Review Of Implementation In Bunut Shoes Assistance Program In Order Of Micro, Small And Medium Enterprises Economic In Asahan Regency

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Abstract. This paper studies the implementation of business opportunities that can improve the revenue of Bunut Shoes Micro, Small and Medium Enterprises. Probit model with E Views 6 program was used to see how far the opportunity of variable efforts to improve the revenue such as education, training, capital assistance, technological procurement of them. The data used was the primary data by conducting a survey using questionnaires to members of them with the observation period from 2013 to 2015. The results showed that all variables of implementation did not have a business opportunity correlation to the increase in revenue and Asahan District Governments are asked to create a creative breakthrough in order to achieve optimal business revenue and cooperate with other private institutions related to increase the business income.

1. Introduction
The development of Micro, Small and Medium Enterprises (MSMEs). at the time of the 1997 in the monetary crisis era, has no resilience of big business especially in relation to exports. MSMEs feels difficult to get a better level due to the resilience of the stable economic conditions. From Figure 1, it can be seen from 2007 to 2011 although there is an increase of export for it but the export amount is less result than big business so it is necessary to do a special study MSMEs to be able to compete in face of the development of the era.

![Comparison of Total MSMEs and Big Business Exports](image-url)
Source: [1]

Problems commonly faced by most MSMEs in Indonesia is the level of productivity in producing output, the quality of human capital that affects the business income of MSMEs less than the maximum. [2] In economic theory, productivity is a measure of output or worker productivity is a maximum ability of a worker to produce output. In reality, the worker does not necessarily take full advantage of his ability and how far the worker utilizes his ability to be measured by the productivity figures. From the phenomenon, then the main problem here is how the size of the productivity of educational investment results that will provide increased quality of human capital.

Increased human capital is expected to improve performance better. [3] explains that in order to respond to change, many companies claim that human capital has a competitive advantage that can improve company performance. This causes the company to understand that human capital will increase workers' satisfaction and improve performance.

Nevertheless, there is an assumption that human capital has a positive effect for the performance of the firm. It is necessary to test a particular company's feasibility in order to be clearly understood. Human capital which is the main point in improving the quality of MSMEs is required an entrepreneurship education support to be able to increase innovation so as to be able to improve the performance of the company. The MSMEs needed the capability in combining the income, capital, selling price, the amount of manpower from the community who can solve all problems to reach the market share globally.

In conducting global marketing a company is required not only to market to consumers a form of product but also there is a service element in the offering of a product even today the wider community more need the main service role than support services. Services play an active role in contributing to the economy of a country [4].

In relation to developing target markets to be able to make each MSMEs got more focused in creating the solution to the problems such as revenue, entrepreneurship education, training, capital assistance and the help of the ideal technology in developing productivity are expected to improve the strategy to solve all problems incorporated in it. From the various studies, researchers were interested in making these five variables become the analyze of the Bunut Shoes MSMEs earnings probability.

Indonesia which has a lot of population that can be used as capital in improving economic development. The large number of residents can certainly be seen in various factors both negative and positive. [5] firstly to pay attention to the positive effects of population development that can be concluded that the increase of population and the provision of education to them before becoming a workforce, enables a society to acquire not only skilled labor, but also skilled, educated, and An educated entrepreneur.

Associated with skilled workers and entrepreneurs, two major theories back to the choice of entrepreneurial choice have emerged. [6] First, the expected utility view claims that individuals choose entrepreneurial choices when they expect a higher yield of workload relative to wages. Second, the view of non-monetary benefits argues that individuals choose entrepreneurship even when returns are lower than for non-pecuniary benefits.

Entrepreneurship which may be a missing link in contemporary growth models corroborates with recent empirical studies that have found an empirical regularity in the form of a positive relationship between various steps of entrepreneurial activity, most typically start-up costs and indicators of economic growth [7].

Previous research has shown that, although small firms are generally less involved in research and development than large firms so they tend to use their innovative inputs more efficiently than large companies. To improve regional development, a change that is usually mentioned in the invention and innovation is required [8].

Invention and innovation in the business world is basically closely related to the strategy of industrial companies in controlling the state of the market. Large industrial firms run the invention and innovation is generally always superior to win the sympathy of consumers in the market [9].
Academic research has highlighted the role of entrepreneurship and venture capital in stimulating innovation. Hundreds, if not thousands, of papers have examined the relationship between firm size and innovation. Much of this work has related measures of innovative discoveries—for example, Research and Development (R & D) expenditures, patents, or invention to firm size [10].

The number and strength of the ties that a Venture Capital (VC) has with its peers and its portfolio investments. This is captured by a specific structural network attribute, that is, the number of connections the VC has (also accounting for the fact that a connection with the same partner may occur repeatedly). Ceteris paribus, the more information the VC has available to use, filter, or recombine, the higher the likelihood that it can extract the value from this information [11].

In the middle stage of economic development, government investment is still needed to increase economic growth in order to take off, but at this stage the role of private investment is getting bigger [12].

2. Method
The research location is located at Jl Jend. Sudirman Bunut Village Asahan Regency. Population taken by 20 Bunut Shoes MSMEs who started business from 2013 to 2015. The sample selection was conducted by the whole sampling where the researcher assigned.

Data source in this research is done by using primary data and secondary data. Primary data sourced from the respondents of the study obtained based on the results of questionnaires and interviews in the form of income of MSMEs, entrepreneurship education, Capital, Training and Technology assistance while secondary data obtained on the general description of Bunut Shoes MSMEs and Library research Supporting theories relevant to the research.

Operational Definition Variable This research is:
- MSMEs revenue is income or yield derived from sources of income received by MSMEs measured by unit 0 for income down, 1 for income up from 2013 to 2015.
- Entrepreneurship education through learning activities to prepare SMEs to take a specific course of action applied in the place of business and assist participants in improving achievements as measured by the number of frequencies from 2013 to 2015.
- Capital is business development assistance obtained from Asahan Regency Government as measured by the number of frequencies from 2013 to 2015.
- Training is to create shoe making skills with the size of the frequency of activities through business mentoring and seminars as measured by the number of frequencies from 2013 to 2015.
- Technological Assistance is the number of governments providing effective technology assistance to an increase in operating revenues as measured by the number of frequencies from 2013 to 2015.

Descriptive Analysis Method That is the analysis used to analyze data by way and Model Analysis Probita model that dependent variable studied follow the normal cumulative distribution. Because it is based on the normal cumulative distribution function, this model is also referred to as the normit model. [13] The probit regression model is an analytical method used to describe the relationship between predictor variables and response variables of more than 1 category. The probit regression is the abbreviation of Probability Unit based on the normal cumulative normal probability distribution function known as Normit model as the Normal Probability Unit. The shape of the probit model is:

\[
\text{SMEs Bunut Shoes Revenue} = \beta_0 + \beta_1 \text{Education} + \beta_2 \text{Capital} + \beta_3 \text{Training} + \beta_4 \text{Technology} + e
\]

Where:
- SMEs Bunut Shoes Revenue = 0 (Revenue Down), 1 (Revenue Up)
- \(\beta_0\) = Constanta
- \(\beta_1, \beta_2, \beta_3\) = Coeffisien Of Education, Capital, Training and Technology that was counted with the duration of the activity

Hypothesis Test on this research used Goodness Of Fit statistic test by Likelihood Ratio (LR) statistics test, Partial Test Z (Z-Test) and Mc Fadden Coefficient Determination.
3. Result of Research
Asahan District is an area that has natural resources that can be used to improve the welfare of the community. Bunut Shoes is one result of handicraft industry that is directly made by the son / daughter of the area. Since 1987, the result of bamboo shoe crafts (Bunut shoes) is a product that has good prospects and quality guaranteed. Made from leather, attractive models and good durability make Bunut shoes have devoted buyers / consumers.

Gallery bunut shoes located at a strategic location on the road Sumatra that is very advantageous because it is easily affordable and competitive prices with other famous brand shoes. In 2010, when the government provided subsidies / assistance in the form of small loans, especially for MSMEs managed by people who have small capital, the name of Bunut shoes re-emerged in the market of shoe industry in the region so that in the year 2013-2015, The Gallery Bunut shoes that had begun to dim, looked excited again, but after doing research in the field found that there is a probit model equation:

\[
\text{MSMEs Revenue} = -4.071142 + 1.142652 \text{Education} - 0.544562 \text{Capital} + 0.042448 \text{Training} + 0.825838 \text{Technology}
\]

| Variable   | Coefficient | Std. Error | z-Statistic | Prob.  |
|------------|-------------|------------|-------------|--------|
| EDUCATION  | 1.142652    | 0.755615   | 1.512214    | 0.1305 |
| CAPITAL    | -0.544562   | 0.673235   | -0.808874   | 0.4186 |
| TRAINING   | 0.042448    | 0.605712   | 0.070080    | 0.9441 |
| TECHNOLOGY | 0.825838    | 0.812434   | 1.016498    | 0.3094 |
|            | -4.071142   | 3.787699   | -1.074833   | 0.2824 |

From the model estimation results in the table obtained LR Statistic value of 9.324565 with a probability level of 0.053480. This shows that the independent variables are jointly entrepreneurship
education, capital, training and giving technology affect the dependent variable that is MSMEs revenue shoes.

From the results of Partial Test Z conducted to see the effect of independent variables on the dependent variable in one by one, where:
1. Entrepreneurship education has a value of z statistic: 1.512214 with regression coefficient of 1.512214 with probability: 0.1305 which has insignificant value at the level of α = 5%.
2. Capital has the value of z statistic: -0.808874 with regression coefficient of -0.544562 with probability: 0.4186 is not significant at the level of α = 5%
3. The training has a z statistic value: 0.070080 with regression coefficient 0.042448 with probability: 0.9441 which has no significant effect on the level of α = 5%.
4. Technology has a value of z statistic: 1.016498 with regression coefficient of 0.825838 with probability 0.3094 which has no significant effect on the level of α = 5%.

Coefficient of Mc Fadden Determination (R²) is used in the rate of 0.551477 or 55.1477% to see how many contributions of independent variable that is entrepreneurship education, Capital, Training, Technology can simultaneously explain dependent variable that is MSMEs Revenue while 45 percent explained other variable.

Based on the calculation and explanation, it can be seen that all the variables do not have a significant result to increase the income of MSMEs, it is necessary to further discuss each variable that is:
1. Entrepreneurship Education
   The average of the shoe seller is still in the new category in this business and still penetrated in the shoe business due to the threat of getting a job. The inequality of Asahan regency government in providing entrepreneurship education 7 times and at least 2 times causing this variable insignificant affect the revenue of MSMEs. As the investigation [2], productivity is a measure of output or worker productivity is a maximum ability of a worker to produce output. It means that the duration of workers’ education should be added more frequency.
2. Capital
   Just as entrepreneurship education also experience problems with the division of all MSMEs. Problems that often occur MSMEs less able to determine the business plan and fear if the payment of debt required a warranty payment by asserting assert as collateral. Frequency of capital given by the government 7 times and on average get help 2 times. The recommendation from [3],[4] about the company needs to understand the human capital satisfaction and performance improvement about product knowledge in business plan should be needed by the MSMEs.
3. Training
   Business training provided by the government of Asahan Regency such as marketing, shoe making, still felt less than all people. Only a few get 6 times the frequency of training and the majority gets 1 training so that this training pattern answers the role of residual factor of technical progress in economic growth of Asahan Regency and need to identify process of training needed by MSMEs as a whole. As the information [5] that population and the provision of education to them before becoming a workforce, [6], [7] need the entrepreneurial choices and [8], [9], [10] should make the invention and innovation
4. Technology
   Appropriate technology that is a help to MSMEs in the form of productivity support tool is expected to give impact to the development of MSMEs, but the aid 6 times done still not give significant results for the development of MSMEs. In this case technology as [11] investigation will make the value from this information and [12] will increase economic growth in Asahan.
4. Conclusion
Business development seen from the income of Bunut Shoes MSMEs need to be reviewed from 4 variable which are interrelated among entrepreneurship education, capital, training and technology which is the assistance of government of Asahan Regency. The effectiveness of this aid, can be seen from the given frequency of the probit model used as a quantitative measure.

From this probit model we get an input that all the variables of entrepreneurship education, capital, training and technology are all not running significantly to increase business income, this is because the need for a new improvement started from 2013 as the impact of less attention of this Bunut shoes business from year to year. Asahan District Governments asked to create a creative breakthrough in order to achieve optimal business revenue for MSMEs and cooperate with other parties related to evenness of business income.

In the process of increasing MSMEs income for the future, it needs an in-depth study by taking other variables that are interconnected well and other models that can be developed to produce a better research conducted by other researchers.

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