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Effect Entrepreneurship Orientation, Government Support On Innovation And Business Performance Of Sme's Madura Island

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Abstract

This study focuses on the influence of government-supported entrepreneurial orientation in increasing innovation and business performance in the batik sector on Madura Island, directly or indirectly on innovation and business performance in the batiksector in four districts of the Madura archipelago. There are many existing studies aimedat analyzing the effect of the three variables on business performance directly. However,there is no research that analyzes the effect of these variables, especially government support on business performance, directly without mediating variables and innovation variables being the dependent variable. So it becomes a new construction in this research.The population of this research is 141 batik business units. Sampling in this study uses acensus technique. Before the research instruments were distributed, validity and reliability tests were first carried out on the research instrument questionnaire, which was tested on 141 batik business units. The data analysis method used in this research isdescriptive statistical analysis and inferential analysis. Descriptive analysis is used to provide an empirical description of the answers, while in inferential analysis the Generalized Structured Component Analysis (GSCA) method is used. The results of direct hypothesis testing show that entrepreneurial orientation has a significant effect on innovation and business performance, government support has a significant effect on innovation, and

innovation has a significant effect on business performance. Meanwhile, government support has no significant effect on business performance.

Keywords: **Entrepreneurship Orientation, Government Support, Innovation, Business Performance**

1. INTRODUCTION

Amid the economic changes that have occurred due to COVID-19, SMEs can survive and are able to provide an important role in economic development along with the increasing number of SMEs in many countries in the world (Dolz et al., 2019) and have contributed more than 90% of business in the most country (Kamukama, N. Ahiauzu, A. & Ntayi, 2011), (De Beukelaer, 2014). In Indonesia, the number of SMEs is 64.2 million (99.99% of business actors). Absorption of a workforce of 117 million (97%of the world's workforce). Contribution to GDP of 61.1% (Kraus et al., 2020).

This fact makes SMEs have broad implications for the national economy. The negative impact of COVID-19 requires SMEs to reconstruct strategies to accommodate the effects of the pandemic (Kraus et al., 2020); (Rapaccini et al., 2020). So innovation is a strategy that has a sustainable effect and can make SMEs stronger in the future. In addition, the limited resources and weaknesses of MSMEs require cross-sectoral collaboration to address major societal challenges and create value for various stakeholders (Clarke & Crane, 2018). Their role is very important in understanding and overcoming complex social problems, especially during global emergencies (van Tulder et al., 2016).

The current new normal conditions after Covid-19 require SMEs to work harderin facing market competition. The emergence of competition in the business world both in small, medium, and large-scale industries is something that cannot be avoided. Competition is a situation where companies in certain product or service markets will show their respective advantages, with or without being bound by certain regulations inorder to reach customers (Setyawati & Rosiana, 2015). In addition, SMEs find it difficult to increase output due to limited knowledge, limitations in adapting to environmental changes, and lack of agility in facing market competition (Dwimahendrawan & Ayunda, 2022).

So it is not enough just to have support from the local government, SMEs must also have high bargaining power and competitive advantage which is also referred to as an entrepreneurial orientation, as referring to the results of several studies on the effectof

entrepreneurial orientation on innovation which have been carried out a lot. However,there are several contradictions, for example in research (Ndubisi & Agarwal, 2014) different from (Buli, 2017) in the dimension of entrepreneurial orientation. Research results (Ndubisi & Agarwal, 2014) show that autonomy has no significant effect on innovation, the same results are also shown in research (Arshad et al., 2014). Meanwhile,research (Buli, 2017) found that autonomy affects innovation. (Mason et al., 2015) who examined the effect of entrepreneurial orientation on the performance of SMEs in two different regions, namely Italy and Austria, found different research results in the two regions.

(Mason et al., 2015) found that competitive aggressiveness and autonomy hadno effect on the performance of SMEs in Udine, Italy. Meanwhile, at Kartner Austria, competitive aggressiveness and autonomy have a significant effect on SME performance. (Aziz, A.M. Irjayanti, M. & Susanto, 2019) found that entrepreneurial orientation had an effect on the performance of SMEs in North Africa, while research (Handrimurtjahjo, 2014) found that entrepreneurial orientation had no significant effect on batik SMEs in Central Java.

Given the importance of SMEs for the local economy, and from some of the research results mentioned above, researchers are interested in conducting research on entrepreneurial orientation, government support in increasing innovation, and the performance of SMEs. This research is intended to fill the gap of previous research by making Batik Sector SMEs the object of research conducted in four districts in the Maduraregion.

2. LITERATURE REVIEW

Entrepreneurial orientation is touted as a spearhead to achieve sustainable and highly competitive corporate economic growth. Entrepreneurial-oriented companies will always try to produce innovative new products and have the courage to take risks (Ucaktürk et al., 2011). Entrepreneurial orientation and business strategy are seen as having the ability to improve a company's performance. Entrepreneurial orientation as a company benefit strategy to be able to compete more effectively in the same marketplace. Entrepreneurial orientation refers to processes, practices, and decision-making that push toward new inputs and has three entrepreneurial aspects, namely always being innovative, acting proactively, and taking risks (Buli, 2017).

There is a relationship between the variables of entrepreneurial orientation, innovation, and entrepreneurship (new entry), this linkage is called the "triadic connect" (Ndubisi & Agarwal, 2014). Entrepreneurial orientation supports innovation within the

organization and innovation encourages the emergence of new entries. Entrepreneurship and innovation are concepts that are often associated with improving company performance as a resource for competitive advantage. (Handrimurtjahjo, 2014) argues that a company must have a good understanding of the role of innovation-based entrepreneurship in competitive advantage in order to be more familiar with the marketit faces.

(Poernomo, D. Wahono, P. & Puspitaningtyas, 2017) added that in order to better understand entrepreneurship in order to achieve competitive advantage,companies need to investigate how the marketing model developed by the company adjusts the market and environment. And there are still several studies that have tested the effect of government support on SME performance through the mediating effect of innovation variables including (Zhang et al., 2017), (Bonacina Roldan et al., 2018), and (Vasconcelos & Oliveria, 2018).

Several studies on government support and SME innovation (Shanker et al., 2017) conducted studies of 250 IT sector SMEs in Korea. The results of the study show that government support has a positive effect on the ability of technology standardizationfor SME innovation. Governments can build infrastructure and encourage the approval and utilization of companies. The results of the study (Cegliński, 2017) show that the receipt of tax credits by SMEs in the UK leads to an increased product, service, or processinnovation. In addition, there are several additional product and service innovations, and there is evidence of radical process improvement improvements, especially when coupled with strong capabilities and planning at the enterprise level.

Important key factors influencing the development of information network platforms are government services and technical support as well as the level of awareness of high-tech SMEs in Shanxi towards information network platforms (Rosli Mahmood et al., 2013). Whereas the R&D policy on SME Innovation in the EU high-tech sector shows that independent high-tech companies do not have a lower output effect than other companies and thus shows that the current policy focus on certain types of companies is not effective (Makinde & Agu, 2018).

(Khouroh et al., 2019) identified the main threats and spaces for the introduction of innovation in SMEs in six European countries (Bulgaria, Czech Republic, Hungary, Italy, Latvia, and Slovenia). Recommended policies to promote innovation in rural SMEs by focusing on collaboration and networking, information and training, innovation support programs, marketing and sales promotion, and workforce availability.

(Zhang et al., 2017) innovation is a key element in the entrepreneurial process. Innovation has a relationship with company performance, for example, the success of process innovation and product innovation has a positive relationship to company performance. In this way, product and process innovation depends on refining, expanding, and upgrading, the knowledge and skills the company has. New product development can lead to an increase in market share and product innovation is related to an increase in market share. Studies in Australian manufacturing companies found a relationship between financial performance and innovation performance.

(Chang et al., 2012) studied 265 SMEs from various sectors in Scotland. This study uses hierarchical regression analysis methods and mediation regression. The independent variables are internal organization (high centralization and connectedness) and environment (high dynamics and competitiveness). The dependent variable is innovation and business performance. Control variables are firm size, firm age, and industrial sector. The results of the study show that internal organizations with high centralization and connectedness are positively related to the emergence of innovation. The influence of centralization and connectedness on performance is mediated by innovation. Highly dynamic and competitive environments are positively related to innovation. The influence of a dynamic environment and competitive environment on performance is mediated by innovation.

An empirical study (AL-Tabbaa et al., 2014) with Product Innovation as one of the independent variables while the indicators are: 1) the Number of New Products, 2) the Uniqueness of New Products, and 3) Resources invested in new products; and Company Performance as the dependent variable while the indicators are: 1) Increasing Market Share, 2) Increasing Financial Returns, 3) Increasing Customer Satisfaction, 4) Increasing adaptability to changes in market demand, 5) Increasing the reputation of thecompany and its products, resulting in the finding that Innovation Products have a significant effect on business performance. All of this indicates that there is a positive relationship between company innovation and company performance.

(Cho et al., 2018) who examined 519 restaurants in Florida found that product innovation has a positive effect on company performance. Product innovation is focusedon developing new food products to achieve business success and must be well-designedto ensure efforts are directed toward developing new products and services.

(Carrascal Incera & Fernández, 2015) examined 98 SMEs in the food machine industry sector in Italy. This study uses multiple regression analysis methods. The independent variable is innovation (customers, competitors, and technology). The dependent variable is financial performance. The control variable is firm size. The resultsof the study show that innovations developed in order to meet customer needs as well asthose developed to differentiate from competitors can improve financial performance. The level of technology adopted to develop innovations has no impact on financialperformance.

3. RESEARCH METHOD

The data analysis method used in this research is descriptive statistical analysisand inferential analysis. Descriptive analysis is used to provide an empirical picture of the respondents' answers presented in the form of a frequency distribution and the average value is measured. Meanwhile, in the inferential analysis, the Generalized Structured Component Analysis (GSCA) method was used. The population of this study was SMEs assisted by the Cooperative Service and SMEs in the four Madura Islands Regencies with a total of 141 batik business units. Sampling in this study uses a census technique based on the proportion of each sector. Before the research instruments weredistributed, validity and reliability tests were first carried out on the research instrumentquestionnaire, which was tested on 141 batik business units.

This study has tested five hypotheses. The hypothesized causal effect criterion uses a significant limit of 5%, with the testing criterion if the critical ratio (CR) is markedwith an asterisk means that the t count ≥ t table (t=1.96, α=5%) then the hypothesis is declared to have a significant or acceptable effect. Conversely, if the CR value <t table, then the hypothesis is declared to have no significant effect or is rejected.

4. RESULT

There are 4 hypotheses declared significant, namely entrepreneurial orientation towards product innovation (H1), government support for product innovation on firm performance (H2), entrepreneurial orientation towards firm performance (H3), andproduct innovation on firm performance (H5). While 1 hypothesis is stated to be insignificant, namely government support for company performance (H4).

Hypothesis 1 which states that entrepreneurial orientation influences product innovation is accepted. The resulting value is 0.346 with a t-count of 1.96. Based on this

value, it can be said that the entrepreneurial orientation variable has a significant positive effect on product innovation. The conclusion that can be drawn is that the increasing entrepreneurial orientation of SME owners will affect the company's product innovation.

From a theoretical perspective, the findings of this study support the theory (Lumpkin,G.T. and Dess, 1996) that there is a relationship between entrepreneurial orientation andproduct innovation. From an empirical perspective, previous studies that examined the relationship between company resource variables and product innovation variables werecarried out by (Valmohammadi, 2017) and (Ndubisi & Agarwal, 2014).

Entrepreneurial orientation of SME owners is a company's intangible resource to achieve competitive advantage. Entrepreneurial orientation gives birth to corporate innovation. Proactive in observing market changes and developments, daring to take risks in creating new products, giving autonomy to employees to be creative and contributing ideas, and aggressively competitive to win market competition byprioritizing innovation to improve company performance as the focus of RBV.Entrepreneurial orientation of UKM owners increases the product innovation of batik UKM in Madura.

Hypothesis 2 which states that government support influences product innovation is acceptable. The direction of the path coefficient is positive, indicating that empirically the greater the government's support the greater the resulting productinnovation. The results of this study support (Feranita et al., 2019); (Briozzo et al., 2019);(Shahzad et al., 2017) which states that government supports through policies, R&D, tax credits, subsidized loans, coaching, and others increase SME innovation.

Hypothesis 3 which states that entrepreneurial orientation affects the performance of SMEs is accepted. Entrepreneurial orientation variables are seen from 5 dimensions, namely aggressive competition, pro-activity, daring to take risks, autonomy,and innovation. While forming the company performance variables used are customer satisfaction, sales growth, and market growth.

From a theoretical perspective, the findings of this study are consistent with thetheory (Lumpkin, G.T. and Dess, 1996); (Rosli Mahmood et al., 2013) that there is a relationship between entrepreneurial orientation and SME performance, and from an empirical perspective, these findings also support research findings (Valmohammadi, 2017); (Buli, 2017); and (Rosli Mahmood et al., 2013). The higher entrepreneurial orientation of SME owners can increase the company's ability to market its products toward better business

performance. Entrepreneurial orientation can boost customer satisfaction, sales growth, and market growth.

Hypothesis 4 which states that government support has an effect on company performance is not accepted. The test results for the effect of government support on the performance of SMEs have a value of C.R = 0.953 indicating that there is no effect of government support on the performance of SMEs. That is, the level of government support for SMEs will not change the performance of SMEs. The findings of this study donot confirm the results of previous research conducted by (Feranita et al., 2019); (Masonet al., 2015); (Chang et al., 2012) and (Vasconcelos & Oliveria, 2018). In this study the effects of mediation of innovation were not analyzed, in contrast to (Feranita et al., 2019), which analyzed the effect of government support on SME performance directly and indirectly through innovation mediation.

Hypothesis 5 which states that product innovation has an effect on company performance is accepted. The product innovation variable has a significant effect on company performance with a positive direction indicating the same direction, thus product innovation in batik companies is able to improve the company's performance. From a theoretical perspective, the findings of this study confirm the correctness of the theory (Drucker, 1985) regarding innovation theory, especially product innovation. In anempirical perspective, the findings of this study support the findings of research (Cho et al., 2018); and (Pérez-Luño et al., 2019) which state that there is a significant positive effect of product innovation on company performance.

5. CONCLUSSION

Based on the discussion of the analysis results obtained in research on entrepreneurial orientation and government support for product innovation and company performance conducted on Batik SMEs in four districts on Madura Island, the following conclusions can be drawn.

a. Entrepreneurial orientation has a significant effect on product innovation. SME owners who are aggressively competitive, proactive, willing to take risks, autonomous and innovative play a major role in the innovation of batik products.
b. Government support has a significant effect on SME batik product innovation on Madura Island. Legal protection, capital assistance, and guidance from the local government increase SME innovation in batik production.

c. Entrepreneurial orientation has a significant effect on improving the performance of SMEs. The competitive, proactive, risk-taking, autonomous, andinnovative attitude of SME owners can directly influence SME performance. Aggressive in competing, proactive in seeking opportunities, daring to take risks to make changes, providing autonomy to employees, and continuing to innovate to improve SME performance.
d. Government support has no significant effect on the performance of SMEs. The support provided by the government has not been able to improve the performance of SMEs directly. Innovation medication may add to the significance of this effect on SME performance.
e. Product innovation has a significant positive effect on company performance. This means that the product innovation of batik micro companies is able to enhance the company's performance.

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