

Effect of Entrepreneurship Behavior and Working Capital to Success Business

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Abstract: This main issue proposed in this study is about the entrepreneurs' profit which has reduction in the sub-district Lembang and Sukasari. The aim of this research is to know the effect of capital asset and behavior of entrepreneurs to entrepreneurs' profit of Fried Chicken. The subject of this research is Fried Chicken of entrepreneurs featured products in sub-district Lembang and Sukasari. This subject of this study is 30 entrepreneurs. Then, the method used in this study is explanatory survey distributing questionnaire is the tool to gather the data. Besides, it also uses simple linear regression as the technique in collecting the data supporting by Eviews 9 and MSI (Method Successive Interval) for changed ordinal data to interval data. Based on the research obtained that partially behavior of entrepreneurs and capital asset variable have a positive and significant effect on the entrepreneurs' profit.

1 INTRODUCTION

The economic crisis that occurred in Indonesia in 1998 caused the economy in Indonesia experienced a downturn, the exchange rate of Indonesian currency also experienced the lowest point. The social and economic situation in Indonesia at that time was very bad. The effect of MSMEs in Indonesia is very important, especially in helping to solve the problem of poverty and unemployment. Although the role of SMEs in the economy of Indonesia is central, but government policies and regulations that support it until now felt not maximized. The problem is the capital access to banking is still difficult. From these events, it is necessary to have further handling from the Indonesian government to develop small and medium business community because it can improve people's economy and minimize unemployment through the development of Micro, Small and Medium Enterprises (MSMEs).

Seeing such obstacles, MSME entrepreneurs must start accustomed to analyze and do business records, to know the extent to which business development. The analysis and recording of business that is often forgotten by UMKM entrepreneurs is a credit problem. Micro, Small and Medium Enterprises Credit is one of the instruments of

business development that always get big portion and attention of a country, because with the existence of micro, small and medium enterprise credit in the economic sector will move the economy well. Fried Chicken business includes micro and medium enterprises because the industry meets the above criteria as a micro business, such as total asset maximum Rp. 50.000.000,00 and its turnover or income is biggest Rp. 300.000.000,00.

The role of small and medium enterprises (SMEs) in Indonesia's economy has been great since the beginning. However, since the economic crisis hit Indonesia, the role of SMEs increased sharply. Data from the Central Bureau of Statistics (BPS) shows that the percentage of SMEs compared to total companies in the year 2004 was 99.9 percent. In the same year, the labor force absorbed by this sector reached 99.4 percent of the total workforce. Similarly, the contribution of the Gross Domestic Product (GDP) is also large, more than half of our economy is supported by the production of SMEs (59.3%) The concept of micro, small and medium enterprises (UMKM) is very different from a country with other countries. SMEs become the discussion of various parties and even SMEs are considered as savior Indonesia's economy during the crisis period 1998-200, SMEs have the characteristics of small capital, relatively small risks

and encourage people to develop entrepreneurial spirit.

2 LITERATURE REVIEW

Schumpeter posited neoclassical economic theory. (Suryana, 2013, p.168) that the company will benefit if it has a unique advantage to avoid perfect competition. These earnings and benefits can only be created from the inventions made by entrepreneurs. The discovery of entrepreneurs can create benefits through the discovery of new ways of providing the best service to customers. According to Yoyon Supriyadi and Ratih Puspitasari (2009, p.2) suggests that what is meant by business capital is a very important asset element in the company. Because without working capital the company can not meet the needs for daily activities and other obligations such as paying debts, wages, and so forth. Where the money or funds that have been spent it is expected to be back again entered within the company in a short time through the sale of produksinya.

According to Suyadi Prawirosentono (2002, pp. 132), Working capital has several elements in it, among others, cash, short-term investments, accounts payable, accounts receivable, inventory, income, and down payment According to Dominick Salvatore (2005, pp. 269) says that in order to maximize profit, a firm should use each input to a marginal revenue product from input equal to the cost of the marginal resource to hire the input. With constant input prices, this means that the firm must hire each input until the marginal revenue product of the input is equal to the input price. The firm's earnings must produce output at the maximizing level of profit with the optimum input combination. Thus hiring and employing the input so that the above equations are met, so that the company can produce at the best level of output or at a level that maximizes profit with the optimum input combination.

3 METHODS

The method used in this research is explanatory method (explanatory method) which is a research method that intends to explain the relationship between variables by using hypothesis testing. The purpose of explanatory research is to explain or test the relationship between variables studied. In a research tool data collection or research instrument

will determine the data collected and determine the quality of research. The research instrument used in this research is a questionnaire about Entrepreneurship Behavior, Working Capital and Profit. The sample used in this study is a saturated sample where the number of population is less than one hundred, all samples are SMEs Fried Chicken in Kecamatan Lembang and Sukasari District. Total trader amounted to 30. In this research, to know influence between independent variables and dependent variable. Data analysis technique used is multiple linear regression analysis.

4 RESULTS AND DISCUSSION

Fried Chicken business research in Lembang and Sukasari sub-districts, all of which are 30 entrepreneurs. Here is an overview of respondents. Number of respondents with male gender there are 25 pengusha while female businessman there are 5 people whereas the general description of respondents by age is age between 11 & 20 years consists of 6 people, age between 21-30 there are 18 people, age between 31-40 there are 6 people, and above 40 years there is 1 person. Respondents group based on the last level of education from primary school graduate there are 2 people. Respondents from junior high school graduates have 16 people. Respondents from high school graduates have 12 people. Respondent group based on business experience with 1 to 2 years business experience there are 13 people, experienced 3 to 4 years there are 12 people, and experienced more than 5 years totaling 5 people.

Hypothesis testing through t-test, the error rate used by the author is 5% or 0.05 at a significant level of 95% with $df = nk-1$ $(30-2-1) = 27$. The t test results on the above T test results using EvIEWS 9 of each independent variable (entrepreneurial behavior and working capital) are as follows: Variable (entrepreneurship behavior) obtained t-count equal to 2,7971 while t-table equal to 1,703. It shows that t-hit & gt; T-table (2.7971 & gt; 1.703) or otherwise rejected and & nbsp; received which means that entrepreneurial behavior has a positive and significant effect on earnings. Variables (working capital) obtained t-count equal to 2.8047 while t-table equal to 1,703. It shows that t-hit & gt; T-table (2,8047 & gt; 1,703) or in other words other & nbsp; received and & rejected which means that working capital positively and profitably affects earnings.

Based on the test results obtained f-count as big & 12,44 demands f-table of 3.35 and a significant level of 5% or 0.05. It shows that f-count & gt; F-table (12,44 & gt; 3.35) or in other words is rejected

and receipt which means that independent variables (entrepreneurial behavior and working capital) together influence the dependent variable (profit). Based on Eviews estimation, the value of R^2 is 0.4796 or 0.48. This means that the regression line is able to explain 48% of the facts and the remaining 52% is explained by other variables. In other words, it can be said that the profit variable can be explained by entrepreneurial behavior variable and working capital is only 48% and the rest 52% is explained by other variables outside the variables. After performing partial test, simultaneous test, and also R square determination test next is to do regression and test the classical assumption consisting of Multikolinearitas, Heteroskedastis, and Autokorelasi. After the Regression is obtained the data as follows:

$$\text{LnY} = 6,0279 + 1,0407 \text{ Ln X1} + 0,3348 \text{ LnX}$$

The Influence of Entrepreneurship Behavior

Entrepreneurial behavior has a positive relationship in determining the profitability of a company, where entrepreneurial behavior will determine the extent to which a company achieves the main goal of the company is the achievement of maximum profit, so that the income level of the employer or trader will increase. Based on statistical calculations using multiple linear regression, it is known that entrepreneurial behavior is significant and has an effect on profit. This means that the more entrepreneurial behavior owned by entrepreneurs Fried Chicken then the profits to be gained will be greater and vice versa if entrepreneurial behavior is low, it will reduce the profits earned by employers. This is in accordance with the theory of resource-based strategy proposed by Mathoney and Pandian (Suryana, 2013, p. 124) stating that: In order for the company to profit continuously, to reach all competitors in the industry, the company should prioritize superior internal capabilities, which are non-transparent, elusive, or diverted by competitors and provide strong long-term competitiveness and exceed current demands in Markets and in turbulent external situations, and able to survive the recession.

One of the benchmarks for business success is profit or profit. Many factors that affect and increase the profits of traders one of them is entrepreneurial behavior and working capital entrepreneurial Behavior is the activities or activities of an entrepreneur, among them is fostered by three main characteristics that is, innovative, risk-taking, and task-oriented and result. Zimmerer in Suryana (2006: 14) says that "entrepreneurship is the application of creativity and innovation to solve problems and efforts to take advantage of the opportunities faced every day".

Effect of Working Capital on Profit According to Yoyon Supriyadi and Ratih Puspitasari (2009, p.2) suggests that what is meant by business capital is a very important asset element in the company. Because without working capital the company can not meet the needs for daily activities and other obligations such as paying debts, wages, and so forth. Where the money or funds that have been spent it is expected to be back again entered within the company in a short time through the sale of produksinya. Working capital is always needed. Working capital will continue to spin in a business. Expenditures used to purchase, pay wages or hire employees and so forth, will return to cash again through the proceeds of the sale. The cash is then used again for purchases, wages, salaries, etc. in the next working period. In addition, in general the capital can be used to measure whether a business is able to pay its financial obligations that must be met immediately. Thus working capital is very influential for companies and traders. In accordance with the results of research that working capital significantly influence the level of income traders According to Dominick Salvatore (2005, pp. 269) says that in order to maximize profit, a firm should use each input to a marginal revenue product from input equal to the cost of the marginal resource to hire the input.

5 CONCLUSIONS

Based on the results of research and discussion, the authors can draw conclusions about the influence of entrepreneurial behavior and working capital to SMEs profit through a case on traders Fried Chicken in District Lembang and Sukasari District. The conclusion is as follows Entrepreneurial behavior has a significant effect on Fried Chicken business profit in Lembang and Sukasari Subdistricts. Working capital significantly affects the profit of Fried Chicken entrepreneurs in Lembang and Sukasari Subdistricts.

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