

The Entrepreneurial Attitude and Behavior of Layer Farmers and Their Correlation with the Development of Layer Farmers Business in Pesisir Selatan Regency

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Abstract: This study aimed to determine the entrepreneurial attitude and behavior of layer farmers in Pesisir Selatan Regency and to find out the correlation between the farmers' entrepreneurial attitude as well as behavior and the development of layer farm business which they are managing in Pesisir Selatan Regency. This study used a survey method that used a set of questionnaire as the data collection technique. The result of the study showed that the layer farmers' entrepreneurial attitude and behavior in Pesisir Selatan Regency were average in the supportive category. Then, based on the result, it was also founded significant correlation between the entrepreneurial attitude and behavior with the development of layer farmers business managed by the local farmers in Pesisir Selatan Regency. This showed that the better the farmers' attitude and behavior were, the higher the business development was.

Keywords: Entrepreneurial, Attitude and behavior, Business development, Layer, Farmers.

INTRODUCTION

Indonesia is a tropical country blessed with abundant natural resources. The existing number of natural resources in Indonesia is able to support the continuity of various economic activities, including the animal husbandry sector. One commodity in the animal husbandry sector that has potential to develop is layer. This commodity is one of the poultries that have rapid development in line with the advancement of knowledge and technology in its breeding.

The layer case in Pesisir Selatan Regency has increased in the last five years, from 2011 to 2016. The average percentage increase of layer population from 2011 to 2016 is 11,3% per year [1]. On the other hand, the potential of egg demand in Pesisir Selatan is promising. This can be seen from the number of population based on the data in Badan Pusat Statistik that is 450.186 people. Besides, this is also encouraged by the increasing awareness of the needs in animal protein to provide human nutritional needs in the society.

Pesisir Selatan Regency has high potential in fulfilling the demands for the layer feed due to its high production of corn which is the main component of the poultry feeds. In 2015, Pesisir Selatan produced 108.894 Tons of corn. In the comparison with the total demand of corn for the layer feeds in the same year, the number was a surplus. The given condition can be seen as a supporting factor to the poultry farm business development in Pesisir Selatan Regency.

Various factors affect the business development; one of the factors is the man behind the

gun or the human capital. This is in line with Joesron's [2] statement that is the quality of human resource is the potential, strength or competence within human that determines the human's attitude and quality in order to be able to have achievements and keep his organization alive and running. It is the human resource that can do innovations and see potentials as well as synergize the existing potentials. Every factor interacts with each other to develop a farmer's success in his way to the highly profitable business. The farmer's attitude and behavior are matters that support the success of layer farmers business as well as an initial capital in the development of business. The attitude and behavior that meet the characteristics of an entrepreneur can be called as entrepreneurial spirit.

The role of entrepreneurial spirit is to combine creative ideas with actions purposed and structured by and for the business goals. An entrepreneur's success can be measured with his competence in processing creativity, then producing an innovation, and applying the innovation massively as well as breaking through markets (local, regional and international) with certain level of profit.

As previously explained, the success of business is determined by the attitude and behavior of entrepreneur. This is in line with Danarti's [3] point that is in an attempt to form a reliable and successful entrepreneur; one must have entrepreneurial attitude and behavior. That means, in order to achieve success, one must have the entrepreneurial attitude and behavior to deal with the possibly upcoming risks. With the entrepreneurial attitude and behavior, one can show his capability in managing and developing his business. The entrepreneurial attitude and behavior of layer farmers in Pesisir Selatan have attracted the writer to conduct a research on them. For that reason, there has been conducted a research entitled "The Entrepreneurial Attitude and Behavior of layer Farmers and Their Correlation to the Development of Layer Farmers Business in Pesisir Selatan Regency." The research problem was formulated into: How were the entrepreneurial attitude and behavior of layer farmers in Pesisir Selatan Regency? Was there any correlation between their entrepreneurial attitude and behavior and the development of their business in Pesisir Selatan?

The purposes of the research were to find out the entrepreneurial attitude and behavior of layer farmers in Pesisir Selatan Regency and to figure out the correlation between their entrepreneurial attitude and behavior and the development of their business in Pesisir Selatan.

$$p = \frac{\text{the highest score} - \text{the lowest score}}{\text{the number of answer choices}}$$

Based on the calculation using the given formula, there were obtained score intervals for the

RESEARCH MATERIALS AND METHOD

Time and Place of the Research

The research was conducted on March, 2018 in Pesisir Selatan Regency. The districts with layer farmers were IV Jurai District, Sutera District, Lengayang District, Ranah Pesisir District, Air Pura District and Pancung Soal District.

Research Method

The research used the survey method and a set of questionnaire as the data collection technique.

Data Analysis

The data were analyzed by using simple partial correlation analysis with the help of SPSS 16.0 program. The first analysis was between the attitude and behavior and the business development variables (population development and worker development). The second analysis was between the cumulative variables of attitude as well as behavior and the cumulative variables of business development (population development and worker development). Descriptive analysis was used to describe the entrepreneurial attitude and behavior of layer farmers in Pesisir Selatan Regency. After that, the accumulated variables of attitude and behavior were categorized into four intervals and categories by using the following formula [4]:

cumulative attitude and behavior categorization, as follows:

Table-1: The accumulation of cumulative attitude and behavior categorization

| No | Score intervals of the cumulative attitude and behavior | Category |
|----|---|-----------|
| 1 | 45 – 78 | Poor |
| 2 | 79 – 112 | Average |
| 3 | 113 – 146 | Good |
| 4 | 147 – 180 | Very good |

RESULTS AND DISCUSSION

The Accumulation of Attitude and Behavior

The layer farmers accumulated entrepreneurial attitude and behavior in Pesisir Selatan Regency can be seen on Table 2 below.

Table 2 shows that the average layer farmers accumulated attitude and behavior in Pesisir Selatan

Regency were in the supporting category. The table shows that there were 61,53% of farmers in the supporting category. Meanwhile, the rest, 38,46%, were in the less supporting category. The supporting category of entrepreneurial attitude and behavior can be seen from the farmers' motivation in running the layer business where the farmers were in the supporting category.

Table-2: The Layer farmers Accumulated Entrepreneurial Attitude and Behavior in Pesisir Selatan Regency

| Score of Attitude and Behavior | Category | Number | % |
|--------------------------------|---------------------|--------|-------|
| 45 – 78 | Not Supporting | 0 | 0 |
| 79 – 112 | Less Supporting | 5 | 38,46 |
| 113 – 146 | Supporting | 8 | 61,53 |
| >146 | Strongly Supporting | 0 | 0 |
| Total Number | | 13 | 100 |

This has been proposed by Sarosa [5] who says that motivation is an intrinsic encouragement coming from one's self that encourages himself to do something, including to be a young entrepreneur. Motivation was supporting because the farmers were willing to expand their business into a larger scale from the time being and, additionally, there was more available space that could be used for the business expansion. Self-confidence that was one of the entrepreneurial attitude and behavior variables was also in the supporting category. The farmers had self-

confidence and optimism in developing their layer business. This can be seen from their ways in handling a problem without waiting for someone's help.

The Correlation of Farmers Entrepreneurial Attitude and Behavior to the Layer Population Development

The result of simple correlation analysis between the attitude and behavior variables and the layer population development can be seen on Table 3 below.

Table-3: The Attitude and Behavior Variables' correlation to the Layer Population development in the Layer Business in Pesisir Selatan Regency

| No | Attitude and Behavior Variables | r | Description |
|----|---------------------------------|---------|--------------------|
| 1 | Motivation | 0,665* | Significant |
| 2 | Self-confidence | 0,725** | Highly Significant |
| 3 | Leadership | 0,568* | Significant |
| 4 | Innovation | 0,450 | Non Significant |
| 5 | Good Relationship Maintenance | 0,517 | Non significant |
| 6 | Risk-taking | 0,597* | Significant |

Based on the result of simple correlation analysis above, it can be seen that all directions of the correlation between the attitude and behavior variables and the business development variables were positive. Thus, it can be concluded that if the farmer's entrepreneurial attitude and behavior scored good (in the supporting category), the business would develop fast and vice versa. Then if looking at the correlation between each attitude and behavior variable and one of the business development variable, the population development, there was a highly significant correlation for self-confidence variable, significant correlations for motivation, leadership as well as risk-taking variables and non significant correlations for innovation as well as good relationship maintenance.

The result of analysis stated that a farmer's self-confidence has become one of the important factors in running the layer business. Farmers' self-confidence may correlate with the increasing population development as proposed by Meredith *et al.* [6] who says that self-confidence can affect concept, intention, initiative, creativity, courage, perseverance, working spirit, and passion for work. She states that the key to success is to understand oneself. Therefore, a successful entrepreneur is a confident entrepreneur. Self-confidence means one's strong belief in own capability to realize his wish and hope. Thus, in starting a business, the first essential base needed is self-confidence.

The other three variables showing significant correlations were motivation, leadership, and risk-taking variables. Farmers' motivation and population development showed a significant correlation. As proposed by [7] Mahesa who says that motivation directs human to achieve their goals. This is in line with

[8] Sarwono who says that motivation is a stimulus that causes someone to take some action. The stimulus might emerge due to the existence of goals and needs that continuously develop. Thus, in the research, there was found that farmer's motivation variable affected population development. It was caused by the goal in running the business that was to keep it continuously developing.

The correlation between leadership variable and population development was significant [9] Suryana describes that a successful entrepreneur always possesses the quality of leadership, pioneer, role model, distinctive performer, forward leading, and more striking. Additionally [10], Adair adds that leadership is an ability to move everything, especially the ability to move people to work well as a team in a direction to the mutual goal. By having leadership quality, a farmer can be a push or pioneer in attempts to development the population. Thus, leadership can also be an important factor to population development.

Risk-taking variable had a significant correlation to population development [11]. Faisol states that an entrepreneur is willing to take risks by foreseeing the probability to succeed systematically and comprehensively as well as the possible efforts to achieve the probability. It is a farmer who is courageous and able to make decisions by calculating the level of risk and uncertainty as well as relies on his intuition for upcoming future profit of the business. Challenges and obstacles in layer business can be a special motivation for the farmers to develop. They can seek for solutions so that the facing obstacles do not disrupt the running business.

Besides, there were two variables, innovation and good relationship variables, which had non significant correlations to population development. Innovation is a new concept that initiates or repairs a product, process or service [12]. Theoretically, an entrepreneur is an innovative person. However, in the case of layer in Pesisir Selatan Regency, seemingly, the farmers in Pesisir Selatan seemed to be passive, especially in dealing with implementation of innovations. They only took innovations from well-established companies for granted. Thus, innovations did not come from the farmers, yet from individuals or companies who provided the supply of production input stuff for them. This situation was assumed to be the reason why innovation variable and population development variable had non significant correlation.

Maintaining good relationship with other stakeholders had an non significant correlation to

population development. This was caused by the increasing demand for eggs in the market. The raising demand urged the farmers to regularly expand the population. In order to fulfill the demand for eggs in Pesisir Selatan. Thus, without maintaining good relationship with other stakeholders, the layer population would develop as the demand for eggs keep rising. This is in line with [13] Suwandi who says that the population of layer will keep growing as the human population expands so that the demand for eggs will certainly increase.

The Correlations between the Farmers Entrepreneurial Attitude and Behavior and the Labor Development

The result of simple correlation analysis between the attitude and behavior variables and labor development is provided on Table 4 below.

Table-4: The Correlation between Attitude and Behavior Variables and Labor Development in Layer Business in Pesisir Selatan

| No | Variables of Attitude and Behavior | R | Description |
|----|------------------------------------|--------|-----------------|
| 1 | Motivation | 0.620* | Significant |
| 2 | Self-confidence | 0.614* | Significant |
| 3 | Leadership | 0.593* | Significant |
| 4 | Innovation | 0.492 | Non Significant |
| 5 | Good Relationship Maintenance | 0.479 | Non Significant |
| 6 | Risk-taking | 0.667* | Significant |

Based on the result of analysis above, it can be seen that all directions of the attitude and behavior variables and labor development correlations were positive since *r* values were all positive, which means the higher the attitude and behavior variables score, the higher the labor development will be. From Table 4, it can be observed that there were 4 variables which had significant correlations to labor development. They were motivation, self-confidence, leadership and risk-taking variables. Meanwhile, there were 2 variables which had non significant correlation to labor development. The variables were innovation and good relationship maintenance with other stakeholders.

Motivation and labor development were significantly correlated. One of the farmers' motivations in expanding labor was to decrease the number of unemployment around the business location. The population development was also a factor to the increasing labor development. This showed that motivation affects the labor development.

Self-confidence variable and labor development were significantly correlated since self-confident farmers were likely to have the capability in organizing, supervising and achieving success. This is in line with [14] Alma who states that self-confidence is the main quality an entrepreneur must have. An

entrepreneur is likely to be optimistic and to possess strong belief in his own capability to succeed.

Leadership was significantly correlated to the labor development. A successful business is essentially supported by effective leadership with which a leader motivates his employees to work harder so that they can have good performance in achieving mutual goals [15]. Dubrin states that leadership is an attempt to influence people through communication in achieving goals, method to influence people with direction or instruction, action that makes people take action or respond and make positive changes, critical dynamic power that motivates and coordinates the organization in order to achieve the goals, ability to create self-confidence and support among the employees so that organizational goals can be achieved. A leader must motivate and inspire other people in every second of his life so that they can be passionate and rise up together with new changes. A leader has to make everyone aware that changes are important, to replace obsolete things with the things that are relevant with the today's culture. Therefore, leadership is influential to labor development.

A successful entrepreneur is seen from his eagerness to start dreaming and take risks in attempts to realize it. The result of research showed that courage in taking risks significantly affects labor development.

According to [16]. Suryana an entrepreneur should be brave to take risks. The bigger the risks are, the better the chance to gain profit will be.

Innovation and labor development were none significantly correlated which means the number of workers grew even though the farmers did not have any innovation in his farm business. In other words, innovation is not very important in labor development. The reason why innovation is not really necessary in labor development is that there has been a certain standard that is usually referred by farmers so that innovation is not needed in expanding labor. In addition, they were accustomed to the existing general conventions or relying on previous experiences in developing their business.

Maintaining good relationship with stakeholders and labor development seemed to have a non significant correlation, which means the number of workers could increase even though the farmers did not maintain good relationship with any certain stakeholder. This was caused by the critical unemployment so that farmers never had any difficulty in add their workers. Labor will increase as the farm space and poultry population expand. This is in line with [17]. Daniel who states that the extensive empowerment of agricultural space area is one important factor in the production process or in farm as well as any agriculture business. Additionally [18], Fadholi adds that one factor affecting farmers' success is the size of land area since the size of agriculture space area determines their revenue, their living economic level, and their level of welfare.

The Correlation between Cumulative Attitude and Behavior Variables and Cumulative Variables of Business Development

The correlation between cumulative attitude and behavior of 6 variables and cumulative 2 variables of business development was marked by a positive r value that was 0,820. This shows that the better the farmers' attitude and behavior, the higher the business development will be, and vice versa. There was a positive linear correlation that was very strong between the layer farmers' cumulative attitude as well as behavior and their cumulative business development. The cumulative attitude and behavior variables and the cumulative business development had a significant correlation. This result is in line with the result of a research conducted by [19] Nurfitriana that states there were positive and significant affects of the entrepreneurial attitude and behavior to the Small-to-medium-scale Pempek Industries in Palembang, Sumatera Selatan Province.

Business development achieved by farmers was affected by the entrepreneurial attitude and behavior so that entrepreneurial attitude and behavior improvement is necessary to push the poultry population and labor development. The more poultry

population and number of workers the farmers have, the better the farmers' entrepreneurial attitude and behavior is. This was proven by the result of observations and interviews given to several respondents who have larger scale business which usually has more poultry population and more workers compared to the rest of respondents. Their entrepreneurial attitude and behavior were considered excellent since they have more motivations to expand their business. Similarly [20] Griffin *et al.* states that an entrepreneur must have the quality of success signaled by the business development as well as the intention for his business development and expansion.

The Relationship between Attitude as well as Behavior and Market Orientation Development

The result of descriptive analysis of the relationship between attitude as well as behavior and market orientation development was in the supporting category. This shows that the business owners have good capability in developing market orientation. The better the entrepreneurial attitude and behavior are, the higher the market orientation development is.

The market orientation development of the layer famers can be seen from the egg distribution development that averagely has reached selling area outside the regency. The current market orientation can help the business in constructing strategies and approaches in market understanding. The proposed market orientation in a company will create relationship with more beneficial customers that can improve selling performance, growht, markets and profits [21]. Market orientation has direct impacts toward the company's performance, not only marketing performance but also market orientation has become an important component that has bridged the research between market and management [22].

According to [23] Narver *et al.* a company that is capable to improve its market orientation will improve its performance in the market. The characteristics of a company that applies market orientation can be seen from the quality of their understanding in fulfilling customers' demand today and in the future as well as their capability in offering superior solutions to customers' needs compared to their competitors [24].

CONCLUSION

Based on the result of the research, there are several conclusion points: firstly, the entrepreneurial attitude and behavior of the layer farmers in Pesisir Selatan were generally in the good category and even supportive to their business development. Attitude and behavior regarding to farmers' motivation was the highest; meanwhile, the innovation and good relationship maintenance were their lowest attitude and behavior. Secondly, the entrepreneurial attitude and behavior had a positive linear correlation with the

business development. Self-confidence variable had a highly significant correlation with the development of layer farmers business in Pesisir Selatan.

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