

# Readiness and Entrepreneurial Self-Efficacy Actors of SMEs Snake-Fruit Processed Products in the Conduct of e-Business

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**Abstract**—SMEs are the backbone of the Indonesian economy, but SMEs access to technology and training is still very limited, whereas technology, readiness, and entrepreneurial self efficacy of SMEs actors are a supporting factor in facing increasingly intense competition in this globalization era. The purposes of this research are (1) To discuss the readiness of SMEs in the Village of Wedi Village Kapas Sub District Bojonegoro District in conducting e-business; (2) To know and discuss about the self efficacy of SMEs actors of snake-fruit processed products in doing e-business; (3) Linking to the theoretical review and initiating for modeling on how SMEs should perform beverage products in conducting e-business in accordance with the readiness and entrepreneurial self efficacy of SMEs actors of snake-fruit processed products in doing e-business. This research is a qualitative research through in-depth interviews, and triangulation on the results of in-depth interviews with the Local Government Official Services related offices in Bojonegoro District and village leaders, especially those directly related to the perpetrators SMEs processed snake-fruit products in the Wedi Village Kapas Sub District, Bojonegoro District. The results of this study found the readiness and entrepreneurial self-efficacy of the actors of SMEs processed snake-fruit products in doing business online business, and put forward the proposed model of how should the perpetrators of SMEs processed products in order to run e-business in accordance with the readiness and entrepreneurial self-efficacy SMEs actors processed snake-fruit products in Wedi Village Kapas Sub District Bojonegoro District in doing e-business.

**Keywords**—*readiness; entrepreneurial self efficacy; SME; e-business*

## I. INTRODUCTION

SMEs are the backbone of the most national strategic economic sector, as well as in the lives of many people. In addition, the largest economy in Indonesia is SMEs. SMEs have also been proven to be a security key in Indonesia during the economic crisis, and also become a dynamic growth in Indonesia in the aftermath of the crisis.

SMEs are productive businesses owned by individuals, and / or individual business entities that meet the criteria of micro businesses according to the rule. Small Business is a productive economic business which is established by itself, carried out by

individuals or business entities that are not subsidiaries or not branches that are owned, controlled, or become a direct or indirect part of a large business, those are fulfilled the criteria of Small Business, according to the rule. Medium Business is an economic business that is established by itself, carried out by individuals or business entities that are not subsidiaries or branches owned, controlled, or become part of either directly or indirectly with Small or Large Businesses with a net amount or annual sales at in the Act.

During 2000-2003 the role of micro, small and medium enterprises in increasing value added, continued to increase from 54.51% in 2000 to 56.72% in 2003. In contrary, Large Business role decrease from 45.49% in 2000 to 43, 28% in the year 2003. Micro, small and medium enterprises also constituted basic needs and services at 43.8%, while large businesses 42.1% and imports amounted to 14.1%.

During 2003, the economic growth of micro and small businesses reached 4.1%, medium enterprises grew 5.1%, while large businesses only grew 3.5%. The growth of micro, small and medium enterprises has contributed to national economic growth of 2.37% of Indonesia's total economic growth of 4.1%. In the period 2001-2003, micro, small and medium enterprises had the advantage of encouraging GDP growth in the secondary sector which grew by 5.60%, 4.65% and 5.36% respectively, while large businesses only experienced growth of 3.36%, 3.60% and 4.04% in the same period. Thus, micro, small and medium enterprises in the secondary and tertiary sectors are very potential to be developed considering that they have high growth [1]. In general, the role of micro, small and medium enterprises in GDP has increased compared to before the crisis, along with the decline of medium and large businesses. Six years after the crisis, the condition of medium-sized businesses has not yet recovered, while large businesses have only just begun to recover in 2003. Comparison of financial positions in 1997 and 2003 will illustrate that the economic crisis has a large impact on medium and large businesses. The national economy only recovered from the crisis conditions at the end of 2003, where the role of medium-sized businesses was diminishing, but slowly began to rise again. Micro and small businesses were relatively quickest to recover from the economic crisis and had made the largest contribution to the national economy,

especially during the peak of the 1998 and 1999 crises, even though they were later displaced by large businesses.

Bojonegoro is one of the districts in East Java which is drained by the Bengawan Solo river where most of the people live on agriculture. But Bojonegoro's condition itself is rather alarming, because in the dry season the drought, and in the rainy season it is flooded, thus disrupting agriculture which is the main income of its people.

Since 2008, Bojonegoro District has determined the Kadeka area (Kapas, Dander, and Kalitidu) to be developed into an agropolitan area. Kapas Sub district is a typical Wedi snake-fruit producer from Bojonegoro. Wedi snake-fruit agricultural products have many problems, namely a less stable taste, namely sweet, sour, and sepet. In addition, the price of snake-fruit is also less stable, at the time of harvest, the price of snake-fruit becomes very cheap, because snake-fruit is abundant and does not last long because it is easily rotten, so snake-fruit must be processed. Therefore, in line with the direction of developing the area to become an agropolitan area, the community needs to be prepared to become micro-entrepreneurs in the place, both as snake-fruit sellers, snake-fruit processed products businessmen, and other services that support the agropolitan concept. To support the marketing of these SMEs business people, one of them is through online marketing or e-business, especially e-marketing.

The transition period from an agrarian society to an entrepreneurial society, requires readiness and entrepreneurial self efficacy from the community, namely the belief that his business will succeed. Especially at this time, entrepreneurship is not only done offline, but also online, where to enter the online world requires sufficient competence related to information technology. Therefore this study has 3 (three) research questions as follows (1) How is the readiness of the SMEs in the snake-fruit processed products in Wedi Village, Kapas Sub District, Bojonegoro District in conducting e-business?; (2) What is the self efficacy of the SMEs in the snake-fruit processed products in conducting e-business?; (3) How is the theoretical review and the proposal of what kind of model suitable for the SMEs of snake-fruit processed products in conducting e-business in accordance with readiness and entrepreneurial self efficacy of SMEs in snake-fruit processed products?

#### A. Literature Review

1) *Readiness and entrepreneurial self efficacy*: Readiness relates to one's competence and willingness to do something. Readiness is all the traits or strengths that make a person react in a certain way defines that readiness is the overall condition of a person who makes him ready to give a response / answer

in a certain way to a situation [2, 3]. Therefore, it can be formulated that readiness is a condition that encourages a person as a whole to react (work) physically, mentally, knowledgefully and with skills. In this case, what influences a person's readiness is maturity, development of thinking skills, and motives.

Bandura (1994), self-efficacy is defined as a person's belief in the ability to produce a predetermined level of performance for something desired in life, this determines how people feel, think, motivate themselves and behave. Self-efficacy is a self-perception of how well the self can function in certain situations and relate to the belief that the self has the ability to perform the expected action [4]. Such beliefs produce these diverse effects through four major processes, including cognitive, motivational, affective and selection processes. The most effective way to create a strong sense of success is through mastery experience. Success builds strong confidence in one's personal efficacy. Failure weakens it, especially if failure occurs before the achievement of an expected goal.

Conversely someone who gets success easily, often always expecting results that are quick and easy to despair with failure. Strong self efficacy requires experience in overcoming obstacles through persistent effort, so success usually requires sustained effort. After people become convinced that they have what it takes to succeed, they endure difficulties and quickly rise from setbacks. In addition, there needs to be a social model and experience to create and strengthen confidence. Seeing people who are similar to themselves, those successfully with ongoing efforts, will increase the observer's belief that they also have the ability to master comparable activities to succeed.

#### B. E-business for SMEs

Online Business or e-business is a term which can be used for any kind of business or commercial transaction that includes sharing information across the internet [5].

E-business is a business activity that is carried out automatically by utilizing electronic technology such as computers and the internet. E-business activities also allow a company to relate to internal and external data processing systems more efficiently and flexibly. In addition e-business, there is also about e-commerce, namely the process of buying, selling, or exchanging products for purchase, sale, or exchange of products, services, and information through a computer network. E-commerce is part of e-business, where the scope of e-business is broader, not just commerce, but also includes collaborating business partners, customer service, job vacancies, and so on [6].

Defines e-commerce into five perspectives as follows [7]:

TABLE I. PERSPECTIVE ABOUT E-COMMERCE

Perspective	Definition	Focus
On-line purchasing perspective	A system that allows the purchase and sale of products and information through the internet and other online services	Online transaction
Digital communication perspective	A system that allows sending digital information on products, services and online payments	Electronic communication
Service perspective	A system that allows efforts to reduce costs, improve product quality, and up-to-date instant information, and increase the speed of service delivery	Efficiency and customer service
Business process perspective	System that allows automation of business transactions and work flow	Business process automation
Market of one perspective	The system that allows the process of "customization" of products and services to be adapted to the needs and desires of each customer efficiently	Customization process

So that in essence, in a wider scope, e-commerce is similar to e-business.

**C. Readiness and Entrepreneurial Self Efficacy to run e-Business in SMEs.**

Readiness is a condition that encourages a person as a whole to react (work) with all the competencies he has, including physical, mental, knowledge, and skills.

Entrepreneurial readiness includes 3 (three) general categories that must be owned, namely personality, skills, and motivation [2]. This means that readiness for entrepreneurship is the overall condition of a person who makes him ready to give a response or answer from entrepreneurial activities, the indicator needed is to have a future orientation so as to have a strong view and desire to progress and develop. This means that local actors in running e-business can be said to be ready if they have strong views and desires to progress and develop, and have confidence, task-oriented, and results, and take into account risks and future-oriented.

Entrepreneurial self-efficacy is characterized by (1) high morale, (2) mental attitude of entrepreneurship (self-confidence, task-oriented and results, risk taking, leadership, originality, and future-oriented); (3) environmental sensitivity; and (4) entrepreneurial skills.

**II. METHOD**

The research was a qualitative descriptive research, where the researcher knows the position at the time of data collection in the field, and become the data interpreter [8]. Sampling technique used in this research was purposive sampling, which is sampling technique from a data source with a certain consideration [9]. Data collection techniques used in-depth interviews, the researchers looking for data by interviewing in depth all the relevant informants consisting of business actors in of SMEs snake-fruit processed product, the informal leader of Kampung Salak Wedi, and the representation of Bojonegoro

District government. The number of informants is 7 (seven) people. In-depth interviews conducted, equipped with observations, namely data collection techniques by observing the attitude of research subjects.

Data analysis techniques used (1) data reduction, data collected from the field in the form of results in-depth interview and observation, recorded in detail and thorough, then summarized, selected key points, focus on the things that are important and sought the theme and the pattern. After that was done, (2) display data after the data were reduced, then the next step was to perform the presentation of data. The presentation was done in the form of a brief description, making the chart, the relationship between categories, flowchart, in this study used narrative text. And the last step was (3) conclusion drawing/ verification which was the drawing of conclusions and verification [10].

**III. RESULTS AND DISCUSSION**

A There are currently 21 Actors of SMEs snake-fruit in the Village of Wedi Village, Kapas Sub District, Bojonegoro District. From the results of interviews conducted on the Actors of SMEs snake-fruit in the Village of Wedi Village, Kapas Sub District, Bojonegoro District, almost all of them already have androids and are able to enable the internet with Android, they have WhatsApp, join the WhatsApp group for Actors of The SMEs snake-fruit in the Village of Wedi Village, Kapas Sub District, Bojonegoro District, have known about several Marketplaces, such as Tokopedia, Shopee, Bukalapak, Lazada, and so on, and some have opened online stores. Actors of SMEs snake-fruit in the Village of Wedi Village, Kapas Sub District, Bojonegoro District are enthusiastic and have a strong will to learn something new.

The following are the results of readiness and entrepreneurial self efficacy that are owned by Actors of SMEs snake-fruit in the Village of Wedi Village, Kapas Sub District, Bojonegoro District:

TABLE II. READINESS AND ENTREPRENEURIAL SELF EFFICACY

<b>Interview Results</b>	<b>Readiness</b>	<b>Entrepreneurial Self Efficacy</b>
Mrs. St, trying to find ways to improve the weaknesses of processed products that they produce through the internet, especially when they get criticism from consumers, the rating of consumers is always maintained and improved.  Feel confident that with the efforts made will be able to get success.	Personality	Orientation on results
Mrs. My, when invited to take part in the training and have the opportunity to ask questions, they will try to take advantage of the opportunity, to discuss the problems they have with the resource person.  Need to learn more to make the product look more attractive when sold online.	Motivation	Want to improve entrepreneurial skills
Mrs.Wu, repairing processed product packaging produced, finding out attractive forms of packaging from the internet, willing to pay high enough costs so that the products produced look attractive and acceptable to the market  Buy an adequate second oven, in order to increase production capacity, prepare more market demand both online and offline.  Often advised friends to promote their products	Motivation	Confidence

Tabel 2. Cont.

Mrs. As, have received many orders, even several times orders from abroad, such as South Korea, try to do the right packing for orders from abroad  Having difficulty to enter fresh snake-fruit market, abroad, need to learn a lot	Skills	Want to increase entrepreneurship skills
Mrs. Ar, during the last month of Ramadan, it was overwhelmed to receive orders for snake-fruit dates, trying to fulfill the order until overtime  Customers like the snake-fruit dates produced by Mrs. Ar. because it tastes good, dry, and hygienic  When a bazaar is sold that sells processed products, the moms who sell snake-fruit processed products from Wedi Village, have the willingness to help each other, maintain the booth, and related to online sales, they are assisted by their children who have better understand for technological developments.	Motivation  Skills  Personality, motivation	Require online skills assistance
Mr.Wo (informal leader), the Wedi people are very easy to move, with just one direction, the Wedi people immediately run, they are very concerned with the changes towards progress Wedi Village has a motto "from the Salak (snake-fruit) we move, from Wedi we innovate"	Motivation	Oriented towards the future  Innovation, future orientation
Miss Ik. (government representation), the Wedi community is very reliable and accountable, even though the village government lacks support	Motivation	Confidence, results oriented

Source: Research Results

From the results of the research above, it appears that the Actors of SMEs snake-fruit in the Village of Wedi Village, Kapas Sub District, Bojonegoro District has the readiness to entrepreneurship and do e-business. Indicators that can indicate that the Actors of SMEs snake-fruit in the Village of Wedi Village, Kapas Sub District, Bojonegoro District are said to be ready for entrepreneurship, have strong motivation, good skills, and willingness to learn and help each other.

In connection with entrepreneurial self efficacy, Actors of SMEs snake-fruit in the Village of Wedi Village, Kapas Sub District, Bojonegoro District, have strong self efficacy, because they are very results-oriented and future, innovate, and feel the need to always learn and improve skills possessed.

Actors of SMEs snake-fruit in the Village of Wedi Village, Kapas Sub District, Bojonegoro District, has the readiness for entrepreneurship. This is because they have the motivation, personality and skills that support them for entrepreneurship. Enthusiasm, motivation, results and future orientation, become strong capital for them to entrepreneurship. Although skills related to the technology are not sufficient, but they have strong entrepreneurial self efficacy. According to Bandura (1994), someone who has confidence in their abilities, to accomplish certain tasks, and achieve the desired results in the future can be an indicator of having self efficacy. Furthermore Caecilia found that self efficacy has a positive influence on the success of entrepreneurship. This is because what is weakness will be realized, and will try to learn to be better [11].

#### IV. CONCLUSION

Based on the results of the analysis and interpretation of the data that has been done, it can be concluded as follows: (1) the readiness of the SMEs in processed snake-fruit products in Wedi Village, Kapas Sub District, Bojonegoro District in conducting e-business can be said to be strong, because there are indicators that can indicate that the Actors of SMEs snake-

fruit in the Village of Wedi Village, Kapas Sub District, Bojonegoro District, is said to be ready for entrepreneurship, namely having strong motivation, good skills, and a personality that wants to learn and help each other; (2) Self-efficacy of SMEs in the processing of snake-fruit products in conducting e-business is also strong because they are very results and future oriented, innovate, and feel the need to always learn and improve their skills; (3) Readiness and self efficacy possessed by SMEs in processed snake-fruit products in Wedi Village, Kapas Sub District, Bojonegoro District, have a positive influence on the success of entrepreneurship through e-business. This is because what has become a weakness has been realized, and will try to learn to be better again, willing to develop the skills and competencies that needed by them to be better.

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PROCEEDINGS OF THE 5TH ANNUAL INTERNATIONAL CONFERENCE ON MANAGEMENT RESEARCH (AICMAR 2018)

Edited by: Noormansyah, I; Zulfiati, L; Anhar, M; Abdullah, AG; Widiaty, I; Abdullah, CU

Book Series: AEBMR-Advances in Economics Business and Management Research

Volume: 74 Pages: 1-5

Published: 2018

Document Type: Proceedings Paper

### Conference

Conference: 5th Annual International Conference on Management Research (AICMAR)

Location: Kalbis Inst, Manado, INDONESIA

Date: AUG 08-09, 2018

Sponsor(s): Trisakti Sch Management; Univ Surabaya

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### Keywords

Author Keywords: readiness entrepreneurial self efficacy; SME; e-business

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