

AN EFFECTIVENESS OF SMALL BUSINESS EMPOWERMENT POLICY IN WAJO DISTRICT, INDONESIA

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***Abstract:** The existence and development of small businesses are an integral part of the business world who have position and strategic role in achieving national development goals. This study aims to identify, analyze and explain the effectiveness of policy development programs in relation to the improvement of the performance of small businesses in Wajo District. The study was conducted with a quantitative approach which involves 151 small businesses as a sample. Analysis of the data relationships between variables using a model of partial least square (PLS) with Smart-PLS software. The study found that the effectiveness of the policy of empowerment of small businesses in building motivation and competence of entrepreneurship can improve the performance of small businesses. Therefore, to accommodate the interests of small business development, necessary to issue local regulations that specifically regulate small business management mechanism in order to develop synergy and connectivity between the government and small entrepreneurs in Wajo.*

***Keywords:** Policy effectiveness, empowerment, small business.*

INTRODUCTION

Development is a process of change that took place conscious, planned and sustainable in order to improve the welfare of the people of a nation. Therefore, the government is obliged to facilitate the existence of small businesses as the backbone of the national economy to provide protection from unfair competition, providing education and training, as well as providing business information, technology, and capital.

Government's attention to the empowerment of small businesses increasingly clear, as a small business turned out to provide a significant contribution to development, especially economic development. The conditions and the fact is consistent with the results of research by Demirbag (2006) which concluded that the success of small and medium enterprises (small-medium enterprises) have a direct impact on economic

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development in both the developed and developing countries. Small and medium businesses have the ability to create jobs at minimum cost. Small business is a pioneer in the world of innovation and has a high degree of flexibility that allows their business to meet the needs of customers (Brock and Evans, 1986).

One area that contributed to the development of micro, small and medium enterprises (SMEs) in the province of South Sulawesi is Wajo District. Central Statistics Agency (BPS) Wajo District in 2011 reported that there were 2,403 business unit manager. While the data are classified as small businesses as much as 407 people, as many as 64 medium-sized businesses, and large enterprises as many as 13 people. Based on these data are still many employers are classified as micro-enterprises. This study takes the object of study of small entrepreneurs from various centers of industry and trade in Wajo. Number of small entrepreneurs engaged in the centers of industry and trade in five years later who have obtained a business license and has obtained venture capital through banks and non-banks, namely, in the year 2007 as many as 245 people and up to the year 2011 reached 407 people (Data Profile SMEs Department of Industry, Cooperatives and SMEs, Trade and Licensing Wajo, in 2012). The data show an increasing number of small businesses that only reached an average of 38 employers, or an average growth of 1.14 percent annually. Pointed out that there are still many small entrepreneurs in Wajo which has been developing its business in fact constrained in terms of policies that have not sided with small businesses.

Government Wajo in this case the relevant agencies, namely the Department of Trade and Management Market, Industry, Cooperatives and SMEs, including the Licensing Office has been trying to improve the performance of small businesses in the various centers of business through the empowerment of small businesses, but the results have not shown an increase in business performance significantly. This problem can not be separated from the function of institutional or organizational unit that has not been together (partner) with the presence of small businesses as an economic driver group. One form of synergy that is expected to improve the performance of small businesses is the existence of a strong institutional arrangement of the relevant agencies. Therefore, the main problem of this study is the policy of empowerment of small businesses run by the government Wajo not considered to be effective in improving the performance of small businesses. Thus, the purpose of this study is to identify, analyze, and explain the effect of the policy effectiveness of small business empowerment, entrepreneurship motivation and entrepreneurial competence on the performance of small businesses in Wajo.

Policy is a general statement the behavior of individuals and organizations, the outline as a guide for decision-making, something that is important and useful, simplification of the system which can help and reduce the problem, and a series of measures to solve specific problems (Alphonsus in Sirait, 1991: 115; Dunn, 2003: 132; Akib, 2009: 4). Starting from the formulation of public policy issues and agenda-setting (Dunn, 2003: 26). Furthermore, with regard to the implementation of a program policies

(Cheema and Rondinelli, in Subarsono, 2005: 101). The next step is the evaluation of the policy (Ripley, 1975, in Tangkilisan, 2003: 26). In this study, the model evaluation criteria policy used to assess policy development program of small business is the effectiveness of the policy of empowerment of small businesses on the basis of the achievement of the ultimate goal of the program (Dunn, 2003: 610; Law of the Republic of Indonesia Number 20 of 2008 on the Empowerment of Small Business).

According to experts, the performance is basically a generic term which indicates the outcome or level of success achieved during a certain period in executing tasks as compared to a variety of possibilities, such as the standard of the work, the target or targets, or the criteria that have been determined in advance and agreed together. Otherwise good performance and successful if the desired goal is achieved. If the expected good performance of individual organizational performance will be good also. When the good entrepreneurial skills in planning, strategizing, motivating and organizing the subordinates then expected performance of the organization will achieve profit or gain margin for the business (Benarders and Russell, 1993; 379; Gibson, Ivancevich Donnelly, 1997). Therefore, to measure the effectiveness of the organization can be applied view J.P. Cambel 1973 cited by Steers (1985: 48), among other things: 1) productivity, 2) profit or income, 3) income on investment to revive the organization, 4) increase the workforce, manufacturing facilities, prices, sales, profits, marketing and new discoveries.

Some research about the business performance in the aspect of small business growth is marked with the number of: production, sales, revenue, and profit. Research results Davidsson (1989) explains that the growth of the business is strongly influenced by age of business units and the size of the company, namely: 1) managerial capacity, 2) experience of the owner or manager, 3) the ability to access the input and output markets, production technology and sources -source capital, 4) the size of our capital, and 5) the size of the company. While the research results Tambunan (2000) reported that the business performance seen from the growth of the business is affected by several factors, among others: 1) support in the form of technical and financial assistance from the government/ private, 2) economic conditions as reflected in the domestic market demand and the world, and 3) technological advances in production.

There are various definitions and criteria for SMEs of institutions and individuals concerned. According to BPS, SMEs are companies or industries with workers between 5-19 people. According to Bank Indonesia (BI) SME is a company or industry with characteristics such as: 1) capital is less than 20 million, 2) to one round of the business only requires a fund of 5 million, 3) has assets of a maximum of 600 million, excluding land and building, and 4) d" annual turnover of USD 1 billion. Office of the State Minister of Cooperatives and Small and Medium Enterprises (MSME Law / 2008) with a net worth of USD 50 million - USD 500 million and annual net sales of USD 300 million - USD 2.5 billion (in Hubeis, 2009).

RESEARCH METHODS

This study is a survey research with a quantitative approach. The research location in Wajo District (Kabupaten) in 14 sub-districts (kecamatan), targeting research units around the small entrepreneurs who are members of the centers of industry and trade has had a business license, the age of the company at least 3 years, has been working with the financial institutions, and has employee minimum of 5 people.

To analyze the strength of the effect is based on variables exogenous and variable endogenous, through several stages, namely: the effectiveness of the policy of empowerment of small businesses as a source of exogenous first (X1) on the performance of small businesses (Y) as the endogenous growth business climate exogenous second (X2) on small business performance (Y) as endogenous, exogenous partnership seeks a third (X3) on the performance of small businesses (Y) as endogenous.

The population in this study are all small businesses engaged in industry and commerce centers and are registered in the Department of Industry and Trade Wajo amounted to 407 people. Population characteristics, namely: 1) have a business license, 2) has obtained financing from financial institutions, 3) employing at least five people, and 4) the age of the company at least three years, in order to obtain the total population based on the characteristics of population is 268. Determination of the number of samples using Isaac table and Michel cited by Sugiyono (2008: 126) at the level of 5 per cent, in order to obtain a sample of 151 people (small businesses). Data collection was done by using a questionnaire (primary data) and through the study of literature, articles, journals, statistical data, and other important documents from trusted sources. The operational definition of variables of this research are:

1. The effectiveness of small business empowerment policy is In answer respondents for the achievement of small business empowerment program run by the government, with the indicators: 1) the growth of the business climate, 2) partnering effort, and 3) strengthening institutional venture financing.
2. Motivation entrepreneurship is a good impulse from within small businesses as well as from the surrounding environment so as to have entrepreneurial spirit in building operations, with indicators: 1) achievement in business, 2) the ability to control the business, and 3) high affiliation in the attempt.
3. Competence entrepreneur is the ability possessed by small entrepreneurs in carrying out business activities, with the indicators: 1) knowledge, 2) skills, and 3) the ability of the small entrepreneurs.
4. Performance of small businesses is the achievement of the work by a small businessman with a look at the progress made in the development of business, with the accretion indicators: 1) sales, 2) capital, 3) labor, 4) market, and 5) profit.

Engineering analysis of this study is the Model Partial Least Square (PLS) and the Chi-Square (Solimun, 2007; Sugiyono, 2008; Arikunto 2010) using PLS Smart Software version 1.4 and SPSS version 20.

RESULTS AND DISCUSSION

The data analysis was conducted to determine and explain the relationship of the four variables studied influence, namely the effectiveness of small business empowerment, entrepreneurship motivation, entrepreneurial competence. Results of the analysis are presented as follows. The test results on the path coefficients structural models (inner model) described in Table 1.

Table 1
Test Results of Inner Model

<i>Relation</i>	<i>original sample estimate</i>	<i>mean of subsamples</i>	<i>Standard deviation</i>	<i>T-Statistic</i>
EPK -> KUK	0.234	0.225	0.058	4.061 *
MBW -> KUK	0.195	0.203	0.068	2.869 *
KPW -> KUK	0.485	0.489	0.060	8.136 *
EPK -> KPW	0.353	0.352	0.047	7.487 *
MBW -> KPW	0.300	0.324	0.062	4.857 *

Source: Primary data (processed)

Description: ns = not significant ($T < 1,96$) * = significant pada $\alpha = 0.05$ ($T > 1,96$)

Analysis results in Table 1 show that of the existing 5 line in the inner entirely models significant at $\alpha = 0:05$. At first the endogenous constructs that entrepreneurial competence (KPW) there are two significant determining factor is the effectiveness of small business empowerment policy (EPK) and entrepreneurship motivation (MBW). In the endogenous construct the second is the performance of small businesses, there are three significant determining factor is the effectiveness of small business empowerment policy (EPK), entrepreneurship motivation (MBW) and entrepreneurial competence (KPW). In the inner models in addition to the indirect effect is caused by the influence of exogenous construct into endogenous constructs after CONSTRUCTS other endogenous. The influence of indirect calculation based on the results of the last model.

Table 2
Results of calculation of Indirect Influence Inner Model

<i>Direction through</i>	<i>Path</i>	<i>Indirect Effect</i>	<i>Specification</i>
EPK -> KUK	KPW	$0.353 \times 0.485 = 0.171$	Significantly
MBW -> KUK	KPW	$0.300 \times 0.485 = 0.146$	Significantly

In the PLS model, there are two indirect effect, namely: 1) influence the effectiveness of small business empowerment policies on the performance of small businesses

through entrepreneurial competencies, and 2) entrepreneurship motivation on the performance of small businesses through entrepreneurial competence. It is confirmed that the competence of an entrepreneurial role as variables that mediate the effect of both exogenous constructs on the performance of small businesses. Indirect influence that comes from small business empowerment policy effectiveness is greatest.

1. Effect of the empowerment policy effectiveness on the performance of small businesses in Wajo

There is a direct influence on the effectiveness of small business empowerment program policies on the performance of small businesses. Thus, small business empowerment policies effective or higher will improve the performance of small businesses. The results are consistent with Law No. 20 of 2008 Article 5 that efforts to empower small businesses should be planned, systematic, and thorough, both at the macro level and the micro that include efforts to: 1) grow the business climate, 2) establishing a partnership endeavor, and 3) strengthen the institutional business financing.

2. Effect on Performance Motivation entrepreneurship Small business

There is a direct effect of motivation on the performance of small business entrepreneurship. This means that small businesses armed with increasingly high entrepreneurship motivation will improve its business performance. Business success lies in the extent of entrepreneurship motivation as a driver in building the entrepreneurial spirit. The higher the motivation of entrepreneurship will increasingly support the business success achieved. The findings in this study are consistent with the theory McClelland that entrepreneurial spirit to build communities that choose private sector jobs must be armed with the motives of achievement, affiliation and power. The third motive triggers in building the spirit of entrepreneurship among entrepreneurs. Weber also argued that the spirit that needs to be built in building an economic system in order to increase people's income is the formation of cultural values, especially religious values in society, which is called the Spirit of Capitalism (Robbins, 2008).

In the group of businessmen Bugis, especially those Wajo that his business has a philosophy of life in building the entrepreneurial spirit, based on the values of the socio-cultural community. One form of values or norms that serve as the spirit of the business culture of "series" (dignity and honor) which functionally is a source of inspiration and motivation for change, build and improve the lot of the individual or group. In addition to entrepreneurship motivation inherent in the entrepreneur in Wajo, also supported the entrepreneurial spirit that has been passed down through generations and understood the message of cultural "To Wajo" (people Wajo) in business is "*massiji warang-parang temma siji balu-balu*" (brothers in terms of property ownership, but not brothers in business or in the case of merchandise). In this context, the Wajo aware of the importance of separation between property as venture capital to be exchanged for money and possessions are not related to capital and business

activities. Moral message was reinforced in the culture of “keeping trade” is escorted by other moral message, namely “*aja numaelo natunai sekke, naburuki labo*” (do not be insulted by the stingy nature and destroyed by the wasteful nature). Motivation is what makes entrepreneurs in Wajo wants to be high achievers in business and friends in building a business, as well as the desire to master basic business they work with entrepreneurship motivation.

3. Effect on the performance of entrepreneurial competencies small businesses

There is a direct effect of motivation on the performance of small business entrepreneurship. High entrepreneurial competence will improve the performance of small businesses. It means that a businessman armed with entrepreneurial competence is certainly very supportive profession. The findings of this study are consistent with the results of research Baum (2001) that the competence generated in the form of cognitive ability, organization skills, decision skills, opportunity skills, industry experience, and technical skills, a significantly positive effect on business growth through business performance. Competence is understood as the ability, skill, or ability sufficient to meet a need such as effective performance. Some experts and observers SMEs, among others, Urata (2000), Santrock (2001), Wilkinson (2002), Sandjojo (2004), Demirbag *et al.* (2006), Miar *et al.* (2008), Helmi (2008), Sukirman (2010) agree that it is important and necessary to build new competencies for smaller companies to achieve a growth rate of maximum effort. Thus, entrepreneurial competencies owned by small entrepreneurs determine the level of success or business performance, in order to reach the target of the planned business growth.

4. Effect of the effectiveness of small business empowerment policy towards entrepreneurial competence

There is a direct influence on the effectiveness of small business empowerment program policy towards entrepreneurial competence. Small business empowerment program policies are effective or higher will increase the competence of entrepreneurial small businesses in Wajo. On 19 of Law No. 20 of 2008 states that human resource development as referred to in Article 16 paragraph 1 letter c done by: 1) to promote and cultivate entrepreneurship; b) improve the technical and managerial skills; and c) establish and develop educational and training institutions to carry out the education, training, counseling, motivation, and creativity of the business, as well as the creation of new entrepreneurs.

5. Effect of entrepreneurship motivation for entrepreneurial competence

Entrepreneurship motivation directly influence the competence of entrepreneurship for small entrepreneurs in Wajo. The small businessman has high entrepreneurship motivation for entrepreneurial competence knowledge in the form of profitable and productive work, skills and business experience, as well as the ability to work. The findings of this study are consistent with the view Munandar (2001) that the

performance is the result of interaction between work motivation, ability and opportunity. In short, there is a positive relationship between motivation and performance by achievement.

6. The effect of the policy effectiveness of empowerment, entrepreneurship motivation and entrepreneurial competence to the performance of small businesses

The effectiveness of small business empowerment program policy, entrepreneurship motivation and entrepreneurial competence has a significant relationship to the performance of small businesses. If the government runs a small business empowerment program through the creation of a business climate that is supported by the motivation of entrepreneurship and entrepreneurial competencies, the performance of small businesses will increase. Relating to the environmental aspects (business climate), Wilkinson (2002) states that small and micro enterprises will grow as environmental rules/policies supportive macroeconomic environment is well managed, stable, and predictable, the information can be trusted and easily accessible, and the social environment encourage and reward the success of the business. In an effort to further improve the performance of small businesses, the small business empowerment is done in a planned, systematic and comprehensive, both at the macro level, as well as at the micro level.

Policy measures undertaken to realize these expectations include the following: 1) the creation of a healthier business climate for the opportunity to engage the widest possible, ensure business certainty, and encourage the formation of economic efficiency; 2) the development and institutional capacity building support small businesses to be able to increase access to productive resources in order to utilize available opportunities and potential of local resources available; 3) development of entrepreneurship and small businesses a competitive advantage through entrepreneurship motivation and increased competence through the growth of entrepreneurial spirit and entrepreneurial attitude.

7. The effect of the policy effectiveness of small business empowerment and entrepreneurship motivation for entrepreneurial competence

Entrepreneurship motivation is determined by the level of effectiveness of a policy of small business empowerment felt by businesses. Weights second deciding factor is quite balanced influence for business in Wajo. Business actors have competence in running its business as reflected in the ability and knowledge of the business activity that was involved. Thus, knowing the meaning Wajo recognize entrepreneurial characteristics inherent based on work ethic, philosophy of life and cultural values "To Wajo" (Wajo people). Wajo people have distinctive characteristics that stand out, namely in business management.

CONCLUSIONS AND RECOMMENDATIONS

Policy effectiveness of small business empowerment, entrepreneurship motivation, entrepreneurial competence have a significant effect relationship with the performance of small businesses, either partially or simultaneously in Wajo District. Therefore, if the local government to implement policies empowering small businesses to effectively and sustainably supported by the motivation of entrepreneurship and entrepreneurial competence is high, then the performance of small businesses will be higher as well. Similarly, government policy support, along with the passion and entrepreneurial spirit of entrepreneurs will certainly be the basis for building partnerships between entrepreneurs with interested parties, such as financial institutions, capital owners, and local government agencies will have an impact on increasing the income of small entrepreneurs,

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