

Business Motivation and Business Ability towards the Success of Distro Entrepreneurs in Citarum Bandung Area

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Abstract – This research aims to find out respondents' responses regarding Business Motivation, Business Ability and Business Success of distro business in Citarum Bandung Area. As well as to find out how much Business Motivation and Business Ability to The Success of Distro Business in Citarum Bandung Area both partially and simultaneously. The population in this study was 33 business people, and the sample method used in this study was the saturated sample method. The analysis method in this study uses descriptive and verification analysis consisting of path analysis, multiple correlation analysis, coefficient of determination and hypothesis testing by performing a t test for partial and a f test for simultaneous. The results of the study based on descriptive analysis for all the variables examined are in the category of sufficient. Correlation test results show that business motivation and business ability have a very strong relationship with competitive advantage. It can be concluded that the results of the hypothesis test state that there is an influence of Business Motivation and Business Capability on Business Success, both partially and simultaneously.

Keywords: Business Motivation, Business Ability, Business Success

1. Introduction

The creative industry, which is part of the creative economy, has long been a concern by the government, since the establishment of Indonesia's Creative Economy Development Plan in 2025, the creative industry is growing from year to year. The role of the creative industries in 2019 contributed Rp 1.105 trillion to national GDP, which makes Indonesia in third place after the United States and South Korea in the amount of creative economy contribution to the country's GDP. It is estimated that the contribution of the creative economy to the national economy this year increased by 7.44%. National creative economy products also have a high number of exports. In 2017 the amount reached US \$ 20.50 billion. The creative economy sector also has a high uptake of labor, reaching 17 million people. (Minister of Tourism and Creative Economy, Wishnutama). West Java is one of the provinces that has a very rapid development of the creative economy and becomes one of the main sectors of development of West Java Province. This is evidenced by the value of West Java exports in the creative economy sector in 2016 able to reach 31.9 percent. In addition, it is also proven by being able to contribute Gross Domestic Product (GDP) in the creative economy sector by 11.81 percent, or become the third province after the Special Region of Yogyakarta (DIY) by 16.12 percent, and Bali by 12.57 percent. persen.

Bandung is famous as the city of Paris Van Java because it has many creative industry players to be referred to as Emerging Creative City. Creative city branding has been able to lift the city of Bandung into its own attraction for foreign or local tourists and as a driver of the West Java economy

(indonesiakreatif.net, 2015). In addition, Bandung is also known for its citizens who are independent in creating new products or smart in taking opportunities to develop something that exists into something new (Agustina, 2013) [1].

Therefore, based on the explanation above, the purpose of this research is to find out more on the condition of business motivation and business ability of distro entrepreneurs located in Citarum Bandung Area. Furthermore, this research aims to excavate the impact of business motivation and business ability towards the success of distro entrepreneurs located in Citarum Bandung Area.

2. Methodology

Research method is a technical or way of finding, obtaining, collecting or recording data, both in the form of primary data and secondary data used for the purpose of compiling a scientific work and then analyzing factors related to the subject matter so that there will be a truth.

data to be obtained. In this study the methods used are descriptive and quantitative approaches.

Research methods according to Sugiyono (2012: 3) are basically a scientific way to obtain data with specific purposes and uses. In this study, the methods used are descriptive methods and quantitative approaches [2]. Meanwhile, descriptive methods according to Sugiyono (2011:206) define: "Research is used to analyze data by describing or describing collected data as is without making generally accepted conclusions or generalizations [3]. Furthermore, according to Kuncoro (2010: 102) quantitative approach is the scientific approach to managerial and economic decision making consists of formulating problems, finding solutions, testing solutions, analyzing results and implementing results [4]. In this case where variable X1 is Motivation, variable X2 is Business Ability and variable Y is Business Success. This research aims to obtain an overview of the variables of Motivation and Business Ability to Business Success.

Meanwhile, the approach used in research is a quantitative approach, because the data on Motivation and Business Ability to Business Success obtained from this research is quantitative data. The data needed is data that is in accordance with existing problems and in accordance with the purpose of the research, so that the data will be collected, analyzed and processed further in accordance with the theories that have been studied, so that the data will be drawn conclusions.

3. Results and Discussion

To obtain more accurate results in multiple regression analysis, classical assumption testing is done so that the results obtained are regression equations that have the nature of Best Linear Unbiased Estimator (BLUE) Testing about the absence of violations of classical assumptions is the basis in the multiple linear regression model carried out before testing the hypothesis.

3.1. Normality Assumption Test

Test normality to find out whether dependent variables, independent or both are normal, are close to normal or not. A good regression model should be normal or near normal. Detect whether or not distributed data is normal by describing the dissemination of data through a graph. If the data spreads around the diagonal line and follows the direction of the diagonal line, the regression model meets the assumption of normality [5]. The one sample of Kolmogorov-Smirnov Test is shown in table 1.

Table 1. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		33
Normal Parameters ^{a,b}	Mean	.000000
	Std. Deviation	1.76447393
Most Extreme Differences	Absolute	.096
	Positive	.096
	Negative	-.085
Test Statistic		.096
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on table 1 obtained sig results of 0.200, results of $0.200 > 0.05$ it can be concluded that the data is normal distribution in other words the assumption of data normality is met.

3.2. Multicollinearity Test

According to Imam Ghozali (2013: 105) the multicollinearity test aims to test whether regression models found correlations between independent variables. The result of multikolinearity test is shown in table 2 as follows.

Table 2. Multikolinearity Test

		Coefficients ^a			
Model		Unstandardized Coefficients		Collinearity Statistics	
		B	Std. Error	Tolerance	VIF
1	(Constant)	.317	2.058		
	Motivasi Usaha	.406	.128	.763	1.311
	Kemampuan Usaha	.331	.083	.763	1.311

a. Dependent Variable: Keberhasilan Usaha

Based on table 4.27 it can be seen that Business Motivation and Business Ability show tolerance values > 0.1 and VIF values < 10 , it can therefore be concluded that the independent variables used in this research regression model are free from multicollinearity or trustworthy and objective.

3.3. Linear Regression Equation

Correlation testing is used to determine whether or not the relationship between variables x and y, using the Pearson Product Moment correlation coefficient approach with the Provisions to see the level of correlation intensity used in Table 3, namely as follows:

Table 3. Linear Regression Equation

		Coefficients ^a				t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients			
		B	Std. Error	Beta			
1	(Constant)	.317	2.058		.154	.879	
	Motivasi Usaha	.406	.128	.406	3.183	.003	
	Kemampuan Usaha	.331	.083	.511	4.009	.000	

a. Dependent Variable: Business Success

From the output table 3 above obtained a value of 1.787; β_1 is 0.344 and β_2 is 0.211. Thus, the multiple linear regression equations to be formed are as follows:

$$Y = 0.317 + 0.406X_1 + 0.331X_2$$

- Constant of 0.317 indicates that when both free variables are worth zero (0) and there is no change, then business success is predicted to be worth 0.317 times.
- Variable X_1 is Business Motivation has a regression coefficient value of 0.406 showing that when Business Motivation increases, it is predicted to increase business success by 0.406 times.
- Variable X_2 is Business Ability has a regression coefficient value of 0.331, indicating that when Business Capability is improved, it is predicted to increase Business Success by 0.331 times.

In this case, if the company is able to apply every factor of Business Motivation and Business Capabilities owned by Distro Entrepreneurs in the Citarum Bandung Area will be able to increase Business Success in Distro Entrepreneurs in the Citarum Bandung Area. But if it does not happen Business Success in Distro Entrepreneurs in the Citarum Bandung Area will stagnate there is no change in its application. Therefore, to be important for the application of these two variables, namely Business Motivation and Business Ability.

3.4. Correlation Analysis

Coefficient essentially measures how far the model's ability to explain variable variations is bound. This coefficient is used to determine the magnitude of the effect of business motivation variables and business ability on business success Here is the value of the coefficient of determination results from calculations with SPSS 25 for windows as seen in table 4.

Table 4. Simultaneous Correlation

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 ^a	.628	.603	1.82234

a. Predictors: (Constant), Business Ability, Business Motivation
b. Dependent Variable: Business Success

Based on the output results from data processing using the SPSS 25 for windows program above obtained a correlation result of 0.793 based on criteria (0.60 - 0.799), the correlation of Business Motivation and Business Ability to Business Success has a strong correlation rate. The correlation value is marked positive which indicates that the relationship that occurs between the two is in the direction. This means that the more business motivation and business ability the more it can apply will have a strong relationship to the success of the business. Table 5 below show the coefficient correlation analysis.

Table 5. Simultaneous Coefficient of Determination

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 ^a	.628	.603	1.82234

a. Predictors: (Constant), Business Ability, Business Motivation

b. Dependent Variable: Business Success

Based on the table 5 above, the R-square value or coefficient of determination is 0.628. This number means that the value of R-square ranges from 0 to 1, the value of R-square which is close to the number 1 indicates that the model formulated to explain that business success is very good. The table above shows that the effect of Business Motivation and Business Ability on Business Success is 62.8%. While the rest, which is $100\% - 62.8\% = 37.2\%$ influenced by other factors not studied by researchers.

Hypothesis Test Analysis

Test F

To find out the significant or not of an influence of free variables together over a variable is not free, the test F is used.

T Test

Used to test free variables have significant or non-relationships with individually bound variables for each variable, namely Business Motivation for Partial Business Success, and Business Ability to Partial Business Success.

Taraf Signifikan (a): 0.05

Test Criteria :- If the t value is calculated $>$ t table then H0 is rejected H1 is accepted.

- If the t value calculates $<$ t table then H0 is accepted H1 is rejected.

4. Conclusion

Based on the results of research on the Influence of Business Motivation and Business Ability on Success in Distro Entrepreneurs in the Citarum Bandung Area can be drawn to the following conclusions as follows. Business Motivation in Distro in Citarum Bandung area is included in the classification of Quite Good, as seen in the recapitulation table where the average of each indicator is in the category is quite good. Of the four indicators there are the smallest indicators, namely the Fulfillment Reason indicator and the highest indicator, namely Financial Reasons and overall Business Motivation Variables are in the Category of Quite Good.

Business Capabilities in Distro In Citarum Bandung area is included in the classification of Quite Good, as seen in the recapitulation table where the average of each indicator is in the category quite good. Of the seven indicators there are the smallest indicators, namely the indicator has the highest practical knowledge and indicators that have business knowledge and overall business ability variables are in the category of quite good.

Business Success in Distro in Citarum Bandung Area is in a fairly good classification, for each indicator, the Labor indicator gets the lowest value, the highest indicator is the Production Output indicator obtained the highest value and overall business success is in the Category of Quite Good. Both business motivation and business ability have significant impact on business success of distro entrepreneurs at Citarum Bandung Area.

Therefore, Based on the conclusions of the results of research on the Influence of Business Motivation and Business Ability on Success in Distros in the Citarum Area of Bandung, the research presents several suggestions that can be considered for distro entrepreneurs in the Citarum Bandung area to increase business success:

1. Based on respondents' responses about Business Motivation that is in the classification of Good Enough, business actors should better know the importance of Business Motivation in running the Company to achieve business success by continuing to increase motivation both in working in carrying out tasks in the business that is run.
2. Based on respondents' responses about the ability of saha that is in the classification is quite good, then the entrepreneurs are more active in running and improving each factor so that business ability can increase such as having a leader about accounting in doing business, imagination or imagination, practical knowledge, skills, foresight, skills in numeracy and ability to communicate in order to achieve business success.
3. Business success is based on the classification of Good Enough, it should be further improved on udaha motivation and business ability.
4. to distro entrepreneurs in the Citarum Bandung area so as not to be quickly satisfied with what is getting now and not easily discouraged by the current conditions and continue to look for ways to keep the business can run like a focus on sales on the internet and market place.

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