MOTIVATION SERVING CUSTOMERS AS DETERMINANTS ESTABLISHED OF ENTREPRENEURS BEHAVIOUR OF SMES IN INDONESIA

[1]ANDREAS FK, [2]SASMOKO, [3]ARNOLD TINDAS, [4]FREDERIKUS FIOS

[1,3]Harvest International Theological Seminary; [2,4]Bina Nusantara University
E-mail: [1]andreas@andreasfk.com, [2]sasmoko@binus.edu, [3]arnoldtindas@gmail.com, [4]fios@binus.ac.id

Abstract- Micro, Small and Medium Enterprises (SMEs) are businesses engaged in various business sectors and touch the people's interests in Indonesia. This business population is about 42.5 million units (99.9%) of all businesses. SMEs provide a significant contribution to employment (99.6%) and give significant contribute to Gross Domestic Product amounted to 56.7%. It turns out this great potential allegedly not accompanied by good behavior of businessman. This study wanted to know the role of consumers serving motivational as a determinant of business behavior established of SMEs in Indonesia. The research covers all SMEs in Indonesia. The study took place between August 2015 to March 2016. The research method uses Neuro-Research (mix-method) that combines qualitative research (exploratory) and quantitative (explanatory and confirmatory). The research sample of 700 entrepreneurs of 25 cities. Sampling techniques uses Multystage Sampling. Results: (1) SMEs in Indonesia are likely to have a good business behavior significantly at $\alpha<0.05$; (2) analysis with Binary Segmentation (Classification and Regression Trees), prunning namely Depth by 2, Parent amounted to 2, and Child by 1, a significance level of $\alpha<0.05$. Increasingly entrepreneurs of SMEs in Indonesia have best motivation to serve consumers (X), then the behavior of entrepreneurs in doing business (Y) will be improved 31.449 times. Suggestions: (1) the government should realize the new policy namely "the realization of best motivation serving customers to improve fanaticism customers in order to force changes in the behavior of business entrepreneurs of SMEs in Indonesia, and (2) the government should build a Service Center for Entrepreneurial SMEs in every city across Indonesia as a consultant and companion SMEs to be able to plan the business, build business organizations, running a business with good governance, and maximize marketing product.

Index Terms- Neuro-Research, Motivation Serving, Customer, Entrepreneurs Behavior

I. INTRODUCTION

Humans are the subject once economic actors who do relationships with others (customers) to do business and develop the welfare quality of life for the better future. Success or failure is determined by the economic actors fundamental elements that affect it. The subject of economics is that the entrepreneur or small and medium businesses who conduct activities in the business world. Improving the quality of business an economic agent (entrepreneur) is determined by many factors that determine the success or failure of businesses plan. These factors are, among others: the behavior of entrepreneurs, motivation in serving customers, and a good attitude in entrepreneurship. This study aim to prove how the trends in entrepreneurship of the SMEs in Indonesia? Which factors are the most influence to the success of SMEs in doing entrepreneurship in Indonesia?

II. THEORETICAL REVIEW

Many studies have been done related to the theme of this entrepreneurship topic. Studies conducted by Van Auken, Howard, Ritternburg, Terri, Doran , and Fang (1994) says "Woman enterpreneurs obtained information concerning reviews their use of advertising media during reviews their first and most current years of operantions. Woman using advertising media for developing their bussiness. The findings are consistent with a previous survey of small business owners, the which indicated resources that the use of advertising media during the first year of operation appeared to be the key determinant of its usage in the current year. One difference found in the current study was that a higher percentage of woman enterpreneurs using refferals, community events, the telephone directory, and fliers than by the sample were in the previous study.[1]

Esin (2011) conducted a study entitled "The decriptive analysis of the problems of woman enterpreneuners". In this paper, it is studied that the problems of women entrepreneurs in business life and society in Aydin Province, in comparison with the man entrepreneurs, the recognition of Aydin Business Women Association and the initiatives to support women entrepreneurs. In the methodology part, survey research is applied to women Entrepreneurs in Aydin. The descriptive statistics concerning about the women entrepreneurs, the environment, Aydýn Business Women Association, and the problems on both micro and macro level are analyzed. In the conclusion part, as a response to statistical results, possible solutions to enable improvements in the future are presented by determining the problems of women entrepreneurs.[2]

Ivanovic, Rot, Pretula (2013) examines intrepreneurship in Croatia. After introductory explanations regarding the selection problems of

small enterprises in the Croatian hotel industry, the author provides a number of key indicators of their role in improving the competitiveness of the Croatian hotel industry in the global tourism market. In developed tourism countries, small enterprises have a dominant share in the structure of the hotel industry, and their importance is growing even in the former socialist countries of Europe. Small hotels in Italy accounted for more than 50%, and in Austria with more than 70% of lodging facilities and represent a generator of hotel business in a large number of European tourism countries, and great attention is given to the small enterpreneurs stimulating their growth with different measures of tourist and general economy politics. The author reflects on the Croatian experience of the small businesses in the hospitality through research of development of small family hotels and their importance for the improvement of the supply of the Croatian hotel industry which future is built on personal approach to guests and present trends in the tourism market. States that the role of the National Association of family and small hotels, which represents the specific interests of small hoteliers and enables the continuous improvement of the quality of their offerings, as well as measures to encourage small business development at the macro level. Based on the made analysis the measures of increasing the efficiency of small businesses in the Croatian hospitality are given.[3]

Ramli, Samah, Hassan, Omar, Bolong (2015) examines "Potential Benefits of ICT for Youth Agro-based Entrepreneurs in Malaysia". Information Communication Technology (ICT) offers an abundance of benefits to users, particularly in relation to socio-economic aspects. Agro-based entrepreneurs are one group of users that has experienced such benefits. Additionally, young agro-based entrepreneurs are able to access more opportunities due to their superior ICT knowledge and compatibility. The present study aims to identify the potential benefits of ICT usage for youth agro-based entrepreneurs. Through document analyses, it can be concluded that the benefits offered from ICT to youth agro-based entrepreneurs include improving operational efficiency, increasing income, strengthening marketing aspects and creating new opportunities. With all of these potential benefits in place, it is hoped that consistent involvement from youths in the agriculture industries can be ensured.[4]

The attitude of serving motivation is very important to increase the success of the business done by the entrepreneurs to consumers. Achampong and Zemedkun (1995) makes empirical research and ethical analysis of the factors that affect the company managers in making decisions. This study examines the role of managerial self-interest in the merger market. The same factors are examined for acquiring, acquired, and merging firms, and control groups used in each case. Results support the authors' contention that managerial discretion is a significant motivating factor for mergers. The changes in expense preference factors indicate management decisions which provide conditions allowing management to indulge in management preferred expenditures, while reducing risk to their careers. A moral/philosophic framework of ethical analysis is provided for examining managers' merger decisions using teleological and deontological theories. It is concluded that merger decisions motivated or influenced by self-interest are unethical.[5] Morrall (1996) emphasized the importance of increasing the motivation of the sales staff with a reward. An effective sales reward program depends on understanding what motives employees and tying the rewards to the overall goals of the bank. Implementing successful incentive programs involves good communication, timely recognition, reinforcement of desired behavior and accountability and measurement of results. Strong sales cultures emerge for reward programs that recognize both individual and team performance.[6] A. Marcus Williams (2008) show the importance of high motivation in service to consumers performed by black entrepreneurs.[7] Berenson and Rice (2015) says that motivation is an important method of business that can enhance the image and market confidence to entrepreneurs. Berenson and Rice examines the effects of intangible extrinsic cues on consumer quality perception and purchase intention of private brands while quality variation reduces both outcomes. All effects of the three extrinsic cues on purchase intention are partially mediated by quality perception. Consumer value consciousness strengthens the relationship beetween quality perception and purchase intention of private brands.[8]

Good entrepreneurship attitude is urgently required in the business. Sajfert, Nikolic, Djordjevic, Atanaskovic (2009) conducted a study on the importance of entrepreneurship behavior among managers in Serbia. This research herein is to define the different life objective structures of managers and specialist in public enterprises. Owners of private enterprises-enterpreneurs were analyzed as a control group.The research proved that successful private owners-enterpreneurs, the capital ownners, have different structure of life objectives comparing to both managers and specialistsin public organizations.Since the enterpreneurs invested their private capital to realize their ideas, it is logical that they want their capital to be increased. Managers and specialists in public enterprises do not have such a great sense for capital increment. They rathter share the capital preferring to be sociable(clubs sponsors, great humanitarians. The reason for such behaviour can be found found in a fact that Serbia was influences by socialism which furtherresulted in pooreducation of

managers and specialists to change their way of thinking. Managers as well as specialists should become knowledge workers who shall exchange their knowledge.[9]

III. METHODS

This study aims to measure variables serving customers motivation as determinants of entrepreneurs established behaviour of SMEs in Indonesia. Place of research across the Small and Medium Enterprises (SMEs) in Indonesia on business macro sector. The time of study between August 2015 until the March 2016. The research method using Neuro-Research[10] (mix-method) is a mixure of qualitative research methods and quantitative methods. In the first stage, carried out by the method of exploratory research (qualitative) through a theoretical study of the behavior of ideal entrepreneurs of SMEs in Indonesia, serving consumer motivation, and good attitude creterias in entrepreneurship. The study aim to find a theoretical construct for the best context in Indonesia condition. The second stage, uses survey method that is both explanatory and confirmatory particular by deepening the results of exploratory research through quantitative research to find the most powerful shaper of the behavior of SME entrepreneurs in Indonesia context. Sample testing research instruments as much as 10 entrepreneurs. Average sample of 700 entrepreneurs. Mechanical sampling with multistage sampling. The first stage, the population is divided by area of Indonesia with cluster sampling consists of part of Indonesia Section West, Central and East of Indonesia. The second phase, each region of Indonesia have a minimum of 3 districts/cities with cluster sampling. The third stage, the selection of district/city each cluster defined by grouping the magnitude of the regional revenue source is derived from the revenue of SMEs with stratified sampling. The fourth stage, based on the districts/cities, then set the sample members are entrepreneurs at random. The results of the research sample includes 25 districts/cities: (1) Makassar, (2) Maluku (Ambon), (3) Bandung, (4) Denpasar, (5) Medan, (6) Tangerang City, (7) Palembang, (8) Pontianak, (9) Tenggarong, (10) Bogor, (11) Manado, (12) Balikpapan, (13) Madiun, (14) Sidoarjo, (15) Surabaya, (16) Kediri, (17) Banyuwangi, (18) Lampung, (19) Sorong, (20) Kupang, (21) Malang, (22) Jakarta, (23) Semarang, (24) Jember, and (25) Palu. All the instruments of research using large-scale data collection techniques Likert Scale Model with the data scale range 1 to 5. All the instruments proved to be valid by the Reliability Index instruments behavioral observation SME entrepreneurs in Indonesia amounted to 0.892. Motivation instruments Serve Customers of 0.876 and 0.866 for Entrepreneurship Attitudes instruments.

IV. RESULTS AND DISCUSSION

Hypothesis 1: Entrepreneurs SMEs in Indonesia Significantly Tend Good in Bahaviour. In proving, the researchers in this case the 3 (three) categories of the behaviour of SME entrepreneurs in Indonesia, namely: (a) unsympathetic behaves, (b) quite good behaves, and (c) polite behave. Data analysis was performed with confidence intervals at a significance level of 5%, and the resulting lower and upper bound between 52.6058 up to 56.7125. Based on these results, we can conclude that the entrepreneurs of SMEs in Indonesia tend to behave significantly better at $\alpha < 0.05$.

Hypothesis 2: Motivation Serve Customers Represents the Most Dominant Determining Variable behavior of entrepreneurs of SMEs in Indonesia. This analytical approach set with Binary Segmentation called Classification and Regression Trees. In this analysis, it was determined that his prunning Depth by 2 ; Parent amounted to 2 ; and Child by 1, with a significance level of $\alpha<0.05$. Summary results of the analysis as follows:

The study found that the Motivation of Serving Consumers (X_1) is the most dominant variable shape the behavior of entrepreneurs of SMEs in Indonesia (Y) . The more SME entrepreneurs of Indonesia improved its motivation in serving consumers (X_1), then the enterpreneurial behavior (Y) will be increased 31.449 times from the current state. Being on the other hand, if the attitude of Entrepreneurship (X_2) improved more better, then the motivation to serve customers (X_1) will increase 3.1185 times.
From the above results it can be said that the motivation to serve customers greatly affect the success of entrepreneurship in business. If serving consumer motivations and attitudes to entrepreneurship are equally enhanced synergistically, then the behavior of SME entrepreneurs in Indonesia will be formed with the ideal. It is important and urgent to sustain the existence of a group of entrepreneurs in Indonesia.

Especially in the context of the ASEAN Community, serving consumer demands for motivation and attitudes to entrepreneurship has become a necessity. The influx of foreign workers to the Indonesia and the motivation paradigm of good business attitude would threaten the existence of entrepreneurship in the country of Indonesia. Then the entrepreneur who survived and were able to adjust to the demands of motivation to serve consumers who will survive in this competitive conditions of ASEAN Community.

Change or die! Attitude prototype of entrepreneurs with high motivation in serving consumers becoming

a character, habits, living good attitude in life in the private entrepreneurs in Indonesia. It's time entrepreneurs struggle to organize themselves to transform the planning, production processes, product quality, marketing, entrepreneurial attitudes and behavior of SMEs oriented towards consumer services in ASEAN. Only in this way the product business generated business people get a place in the hearts of consumers in Indonesia in the country and abroad.

CONCLUSION

The conclussion are:

1. Entrepreneurs SMEs in Indonesia tend to behave significantly better at $\alpha < 0.05$.
2. Motivation Serve Customers (X1) Variable Represents the Most Dominant Shaping Behavior of Entrepreneurs of SMEs in Indonesia (Y) . Increasingly entrepreneurs of SMEs in Indonesia has the best serve consumers motivation (X1), then the enterpreneurial behavior (Y) will be increased by 31.449 times.

Some suggestions:

1. The Government should map out a new policy that is "the realization of increased motivation to serve to all customers with the best standards in order to increase consumer loyalty to Indonesia SME products that can compete at the level of ASEAN.
2. The Government, the private sector and civil society should define the new strategy to realize a new paradigm in entrepreneurship through the efforts "mentoring programmed and planned" to all the entrepreneurs of SMEs, so that the direction and progress of the business completely guided and measured. With the new paradigm, the entrepreneurs were able to respect themselves which are expanding and as a country is also able to measure the success of SMEs in contributing foreign exchange.
3. The government needs to build simultaneously "A Center for Integrating Entrepreneurial Mentoring SMEs" in each district/cities throughout Indonesia. His job is as a consultant and also a companion of SMEs, so that every SME that has grown and is being pioneered the SME is able to properly carry out the planning, building business organizations, do good corporate governance even up to the marketing of SME products.

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