreneurial Motivation (X2), and Product Innovation (Y1) have a direct and significant effect on performance (Y2). Meanwhile, Entrepreneurial Competence (X1) and Entrepreneurial Motivation (X2) have an indirect effect on performance (Y2) through Product Innovation (Y1). Thus, Product Innovation (Y1) can mediate the influence of Entrepreneurial Competence (X1) and Entrepreneurial Motivation (X2) on Performance (Y2).

The path coefficient between variables is divided into 3, namely direct effect, indirect effect and total effect. The results of the analysis regarding the direct and indirect effects can be seen in the following table.

### Table 7. Direct Effect, Indirect Effect, and Total Effect

| Variable | Direct Effect | Indirect Effect | Total Effect |
|----------|---------------|-----------------|--------------|
| X1 - Y1  | 0.319         | -               | 0.319        |
| X2 - Y1  | 0.492         | -               | 0.492        |
| X1 - Y2  | 0.353         | 0.111           | 0.464        |
| X2 - Y2  | 0.254         | 0.171           | 0.425        |
| Y1 - Y2  | 0.348         | -               | 0.348        |

Source: Primary data processed. 2020
The Influence of Entrepreneurial Competence on Innovation

DISCUSSION

The Influence of Entrepreneurial Competence on Innovation

Entrepreneurial competence has a positive and significant effect on product innovation in
MSME actors of packaged food producers in Mamuju Regency, West Sulawesi. This is in line with what was stated by Mitchelmore and Rowley (2010), Mitchell et al., (2002) and Barazandeh et al. (2015) that entrepreneurial competence has an impact on business performance.

The results obtained are also in line with the descriptive analysis showing that the average respondent's answers to statements related to entrepreneurial competence and performance get very high scores, even all indicators used show a very high average of respondents' answers. This explains that the packaged food producers in Mamuju Regency, West Sulawesi, have entrepreneurial competence and good performance so that they are able to survive even in conditions of very tight competition between MSMEs.

**The Influence of Entrepreneurial Motivation on Innovation**

Entrepreneurial motivation has a significant and positive effect on innovation in packaged food producers in Mamuju Regency, West Sulawesi. This is in line with the theory put forward by Amabile (1996) and Feldman and Lam (2010) that innovative work behavior is closely related to motivation issues. So that motivation plays an important role as a driver of creativity and innovation among employees (Byron and Khazanchi, 2012; De Dreu et al, 2008).

The results of the descriptive analysis of the study indicate that the average respondent's answers to statements related to entrepreneurial motivation get very high scores. In addition, someone with high motivation will not easily give up on natural failures to run new ideas or make innovations in their products. So that the more an individual's entrepreneurial motivation increases, the more innovations will be made to be able to compete with other businesses as confirmed by research conducted by Devloo et al. (2013).

**The Effect of Entrepreneurial Competence on Performance**

Mathis and Jackson (2001) state that competence is a basic characteristic associated with increasing individual and group performance. This is in line with the results obtained that entrepreneurial competence has a significant and positive effect on the performance of packaged food producers in Mamuju Regency, West Sulawesi.

The results obtained are in line with the RBV theory which states that the competitive advantage of a company is generated from its unique resources which are entrepreneurial competencies (Barney, 1991). This shows that entrepreneurial competence has an important role in improving the performance of packaged food MSME actors. This means that the increasing entrepreneurial competence will also increase its performance.

**The Effect of Entrepreneurial Motivation on Performance**

Entrepreneurial motivation has a positive and significant effect on the performance of packaged food producers in Mamuju Regency, West Sulawesi. This shows that the higher a person's entrepreneurial motivation, the higher his performance will be. This is in line with the opinion of Rivai (2009) which states that motivation is a series of attitudes and values that influence individuals to achieve specifications in accordance with individual goals. The results of this study are also supported by previous research conducted by Grant (2008) which links intrinsic motivation to pro-social fire and immediately predicts job performance in the workplace. When a person feels that they have more freedom and joy over their work, they tend to do better. Meanwhile, when they feel less intrinsically motivated, they don't feel like giving their best at work.

**Effect of Product Innovation on Performance**

Based on the results of the analysis conducted, it was found that product innovation had a positive and significant effect on the performance of packaged food producers in Mamuju Regency, West Sulawesi. So that the increasing product innovation will also improve performance. As stated by Christian (1963), one of the goals of making innovation is for the business to be successful. The results of this study are supported by previous research conducted by Tierney and Farmer (2002) which states that creative self-efficacy will lead to creative performance.

**The Influence of Entrepreneurial Competence on Performance through Innovation**
Based on the results of the analysis, it was found that entrepreneurial competence had an indirect and significant effect on performance through the innovation of MSME products for packaged food producers in Mamuju Regency, West Sulawesi. In other words, product innovation can be a mediator between entrepreneurial competence and performance. This study proves that when product innovation is considered in the relationship between entrepreneurial competence and performance, it will improve the performance of MSME entrepreneurs, producers of packaged food in Mamuju Regency, West Sulawesi. Although there is no research in detail discussing the mediation of product innovation in the effect of entrepreneurial competence on performance. However, the influence of innovation mediation is supported by other studies in SMEs such as between market orientation and business performance (Mahmoud et al., 2016) and entrepreneurial orientation and business performance (Keea and Rahman, 2017).

The Influence of Entrepreneurial Motivation on Performance through Innovation

Entrepreneurial motivation has an indirect and significant effect on performance through the innovation of MSME products for packaged food producers in Mamuju Regency, West Sulawesi. So that product innovation can be a mediator between entrepreneurial motivation and performance. Motivation is directly related to improving the business performance of entrepreneurs, either directly or indirectly through process innovation. This is in line with the theory put forward by Gagne and Deci (2005) that intrinsic motivation increases work performance by making workers feel happy and happy with their work while achieving their own goals. He explained that when someone feels joy in completing a task, they most likely have autonomy, will, and more choice in the work process, which leads to higher performance.

CONCLUSION

From the research results it can be concluded that entrepreneurial competence has a positive and significant effect on product innovation and business performance. Likewise, entrepreneurial motivation has a positive and significant effect on product innovation and business performance. In addition, the indicators of entrepreneurial competence, entrepreneurial motivation, product innovation and business performance all show very high perceptions. Entrepreneurial competence is one of the important points for a person to be able to produce product innovation. As entrepreneurial competence increases, it will ultimately affect performance. In addition, entrepreneurial motivation makes a person dare to take risks with respect to opportunities and has the ability to self-efficacy which increases the ability to produce product innovations which in turn can improve performance.

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