THE EFFECT OF ENTREPRENEURIAL COMPETENCY ON BUSINESS PERFORMANCE OF SMALL SCALE COFFEE SHOP IN PADANG CITY: APPLICATION OF STRUCTURAL EQUATION MODELING-PARTIAL LEAST SQUARE

Pengaruh Kompetensi Kewirausahaan terhadap Kinerja Usaha Kedai Kopi Skala Kecil di Kota Padang: Aplikasi Structural Equation Modeling-Partial Least Square

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ABSTRACT

During the COVID-19 pandemic, the growth of small-scale coffee shops has increased in Padang city. This condition indicates the high level of coffee consumption and the increased competition of coffee shops. A good entrepreneurship competency is needed to improve business performance. This research aims to analyze the influence of entrepreneurial competency on small-scale coffee shop business performance in Padang City. This research used an Entrepreneurial competency model influenced by psychological characteristics (indicated by motivation, achievement, socialize need) and environmental factors (characterized by social net, government policy, and supply). The business performance model is influenced by entrepreneurial competency (managerial skill, conceptual skill, social skill, decision-making skill, and time managerial skill) and environmental factors. This research used a snowball sampling method of 100 data samples of small-scale coffee shops (owner and barista) in Padang City from April until May 2021. The information was then analyzed through SEM-PLS evaluation with SMART PLS 3.3 software. The result confirmed that psychological characteristics and environmental factors encouraged entrepreneurial competency in small-scale coffee shops. The business's overall performance became motivated through entrepreneurial competency and environmental factors. The outcomes also show that the model used in this study has a Model Fit of 84%.

Keyword: business performance, coffe shop, entrepreneurial competency sem-pls

ABSTRAK

Di masa pandemi COVID-19, pertumbuhan kedai kopi skala kecil meningkat di kota Padang. Kondisi ini menunjukkan tingginya tingkat konsumsi kopi dan meningkatnya persaingan kedai kopi. Kompetensi kewirausahaan yang baik diperlukan untuk meningkatkan kinerja bisnis. Penelitian ini bertujuan untuk menganalisis pengaruh kompetensi kewirausahaan terhadap kinerja usaha kedai kopi skala kecil di Kota Padang. Penelitian ini menggunakan model kompetensi Wirausaha yang dipengaruhi oleh karakteristik psikologis (ditunjukkan oleh motivasi, prestasi, kebutuhan bersosialisasi) dan faktor lingkungan (ditandai dengan jejaring sosial, kebijakan pemerintah, dan penawaran). Model kinerja usaha dipengaruhi oleh kompetensi kewirausahaan (keterampilan manajerial, keterampilan konseptual, keterampilan sosial, keterampilan mengambil keputusan, dan keterampilan manajerial waktu) dan faktor lingkungan. Penelitian ini menggunakan metode snowball sampling terhadap 100 sampel data kedai kopi skala kecil (pemilik dan barista) di Kota Padang dari bulan April sampai Mei 2021. Data tersebut kemudian dianalisis dengan analisis SEM-PLS dengan software SMART PLS 3.3. Hasil penelitian menunjukkan bahwa karakteristik psikologis dan faktor lingkungan berpengaruh terhadap kompetensi kewirausahaan warung kopi skala kecil. Kinerja usaha dipengaruhi oleh kompetensi kewirausahaan dan faktor lingkungan pada model skala kecil. Hasil penelitian juga menunjukkan bahwa model yang digunakan dalam penelitian ini memiliki Model Fit sebesar 84%.

Kata Kunci: kinerja usaha, kedai kopi, kompetensi kewirausahaan, SEM-PLS

INTRODUCTION

Empowerment of Micro, Small, and Medium Enterprises (MSMEs) to become the driving force of the national economy is stated in Law No. 20 of 2008 in article V. Points b, and c, which reads "b) grow and develop the ability of Micro, Small and Medium Enterprises to become strong and independent; c) increasing the role of Micro, Small and Medium Enterprises in regional development, job creation, income distribution, economic growth, and alleviating people from poverty.

The strategic role of MSMEs in the Indonesian economy can be seen in their position as key players in economic activities in various sectors, including in terms of providing the most jobs, sources of innovation, community empowerment, developing local economic activities, creating new markets, and international trade (Bank Indonesia, 2015).

One of today's agribusiness commodities attractive to MSME is coffee (Suryana & Burhanuddin, 2021). Coffee is one of the plantation products, an export commodity with a relatively high economic value in the world market (Supriyadi et al., 2014). Besides being an export commodity, coffee consumption also increases yearly in Indonesia (Figure 1). It brings up the trend of drinking coffee in coffee shops.

The Coffee Shop is one of the MSME businesses that is currently overgrowing. A coffee shop is a place for consumers to consume coffee and spend time with friends/relatives, conduct business transactions, and do college assignments for students. According to data from the International Coffee Organization (ICO) 2022, domestic coffee consumption in Indonesia has increased in the last seven years (Figure 1).
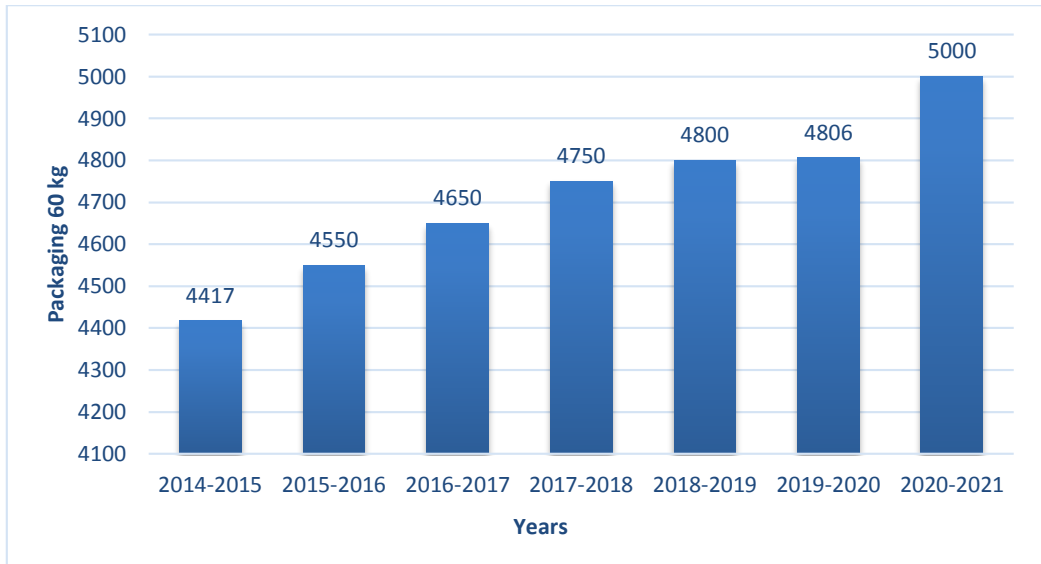

Figure 1.
Domestic Coffee Consumption in Indonesia 2014-2021 Period (ICO)

The increase in the number of coffee consumption identifies the competitive business competition between coffee shops from year to year, which affects the performance of coffee shops. Coffee shops can be categorized into micro-scale coffee shops with assets under IDR 50,000,000, -, where the selling price of 1 cup of coffee is only Rp. 4,000, often found on the roadside with benches and tents. Another category is small-scale coffee shops with business assets above IDR 50,000,000,- which uses modern machines in coffee processing, interior and exterior themed (philosophy) accessories to attract customers (Aulia, 2020).

Micro-scale coffee shops that are still active in Padang City until 2020 include Rimbun Ekspresso & Brew Bar, Kubik Koffie, V coffee, Kupi Batigo, Lalito Coffe Bar & Roastery, Bacarito Coffee, Kedai Kopi Kulo Batang Arau, Cafe Merjer, Pavilon Coffee , Sukokopi Padang, Taste Coffee Shop and others. Each coffee shop offers a unique interior and exterior concept or philosophy.

The concept of a coffee shop is now more modern and professionally managed, both in the design of the shop, as well as the processing, compounding, serving, and variety of coffee sold (Rugian et al., 2019). Some examples in Padang

City of concepts offered by Kedai Kopi include Kubik Koffie, a coffee shop that at certain times organizes incubation programs for start-up business actors or those who are preparing to set up a start-up. This coffee shop is not only a place to drink coffee or eat but also provides a co-working space that includes work and discussion space for start-up workers and freelancers. Next is Rimbun Coffee, where this coffee shop serves the best coffee menu in the archipelago and can enjoy funny material from stand-up comedy comics in the city of Padang. Another coffee shop, V Coffee, regularly holds talk shows and discussions with young artists or performers in Padang. The talkshow is known as "Ngopitasi" or Ngopi Maota Performers of the Arts (idntimes, 2019). Consumers have many choices with the concept of a different coffee shop, which means that business competition is becoming more competitive for entrepreneurs, so there is a need to increase entrepreneurial competence. The entrepreneurial ability can determine his ability to face global competition (Hariance et al., 2020)

Competence can also be defined as experience, knowledge, skills, and behavior in performing workers. Entrepreneurial competence is essential for entrepreneurs to run their business well (Kaur & Anupana 2013). According to Bird (1995), Entrepreneurial competence will directly affect the level of business success. According to Ahmad et al. (2009), entrepreneurial competence can predict business success. Amid the rapid competition of small-scale coffee shops in Padang, coffee shop owners need to improve their entrepreneurial competencies to survive and win the market.

Business is all activities that seek profit by seeking goods and services for other people (Wewengkang & Rotinsulu, 2017). One of the indicators in measuring business success is the profit earned by the company. Business income is significant in conducting MSME entrepreneurial activities (Wulandary et al., 2018). It is necessary to increase entrepreneurial competence to develop coffee shop MSME (Suryana & Burhanuddin, 2021). Entrepreneurship is very important for economic development (Kaur & Bains 2013). Entrepreneurship is a purposeful behavioral adaptation launched for initiating, promoting, and maintaining economic activities to produce and mobilize monetary resources. MSME plays an important role in economic, social, and political development in employment creation, resource utilization, income generation, and helping promote change gradually and peacefully.

Based on the explanation above, coffee shop business actors in Padang city have several obstacles in managing financial, marketing, decision-making, and good business information systems. Nearly 80% of startup companies fail in their first year, and the failure rate of small businesses in Indonesia reaches 78% (Rasyidatushshalihah, 2018). This is due to the obstacles that are often faced by MSME entrepreneurs both externally and internally. These constraining factors include capital, human resources, legal aspects, accountability, business climate, infrastructure, and market access (Bank Indonesia, 2015). The initial capital used

has a positive and significant effect on increasing the income of coffee entrepreneurs (Paloma et al., 2020). In this study, modeling of business performance will also be carried out using the Structural Equation Modeling (SEM) method based on variance or Partial Least Square (PLS), involving several variables such as psychological characters, environmental factors, and entrepreneurial competencies. Many SEM studies have been carried out for business performance research. Therefore, it is essential to analyze the relationship and influence between entrepreneurial competence and business performance of coffee shop MSME actors in Padang city.

RESEARCH METHOD

This research was conducted in the city of Padang from April-May 2021. The population in this study was a small coffee shop in Padang. Data from the Padang City Investment and One-Stop Services Agency (BPMPTSP) shows that until 2016, 19 coffee shops had official business permits, and there is no update until 2021. So those sampling methods were done by snowballing 50 Small-Scale Coffee Shops in Padang, sampling one coffee shop consisting of owners and baristas so that the respondents were 100 people. This is following the recommended sample size (Ghozali & Latan, 2015) that in using the PLS (partial least square) method, the sample must be at least 30-100 samples.

The data analysis then used the steps of analysis according to SEM-PLS (Hair et al., 2017) with the help of the SMART PLS 3.3 program. The data to be collected is analyzed qualitatively and quantitatively using descriptive analysis. Quantitative research uses PLS (Partial Least Square) analysis to study the effect of entrepreneurial competence on the performance of Small-Scale Coffee Shops in Padang City. This program can describe the built-in relationships models based on theory to analyze the factors that influence entrepreneurial competence and business performance and their relationships and influences.

The latent variables and indicators are used to explain the variables used in the design model (structural equation model). Manifest variables or indicators of entrepreneurial competence and business performance can be seen in table 1.

Table 1.   Indicator Variables

Indicator variables	Code	Explanation
Exogenous latent		
Psychological Character (Wickham 2004)	KP1	Business motivation
	KP2	Need for achievement to be superior
	KP3	Need for affiliation with other people, family, and friends

Environmental factor (Bird 1996, Alma 2009, Gnywali and Fogel 1994)	FL1	A social network between business actors and the community and other business actors
	FL2	Government policies related to coffee shop business
	FL3	Availability of inputs from suppliers and places to store coffee inputs
Endogenous latent		
Entrepreneurship Competence (Suryana 2003; Moeheriono 2009)	KK1	Managerial ability in managing business information, human resources, marketing, and finance
	KK2	Conceptual ability and strategy in running a business
	KK3	Social skills in communicating and collaborating with others
	KK4	Ability to make decisions, formulate and choose the best alternative solutions
	KK5	Ability to manage time in planning, organizing in a structured way
Business Performance (Hodgetts and Kuratko 2007, Muharastri 2013)	KU1	Coffee business profit
	KU2	Coffee sales volume

RESULT AND DISCUSSION

Factor Loading Value

It is crucial to evaluate the model to answer whether the manifest variable measurement model (indicator) can measure the latent variable (construct) correctly. One thing that can be done is to assess the level of validity of the manifest variable based on the value of the loading factor, whether it is greater or less than 0.5. Based on the evaluation of the model, it is known that all indicator values have a Loading factor value above 0.5, meaning that all indicator variables in the model of the influence of small-scale coffee shop entrepreneurial competence on performance can explain the latent variables.

Table 2.   Factor Loading Value

Latent variables	Code	Manifest Variables	λ	Status
Psychological Character	KP1	Business motivation	0,829	Valid
	KP2	Need for achievement	0,866	Valid
	KP3	Need for affiliation	0,877	Valid
Environmental factor	FL1	A social network	0,811	Valid
	FL2	Government policies	0,789	Valid
	FL3	Availability of inputs	0,871	Valid
Entrepreneurship Competence	KK1	Managerial ability	0,938	Valid
	KK2	Conceptual ability	0,942	Valid
	KK3	Social skills in communicating	0,955	Valid
	KK4	Ability to make decisions	0,953	Valid
	KK5	Ability to manage time in planning	0,957	Valid
Business Performance	KU1	Coffee business profit	0,931	Valid
	KU2	Coffee sales volume	0,942	Valid

AVE value (Average Variance Extracted) dan Compose Reliability and Cronbach's alpha

Table 3.   AVE, compose Reliability and Cronbach's Alpha

Variable latent	Average Variance Extracted (AVE)	Compose Reliability	Cronbach's	Status
Environmental Factor (FL)	0,680	0,864	0,767	Good
Psychological Character (KP)	0,735	0,893	0,820	Good
Business Performance (KU)	0,877	0,935	0,860	Good
Entrepreneurship Competence (KK)	0,901	0,978	0,973	Good

INNER MODEL TEST

R-square Value

The structural model can be evaluated by looking at the R-square (R2) on the endogenous variables and the estimated value of the path parameter coefficients (Stone, 1974; Giesser, 1975 in Ghozali, 2012). A strong model is a model that has an R-square of 0.75, while a weak model has an R-square of 0.25.

Table 4.   R square Value

	R Square	R Square Adjusted
Business Performance (KU)	0,667	0,660
Entrepreneurship Competence (KK)	0,740	0,735

Path Coefficients

The path coefficient value indicates the direction of the variable relationship, whether the hypothesis is positive or negative. In the table, all variables in the small-scale coffee shop model have a positive relationship, meaning that environmental factors, psychological characters, and entrepreneurial competencies positively affect business performance.

Table 5.   Path Coefficients

	Business Performance (KU)	Entrepreneurship Competence (KK)
Environmental factor (FL)	0,411	0,363
Psychological Character (KP)		0,609
Entrepreneurship Competence (KK)	0,477	

The Influence of Entrepreneurial Competence on Business Performance

Table. 6.   t-statistik and P value

Hypothesis	t- Statistics	P-Values
Environmental factor (FL) -> Business Performance (KU)	4.960	0.000*
Environmental factor (FL) -> Entrepreneurship Competence (KK)	4.543	0.000*
Psychological Character (KP) -> Entrepreneurship Competence (KK)	7.806	0.000*
Entrepreneurship Competence (KK) -> Business Performance (KU)	5.973	0.000*

*p-value <0.05 = signifikan, *t(0.05)=1.96

The latent variable Environmental Factors (FL) has a t- statistic of 4.960 and 4.543 greater than 1.96, meaning that it has a positive and significant effect on the variables of Business Performance (KU) and Entrepreneurship Competence (KK). The Psychological Character Variable (KP) has a T statistic value of 7.806, more significant than 1.96, which has a positive and significant effect on the Entrepreneurial Competence (KK) variable.

The Entrepreneurial Competence (KK) variable has a T statistic value of 5.973, more significant than 1.96, meaning that it has a positive and significant effect on the Business Performance (KU) variable. Based on the t-statistical analysis in table 6, all the variables used were significant above > 1.96 and had a positive effect on entrepreneurship competence and business performance.

Final Model of The Effect of Entrepreneurial Competence on Business Performance on Small-Scale Coffe Shops in Padang City

Figure 2 shows the evaluation of the measurement model to verify indicators and latent variables that indicate the loading factor value above 0.5.
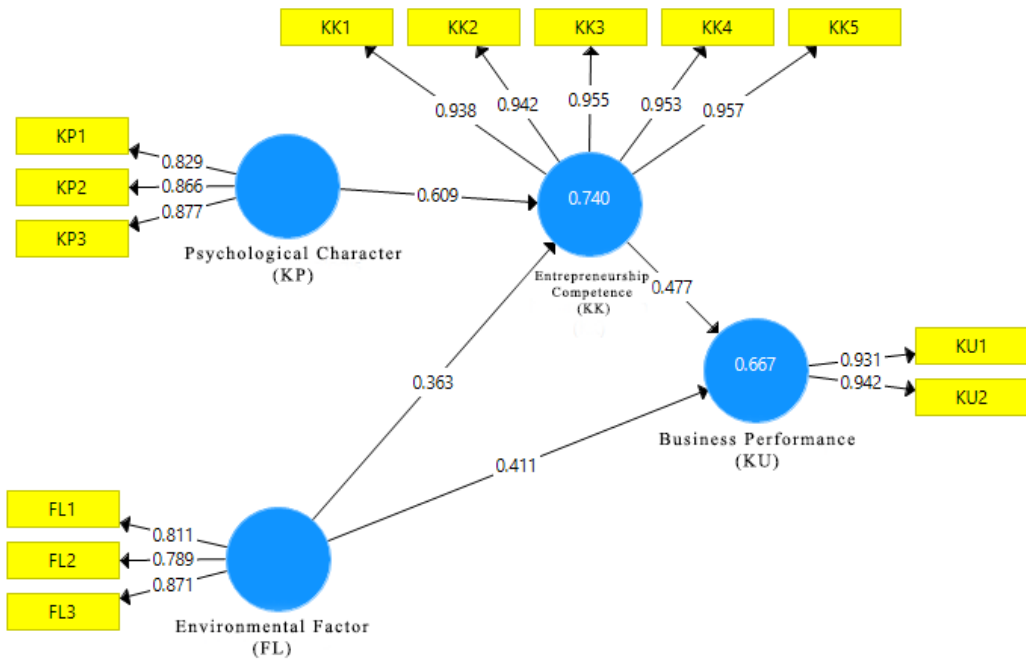
Figure 2.
The Effect of Entrepreneurial Competency on Business Performance of Small
Scale Coffe Shop in Padang City

Model Fit

Table. 7.   Model Fit

	Saturated Model	Estimated Model
SRMR	0,077	0,077
d_ULS	0,537	0,541
d_G	0,360	0,361
Chi-Square	209,239	209,796
NFI	0,845	0,844

Based on the study results, it can be stated that Psychological Character and Environmental Factors are a reference in measuring the Entrepreneurship competence of Micro-Scale Coffee Shop entrepreneurs in Padang City. Furthermore, Entrepreneurship Competence and Environmental Factors are measuring tools to determine the business performance of Micro-Scale Coffee Shops in Padang City.

Based on Table 7, t-statistic value, the latent variable Environmental Factors (FL) has a positive and significant effect on the variables of Business Performance (KU) and Entrepreneurship Competence (KK). The Psychological Character Variable (KP) positively and significantly affects the Entrepreneurial Competence (KK) variable. The Entrepreneurial Competence (KK) variable has a positive and significant effect on the Business Performance (KU) variable. This indicates that increasing the entrepreneurial competence of small-scale coffee shops in Padang effectively improves psychological characteristics and environmental factors. And also, increasing the business performance effectively improves entrepreneurial competence.

According to Setyowati's (2013) research and Minizu's (2010), to improve the performance of micro-scale businesses, it can be done by increasing the entrepreneurial competence of micro-scale coffee shop business actors through managerial training such as financial management training because the problem that micro-scale coffee shop business actors often face is the frequent mixing of personal expenses with business expenses so that business actors do not know whether this period is profitable or not. Based on the data processing results, it was found that 85% of coffee shop respondents had never attended training related to MSME development. Only 15% of respondents answered that they participated in the coffee MSME development training. The followed training types included MSME competency-based training for three days, Barista Training for 1-3 months duration, social-based business development media for one month, attending business development seminars (webinars), and attending design training.

External environmental factors of a business are also critical in improving business performance. Alkali and Isa's (2012) research indicates that external environmental factors consisting of capital assistance and government policies positively and significantly affect company performance. According to Aulia (2018), to improve the performance of micro-scale businesses, it can be done by increasing the entrepreneurial competence of small-scale coffee shop business actors through HR management training such as negotiation training and employee psychology because the problem that small-scale coffee shop business actors often face is the frequent resignation of employees because they made the wrong decision. It was challenging to find a replacement.

Training related to skill development and business management is essential to hone the entrepreneurial spirit to improve entrepreneurial competencies. At present, small-scale coffee shops in Padang face a competitive level of business competition, so enhancing their abilities and skills in the coffee sector can impact winning the market (consumers).

Entrepreneurial competence supports the improvement of small-scale business performance. This is following the results of research conducted by Tehsen and Ramayah (2015), which concluded that entrepreneurial competence

is related to business performance, competitiveness, growth, and success. This study is also supported by the research results conducted by Radzi et al. (2017), which examines the influence of internal factors consisting of entrepreneurial competency, marketing capability, financial resources, technology usage, and knowledge sharing on business success. The research proves that only entrepreneurial competence positively affects business success. Aulia's study (2020) also states that the performance of micro and small-scale coffee shops is influenced by entrepreneurial competence. These entrepreneurial competencies are not entirely separate from the entrepreneur's characteristics, traits, and motivations (Lee et al., 2016).

Then Sahabuddin et al. (2019) examine the relationship between the competencies of 200 entrepreneurs on the performance capabilities of coffee shops in South Sulawesi using SEM. Entrepreneurial competence in this study consists of entrepreneurial orientation, entrepreneurship commitment, and motivation variables. The results of the analysis show that entrepreneurial orientation significantly affects business performance.

CONCLUSION AND SUGGESTION

Conclusion

Psychological Character and Environmental Factors are a reference in measuring the Entrepreneurship competence of Micro-Scale Coffee Shop entrepreneurs in Padang City. Furthermore, Entrepreneurship Competence and Environmental Factors are measuring tools to determine the business performance of Micro-Scale Coffee Shops in Padang City.

Entrepreneurial competence is formed from environmental factors and psychological characteristics. Entrepreneurial competency indicators that affect the performance of small-scale coffee shop businesses in Padang City are managerial, conceptual, social, decision-making, and time-management skills. Indicators that can improve business performance are business profits and sales volume.

Suggestion

Increasing entrepreneurial competence can be done by following HR management training and becoming a member of coffee organizations/associations to build a sustainable business environment, not only guided by the current coffee trend.

In addition, further research is needed on the entrepreneurial competence of small-scale coffee shops in the city of Padang by incorporating elements of individual character.

Appreciation

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