

# prosiding the influencer

*by* Muhammad Mashuri

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## The Influence of Entrepreneurial Supports on Entrepreneurial Performance of MSME in Pasuruan

Vita Fibriyani<sup>1\*</sup>, Eva Mufidah<sup>1</sup>, Muhammad Mashuri<sup>1</sup>

<sup>1</sup> Universitas Merdeka Pasuruan; [vita fibriyani@gmail.com](mailto:vita fibriyani@gmail.com)

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\* Correspondence:

Vita Fibriyani

Email:

[vita fibriyani@gmail.com](mailto:vita fibriyani@gmail.com)

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**Abstract:** Economic growth in Indonesia cannot be separated from the development of micro-enterprises. One indicator that shows the development of a micro-enterprise is performance. The growth of micro-enterprises in Indonesia, especially in Pasuruan, is very rapid. This study aims to determine the effect of entrepreneurial support (entrepreneurship training, financial support, entrepreneurial marketing and entrepreneurial networking) on the performance of MSMEs in Pasuruan. The sampling technique used in this study was purposive sampling with a total sample of 150 SMEs in the food and beverage sector in Pasuruan. The data analysis technique used in this research is the Structural Equation Model (SEM). Based on the results of the analysis, it is known that the variables that affect the performance of MSMEs in Pasuruan are entrepreneurial networking, entrepreneurial training and financial support. The most influential variable is entrepreneurial networking with a loading factor of 0.556

**Keywords:** MSME; performance; training; networking; financial; marketing

### INTRODUCTION

Economic growth in Indonesia is an important factor for increasing the prosperity and welfare of the people's economy, especially the lower middle class, so that the government is promoting populist-based programs to improve the community's economy, the results of which will improve people's well-being. One of the existing programs is the existence of Micro, Small and Medium Enterprises which are abbreviated as MSMEs. MSMEs are economic efforts created by the government to provide creativity for the community, create jobs and also to eradicate poverty. The performance of MSMEs is highly dependent on financial and non-financial support from the government. In general, support systems for MSMEs include Entrepreneurship Training, Financial Support, Entrepreneurial Marketing and Entrepreneurial Networking.

One of the approaches used to improve the performance of MSMEs is by holding entrepreneurship training. Entrepreneurship training is an important strategy to improve the performance of MSMEs over time which shows that business and entrepreneurial skills are strongly correlated with business performance. One of the approaches currently used in the application of product marketing by SMEs is entrepreneurial marketing. In the research of Septiani et al [1] it is explained that entrepreneurial marketing has a positive influence on the competitiveness of small industries directly. Entrepreneurial Marketing is more focused on creating market needs than meeting market needs. At the strategic level, entrepreneurial marketing practices a bottom-up approach, which is to identify market opportunities and then test them through a trial and error process after which it begins to serve customer needs and expands it by making direct contact so that information is obtained according to customer needs.

In addition, new business actors face other challenges that they are not aware of, including the lack of information because it has not been entered into the formal network system. Existence out-

side the formal system keeps them isolated from current ideas and trends that harm their position in the market. Another thing that can also harm entrepreneurs is missing information about suppliers, regulators, customers and sources of funds and opportunities for growth that are impossible to access if they do not join formal business networks. A formal business network is a business network facilitated by a collection of users, universities, and government agencies. This network regularly has access to funds for training and workshops for business development.

Septiani [1] identified three aspects of networking and networking, namely: (a) determinants among others; social, communication, business and moral, (b) Links, namely formal and informal networks, voluntary-compulsory, directly and indirectly, (c) Objectives, namely networking that is carried out in accordance with the objectives of the business. Performance is the level of task execution that can be achieved by a person using existing capabilities and established boundaries to achieve organizational goals. The performance indicators according to Wahyuningsih [2] are; (a) sales growth, (b) customer growth, (c) profit growth, (d) working capital growth.

This study aims to determine how the influence of entrepreneurship training, financial support, entrepreneurial marketing, entrepreneurial networking on the performance of SMEs. MSMEs that are the focus of this research are MSMEs located in Pasuruan. Pasuruan has approximately 25 thousand MSMEs spread across various sectors. As we know, that Pasuruan is known for its superior products such as; furniture, specialty foods, specialty drinks, metal, etc. where we can find a lot in some areas. The existence of MSMEs is expected to be able to contribute to the community's economy as well as the regional economy. For this reason, it is necessary to have support from both academics and the government to improve the regional economy through MSMEs. This is what encourages researchers to examine more deeply related to the performance of MSMEs.

Researchers examine more deeply in terms of MSME actors, how MSME actors build an entrepreneurial network, how MSME actors market their products, how MSME actors manage company finances and how business actors improve resource competence through training. So it needs to be studied to get the formulation of the expected results.

Entrepreneurship training is important to be evaluated in order to enhance entrepreneurial skills. A good entrepreneurship training program will be able to improve an entrepreneur's skills, knowledge and competency. Entrepreneurship influence people to create innovative businesses and increase their standard of living [3]. Apart from that, entrepreneurship training programs act as a practical means that help to equip entrepreneurs with relevant skills. Formal training such as structured training is focusing on entrepreneurial skills that entrepreneurs need to acquire such as technical skills, marketing skills, business skills and financial skills. Informal training mainly focusing on coaching, mentoring and counseling. Besides, entrepreneurship training programs help entrepreneurs to develop good business practices [4].

Entrepreneurship programs are varied in terms of content and objective thus there is a need in the assessment of entrepreneurs. The assessment of entrepreneurs is crucial as it ensures that the training programs conducted are giving a positive impact on the entrepreneurs. Besides, the assessment also can improve the training programs in terms of method, content and objective in the future [5]. A study conducted by Yaqoot et al. [6] on the effectiveness of entrepreneurship training among entrepreneurs in Bahrain. The findings collected by the researchers were that effective entrepreneurship training influenced entrepreneur's behavior, learning, reaction and result. This is aligned with findings obtained by Ismail [4] that stated the entrepreneurship training give an impact on

business knowledge and practices. Thus, entrepreneurship training is important in influencing entrepreneurs to improve their abilities and able to seek business opportunities [7].

Solomon [8] in his study on entrepreneurial training, discovered the need for entrepreneurial skills and business skills for boosting the business performance. Meanwhile, Kuene [9] argued that entrepreneur's knowledge and skills are significant determinants of business success. Training for small business is primarily internally focused and imparts generic management skills such as marketing, finance, record-keeping, human relations, as well as industrial relations [8]. In similar vein, entrepreneurial training is vital strategy for improving SME performance over time, showing that the business and the entrepreneurial skills are strongly correlated to business performance [10]. Furthermore, research found that entrepreneurship training contributed significantly to risk taking attitudes, the formation of new businesses [11]. Entrepreneurship training also seems to have a positive effect on the perceived feasibility of entrepreneurship, or on entrepreneurial self-efficacy [12].

Almost every entrepreneur needs a substantial finance input. The financial resources for starting entrepreneurs are important. Small entrepreneurial firms including micro-businesses like rural entrepreneurs represent a strikingly large portion of the Malaysian economy. Basic indicators such as GDP growth, job creation, innovation rate, and wealth accumulation all depends to a great extent on the success of newly founded organizations constantly revitalizing Malaysian markets. Given the collective size and dynamism of this sector of the economy, the role of financial institutions in funding such firms have become a central area of research and debate. It is argued that funding will have a large impact on the rural entrepreneur's success, as loans constitute a major source of entrepreneurial financing [13], and early-stage credit may enable rural entrepreneurial ventures to invest in value-creating opportunities and achieve necessary scale. The unavailability of funding to rural entrepreneurs may result in self-funding using retained earnings (i.e., bootstrap) or by having recourse to family wealth. According to Jones and Parry [14], governmental financial support for developing small ventures becomes an essential input for their long-term economic prosperity. Consistently, Skuras et al. [15] maintained that governments could influence the market mechanisms and make them function efficiently by removing conditions that create market imperfections and administrative rigidities. They can also create an "enterprise culture" that enables firms to take reasonable risks and seek profits. Government support for entrepreneurship through financial initiative is very crucial to promote the entrepreneurial development and to ensure rural entrepreneurs' future business success. In this regard, business support is one way of improving and sustaining business growth [14].

Marketing support provided by the government has been crucial in assisting rural entrepreneurs [16]. Marketing accessibility is one aspect of marketing support which is crucial for success of rural entrepreneurs. This is represented by good networks with supermarket, accessibility of products into supermarket and tourist centres, establishing good networks with wholesaler and retailers, offering comparable quality of products, the ability to penetrate niche market, and grabbing market opportunity [17]. Skuras [15] mentioned that, government could influence the market mechanisms and make them function efficiently by removing conditions that create market imperfections and administrative rigidities. They can also create an "enterprise culture" that enables firms to take reasonable risks and seek profits. In Malaysia, the government has introduced a support program to assist rural enterprises by providing access to hypermarkets so that they could sell and promote their products locally and internationally.

The influence of entrepreneurial networking on business performance can be justified in many ways. For instance, according to Gilmore et al. [18], entrepreneurial networking is recognized as an activity that can help SMEs to utilize their limited resources and compete more effectively with their competitors. In similar vein, entrepreneurial networking can provide value to members by allowing them access to the social resources embedded within a network; that is, networking can provide the means by which rural entrepreneurs can tap needed resources that are 'external' to the firm. Entrepreneurial networking can facilitate the achievement of economies of scale in rural entrepreneurs without producing the diseconomies caused by large size. This is consistent with an underlying assumption of Resource-based View Theory [19]. According to RBV theory, firms with valuable, rare, and inimitable resources (including non-substitutability) have the potential for achieving superior performance [19]. In this context resources obtained through entrepreneurial networking is useful for developing long-term competitive advantages. On the other hand, many researchers on business performance believes that through entrepreneurial networking, entrepreneurs can have access to relevant information, technology, financial and nonfinancial resources, which in turn can boost their business performance [20].

Entrepreneurial performance (EP) can be referred to as the action of an entrepreneur that influences their businesses. The action involves what entrepreneurs do to achieve desired business achievement. The EP of an entrepreneur is mostly influenced by their skill, individual traits and social factors. Moreover, the entrepreneurial performance shows the utilization of opportunities to enhance business ideas. Entrepreneurial knowledge and skills are the major factors of entrepreneurial performance [21]. EP also can be referred to as the growth or decline of a business entity. The growth or decline of a business entity points out the success or failure face by the entrepreneurs in operating their business. A study on the impact of entrepreneurship training on entrepreneurial performance in Tanzania found that entrepreneurship training give an impact on entrepreneurs by enhancing their entrepreneurial performance. The researcher also stated that entrepreneurship training provides entrepreneurs with a competitive advantage. Hassan et al. [22] conducted a study in Malaysia's SMEs on the factors that influence entrepreneurial performance success. Several factors were justified that influence entrepreneurial performances are risk-taking behavior and entrepreneurs' confidence.

New business other challenges that they are not aware of, including a lack of information because they have not yet entered the formal network system. Existence outside the formal system keeps them isolated from current ideas and trends that harm their position in the market. Another thing that can also harm entrepreneurs is missing information about suppliers, regulators, customers and sources of funds and opportunities for growth that are impossible to access if they do not join formal business networks. A formal business network is a business network facilitated by a collection of users, universities, and government agencies. This network regularly has access to funds for training and workshops for business development.

According to Tipu and Arain [23] networking is an activity oriented towards Small and Medium Enterprises (SMEs) owners in building and managing personal relationships with certain individuals in their environment. Aldrich and Zimmer [24] explain that the more networks that contain experts from connected colleagues, the more information channels offered, the entrepreneurial team will absorb better and quality information. Premaratne [25] identified three aspects of networking and networking, namely; (a) determinants include; social, communication, business and moral, (b)

Links, namely formal and in-formal networks, voluntary-compulsory, directly and indirectly, (c) Objectives, namely networking that is carried out in accordance with the objectives of the business.

According to Hacıoglu et al. [26] classifies performance into two groups, namely; internal performance (financial) and external performance (marketing). Opinion Becherer [27] Performance is the result of work that has a relationship with the strategic goals of the organization, customer satisfaction and contribute to the economy. While Venkatraman and Ramanujam [28] explain that the company's performance is a multidimensional construct, in this case the company's performance consists of; financial performance, business performance and organizational performance. In Septiani [1], it is stated that performance is the level of task execution that can be achieved by a person using existing capabilities and established boundaries to achieve organizational goals. The performance indicators according to Wahyuningsih [2] are sales growth, customer growth, profit growth and working capital growth.

### METHOD

This study uses a quantitative approach with a survey method for data collection on micro, small and medium enterprise (MSME's) in Pasuruan. A sampling method in this research used a purposive sampling based on certain criteria. This study involved micro, small and medium business owners as respondents. The criteria of selected micro, small and medium enterprises in this study were having employees in operations and has run it for 5 years. This study aims to analyze the effect of entrepreneurial supports (entrepreneurial training, financial, marketing and entrepreneurial networking) to the performance of micro, small and medium enterprises.

The variables in this study were classified into two variables, namely exogenous variables and endogenous variables. In this study, what acts as an exogenous variable is the entrepreneurial training, financial, marketing and entrepreneurial networking, while the performance of micro, small and medium enterprises (MSME) acts as an endogenous variable. Entrepreneurial training is formed by five indicators, namely marketing, finance, human relations, industrial relations and record keeping. Financial is formed by GDP's Growth, job creation, innovation rate and wealth accumulation. And then, Marketing is formed by concept, strategic, method and market intelligence. For entrepreneurial networking is formed by determinant, link and object. The endogenous variable in this study is the performance of MSME which is built by indicators of strategic performance, administrative performance and operational performance.

The population of this study includes all MSME actors in Kota Pasuruan who are still active in their business. According to data from the Department of Cooperatives, Industry and Trade in Kota Pasuruan, the number of MSMEs is 1000 units. The sampling technique used is simple random sampling method. From 1000 MSME units, 15% or 150 units will be taken as a sample.

The data analysis used in this research is Structural Equation Modeling (SEM). Testing using the SEM method basically consists of 2 types of tests, namely the measurement model (outer model) and structural model (inner model). Data analysis was performed using Structural Equation Model (SEM) both in modeling and hypothesis testing. SEM is a structural equation model, namely a statistical technique that allows testing of a series of relatively complex relationships simultaneously Ferdinand [29]. In this case, the definition of complex is simultaneous models that are formed through more than one dependent variable at the same time acting as independent variables for other tiered relationship.



Figure 1. Conceptual Framework

**Research Hypothesis :**

- H1 : Does entrepreneurial training affect the entrepreneurial performance of MSMEs in Pasuruan?
- H2 : Does entrepreneurial financial affect the entrepreneurial performance of MSMEs in Pasuruan?
- H3 : Does entrepreneurial marketing affect the entrepreneurial performance of MSMEs in Pasuruan?
- H4 : Does entrepreneurial networking affect the entrepreneurial performance of MSMEs in Pasuruan?

**RESULTS AND DISCUSSION**

Before testing the hypothesis, whether there is an influence of independent variables which include entrepreneurial training, financial support, entrepreneurial marketing and entrepreneurial networking on the entrepreneurial performance of MSMEs in Pasuruan, it is necessary to test whether these variables are related to each other. The following are the results of the Pearson correlation test.

Table 1. Result of Correlation between Variables

Relationship between Variables	Statistic r	Sig	Remarks
Entrepreneurial Training (X1) – Entrepreneurial Performance of MSME (Y)	0.458	0.000	
Financial Support (X2) – Entrepreneurial Performance of MSME (Y)	0.499	0.000	Positive
Entrepreneurial Marketing (X3) – Entrepreneurial Performance of MSME (Y)	0.367	0.000	Correlation
Entrepreneurial Networking (X4) – Entrepreneurial Performance of MSME (Y)	0.528	0.000	

It can be seen in Table 1 that the correlation between the independent variable and the dependent variable each obtained a calculated R value greater than the R table value, which is 0.197 and the significance value is smaller than the 5% significance level. Each relationship between the independent variable and the dependent variable in this study produces a positive correlation coefficient, meaning that the relationship between the independent variable and the dependent variable in this study is a positive.

Respondents in this study were 150 MSMEs in the food and beverage sector in Pasuruan. In this analysis, the data depicted descriptively related to the variables studied.

Table 2 Characteristics of Respondents by Gender

No	Gender	Total (Person)	Percentage
1	Male	88	58.6%
2	Female	62	41.4%
	Total	150	100.0%

It can be seen in the table above that MSME owners in Pasuruan are dominated by men with a percentage of 58.6% while female MSME owners are 41.4%.

Table 3 Characteristics of Respondents by Age

No	Age	Total (Person)	Percentage
1	21 – 30	24	16.0%
2	31 – 40	65	43.3%
3	41 – 50	40	26.7%
4	> 50	21	14.0%
	Total	150	100.0%

Table 3 shows that the majority of MSME actors in Pasuruan are aged 31-40 years, namely 43.3%.

Table 4 Characteristics of Respondent by Level of Education

No	Level of Education	Total (Person)	Percentage
1	No School / Graduated from Elementary School	5	3.33%
2	Junior High School	37	24.67%
3	Senior High School	51	34.0%
4	College	57	38.0%
	Total	150	100%

Based on table 4, it is known that the majority of MSME owners in Pasuruan are college graduated with a percentage of 38.0%, senior high school graduated 34.0%, junior high school graduated 24.67% and elementary school graduated and / or not taking formal education by 3.33% so it can be said that the education level of MSMEs in Pasuruan are middle to high (higher than Senior High School).



The data was analyzed by using AMOS statistical software. For checking of reliability and validity measurement model was used and structure model was used to test the hypotheses of the study.

### Assessment of Measurement Model

Measurement model assessment was conducted in this study to assess the validity and internal consistency among the collected data. In this study, the result of the reliability shows that all the variables are reliable. The summary of the result of the alpha, CR and AVE is provided in Table 4.

Table 4 Values of alpha, CR and AVE

Construct	Alpha	CR	AVE
Entrepreneurial Training (X1)	0.866	0.823	0.615
Financial Support (X2)	0.819	0.832	0.674
Entrepreneurial Marketing (X3)	0.801	0.877	0.682
Entrepreneurial Networking (X4)	0.811	0.842	0.666
Entrepreneurial Performance (Y)	0.851	0.824	0.616

In Structural Equation Modeling (SEM) modeling begins with a feasibility test of the model using several criteria. Following are the results of calculating the goodness of fit indices of the proposed structural model.

Table 5. Goodness of fit

Criteria	Cut-off	Value	Information
Chi-square	Small Value Expected	68.211	Fitted Model
Cmin/df	≤ 2.00	1.261	Fitted Model
GFI	≥ 0.90	0.920	Fitted Model
RMSEA	≤ 0.08	0.049	Fitted Model
TLI	≥ 0.94	0.906	Fitted Model
CFI	≥ 0.95	0.987	Fitted Model

Based on the calculation results in Table 5, it appears that all the criteria can be met so that it can be said that the proposed structural model is feasible or appropriate. For further testing the hypothesis by looking at the loading factor and the significance value of the variables connected.

Table 6. Loading Factor dan P-Value

Variable	Loading Factor	P-value	Remark
Entrepreneurial Training → Performance MSMEs	0.305	0.000	H1 Accepted
Financial Support → Performance MSMEs	0.221	0.000	H2 Accepted
Entrepreneurial Marketing → Performance MSMEs	0.114	0.114	H3 Rejected
Entrepreneurial Networking → Performance MSMEs	0.556	0.000	H4 Accepted

The performance of Pasuruan MSMEs is influenced by entrepreneurial networking, entrepreneurial training and financial support. Based on the results of the analysis, it is known that entrepreneurial networking has the greatest influence on the performance of MSMEs in Pasuruan. The better the networking of a MSME, the better the MSME performance will be. This result is in line with the research by Wahyuningsih [2] which states that entrepreneurial networking has an influence on the performance of convection marketing through business excellence. In addition, the performance of MSMEs in Pasuruan is also influenced by entrepreneurial and financial support. The variable that has the greatest influence on the performance of MSMEs in Pasuruan is entrepreneurial networking.

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