



**International Journal of Education, Social Studies,
And Management (IJESSM)**

e-ISSN : 2775-4154

Volume 3, Issue 1, February 2023

The International Journal of Education, Social Studies, and Management (IJESSM) is published 3 times a year (**February, Juny, November**).

Focus : Education, Social, Economy, Management, And Culture.

LINK : <http://lppipublishing.com/index.php/ijessm>

**Effect of Business Climate on Entrepreneurial Behavior and Its
Implications for Performance in Culinary Micro Enterprises,
Serang Regency**

Trihana Kurniawati¹, Muhammad Suparmoko², Uli Wildan Nuryanto³,

Bambang Dwi Suseno⁴, Basrowi⁵

¹ Universitas Bina Bangsa, Indonesia

² Universitas Bina Bangsa, Indonesia

³ Universitas Bina Bangsa, Indonesia

⁴ Universitas Bina Bangsa, Indonesia

⁵ Universitas Bina Bangsa, Indonesia

ABSTRACT

The purpose of this research is to analyze effect of business climate on entrepreneurial behavior and its implications for performance in Culinary Micro Enterprises, Serang Regency. This research is a quantitative descriptive research. Population in this study is Culinary Micro Enterprises entrepreneurs, Serang Regency, Banten Province. Sampling technique in this study is to use a saturated sampling technique. Sample of this research is 100 Culinary Micro Enterprises entrepreneurs, Serang Regency, Banten Province. Data analysis using structural equation modeling (SEM). The results of the study show that business climate has no significant effect on entrepreneurial behavior in Culinary Micro Enterprises, Serang Regency. Business climate has no significant effect on performance in Culinary Micro Enterprises, Serang Regency. Entrepreneurial behavior has a significant effect on performance in Culinary Micro Enterprises, Serang Regency. Business climate has no significant effect on performance through entrepreneurial behavior in Culinary Micro Enterprises, Serang Regency.

ARTICLE INFO

Article history:

Received

20 January 2023

Revised

10 February 2023

Accepted

24 February 2023

Keywords

Business Climate, Entrepreneurial Behavior, Performance

Doi

[10.52121/ijessm.v3i1.144](https://doi.org/10.52121/ijessm.v3i1.144)

**Corresponding
Author** 

putrisalsabila1983@gmail.com

INTRODUCTION

Entrepreneurship is one of the characteristics of humans who work well in managing a business, because humans who have entrepreneurial behavior show innovation that is dynamic, innovative and adaptive to a constantly changing business environment. Entrepreneurship is the process of doing

something new and something different that aims to create profitability and have a positive impact on the company (Abubakar, 2018).

Maintaining an organization to survive and adapt to changing environmental conditions is not an easy task, requiring organizations to move quickly and adapt to changes and a complex and volatile business environment. Therefore, an organization must be prepared to make change oriented changes towards developing organizational values. The value itself is the benefit provided by organizational change through something different and comprehensive by using a more efficient method or system so that the organization can survive and develop in line with business environmental conditions that can change at any time. In the rapidly changing world of business, small changes and big changes become obvious to individuals and organizations as they seek to survive and thrive. The big challenge for large organizations is how to maintain high productivity while experiencing transformative change. To achieve success, individuals or organizations must recognize that change is a natural part of the organizational life cycle, and begin to prepare for and manage the complexities of organizational transformation. Transformation is essentially a process of awakening and awareness of the importance of a change. The bias of traditional mechanisms in organizations imagine that transformation comes to fix something that is broken or provide something that is missing, the transition cycle suggests that transformative change is a cyclical process from disintegration to reform. Organizations and individuals who choose to change will be more resilient in responding to the social changes and changing values that affect business in today's rapidly changing world.

Every company that competes in the business environment has the same goal, which is to win business competition through the company's competitive advantage. Efforts to achieve competitive advantage can be made when companies are flexible in responding to a changing and developing business environment. Increased competition and better information technology capabilities require companies to increase creativity and innovation in managing the company. Creative and innovative ideas that will be born from an entrepreneur who has a far sighted business outlook. Entrepreneurs are individuals who have the characteristics of being willing to take risks, being proactive, creative and innovative. Creative ideas, innovative, strong motivation is the behavior of entrepreneurs, in developing the company must always be oriented towards changes in the business environment, both internal and external to the company. Efforts to support changes in the business environment can be carried out through a strategic business process

reengineering process, namely redesigning business processes to achieve performance improvements such as cost, quality, service, and speed (Alma, 2007).

Changes in the business environment have also occurred in small and medium industries, based on data sourced from the Office of Cooperatives and Small and Medium Enterprises of Banten Province in 2018 that, Banten Province has 157,329 Micro, Small and Medium Enterprises spread across 4 districts and 4 cities.

Serang City is the youngest provincial capital on the island of Java. As a buffer for the capital city of Jakarta, the city of Serang is also a very strategic city for developing a culinary business. This can be seen based on the Central Bureau of Statistics in which Serang City experienced economic growth of 6.41% in 2017, this number was greater than Indonesia's overall economic growth in 2017 which was 5.19%. This development includes the development of the Small and Medium Enterprises sector, one of which is restaurants and restaurants. It can be seen from the economic development Serang City, it indicates that the culinary business in Serang City still has promising prospects.

One of the Micro Enterprises in Serang City which is engaged in the culinary field. Culinary enterprises is one type of business that is carried out by someone engaged in the food sector. The culinary enterprises is classified as an easy business to do because it only serves various types of food and drinks. The restaurant business is a business that has promising prospects from time to time, this is because food is a basic need that is continuous for humans and is already a way of life. The culinary industry is currently experiencing growth which provides opportunities for the growth of the food processing business sourced from the local area in Banten Province, especially in Serang Regency. Every change that occurs always has an impact on every aspect of the organization. Implementing the right strategy in a different and changing business climate is an important success in achieving company success.

The purpose of this research is to analyze effect of business climate on entrepreneurial behavior and its implications for performance in Culinary Micro Enterprises, Serang Regency.

RESEARCH METHODE

This research is a quantitative descriptive research. Descriptive research is research with a method to describe a research result with the aim of providing a description, explanation, as well as validation regarding the phenomenon being studied (Octiva et al., 2018; Pandiangan, 2018; Pandiangan, 2022). While quantitative is a systematic investigation of a phenomenon by collecting data

that can be measured using statistical, mathematical, or computational techniques (Asyraini et al., 2022; Otiva, 2018; Pandiangan, 2015; Sutagana et al., 2022).

Population is the area of generalization of objects that have certain qualities and characteristics determined by the researcher to be studied and then drawn conclusions (Jibril et al., 2022; Pandiangan et al., 2018; Pandiangan, 2022). Population in this study is Culinary Micro Enterprises entrepreneurs, Serang Regency, Banten Province. Sample is taken because researchers have limitations in conducting research both in terms of time, energy, funds, and a very large population. Sampling technique in this study is to use a saturated sampling technique. Saturated sampling technique, namely the technique of determining the sample when all members of the population are used as samples (Otiva et al., 2021; Pandiangan et al., 2021; Pandia et al., 2018). Sample of this research is 100 Culinary Micro Enterprises entrepreneurs, Serang Regency, Banten Province.

Data analysis using structural equation modeling (SEM). SEM is a method used to cover the weaknesses found in the regression method (Pandiangan et al., 2022; Tobing et al., 2018; Sudirman et al., 2023).

RESULT AND DISCUSSION

Description of the Research Object

The objects in this study are Culinary Micro Enterprises, in this case restaurant or cafe entrepreneurs in Serang Regency, Banten Province. From a number of houses, not all of them agreed to be interviewed in this study. The number of questionnaires distributed directly to restaurants and cafes that were willing to be interviewed is 100 questionnaires. Culinary Micro Enterprises in the form of restaurants are all restaurants with various types and types served, such as pecak milkfish restaurants, Padang restaurants, Sundanese restaurants, Tegal stalls and others, as well as the cafe in question is a type of micro enterprises that offers various processed and ready to eat menus, both traditional and millennial. In this study, the respondents were the owners of Culinary Micro Enterprises in the form of restaurants and or cafes in Serang Regency, Banten Province.

Respondent Profile

The number of male respondents is more than female respondents. The number of male respondents is 64 people (64%) and women are 36 people (36%). There is a shift in micro enterprises activists from women or housewives to the millennial generation who have entered the world of micro enterprises and are more dominated by men.

Most of the respondents were aged 26 to 40 years, namely as many as 37 people (37%), respondents who were over 50 years old were only about 5 people (5%), and were the lowest respondents for the age scale. The productive age of young people who are engaged in micro enterprises has increased compared to ten years ago, where more and more micro enterprises are dominated by those over 40 years of age.

45 respondents (45%) had a general high school or vocational high school education, 27 respondents had a diploma (27%), 18 respondents had an undergraduate degree (18%), and 10 respondents had a master's degree (10%). The level of education also influences the performance of Culinary Micro Enterprises, because with higher education it is possible to have knowledge regarding business capital, relationships with fellow entrepreneurs in institutions or organizations.

The number of employees or employees in each restaurant or cafe is different, at most the number of employees is between 1 and 5 people around 55 respondents (55%) and those above 15 employees are only 1%, this also shows that generally micro enterprises have employees between 1 to 5 people.

The most data on culinary micro enterprises experience and business experience are between 6 and 10 years, namely around 40 respondents (40%), 1 to 5 years as many as 35 respondents (35%). 11 to 15 years as many as 16 respondents (16%) and business experience over 15 years as many as 9 respondents (9%), along with technological advances, the rapid development of micro enterprises has been in the last 1 to 10 years.

Hypothesis Test

The significance of the estimated parameters provides very useful information about the relationship between the research variables.

Table 1.
Direct Effect

	Original Sample (O)	P Values
Business Climate ->Entrepreneurial Behavior	0.061	0.498
Business Climate ->Performance	0.003	0.970
Entrepreneurial Behavior ->Performance	0.743	0.000

Table 2.
Indirect Effect

	Original Sample (O)	P Values
Business Climate ->Entrepreneurial Behavior ->Performance	0.046	0.499

Table 3.
Total Effect

	Original Sample (O)	P Values
Business Climate ->Entrepreneurial Behavior	0.061	0.498
Business Climate ->Performance	0.048	0.603
Entrepreneurial Behavior ->Performance	0.743	0.000

The results of the study show that business climate has no significant effect on entrepreneurial behavior in Culinary Micro Enterprises, Serang Regency. Business climate has no significant effect on performance in Culinary Micro Enterprises, Serang Regency. Entrepreneurial behavior has a significant effect on performance in Culinary Micro Enterprises, Serang Regency. Business climate has no significant effect on performance through entrepreneurial behavior in Culinary Micro Enterprises, Serang Regency.

CONCLUSION

The results of the study show that business climate has no significant effect on entrepreneurial behavior in Culinary Micro Enterprises, Serang Regency. Business climate has no significant effect on performance in Culinary Micro Enterprises, Serang Regency. Entrepreneurial behavior has a significant effect on performance in Culinary Micro Enterprises, Serang Regency. Business climate has no significant effect on performance through entrepreneurial behavior in Culinary Micro Enterprises, Serang Regency.

Based on the limitations of this study, it is expected that:

1. Further research should be carried out in the Serang City area, because in this study it was still in the Serang Regency area, this could be more representative of the existing sampling.
2. The sample in this study only come from Culinary Micro Enterprises who are willing to fill in, so further research requires another method so that all respondents or Culinary Micro Enterprises is willing to fill out a questionnaire.

REFERENCES

- Abubakar, Rusydi. (2018). *Manajemen Pemasaran*. Bandung: Alfabeta.
- Alma, Buchari. (2007). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Asyraini, Siti, Fristy, Poppy, Octiva, Cut Susan, Nasution, M. Hafiz Akbar, & Nursidin, M. (2022). Peningkatan Kesadaran Protokol Kesehatan di Masa Pandemi Bagi Warga di Desa Selamat Kecamatan Biru-biru. *Jurnal Pengabdian Kontribusi (Japsi)*, 2(1), 33-36.
- Jibril, Ahmad, Cakranegara, Pandu Adi, Putri, Raudya Setya Wismoko, & Octiva, Cut Susan. (2022). Analisis Efisiensi Kerja Kompresor pada Mesin Refrigerasi di PT. XYZ. *Jurnal Mesin Nusantara*, 5(1), 86-95.
- Octiva, Cut Susan. (2018). *Pengaruh Pengadukan pada Campuran Limbah Cair Pabrik Kelapa Sawit dan Tandan Kosong Kelapa Sawit terhadap Produksi Biogas*. Tesis. Medan: Fakultas Teknik, Program Studi Teknik Kimia, Universitas Sumatera Utara.
<https://repositori.usu.ac.id/bitstream/handle/123456789/12180/157022002.pdf?sequence=1&isAllowed=y>.
- Octiva, C. S., Irvan, Sarah, M., Trisakti, B., & Daimon, H. (2018). Production of Biogas from Co-digestion of Empty Fruit Bunches (EFB) with Palm Oil Mill Effluent (POME): Effect of Mixing Ratio. *Rasayan J. Chem.*, 11(2), 791-797.
- Octiva, Cut Susan, Indriyani, & Santoso, Ari Beni. (2021). Effect of Stirring Co-digestion of Palm Oil and Fruith for Biogas Production to Increase Economy Benefit. *Budapest International Research and Critics Institute-Journal*, 4(4), 14152-14160. DOI: <https://doi.org/10.33258/birci.v4i4.3521>.
- Pandia, S., Tanata, S., Rachel, M., Octiva, C., & Sialagan, N. (2018). Effect of Fermentation Time of Mixture of Solid and Liquid Wastes from Tapioca Industry to Percentage Reduction of TSS (Total Suspended Solids). *IOP Conference Series: Materials Science and Engineering*, 309, 012086. DOI: 10.1088/1757-899X/309/1/012086.

- Pandiangan, Saut Maruli Tua. (2015). *Analisis Lama Mencari Kerja Bagi Tenaga Kerja Terdidik di Kota Medan*. Skripsi. Medan: Fakultas Ekonomi dan Bisnis, Program Studi Ekonomi Pembangunan, Universitas Sumatera Utara. https://www.academia.edu/52494724/Analisis_Lama_Mencari_Kerja_Bagi_Tenaga_Kerja_Terdidik_di_Kota_Medan.
- Pandiangan, Saut Maruli Tua. (2018). *Analisis Faktor-faktor yang Mempengaruhi Penawaran Tenaga Kerja Lanjut Usia di Kota Medan*. Tesis. Medan: Fakultas Ekonomi dan Bisnis, Program Studi Ilmu Ekonomi, Universitas Sumatera Utara. <http://repositori.usu.ac.id/bitstream/handle/123456789/10033/167018013.pdf?sequence=1&isAllowed=y>.
- Pandiangan, Saut Maruli Tua, Rujiman, Rahmanta, Tanjung, Indra I., Darus, Muhammad Dhio, & Ismawan, Agus. (2018). An Analysis on the Factors which Influence Offering the Elderly as Workers in Medan. *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*, 23(10), 76-79. DOI: 10.9790/0837-2310087679. <http://www.iosrjournals.org/iosr-jhss/papers/Vol.%2023%20Issue10/Version-8/K2310087679.pdf>.
- Pandiangan, Saut Maruli Tua, Resmawa, Ira Ningrum, Simanjuntak, Owen De Pinto, Sitompul, Pretty Naomi, & Jefri, Riny. (2021). Effect of E-Satisfaction on Repurchase Intention in Shopee User Students. *Budapest International Research and Critics Institute-Journal*, 4(4), 7785-7791. DOI: <https://doi.org/10.33258/birci.v4i4.2697>.
- Pandiangan, Saut Maruli Tua, Oktafiani, Fida, Panjaitan, Santi Rohdearni, Shifa, Mutiara, & Jefri, Riny. (2022). Analysis of Public Ownership and Management Ownership on the Implementation of the Triple Bottom Line in the Plantation Sector Listed on the Indonesia Stock Exchange. *Budapest International Research and Critics Institute-Journal*, 5(1), 3489-3497. DOI: <https://doi.org/10.33258/birci.v5i1.4016>.
- Pandiangan, Saut Maruli Tua. (2022). Effect of Packaging Design on Repurchase Intention to the Politeknik IT&B Medan Using E-Commerce Applications. *Journal of Production, Operations Management and Economics (JPOME)*, 2(1), 15-21. <http://journal.hmjournals.com/index.php/JPOME/article/view/442>.
- Pandiangan, Saut Maruli Tua. (2022). Analysis of Factors Affecting Interest in Buying a House. *Journal of Innovation Research and Knowledge*, 2(6), 2615-2620. <https://bajangjournal.com/index.php/JIRK/article/view/4002>.
- Pandiangan, Saut Maruli Tua, Octiva, Cut Susan, Yusuf, Muhammad, Suryani, & Sesario, Revi. (2022). The Role of Digital Marketing in Increasing Sales Turnover for Micro, Small, and Medium Enterprises. *Jurnal Pengabdian*

- Mandiri, 1(12), 2601-2606.
<https://bajangjournal.com/index.php/JPM/article/view/4408>.
- Sudirman, Taryana, Suprihartini, Yayuk, Maulida, Ervina, & Pandiangan, Saut Maruli Tua. (2022). Effect of Lecturer Service Quality and Infrastructure Quality on Student Satisfaction. *Journal of Innovation Research and Knowledge*, 2(9), 3577-3582.
<https://bajangjournal.com/index.php/JIRK/article/view/5022/3753>.
- Sutagana, I Nyoman Tri, Ernayani, Rihfenti, Liow, Festus Evly R.I., Octiva, Cut Susan, & Setyawasih, Rianti. (2022). Analisis Pengaruh Paket Remunerasi dan Stres Kerja terhadap Turnover Intention dengan Kepuasan Kerja sebagai Variabel Mediasi pada Karyawan. *BUDGETING: Journal of Business, Management and Accounting*, 4(1), 183-203.
<https://journal.ipm2kpe.or.id/index.php/BUDGETING/article/view/4687/3138>.
- Tobing, Murniati, Afifuddin, Sya'ad, Rahmanta, Huber, Sandra Rouli, Pandiangan, Saut Maruli Tua, & Muda, Iskandar. (2018). An Analysis on the Factors Which Influence the Earnings of Micro and Small Business: Case at Blacksmith Metal Industry. *Academic Journal of Economic Studies*, 5(1), 17-23. <https://www.ceeol.com/search/article-detail?id=754945>.

Copyright Holder :

© Sri Rahayu Sangra Dempo. (2023).

First Publication Right :

© International Journal of Education, Social Studies,
and Management (IJESSM) This article is under:

