

ENTREPRENEURSHIP ROLE AND E-COMMERCE IN BUSINESS ENVIRONMENT FOR ACHIEVING THE MARKET CULINARY BUSINESS IN PEKANBARU PROVINCE RIAU

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Abstract: *This research was conducted in Pekanbaru City Riau Province in 2014. Population and sample in this research is the business person or entrepreneur in the field of culinary in Pekanbaru City Riau province assigned 100 units culinary business. Sampling method of this study using purposive sampling method. Analysis of the data used is descriptive and quantitative analysis method Data analysis and hypothesis testing in this study were using multiple linear regression model. Where the dependent variable is to gain market share, and the independent variables are entrepreneurship and e-commerce. The coefficient of determination (R Square) was obtained for 0.766, it gives the sense that, whether or not variations rose 76.6% market share of the independent variables are determined by factors Entrepreneurship and E-commerce, while the remaining 23.4% is determined by factors other than a model.*

Keywords: *Entrepreneurship, E-Commerce, and Market Share.*

INTRODUCTION

The more developed a country more and more people are educated, and many people are unemployed, the greater the perceived importance of the entrepreneurial world. Development would be more successful if it is supported by the entrepreneur (entrepreneur) who can create jobs because the government is very limited capability. The government will not be able to work on all aspects of development because it is very much in need of budget, personnel, and supervision. Therefore, the entrepreneur is the potential for development, both in number and in quality of entrepreneurship itself. Now we face the fact that the number of Indonesian entrepreneurs are still few and their quality can not be said to be great, so the issue of entrepreneurship development Indonesia is an urgent issue for successful development.

Business competition is very competitive as it is today forcing every business person should be able to see the opportunities that exist in the market

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of uncertainty that causes every businessperson should be really creative and innovative in providing products or services that they produce. For that much needed entrepreneurial economics that attempts to build economic capacity of the community in the field of entrepreneurship that aims to improve people's lives through a wide range of new job creation. An entrepreneur must have a strategy, which strategy it is how and techniques an entrepreneur or entrepreneurs can look at the same business opportunities.

Entrepreneurs play a very important role in building the economy of a country. One of the most obvious example is Singapore. Singapore is currently the poor in natural resources, but earn a per capita income of US \$ 57,238 per year, compared with Indonesia, which only has about US \$ 4380 per year (2012). This figure gives the message that the entrepreneur or entrepreneurial is a noble profession whose role is to build a prosperous society and the state are very clear and substantial, especially when we examine the progress achieved by other developed countries in the world be it in Europe, America, Australia and Asia. The Government and people in these countries have chosen self-employment as a primary profession that is very important and is grown deliberately (intentionally).

Therefore the entrepreneur spirit must continue to be encouraged to help the economies of the country. The role that can be provided by an entrepreneur in the economy of a country, among others:

- a. Combination of economic factors, namely entrepreneurs who can do combination of the economic factors with good,
- b. Providing market efficiency, namely entrepreneurs who can make efficiencies in the market with the best, one way is to carry out the techniques and methods of production that is correct and effective.
- c. Accepting risk, namely entrepreneurs who dared to take the risk of doing any business activity.
- d. Maximizing investor returns, the entrepreneur who seeks to create profits from any business activity does. This advantage can be created by doing good production processes, products or services that are good and can give satisfaction to the customer. Processing of market information, the entrepreneur who has a lot of information so it is useful to take decisions related to business activities that are being done. Today, the opportunity to run a more open area of entrepreneurship, with the use of information technology (IT). Application of Information and Communication Technology in Business World has experienced tremendous growth over the past few decades. But unfortunately there are still a lot of retail businesses or even a company that is not to apply information technology to be ready to compete in the future.

In the business world the role of Information and Communication Technologies utilized for perbisnisan electronically or known as E-Commerce (e-business) or electronic perbisnisan. E-Commerce is perbisnisan using internet communication network. E-commerce is part of e-business, in which the scope of e-business more broadly, not just commercial but also pengkolaborasian include business partners, customer service, etc. jobs. In addition to network technology www, e-business also requires a database or database technology (databases), e-mail or electronic mail (e-mail), and the form of non-computer technology as well as delivery systems, and the means of payment for e This business.

E-business was first introduced in 1994 at the first banner-electronics used for purposes of promotion and advertising on a web-page (website). According to Forrester Research, perbisnisan electronically generated sales worth US \$ 12.2 billion in 2003. The company is well known in this field include: eBay, Yahoo, Amazon.com, Google, and Paypal.

We can take the example of the application of e-commerce on retail companies, namely Carrefour, Carrefour participate how to use the Internet to support their business activities. Carrefour has a personal web containing about their company and also data or what products they offer and the information such as discounts or promo the other, as it also Carrefour prepare messages between services for its customers to access or shop online, Carrefour payment system offered by e-commerce is almost the same as in general, ie using a credit card and security-maintained and safe from criminal acts.

With e-commerce is very helpful in the business process and can also increase the effectiveness and efficiency of the company and also for the customer because if you look from the side of their customers do not bother to queue to make the payment because quite make purchases via online would be more practical and shopping goods can be delivered to the customer's home. In addition, customers can also check the items they are looking for or to be purchased through the web in order to find out if the goods are not available or when they wanted to do it manually in the Carrefour shopping. Pekanbaru city is the capital and largest city in the province of Riau Indonesia. This city is a city of trade and services, including as a city with a growth rate, migration and urbanization are high. Pekanbaru has an international airport, the Airport Sultan Syarif Kasim II and inter-city bus terminal and inter-provincial Bandar Raya Umbrella Sekaki, as well as two ports in the Siak river, the beach and the River Pelita Duku.

Currently Pekanbaru is rapidly growing into a trading city multi-ethnic, diversity has become a social capital in achieving a common interest to be used for the welfare of society. As a city that promises to trade, then opportunities for every entrepreneur for a career in any endeavor they pursue. One of the efforts that have culinary business opportunities are growing quite rapidly in this city.

REVIEW OF LITERATURE

1. Definition Entrepreneurship

The term comes from the entrepreneur entrepreneurs (French) translated into English to mean between taker or go-between. Entrepreneur term began to be used in English since 1878, and is understood as a contractor acting as intermediary between capital and labor. Richard Cantillon in 1975 began to use this term in general. Cantillon is French Scottish economist, who popularized the term entrepreneur in the *Essai Sur La Nature Du Commerce en General*. According to Cantillon entrepreneurs are those who pay a certain price for a specific product, to be sold at a price which is uncertain, while making decisions about achieving and utilizing resources, and accept the risk of trying.

In the mid 20th century, there was a view of an entrepreneur as an innovator (the man who discovered novelty / innovation). Following the views expressed by Schumpeter, an economist who has been doing research on entrepreneurs and entrepreneurship: "The function of the entrepreneur is to transform or revolutionize the pattern of production by way of utilizing a new discovery (invention) or, more commonly, a technological possibility for producing a commodity new, old or produce a commodity in a new way, opening a supply source of new materials, or a new distribution method (remember the distribution channels in marketing activities), or reorganize a new industry.

John J. Kao defines entrepreneurship or berkewirausahaan as follows: "Entrepreneurship is the attempt to create value through recognition of business opportunity, the management of risk-taking Appropriate to the opportunity, and through the communicative and management skills to Mobilize human, financial, and Necessary material resources to bring a project to Fruition ". (Berkewirausahaan is an attempt to create value through the introduction of a business opportunity, proper risk management decision, and through the communication and management skills to mobilize people, money, and raw materials or other resources needed to produce a project that carried out well).

Definition of entrepreneurship according Hisrich, et. al. in Saiman (2009, p. 42) as follows: "Entrepreneurship is the dynamic process of creating incremental wealth. The wealth is created by individuals who assume the major risk in terms of equity, time, and / or carrier commitment or provide value for some product or service. The product or service may or may not be new or unique, but value must somehow be infused by the entrepreneur by receiving and locating the Necessary skills and resources ". (Berkewirausahaan is a dynamic process for the creation of additional wealth. Wealth is created by individuals who are willing to take major

risks with the terms of fairness, time and or career commitment or providing value for a wide range of goods and services. Products and services are not or may be new or unique, but the value is what also has to be pumped by businessmen with the acceptance and placement of skill needs and resources. Hisrich fuller Opinion defines entrepreneurship by 3 (three) approach of economists, psychologists and businessmen in a row are:

- a. Autonomous approach, the entrepreneur is the person who brings the resources, manpower, materials, and other assets in a combination that makes the value is higher than ever before, and also a person who introduced the change, innovation / updates, and an order / order and The new world order;
- b. Approach psychologist, entrepreneur is really a typical driven by particular strength activities to produce or achieve something, at trial, the improvement, or perhaps in authority seek another way out; and
- c. Approach a businessman, entrepreneur is a businessman who emerged as a threat, aggressive competitors, contrary to the other businesses fellow entrepreneur may be an ally / partner, a source of a quote, a customer, or someone who creates wealth for others, also finds its way more either to utilize resources, reduce waste, and generates new jobs for others who are happy to run it. Definition of entrepreneurship according to Presidential Instruction No. 4 1995: "Enterprise is the spirit, attitude, behavior and ability to handle a business or activity that leads to the search for, create, implement ways of working, new technologies and products to improve efficiency in order to provide better service and or gain greater profits ".

2. Characteristics and Nature of Entrepreneurship

Creative and innovative process is only done by people who have the creative and innovative personality, that is, people who have a soul, attitude and entrepreneurial behavior, with characteristics:

- a. Full of confidence, the indicator is full of confidence, optimistic, committed,
- b. Have initiative, the indicator is full of energy, deft in the act, and Off.
- c. Has the achievement motive, the indicator consists of results orientation and insight into the future.
- d. Have leadership, the indicator is the dare to be different, trustworthy, and resilient in the act.
- e. Dare to take risks with the full calculation.

Table 1
Characteristics and Nature of Entrepreneurship

<i>Characteristics</i>	<i>Character</i>
Confident and optimistic	Having strong self-confidence, independence of others, and individualistic
Task-oriented and results	Need to excel, profit-oriented, have strong encouragement, energetic, determined and steadfast, determined hard work and
Dare to take risks and likes a challenge	Being able to take a reasonable risk
Leadership	Spirited leadership, adaptable to other people, and is open to suggestions and criticism
Originality	Innovative originality creative and flexible
Having a future	Oriented vision and perspective on the future

Source: Meredith dalam Suryana (2009, h. 24)

While Scarborough and Zimmerer proposed 8 (eight) characteristic of entrepreneurship as follows:

- a. Desire for responsibility, namely to have a sense of responsibility for businesses that do.
- b. Preference for moderate risk, which prefers moderate risk, that is always to avoid the risk, either too low or too high.
- c. Confidence in their ability to success, ie have the confidence to obtain success.
- d. Desire for immediate feedback, which always requires immediate feedback.
- e. High level of energy, that has passion and hard work to fulfill his desire for the sake of a better future.
- f. Future orientation, which is oriented and has a perspective and insight to the future.
- g. Skill at organizing, that have skills in organizing resources to create added value.
- h. Value of achievement over money, which is more respectful of achievement than money.

Entrepreneur competencies that are characteristic of a successful entrepreneur in the following table:

Table 2

Pro Active		
1	Initiative	Do something before being asked or pressured state
2	Assertive:	Facing the problem directly with the other person. Ask others to do what they have to do.

Oriented Achievement		
3	See and act on opportunities	Capture specific opportunities for starting a new business, seeking financial support, land, work space and guidance
4.	Orientation efficiency	Look for and find ways to do things faster or with fewer costs
5.	Attention to work with high quality	The desire to produce or market a product or service with high quality.
6.	Systematic planning	Outlines a great job into tasks or small goals. Anticipate obstacles. Assessing alternatives.
7.	Monitoring	Develop or use a procedure to ensure that the work can be completed or in accordance with the specified quality standards.

Commitment to others		
8	Commitment to work	Make personal sacrifices or extraordinary business to complete the work. Roll up your sleeves and work together karyaran in place to resolve pekerjaan employees.
9	Realizing the importance of the basics of business relations	Take action to keep a close relationship with customers. Looking at personal relationships as a business resource. Placing both long term services over short-term gain.

Sumber: Nugroho (2009 : h. 105)

METHODS

This research was conducted in Pekanbaru City Riau Province in 2014.

1. Types and Sources of Data

The type of data by source (Mantra, 2001: 47) there are two kinds, namely as follows:

- a. Primary data is data obtained through field survey using the original method of data collection, which is obtained directly from respondents through questionnaire tool.

- b. Secondary data is data obtained indirectly, in the form of data obtained from other sources that have been processed first, and nothing to do with research that are complementary or supporting the primary data.

2. Data Collection Techniques

- a. Questionnaire, which is a way of collecting data by providing a list of questions to respondents in the hope of giving a response to that question.
- b. File research, namely data collection techniques performed by tracing the documents required in research.

3. Population and Sample

Population and sample in this research is the business person or entrepreneur in the field of culinary in Pekanbaru City Riau Province is set at 100 units culinary business. Sampling method of this study using purposive sampling method.

4. Data Analysis

In an analysis of data collected, the writer uses descriptive and quantitative analysis method, ie by collecting data and then tabulated into a table and further described in a systematic, by linking it to relevant theories that can be analyzed by using multiple regression analysis, (Sugiyono, 2005: 204). The steps in data analysis are as follows:

1. Analyze the data questionnaire

Data are collected and transformed into quantitative data using a Likert scale as follows:

1. If the selected answers A, then the weight is 5 (five).
2. If the chosen answer B, then the weight is 4 (four).
3. If the answer is chosen C, then the weight is 3 (three).
4. If the answer is chosen D, then the weight is 2 (two).
5. If the answer is chosen E, then the weight is 1 (one)

a. Test Validity

Aims to determine the validity of test items or questions are valid in determining a variable. Testing is done by comparing the correlation value of each item with the total score of each variable (in accordance with the opinion of Singgih 2004). Where the criteria if the value of the correlation is significant ($\alpha = 5\%$) then the item is declared valid, and if the value of the correlation is not significant ($\alpha = 5\%$) said the item and declared invalid the question fall

b. Test Reliability

Is a test to measure whether the data is reliable or reliable and can be used in the processing of the data in this study, using the Cronbach alpha coefficient. If the value of Cronbach alpha coefficient > 0.60 then the data is otherwise unreliable or reliable.

c. Normality Test Data

Prior to statistical analysis, the normality of the data should be tested first. If the data is not normal, then parametric statistics can not be used (Sugiyono, 2005: 239). Normality test data can be seen from the graph PP Plot normal, if the point (data) still be around the normal line is called the normal data and vice versa.

2. Hypothesis Testing

Data analysis tool used is multiple linear regression equation (Iqbal 2003: 74) as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

To measure the relationship of each variable assisted through the computerized statistics program 16 Product Service Solution (SPSS) (Sofyan Yamin et al 2009).

Furthermore, to test the hypothesis, testing among others:

a. T test (t-test)

T test was to measure the influence of individual variables on the dependent variable. This can be done by comparing the results of the t on the results of SPSS with t table. If $t > t$ table at the level of $\alpha = 0.05$, significant independent variable (significant) H_0 is accepted and vice versa, (Sugiyono, 2005: 184).

b. Test F

Independent variables simultaneously testing was conducted to determine whether the independent variables jointly affect the dependent variable. For this test, F test by comparing F_{hitung} with F_{tabel} , testing criteria as follows:

1. $F_{hitung} \geq F_{tabel}$ means independent variables simultaneously - each real effect on the dependent variable or H_0 is rejected, and H_i accepted.
2. $F_{hitung} < F_{tabel}$ means independent variables did not significantly affect the dependent variable or H_0 is accepted and H_i rejected.

c. The correlation coefficient (r)

Conducted to measure how much influence the independent variables on the dependent variable.

1. When $r = 0$ then there is no relationship between the independent variables with the dependent variable.
2. If $r = -1$ or close to it there is a strong negative correlation between the independent variables with the dependent variable.
3. If $r = +1$ or close to it there is a strong relationship between the direction of the independent variables with the dependent variable.
- d. The coefficient of determination (R^2)

Conducted to measure how percent (%) dependent variable can be explained by the independent variables. The percentage for the test of determination (R^2) is between 0 to 1 (Sugiyono, 2005: 185)

DISCUSSION

Tool data analysis and hypothesis testing in this study is using multiple linear regression model. Where the dependent variable is to gain market share, and the independent variables are entrepreneurship and e-commerce. Based on the results of data processing using multiple linear regression model, with SPSS for Windows 16.0 was obtained output in Table 3 as follows:

Table 3
Value Regresi Linear Berganda

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.724	.986		.735	.464
Enterpreneurship	.132	.046	.192	2.865	.005
E-commerce	.494	.045	.733	10.921	.000

a. Dependent Variable: Pangsa Pasar

Source: Data Processed, 2014

Results in the table above can also be expressed in the following equation:

$$Y = a + b_1 X_1 + b_2 X_2$$

$$Y = 0,724 + 0,132 X_1 + 0,494 X_2$$

Meaning of the numbers in the above equation is as follows:

- a. Constant value (a) is a positive value (0.724); meaning that if the factors Entrepreneurship and E-commerce is 0 (zero), then the market share is positive (0.724).
- b. Entrepreneurship variable regression coefficient value (b1) is positive, ie 0.132; Entrepreneurship means that any increase in variable Rp. 1 will raise the market share of Rp. 0.132 assuming other variables remain valuable.
- c. Variable regression coefficient value E-commerce (b2) is positive, ie 0494; meaning that any increase in the variable E-commerce Rp. 1 will raise the market share of Rp. 0494 assuming other variables remain valuable. To prove the results of the study hypothesis test as follows:

a. Simultaneous Test (Test F)

To determine whether the independent variables jointly affect the dependent variable. F test was used, and the data processing can be seen in table 4 as follows:

Table 4
ANOVA^b

<i>Model</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	893.222	2	446.611	158.838	.000 ^a
	Residual	272.738	97	2.812		
	Total	1165.960	99			

a. Predictors: (Constant), *E-commerce*, Entrepreneurship

b. Dependent Variable: Pangsa pasar

Source: Data Processed, 2014

From Table 4 above shows the results of the calculation, T Calculate the value of 158.838, 0.000 significance, DF1 and DF2 = 2 = 97. The results obtained for F table amounted to 3.090 (can be seen in the statistics book), it can be concluded that the F count > F table (158.838 > 3.090) and significance <0.05 (0.000 <0.05). Thus the hypothesis in this study may be accepted at the 95% confidence level is the correct decision. With the word that there is significant influence simultaneously between the independent variables on the dependent variable.

b. T test (t-test)

T test aims to see the influence of independent variables individually against the dependent variable, in addition to the partial test can also be performed to

determine how the contribution of independent variables in influencing the dependent variable.

Tabel 5
Hasil Uji t

<i>Model</i>	<i>t</i>	<i>Sig.</i>
1 (Constant)	.735	
Enterpreneurship	2.865	.005
<i>E-commerce</i>	10.921	.000

Source: Data Processed, 2014

Based on the table. 5 obtained t count of variable significant Entrepreneurship at '2.865 and 0.005. If alpha is used by 5% of the results obtained for t Table of 1.661 (can be seen in the statistics book). Thus the value of t count > t table (2.865 > 1.661) and signifikan value <0.05 (0.005 <0.05). Then there is a significant influence of the independent variables X1 is Entrepreneurship for market share, increasing the value of the variable ENTERPRENEURSHIP the value of market share will also increase.

E-commerce variable (X2), obtained t at 10.921 and signifikan 0,000. If alpha is used by 5%, the results obtained for t Table of 1.661 (can be seen in the statistics book). Thus the value of t count > t table (10.921 > 1.661) and a significant value <0.05 (0.000 <0.05). Then there is a significant influence of the independent variable X2 is E-commerce for market share.

c. The correlation coefficient (R) and the coefficient of determination (R²)

Furthermore, to see the relationship between the dependent variable with the independent variable correlation coefficient can be used, from data processing result as in Table 6 as follows:

Table 6
Value Uji Koefisien Korelasi and Determinasi

<i>Model Summary^b</i>					
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>	<i>Durbin-Watson</i>
1	.875 ^a	.766	.761	1.677	1.556

a. Predictors: (Constant), *E-commerce*, Entrepreneurship

From Table 6 it can be seen the value of the correlation coefficient of 0.875, which means that the dependent variable with the independent variables are very strong relationship that is equal to 0.875. While the coefficient of determination (R Square) was obtained for 0.766, it gives the sense that, whether or not variations rose 76.6% market share of the independent variables are determined by factors Entrepreneurship and E-commerce, while the remaining 23.4% is determined by factors other than a model.

CONCLUSIONS

Based on the results of research Role of Entrepreneurship and E-commerce in order to gain market share culinary in Pekanbaru as follows:

1. Testing variables simultaneously Entrepreneurship and E-commerce influence on the culinary market share in Pekanbaru.
2. Based on the partial test (Individual) variable Entrepreneurship and E-commerce also affect the culinary market share in Pekanbaru.
3. The closeness of the relationship of independent variables (Entrepreneurship and E-commerce) to variable market share is very close (0.875), while the contribution of independent variables on the dependent variable is 76.60%.

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