ORIGINAL ARTICLE

Entrepeneur Independence Model in Improving Entrepeneur's Performance in Lubuk Pakam District

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ABSTRACT

This study aims to improve entrepreneur's performance through entrepreneur's independence for business actors. This study uses the Research and Development (R & D) method, in line with the objectives to be achieved in this study, namely the development of an entrepreneur's independence model in increasing entrepreneur's business performance. The data analysis technique uses descriptive statistics and analyzes the entrepreneur's performance of business actors through the entrepreneur's independence model in the business in Lubuk Pakam District, Deli Serdang Regency through 9 small and medium business actors. From the results of the survey and the distribution of questionnaires conducted by the research team, the results of the research are, small and medium enterprises in Lubuk Pakam District do not have good entrepreneurial independence or business independence so they are not able and effective in running a business, so the results obtained have not as expected.

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INTRODUCTION

Small and medium enterprises have sufficient potential to have prospects for development and have different characteristics from large businesses in terms of business scale, number of employees, capacity and sales turnover so that they have business resilience and resilience in maintaining their business continuity.

This condition can be shown when the Indonesian economy is faced with a multi-dimensional crisis, small industries and SMEs continue to survive and are able to play a role in carrying out their functions both in producing goods and services in the midst of large businesses that are unable to maintain their existence.

In order for small and medium enterprises to be able to maintain their existence, entrepreneurial independence is needed as an independent effort that includes all aspects of the needs that can be met independently without having to depend on others. This means that all efforts made from planning, goal setting, negotiating, winning the competition, carrying out work, creating ideas, finding sources and solving business problems can be done alone with hard effort.

According to Varner and Beamer (1995) entrepreneur independence is the ownership of a value in a person that leads to maturity, so that he is able to face competition.

In addition, entrepreneur's performance is needed for coaching and training related to aspects that are business needs including aspects: capital, marketing, management, production systems which include technology, equipment and quality.

Wibowo (2013) states that entrepreneur's performance is the appearance of work behavior characterized by the flexibility of movement, rhythm and work order in accordance with the procedure so that results that meet the quality, speed and quantity requirements are obtained.

Entrepreneurs should have an entrepreneur's performance that is quite aggressive and active and is supported by good business motivation, high entrepreneurship, a good level of business independence and able to improve their performance. While business actors who are static and expect a lot of help from other parties and are not motivated by motivation, good entrepreneurial knowledge results in entrepreneur's performance tends to decline. Therefore, business actors in Lubuk Pakam District in increasing entrepreneur's performance must have strong entrepreneurial independence.

Independence can also be interpreted as an independent effort which includes all aspects of the need to be able to be met alone without having to depend on others (Dessler, 1998). Thus, the efforts made are able to bring success that provides satisfaction.

The independence of entrepreneurs according to Amir (2000) can first be observed from the independence of a person in his role as an entrepreneur, which means creating new jobs for oneself, not depending on others (independent) as well as being an employer for oneself and for others who work with him.

Sukamdiyo and Alex Dasuki (1999) believe that to achieve business independence requires an ability to understand something both technically and analytically.

From this description, it is clear that business independence is not sufficient only with ideas, skills and objects that will be used as business tools. However, it also requires creativity, flexibility, accuracy in making decisions and expertise in determining priorities. Therefore an entrepreneur must also learn to be a good leader and have qualifications supported by healthy internal and external conditions that have a positive effect on business success (Dollinger, 1999).

Thus business independence is self-strength in an effort to create new jobs without having to depend on others, starting from creating ideas, setting goals, to achieving satisfaction.

Gibson, Ivancevich and Donelly (1997) say that entrepreneur's performance is a series of management activities that provide an overview of the extent to which the results have been achieved in carrying out their duties and responsibilities in the form of public accountability in the form of successes and deficiencies that have occurred. Performance is a job performance, there is a spirit of work which includes several success values for both organizations and individuals.

Kotter and Heskett (1997) distinguish between types of performance, namely economic performance, resulting in superior products. Besides, there is a measurable quality of work. From the description of the theory above, it can be concluded that entrepreneur's performance is a series of achievements of the work of an entrepreneur conducting business activities, both in productivity development and in marketing success, in accordance with his authority and responsibility.

This study uses the Research and Development (R & D) method, in line with the objectives to be achieved in this study, namely the development of an entrepreneur's independence model in increasing entrepreneur's business performance.

The data analysis technique uses descriptive statistics and analyzes the entrepreneur's performance of business actors through the entrepreneur's independence model in the business in Lubuk Pakam District, Deli Serdang Regency through 9 small and medium business actors.

This research was conducted for 2 years, while in year 1 it identified entrepreneur's performance problems faced by entrepreneurs through entrepreneurial independence by distributing questionnaires and field surveys in Lubuk Pakam District, Deli Serdang Regency. And in year 2, made a design for the development of an entrepreneur's independence model to help business actors in Lubuk Pakam District in increasing the ability of business actors as well as socializing, implementing and producing manual books for business actors through entrepreneur's independence model

METHOD

This research was conducted in Lubuk Pakam District, Deli Serdang Regency, North Sumatra. Lubuk Pakam sub-district consists of 13 villages or wards with an area of 31.19 km2 and is inhabited by 91,981 people. From the large number of residents of Lubuk Pakam District, researchers took 9 samples of small and medium enterprises who were willing to be sampled. Data collection is done by giving questionnaires directly to the respondents or the small and medium enterprises. The names of small and medium enterprises that are the unit of analysis can be seen in the following table:

Table 1. List of Small and Medium Enterprises in Lubuk Pakam District

No.	Name	Effort	Type of business	Address
1	Erni Johar Manik	Ulos Songket	Weaving	Dusun IX Kelapa Tinggi Pasar Melintang, Lubuk Pakam
2	Prasti Surya	Donut Dunno	Donuts	Lubuk Pakam Village, Lubuk Pakam
3	Sri Kurniawati	Al Khalif Tempe Chips	Tempe Chips	Jl. T. Young King No. 69 LK I of Lubuk Pakam Village
4	Willy Sumantri	Art n Craft mockup	Crafts / Miniature Houses	Jl. Galang No.152, Lubuk Pakam

No.	Name	Effort	Type of business	Address
5	Muhammad Hamdani	Tempered Leather Shoes	Tempered shoes	Jl. Pelita No.65, Lubuk Pakam
6	Fitri Hanana	Teri Que	Snacks from Teri	Regional Government of Deli Serdang PNS Prumnas Jl. Pagar Merbau III, Lubuk Pakam
7	Kasmiwati	Ken JI	Potato Stick	Jl. Thamrin Gg. Family No. 23 Ex. Syahmat, Lubuk Pakam
8	Juanda Rambe	Baihaqi	Tojin Nuts	Hamlet I Jl. Tg. Garbus No. 9A, Lubuk Pakam
9	Juliana	Skip Soap	Liquid soap	Jl. Development I Village Skip, Lubuk Pakam

Source: Survey Results

RESULT AND DISCUSSION
Characteristics of Respondents

Table 2. Based on Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	4	44.4	44.4	44.4
	Women	5	55.6	55.6	100.0
	Total	9	100.0	100.0	

Source: Primary data processed

In the table above, it can be seen that in this study the number of female respondents was more, namely 5 people or 55.6%, while the number of male respondents was 4 people or 44.4%. This shows that on average the respondents in Lubuk Pakam District are women.

Table 3. Based on the Age of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
	21-30 years	2	22.2	22.2	22.2
Valid	31 - 40 years	5	55.6	55.6	77.8
	> 40 Years	2	22.2	22.2	100.0
	Total	9	100.0	100.0	

Source: Primary data processed

In the table above, it can be seen that in this study, based on the age of the respondents 21-30 years, there were 2 respondents (22.2%), 31-40 years old as many as 5 respondents (55.6%), and respondents with an age above 40 years were 2. respondents (22.2%). In terms of age, respondents with an average age of 31-40 years were the most dominant. This shows that on average the respondents in Lubuk Pakam District are predominantly middle-aged.

Table 4. Based on the Business Period

		Frequency	Percent	Valid Percent	Cumulative Percent
	15 years	4	44.4	44.4	44.4
Valid	> 5 Years	5	55.6	55.6	100.0
	Total	9	100.0	100.0	

Source: Primary data processed

Based on the table above, it can be seen that in this study, respondents with a business period of 1 - 5 years were 4 respondents (44.4%) and respondents with a business period of more than

5 years were 5 people (55.6%). This shows that on average the respondents in this study have been running their business for more than 5 years.

Data Quality Testing

The questionnaire result data is further processed, using validity and reliability tests on research measuring instruments to prove whether the measuring instruments used have validity and reliability. Based on the results of processing (validity index) and methods*Cronbach's Alpha* obtained the results of the validity and reliability tests as follows:

Table 5. Test Results of the Validity and Reliability of the Research Variable Questionnaire

No questions	Validity Index	Reliability Coefficient	No questions	Validity Index	Reliability Coefficient
1	0,000	0.936	8	0.011	0.936
2	0.002		9	0.005	
3	0.029		10	0.019	0.819
4	0.001		11	0.026	
5	0.005		12	0.011	
6	0.029		13	0.004	
7	0.018		14	0.032	

Source: Primary data processed

From the table above, it can be seen that the correlation coefficient (validity index) of each statement item is smaller than the critical value of 0.05. The results of this test show that all statement items for each variable are valid and fit for use as a research measurement tool and can be used for further analysis. The table above also shows that the reliability value of each variable is greater than the critical value of 0.70. The results of this test indicate that all statement items used are reliable, so it can be concluded that the questionnaire used has provided consistent results.

Descriptive Analysis

Table 6. Entrepreneur Independence Variable

Statement	SS		S		KS		TS		STS		Average Score	Ket
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%		
1. I want to receive suggestions / input from other people	2	22.2	4	44.4	3	33.3	0	0	0	0	3.89	Good
2. I was able to find a solution to the problem	3	33.3	3	33.3	3	33.3	0	0	0	0	4.00	Good
3. I added a variety of new flavor options	1	11.1	4	44.4	4	44.4	0	0	0	0	3.67	Good

4.	I am able to find new ideas to develop a business	1	11.1	1	11.1	6	66.7	1	11.1	0	0	3.22	Not good
5.	I am able to develop new ideas for creating new products	0	0	0	0	4	44.4	5	55.6	0	0	2.44	Not good
6.	I create / create new product variations	0	0	1	11.1	4	44.4	4	44.4	0	0	2.67	Not good
7.	I can adapt to changes in buyer demand	1	11.1			7	77.8	1	11.1			3.11	Not good
8.	I create products in a new way / technique			1	11.1	5	55.6	3	33.3			2.78	Not good
9.	I make new packaging / repair packaging					3	33.3	6	66.7			2.33	Not good

Source: Primary data processed

From the results of the respondents' answers above, it provides an overview of the independence of entrepreneurs in small and medium enterprises in Lubuk Pakam District. The statement I want to accept suggestions / input from other people gets an average score of 3.89 in the good category. My statement of being able to find a solution in facing a problem also has a good average value of 4.00 which is declared good. My statement adding to the variety of new flavor choices has an average value of 3.67 which is also good. My statement that is able to find new ideas to develop a business gets an average score of 3.22 is categorized as poor. My statement is able to develop new ideas to make new products get an average score of 2.44 which is in the bad category. My statement creating or creating new product variations has an average score of 2.67 which is considered unfavorable. My statement that I can adapt to changes in buyer demand gets an average score of 3.11 which is in the unfavorable category. My statement made the product in a new way or technique earned an average score of 2.78 in the unfavorable category. And my statement that making new packaging or repairing packaging has an average score of 2.33 which is categorized as not good. Then the independence of entrepreneurs of small and medium enterprises is seen as a whole having an average value of 3,123 and is categorized as having a bad score. My statement that I can adapt to changes in buyer demand gets an average score of 3.11 which is in the unfavorable category. My statement made the product in a new way or technique earned an average score of 2.78 in the unfavorable category. And my statement that making new packaging or repairing packaging has an average score of 2.33 which is categorized as not good. Then the independence of entrepreneurs of small and medium enterprises is seen as a whole having an average value of 3,123 and is categorized as having a bad score. My statement that I can adapt to changes in buyer demand gets an average score of 3.11 which is in the unfavorable category. My statement made the product in a new way or technique earned an average score of 2.78 in the unfavorable category. And my statement that making new packaging or repairing packaging has an average score of 2.33 which is categorized as not good. Then the independence of entrepreneurs of small and medium enterprises is seen as a whole having an average value of 3,123 and is categorized as having a bad score.

Table 7. Entrepreneur's Performance Variable

Statement	SS	S	KS	TS	STS	Ket

	∑	%	∑	%	∑	%	∑	%	∑	%	Average Score	
1. There is an increase in the number of goods produced in the last 1 year	0	0	1	11.1	7	77.8	1	11.1	0	0	3.00	Not good
2. There is an increase in income in the last 1 year	0	0	0	0	5	55.6	4	44.4	0	0	2.56	Not good
3. There has been an increase in the number of items sold in the last 1 year	0	0	0	0	7	77.8	2	22.2	0	0	2.78	Not good
4. There is an increase in profit or profit in the last 1 year	0	0	0	0	5	55.6	4	44.4	0	0	2.56	Not good
5. Business development runs in accordance with the goals and targets set.	0	0	1	11.1	6	66.7	2	22.2	0	0	2.89	Not good

Source: Primary data processed

Based on the results above, it can be seen that the statement of an increase in the number of goods produced in the last 1 year gets an average value of 3.00 which is categorized as unfavorable. The statement of an increase in income in the last 1 year has an average value of 2.56 which is declared not good. The statement of an increase in the number of goods sold in the last 1 year also has a low average value of 2.78 which is in the unfavorable category. The statement of an increase in profit or profit in the last 1 year received an average value of 2.56 which was declared not good. As well as the statement that the development of the business is running in accordance with the goals and targets set has an average value of 2.89 which falls into the unfavorable category.

Discussion

Based on the description above, it can be concluded that small and medium enterprises in Lubuk Pakam District have not been able to run their business independently. This can be seen from the results of the data description of the variables studied that have been described previously, where there are still bad and bad values for each variable. Then it can be seen as follows:

Entrepreneurial Independence. Entrepreneur independence variable which still shows unsatisfactory values, where small and medium business actors still have difficulty finding new ideas to develop the business they are running so that the business does not experience much change. These small and medium business actors also experience difficulties in making or developing new products. The difficulty is also due to the fact that small and medium enterprises are not able to adapt to changes in buyer demand, such as making new variants of products or making attractive packaging for the products they produce. The development has also made product management techniques better, but small and medium enterprises in Lubuk Pakam District are still having difficulty implementing them.

According to Steinberg (2009), the model of independence consists of 3 aspects, namely: a). Emotional independence (Emotional Autono-my), which refers to the understanding

developed by children about individuation and releasing themselves from their dependence in meeting the basic needs of their parents. b). Behavior Autono-my, which is independence in free behavior to act or act independently without depending on the guidance of others. The independence of behavior refers to a person's ability to carry out activities as a manifestation of the functioning of freedom clearly regarding reasonable rules regarding one's behavior and decision-making. c). Value autonomy, namely independence which refers to an understanding of a person's ability to make decisions and make choices that adhere to their individual principles rather than taking the principles of others.

Entrepreneur's Performance. Performance is the result of activities in the business which are influenced by many factors including internal and external factors during a certain period of time. Performance measurement is an effort that can be made to provide direction for strategic decision making concerning future business development.If seen from the results of the description of the data above, the entrepreneur's performance of small and medium enterprises in Lubuk Pakam District is still in the bad and bad categories. Due to the lack of an increase in the number of goods produced during the last 1 year, this indicates that the level of sales of the business has not changed or has not developed. The income of small and medium enterprises has also not increased in the last 1 year, this shows that the level of welfare of small and medium enterprises is still at the middle to lower level.The sales of small and medium-sized business products have also increased less during the last 1 year, this is due to changes in market demand for these products that have not been matched by the adaptation of business actors properly, so that product sales have not increased. This all causes business development to not run according to the expected goals and targets. So small and medium business actors still need to improve their entrepreneurial performance or their business performance is better through the development of an entrepreneurial independence model.

CONCLUSION

From the results of the analysis previously discussed, the researcher draws conclusions, namely, small and medium business actors in Lubuk Pakam Subdistrict do not have entrepreneurial independence or good business independence so that they are not able and effective in running a business, so the results obtained are not as expected.Sales of products of small and medium enterprises have also increased less, this is due to changes in market demand for these products that have not been properly adapted to business actors, so that product sales have not increased. *Entrepreneur* requires business skills in order to survive financially, to make the innovations produced can continue.

Based on the above conclusions, the authors provide suggestions, as follows, Business Actors, In This Case Smes In Lubuk Pakam Sub-District, Have Entrepreneurial Independence So That They Are Able To Produce Quality Products And Have A Competitive Advantage.Small And Medium Business Actors Should Have The Skills And Competence In Running Their Business So That They Are Able To Compete In The Global Market.The Existence Of An Effective Entrepreneur Independent Model Design So As To Improve Skills And Independent Performance

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