

ENTREPRENEURSHIP DEVELOPMENT AND MARKET ORIENTATION TO IMPROVE THE PERFORMANCE OF CREATIVE INDUSTRY MSMEs IN SARI KONVEKSI

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ABSTRACT

Creative Industry is any process of creation, creativity, thoughts and ideas from a person or group which can then produce works or products afterwards. In this research, quantitative research methods are used, where this type of research uses research methods based on positivistic (concrete data), data. The research is in the form of numbers that will be measured using statistics as a calculation test tool. The research was carried out at Sari Konveksi which operates in the clothing manufacturing convection sector with the population used being 100 VVIP consumers and the samples taken were 50 people who were VVIP customers from Sari Konveksi, data collection was carried out by interviews, questionnaires and documentation so that the analysis technique used was multiple linear regression analysis and the results of this research showed that entrepreneurial development had a positive and significant effect on the performance of Sari Konveksi MSMEs and market orientation had a positive and significant effect on performance. With this research, Sari Konveksi MSMEs can carry out and develop entrepreneurship and market orientation in improving the performance of MSMEs, especially in the creative industries. Apart from that, entrepreneurial factors and market orientation really need to be developed for MSME owners so they can compete in the world of convection. This data can be used as a reference for future decision making.

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INTRODUCTION

Creative Industry is all processes of creation, creativity, ideas and ideas from a person or group which can then produce works or products afterwards. Creative Industry is an industry that relies on skills, talent and creativity which has the potential to improve welfare (Nurul et al., 2020 in Simatupang 2007). As the name suggests, the creative industry is a type of industry that manages a person's creativity, skills and talents to produce work or products that have high economic value so that they can provide prosperity and open up employment opportunities.

According to the Ministry of Trade of the Republic of Indonesia in 2009, creative industry refers to industry that relies on individual skills, imagination and opportunities to create a more prosperous life and better job opportunities. The creative industry in Indonesia has great potential to continue to develop and make a significant economic contribution. To improve the creative economy in Indonesia, the Indonesian government launched the Indonesian Creative Economy plan,

a new economic concept that targets creativity, culture, heritage and the environment (Maskarto 2015).

In Indonesia, the development of creative industries focuses more on industries based on: (1) creative and cultural business fields (creative cultural industry); (2) creative business field (creative industry); (3) Intellectual Property Rights such as copyright (industry copyright) (poerwanto 2017). Economic development that leads to The creative industry is a form of optimism and aspiration to support the Master Plan for the Acceleration and Expansion of Indonesian Economic Development (MP3EI) in realizing Indonesia's vision of becoming a developed country. The existence of industry This creativity is a new hope for the current economy because it is able to make a significant contributionsignificant toeconomic growth and employment (Yusri et.al 2022).

The creative industry will be able to develop and be able to compete based on studies (Santoso et.al., 2020) if you have a product that is created with high creativity. Meanwhile, service is one of the keys to success in the creative industry. Studies conducted by (Mbeté & Tanamal 2020; Novalendo et.al 2018; Parnataria & Abror 2019) reveal that service is one of the values that can increase product competitiveness. The creative industry is a new hope for the current economy because it is able to make a significant contributionsignificant toeconomic growth and employment.

Judging from its development, the creative industry sector has had a big impactpositiveto the Indonesian economy in 2019 the creative economy alone contributed IDR 1,153.4 trillion to GDP or 7.3% of total national GDP, 15.2% of labor and 11.9% of exports. This is based on published data from the Ministry of Tourism and Creative Economy. Not only that, the influence of social media and digital products has made the creative industry in Indonesia grow very rapidly, the large amount of content emerging with unique ideas has made many entrepreneurs start to change gears and utilize digital media to promote and sell their products, especially on social media. This certainly makes marketing easier, both in terms of time, cost and energy. Currently there are more than 8.2 million creative businesses in Indonesia, which are dominated by culinary, fashion and craft businesses. Apart from that, there are 4 sub-sectors of the creative economy with the fastest growth, namely film, animation and video, performing arts and visual communication design. The rapid growth in this sector is supported by the increasing adoption of digital technology in society.

Research conducted (Awalia et.al 2018) found that creative industry products were able to make a significant contribution to increasing GDP. The more Micro, Small and Medium Enterprises (MSMEs) of course will not only increase national GDP but also increase the number of creative workers so that it can reduce the national unemployment rate. MSMEs themselves are a source of job creation and a direct contribution to efforts to reduce poverty (Kadeni & Srijani, 2020). One of the important things in developing MSMEs, especially in the Creative Industries, is to continue to innovate and provide creative and innovative ideas and be aware of changing times and product development and marketing methods. Whether a business can develop or not depends on whether the marketing process supports it or not (Sofiyani 2023).

One of the MSMEs that needs attention is convection, where this industry is one of the main pawns in the fashion industry which is a daily necessity. In this case, entrepreneurial development and market orientation play an important role in the progress of an industry, especially the fashion industry. Konveksi itself usually receives orders in large quantities to produce ready-to-wear clothing, such as work clothes, uniforms, sportswear, fashion clothing and other textile products. Like the Sari convection which focuses on making uniforms and ordinary clothesuseddaily.

Even during the Covid 19 pandemic, turnover was largeobtaineddecreased drastically, this convection still survives and makes clothes every day, consistency and innovation are the keys to running this convection business. When it comes to running a business, of course there are ups and downsexperiencedespecially considering that times are advancing and new competitors are starting to emerge, making owners have to always be creative andupdatestowards developments, especially in the world of clothing production, so that consumers remain loyal and always use this convection service. From the background above, the author took the research title "Entrepreneurship Development and Market Orientation to Improve the Performance of Creative Industry MSMEs".

METHOD

In this thesis research, quantitative research is used, where this type of research uses research methodswhich is based on positivistic (concrete data), research data in the form of numbers that will

be measured using statistics as a calculation test tool, related to the problem being researched to produce a Sugiyono's conclusion, (2018:13). Data collection uses research instruments, data analysis is quantitative or statistical, with the aim of testing predetermined hypotheses. The population in this study were 100 VVIP consumers of sari convection during the last 3 years. Respondents who filled out the questionnaire had the criteria to be customers of Sari Konveksi. In taking sample This uses the Slovin formula.

RESULTS AND DISCUSSION

The profile of respondents in this research will describe the criteria of 47 Sari Konveksi business actors in terms of gender, age, education level and length of work at Sari Konveksi which are presented in the following table:

Table 1 Characteristics of Respondents

Variable	Classification	Number of people)	Percentage (%)
Gender	Man	24	48
	Woman	26	52
	TOTAL	50	100
Age	18-30 years old	31	62
	>30-40 years	15	30
	>40-50 years	3	6
	>50-60 years	1	2
	TOTAL	50	100
Level of education	High School/Equivalent	43	86
	Diploma/Academy	3	6
	Bachelor degree	4	8
	TOTAL	50	100
Current job	Private business actors	14	28
	Private business actors; Student/Students	1	2
	Student/Students	10	20
	Civil servants	2	4
	Doesn't work	1	2
	Self-employed	22	44
	TOTAL	50	100

Source: Primary data processed, 2023

Based on Table 1, it can be seen that the majority of Sari Konveksi business actors are women, namely 26 people or 52 percent. If we look at it based on age, it is known that the highest percentage is respondents aged 18-30 years, so that Sari Konveksi business actors are dominated by the 18-30 year age range. The characteristics of respondents according to the education level criteria show that there are 43 respondents who have the most recent education at the high school/equivalent level or 86 percent, then the respondents who have the last education at the Diploma/Academy level are 3 people or 6 percent and the respondents who have the last education at the Bachelor (S1) level is 4 people or 8 percent. Thus, Sari Konveksi business actors are dominated by business actors with high school/equivalent graduates. If we look at current employment, the data shows that 14 business actors currently work as private employees or 28 percent, 1 business actor currently works as a private employee and also as a student or 2 percent, business actors currently working as students are 10 people or 20 percent, business actors currently working as civil servants are 2 people or 4 percent, business actors currently working as entrepreneurs are 22 people or 44 percent and Those who do not work are 1 person or 2 percent. This means that the majority of Sari Konveksi business actors currently still work as private employees.

1. Validity Test Results

The validity test aims to check whether the questionnaire as a research instrument is appropriate for measuring what it should measure. An instrument is said to be valid if it has a correlation coefficient between the items and the total score in the instrument greater than 0.30 with an Alpha error level of 0.05. Table 2 below presents the results of the research validity test.

Table 2 Recapitulation of Research Instrument Validity Test Results

Variable	Indicator	Correlation coefficient	Sig. tailed) (2-	Note
Entrepreneurship development (X1)	X1.1	0.897	0,000	Valid
	X1.2	0.844	0,000	Valid
	X1.3	0.862	0,000	Valid
	X1.4	0.88	0,000	Valid
Market orientation (X2)	X2.1	0.898	0,000	Valid
	X2.2	0.926	0,000	Valid
	X2.3	0.9	0,000	Valid
	X2.4	0.971	0,000	Valid
MSME Performance (Y)	Y1	0.905	0,000	Valid
	Y2	0.906	0,000	Valid
	Y3	0.906	0,000	Valid
	Y4	0.847	0,000	Valid

Source: Data Processed Results, 2023

The validity test results in Table 2 show that all research instruments used to measure the variables of entrepreneurial development, market orientation and MSME performance have a correlation coefficient value with the total score of all statement items greater than 0.30 with a significance of less than 0.05. This shows that the statement items in instrument This research is valid and suitable for use in instrument study.

2. Research Instrument Reliability Test

The reliability test for this research instrument uses Cronbach's Alpha value, namely to determine the unidimensionality of the statement items on the latent variables studied (entrepreneurial development, market orientation, and MSME performance). Cronbach's Alpha value is declared reliable if the value is greater than or equal to 0.60. A recapitulation of the research instrument reliability test results can be seen in Table 3 below.

Table 3 Reliability Test Results of Research Instruments

No.	Variable	Cronbach's Alpha	Note
1	Entrepreneurship development (X1)	0.834	Reliable
2	Market orientation (X2)	0.845	Reliable
3	MSME Performance (Y)	0.839	Reliable

Source: Data Processed Results, 2023

The reliability test results presented in Table 3 show that all research instruments have coefficients *Cronbach Alpha* more than 0.60. So it can be stated that all variables have met the reliability or reliability requirements so that they can be used to conduct research.

3. Normality Test Results

The normality test aims to test whether the regression model has a normal distribution or not. A good regression model is one that has a normal or close to normal distribution (Ghozali, 2016: 116). Normality test results for all samples can be seen in Table 4.8 below.

Table 4 Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		50
Normal Parameters, b	Mean	0
	Std. Deviation	0.96860294
Most Extreme Differences	Absolute	,298
	Positive	,183

	Negative	-0.298
Statistical Tests		,298
Asymp. Sig. (2-tailed)		.402c

a. Test distribution is Normal.

Source: Processed data, 2023

The results of the normality test with the One-Sample Kolmogorov-Smirnov Test as seen in Table 4.8 show that the Asymp. Sig (2-tailed) 0.402 is greater than the level of significance, namely 5 percent (0.05) so that the data tested is normally distributed or normally distributed.

4. Multicollinearity Test Results

The multicollinearity test aims to test whether the regression model is valid found there is a correlation between independent variables. To detect whether or not there is multicollinearity in the regression model, you can look at the tolerance value and variance inflation factor (VIF) value. If the tolerance value is more than 10 percent or the VIF is less than 10, it is said that there is no multicollinearity. The results of the multicollinearity test can be seen in Table 5.

Table 5 Multicollinearity Test Results

Variable	Tolerance	VIF
Entrepreneurship development (X1)	0.336	2,980
Market orientation (X2)	0.336	2,980

Source: Processed data, 2023

Based on Table 5, it can be concluded that the tolerance value of the multiple linear regression equation for each variable is above 10% (0.10) and the VIF value is below 10. This shows that the existing regression model does not have symptoms of multicollinearity.

5. Heteroscedasticity Test Results

This heteroscedasticity test aims to determine whether in the regression model there is an inequality of variance from the residuals of one observation to another observation which is carried out using the Glejser test. A good regression model is one that does not contain symptoms of heteroscedasticity or has homogeneous variance. The results of the heteroscedasticity test are presented in Table 6 below.

Table 6 Heteroscedasticity Test Results

Variable	Significance	Conclusion
Entrepreneurship development (X1)	0.493	Heteroscedasticity Free
Market orientation (X2)	0.706	Heteroscedasticity Free

Source: Processed data, 2023

Table 6 shows that the valuesignificanceof the entrepreneurship development variable is 0.493, and the significance of the market orientation variable is 0.706. This value is greater than 0.05, which means there is no influence between the independent variables on the absolute residual. Thus, the model created does not contain symptoms of heteroscedasticity.

6. Results of Multiple Linear Regression Analysis

This multiple linear regression analysis is used to analyze the influence of entrepreneurial development (X1) and market orientation (X2) on the performance of MSMEs (Y). Table 4.11 below shows the results of multiple linear regression analysis in this study.

Table 7 Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,654	1,488		1,112	,272
	Entrepreneurship development	,342	0.143	,333	2,387	0.02
	Work Commitment	,549	,142	,539	3,867	,000

a. Dependent Variable: Job Performance

Source: Processed data, 2023

Based on Table 7, the regression equation can be prepared as follows:

$$Y = 1.654 + 0.342 X1 + 0.549 X2 + e$$

The interpretation of the above equation is as follows:

- 1) The constant value is 1.654, that is, if entrepreneurial development and market orientation remain or are equal to zero, then the MSME performance value is 1.654.
- 2) The regression coefficient (b1) on entrepreneurship development (X1) is 0.342 and has a positive relationship with the performance of MSMEs. This means that if entrepreneurial development (X1) increases, then the performance of MSMEs (Y) will increase assuming the other independent variables are constant.
- 3) The regression coefficient (b2) on market orientation (X2) is 0.549 and has a positive relationship with the performance of MSMEs. This means that if the market orientation value (X2) increases, then the performance of MSMEs (Y) will increase assuming the other independent variables are constant.

7. Coefficient of Determination (R2)

The coefficient of determination (R2) is used to determine and measure the model's ability to explain variations in the independent variables. The results of the coefficient of determination test in this research can be seen in Table 8 as follows:

Table 8 Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833a	.694	.681	.98900
a. Predictors: (Constant), Market Orientation, Entrepreneurship Development				

Source: Processed data, 2023

The test results in Table 8 provide an R2 test result of 0.694. This result means that 69.4% of the variation in Sari Konveksi MSME performance is influenced by the variables of entrepreneurial development and market orientation, while the remaining 30.6% explained by other factors not included in the model.

8. F Test Results

The simultaneous test or what is more popularly known as the F test is the initial stage of identifying a regression model that is estimated to be feasible or not. The regression test results are declared feasible if they have a significance value of the F test of less than 0.05. The results of the F test in this research can be seen in Table 9 as follows:

Table 9 F Test Results

ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	104,049	2	52,024	53,188	.000b
	Residual	45,971	47	.978		
	Total	150,020	49			

a. Dependent Variable: MSME Performance

b. Predictors: (Constant), Market Orientation, Entrepreneurship Development

Source: Processed data, 2023

The results of the F test (F test) in Table 9 show that the calculated F value is 53.188 with a significance value of 0.000 which is less than $\alpha = 0.05$, this means that the model used in this research is feasible. These results mean that the two independent variables, namely entrepreneurial development and market orientation, are able to predict or explain the phenomenon of MSME performance at Sari Konveksi. In other words, the variables of entrepreneurial development and market orientation simultaneously have a significant effect on the performance of MSMEs.

9. t Test Results

The test criteria to explain the interpretation of the influence between each variable is that if the significance value is < 0.05 then H0 is rejected and H1 is accepted. Conversely, if the significance value is > 0.05 then H0 is accepted and H1 is rejected. The results of hypothesis testing based on multiple regression analysis testing in this research can be seen in the following 10:

Table 10 Hypothesis Test Results

Variable Relationships	Regression Coefficient (B)	T count	Significance	Conclusion
Entrepreneurship development → MSME performance	0.342	2,387	0.021	Significant positive
Market orientation → MSME performance	0.549	3,867	0	Significant positive

Source: Processed data, 2023

Based on the results of the hypothesis test in Table 10, the influence between variables can be explained as follows:

(1) The Influence of Entrepreneurship Development on MSME Performance

In table 10 it can be seen that the results of the analysis of the influence of entrepreneurship development on the performance of MSMEs obtained a positive regression coefficient value of 0.342, a calculated t value of 2.387 and a significance value of $0.021 < 0.050$, thus indicating that H1 is accepted.

(2) The Influence of Market Orientation on MSME Performance

In table 4.14 it can be seen that the results of the analysis of the influence of market orientation on MSME performance obtained a positive regression coefficient value of 0.549 and a calculated t value of 3.867 and a significance value of $0.000 < 0.050$ indicating that H2 is accepted.

DISCUSSION

Discussion of research results from the hypothesis can be described as follows:

1. The Influence of Entrepreneurship Development on MSME Performance

The results of the regression analysis in this research show that entrepreneurial development has a positive and significant effect on the performance of Sari Konveksi MSMEs (H1 is accepted). This means that the better entrepreneurship development in the convection sector will be able to improve the performance of MSMEs in Sari Konveksi.

2. The Influence of Market Orientation on MSME Performance

The results of the regression analysis in this research show that market orientation has a positive and significant effect on the performance of Sari Konveksi MSMEs (H2 is accepted). This means that the higher the market orientation, the performance of Sari Konveksi MSMEs will increase.

3. The Influence of Entrepreneurship Development and Market Orientation on MSME Performance

The results of the regression analysis in this research show that entrepreneurial development has a positive and significant effect on the performance of Sari Konveksi MSMEs (H3 is accepted). This means that the better the implementation of entrepreneurship development and the higher the market orientation, the better the performance of MSMEs at Sari Konveksi.

CONCLUSION

Based on the analysis presented in the previous chapter, the research concludes with several key findings and subsequent recommendations. Firstly, it's established that the development of entrepreneurship significantly impacts the performance of Sari Konveksi MSMEs positively, indicating that improvements in entrepreneurial skills correlate with enhanced business performance. Secondly, market orientation is also found to positively and significantly influence Sari Konveksi's performance, suggesting that a higher focus on market trends and customer needs leads to better business outcomes. Thirdly, when entrepreneurship development and market orientation are combined, they exhibit a synergistic effect, further elevating the performance of Sari Konveksi MSMEs.

In light of these findings, several suggestions are proposed. Sari Konveksi should prioritize enhancing entrepreneurial development and market orientation, such as by closely monitoring competitors, adapting to market changes, and innovating products. To improve overall MSME performance in the creative industry, there's a recommendation for increased training in fashion production and creating a conducive work environment for smarter operations. Furthermore, for those lacking capital, leveraging financial institutions like BPR and cooperatives is advised to facilitate business growth. Local governments are encouraged to support MSMEs through

development initiatives and collaborations with large companies and business associations. Lastly, considering that 69.4% of Sari Konveksi's performance variance is accounted for by these factors, future research is encouraged to explore additional variables like rewards, communication, compensation, and work discipline to gain a more comprehensive understanding of MSME performance drivers.

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