The Role of Entrepreneurial Motivation and Social Network

Relationship on Business Performance of Herbal Medicine Sellers

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Abstract

The purpose of this study is to analyze the effect of entrepreneurial motivation and social network relationship on the business performance of herbal medicine sellers. The object of this research was the sellers of herbal drink/the peddler of biopharmaca/herbal medicine store in Banyu Urip Surabaya and surrounding areas. The sampling technique used purposive sampling technique with a total sample of 91 respondents. The data analysis method applied regression analysis with the help of IBM SPSS software version 21. The results indicate that there is a positive and significant influence of entrepreneurial motivation on the business performance of herbal medicine sellers. However, social network relationships have a positive and insignificant effect on improving the business performance of herbal medicine sellers. This research provides the strong motivation for entrepreneurs to improve their business performance becoming autonomy and independence. This means that the desire to work independently, to develop their own business, and to have financial independence are the strongest impetus for them to be successful in business indicated by better financial performance.

Keywords: Motivation, social relationship, performance, herbal medicine seller

Introduction

Empowerment and sustainable development of Micro Small and Medium Enterprises (UMKM) not only causes the growth in number but also the development in the quality and competitiveness of its products. UMKM is not difficult to create products and services because it already has its own uniqueness in innovating. However, not all UMKM has a high entrepreneurial orientation to be able to maintain its business continuity. The low productivity of UMKM is caused by some problems, including the low of entrepreneurial orientation, marketing and business networks, mastery of technology, quality of human resources, to government support and capital aspects (Tambunan, 2015).

The activity carried out by entrepreneurs is to pursue business in UMKM sector. The roles of UMKM are to provide various opportunities

including the contribution in reducing unemployment and encouraging economic growth for the government (Kusakina et al., 2016). This is in line with Tambunan (2011) which explains that UMKM growth is included as an important element of national policy in increasing job opportunities and alleviating poverty. UMKM has a labor-intensive in nature, so it has a great potential in encouraging labor growth, be able to survive in times of crisis compared to large businesses. Another advantage of UMKM is the concentration of business in producing goods for consumption at relatively cheap prices. Therefore UMKM can meet the needs of various levels of society with different incomes.

One essential variable supporting this research is social capital. UMKM is very familiar with social capital. Social capital such as mutual cooperation activities, kinship relationships, building networks and interpersonal relationships, and built from mutualistic interactions based on building mutual trust. This is in line with Effendy's (2018) that the capital of UMKM business is as important as money capital. The business activities built by UMKM are embedded in the structure of the community and family with social norms and sanctions. In line with the view of Tsai & Sumantra (1998) that social capital is a social exchange determined from social interaction, trust and building a social vision along with standard norms. In a business network, social capital becomes an important network that encourages UMKM to succeed. However, social capital is a capital that has received relatively little attention compared to other capital, while UMKM often has limitations in both vertical and horizontal networks (Widodo, 2016).

Every entrepreneurs have motivation, although the difference found in their motivation to start a business. According to Amadea & Riana, (2020) motivation plays an important role in business success. Motivation in several studies is considered as the driving force for a businessman to succeed (Amadea & Riana, 2020; Harie & Andayanti, 2020). Entrepreneurial motivation encourages entrepreneurs to take action to realize their vision and goals (Yuritanto, 2021). Motivation in business is not only in the form of self-confidence, but also a strong motivation for entrepreneurs to improve their ability to do business, the ability to access various information about business opportunities and challenges faced by entrepreneurs. Thus, entrepreneurial motivation is an important factor that must be owned by an entrepreneur.

One of the store centers for the peddler herbal medicine and various types of herbal medicines is located in Banyu Urip Surabaya and its surroundings. Herbal medicine/biopharmaceutical products are getting

more attention because the trend and potential demand for herbal medicine/biopharmaceuticals tends to increase in turnover. During this pandemic, public demand for herbal medicines has increased significantly. According to data from the Ministry of Trade in 2020, in the next five years the herbal/biopharmaceutical industry will grow about 6.7% annually with a projected turnover of $218.940 billion in 2026. Indonesia has the 19th position as an exporting country for herbs/biopharmaceuticals, where the highest exporter world are India (33.5%) and China (27.6%) (*Ministry of Trade*, 2020). The herbal/biopharmaceutical industry is generally a micro and small industry. The approach to production is through a group or center or cluster approach. In the cluster approach, support (both technical and financial) is channeled to Small, Medium enterprises (UKM) groups, not to individual of UMKM. The group approach is believed to be better because the individual UMKM is generally unable to capture market opportunities, and also because the established business network has proven to be more effective in increasing business competitiveness because of its ability to synergize between UMKM. According to M.E.Porter (1988) cluster is a network owned by companies where the network is usually geographically concentrated, such as clusters of suppliers, service and service providers, industrial clusters, and association institutions in certain areas that compete with each other, but also cooperate with each other.

Review of Literature

Social network relationship

The ability to build social network relationships, both internal and external networks, is an important asset for the company's business growth. With social network relationships a variety of new knowledge, skills and important information needed in business can be fulfilled easily. Social network relationships as an important network in business assist companies to obtain raw materials, labor, and share ideas and knowledge more quickly. Social network relationships will be very useful, considering that UMKM in general has limited capital resources so that gathering resources from close friends, family or colleagues is an alternative for advancing the business to develop (Asamoah et al., 2020). Kang et al., (2007) investigating social network relationships reveals that there are two types of business relationships encompassing internal and external networks. The internal network includes the relationships built closely within the organization such as social ties between various departments within the organization, the relationship between superiors and subordinates. Meanwhile, external relationship is built through interactions outside the

organization including interactions with competitors, suppliers, and customers.

Entrepreneurial Motivation

Entrepreneurial motivation is an impulse arising from an entrepreneurial person to carry out activities related to the field of entrepreneurship. According to Amadea & Riana, (2020) and Ogunleye & Osagu, (2014) motivation has a goal to support the characteristics of an entrepreneur, including hardworking, never giving up, having passion, and commitment. According to Wulandari et al., (2017) entrepreneurial motivation is one's belief to successfully face various challenges. and obstacles. He also believes that great opportunities will be achieved, and what he wants to achieve will definitely succeed. Entrepreneurial motivation is manifested in the form of pursuing opportunities to become an owner, having freedom/autonomy and high flexibility in work, ambition to earn more income, opportunity to learn new things, to like challenges and to have high achievement needs.

This is reinforced by Lee & Stearns (2012) and Wulandari et al., (2017) indicators used to measure entrepreneurial motivation include high entrepreneurial opportunities that will encourage a person's desire to choose a job as an entrepreneur. Supported by Nursiah & Kusnadi (2015) how to measure business opportunities is to analyze strengths, weaknesses, opportunities and threats. The opportunity contains harmony, and conformity between who we are, what business to enter, how the market is, as well as market conditions, situations, and behavior in the business we are engaged in. Autonomy and business independence is the state of a person who can stand alone without depending on others (Austhi, 2017). This means that independence must be owned by a person to realize the needs of his life. This includes the courage qualities to take business risks, virtue, example and belief in one's own abilities (Sukirman, 2017). The entrepreneurial challenge according to Kasidi, (2020) and Nuraeningsih et al., (2021) is to maintain an ongoing business as a challenge that must be faced by businessmen. Strong motivation in entrepreneurship is by seeing various opportunities and challenges, and trying to take concrete actions in entrepreneurial activities. Santosa (2014) states that several challenges faced by the businessmen, including: limited ability to run a business, limited knowledge, lack of initiative in dealing with problems, lack of experience and fear of taking risks.

Bussiness Performance

According to Wulandari et al., (2017) the indicator of business success in this research is an increase in product sales. In this case, this depicts how entrepreneurs can improve the products more than competitors' products. The second is the increase in business growth that is currently running from the beginning experiencing growth in accordance with the desired expectations. The last, the increase in the marketing area. This means the expansion of the marketed area having a positive impact on the number of products and increase income. This is in line with Agusdin et al., (2019) that business performance is measured by business growth, total sales, market share and profitability. Marketing performance is considered as a concept to measure a person's success in running a business.

The effect of entrepreneurial motivation on bussiness performance of herbal medicine sellers

According to Gemina et al., (2016) the effect of entrepreneurial motivation on business success, using path analysis with the research object of snack business management shows that entrepreneurial motivation has a positive and significant effect on business ability. The entrepreneurial motivation is built because of a strong desire to get higher financial rewards. This motivation has the opportunity to determine the owners' destiny by controlling their business independently, realizing their dreams or aspirations to become successful entrepreneurs. In line with Sukirman's, (2017) the value of entrepreneurship starts from building self-confidence by forming confidence, optimism, commitment, discipline, and responsibility in running a business. This is also supported by Prabandari & Rosita, (2013) that motivation and competence have a simultaneous effect on the success of women entrepreneurs, and motivation has a dominant influence on the success of women entrepreneurs.

H1: The higher entrepreneurial motivation, the higher business performance of herbal medicine sellers

The effect of social network relationship on bussiness performance of herbal medicine sellers

According to Wu et al.,(2015), individuals build relationships both internally and externally with the aim of gaining valuable new experiences, new knowledge and new ideas relevant to business development. The relationship closeness causes someone to want to share his experiences and knowledge through good interactions or relationships because of emotional feeling. This is in line with Naif Marouf (2007) examining the strength of business relationships, compared to the strength of social relationships and their contribution to knowledge sharing and business performance. The

research findings indicate that both business and social relationships will affect business performance, but this depends on the frequency of interaction. The findings of this study confirm that both social interaction and work interaction have an effect on improving business performance. The study of Zeng et al. (2010) reveal a significant positive effect of cooperation between UMKM and collaboration with intermediary institutions in improving UMKM innovation performance. The collaboration among several UMKM have the most significant positive impact on UMKM innovation performance. The results of the study strengthen Muafi (2015) showing that social capital has a positive impact on the innovation and performance of UMKM.

H2: The Higher Social Network Relationship, The Higher Business Performance of Herbal Medicine Sellers

Research Method

Population, Sample, and Sampling Technique

The population in this study were herbal medicine sellers from the Association of herbal medicine sellers in Banyu Urip Surabaya and its surroundings. The sample is part of the population representing the whole object under study. This sampling is based on the fact that in a scientific research there is no absolute necessity or not all populations must be studied, only part of the population can be studied. According to Imam Ghozali, (2014) for research using statistical data analysis, the minimum sample size is 30. This is chosen with the consideration that the researcher has limited ability in terms of cost, time and effort. The number of respondents in this study were 91 herbal medicine sellers in Banyu Urip Village, Sawahan District, Surabaya City. The sampling technique applied purposive sampling method, by taking samples from the population based on certain criteria, including:

a) The herbal medicine sellers/herbal medicine store in the Banyu Urip area, Sawahan District, Surabaya.

b) The herbal medicine sellers were those who have been running their business for at least 2 years.

Measurement of Research Variables

Entrepreneurial motivation is the impetus used by a person to increase entrepreneurial opportunities, independence, income, and entrepreneurial challenges. Meanwhile, according to Lee & Stearns (2012)

dan Wulandari et al., (2017) the indicators used to measure entrepreneurial motivation include entrepreneurial opportunities, autonomy and independence in entrepreneurship, and the challenges of entrepreneurship. Social network relationships are those possessing competencies including knowledge, skills, and individual qualities. These qualities include attitudes, motivations, personal values and behaviors needed to carry out work or activities. Kang et al., (2007) argues that social network relationships are measured from building close relationships from the organization such as social bonds between employees in the organization, superior and subordinate relationships, building interactions with suppliers, customers, and herbal medicine associations. Business performance is the goals achievement before starting a business that meets the expected targets. This can be seen from the development of the increasing number of production. Furthermore, business success will not be separated from profit because profit is the expected target before starting a business. According to Agusdin et al., (2019) and Wulandari et al., (2017), the indicators include the increased on product sales, business growth, business operating income, and marketing area. The data was analyzed using IBM SPSS software version 21

Results

Respondent Characteristics

Table 1. Respondent Characteristics Based on Gender

Sex	Numbers	Percentage
Male	13	14.28%
Female	78	85,72%
Total	91	100%
Age	**Numbers**	**Percentage**
20-29 years	2	2%
30-39 years	30	32.9%
40-49 years	51	56%
50-59 years	8	9.1%
Total	91	100%
Experience	**Numbers**	**Percentage**
<6 years	30	32.96%
6-10 years	51	56%
11 to 15 years	10	11.04%
Total	91	100%
Capital	**Numbers**	**Percentage**
10-20 Million	19	20.8%
20-40 Million	69	75.8%
>50 Million	3	3.4%

Sex	Numbers	Percentage
Total	91	100%

Source : Primary Data Processed in 2022

Based on table 1, the male respondents are 13 people (14.28%), and the female are 78 people (85.72%). The characteristics of respondents based on age are 2 people of 20-29 years old (2%), 30 people of 30-39 years old (32.9%), 51 people of 40-49 years old (56%) and 8 people of 50-59 years old (9.1%). The largest number for characteristics of respondents based on age are those who are 40-49 years old (56%). Based on table 1, it reveals that there are 30 people of <6 experience years (32.96%), 51 people of 6-10 experience years (56%), and 10 people of 11-15 experience years (11.04%). Thus, the characteristics of respondents based on experience are those with work experience between 6-10 years (56%). And based on table 1, it shows that there are 19 people with business capital between 10-20 million (20.8%), 69 people with 20-40 million (75.8%), and 3 people with >50 million (3.4%). Therefore the characteristics of the respondents based on the amount of business capital are those with a capital between 20-40 million (75.8%).

Test of Validity and Reliability

Table 2. Results of Validity and Reliability Test

Variable	Indicator	$r_{account}$	r_{table}	*Cronbach's Alpha*	Description
Social network relationship	I make good interactions with other herbal medicine sellers to share new experiences and knowledge	0.397	0.196	0.590 =0.6	Valid and reliable
	I make good interactions with my employees/families who assist my business	0.493	0.196		Valid and reliable
	I make good interactions with my customers	0.388	0.196		Valid and reliable
	I make good interactions with my herbal	0.405	0.196		Valid and reliable

117

Variable	Indicator	$r_{account}$	r_{table}	*Cronbach's Alpha*	Description
	ingredients suppliers				
	I make good interactions with herbal medicine sellers in a wider scope	0.596	0.196		Valid and reliable
	I feel that pursuing a job as an entrepreneur is my biggest dream	0.622	0.196	0.606	Valid and reliable
	I want to make my own money and be independent	0.378	0.196		Valid and reliable
	I want to have freedom/autonomy with entrepreneurship	0.382	0.196		Valid and reliable
Entrepreneurial Motivation	I want to realize my ambition to grow my business	0.480	0.196		Valid and reliable
	I firmly believe that my business will continue to grow and progress	0.443	0.196		Valid and reliable
	I am passionate, unyielding and hard worker	0.261	0.196		Valid and reliable
	I really like business challenges	0.436	0.196		Valid and reliable
Busssiness Performance	My profitability always increases every year	0.557	0.196	0.793	Valid and reliable
	My business development is always improving	0.510	0.196		Valid and reliable

Variable	Indicator	$r_{account}$	r_{table}	Cronbach's Alpha	Description
	My market share is better than last year	0.492	0.196		Valid and reliable
	My product is preferred by the market compared to competitors	0.532	0.196		Valid and reliable

Source : Primary Data Processed in 2022

Based on the test in table 2 for the validity test above, it shows that all statement items in the questionnaire are worth $r_{count} > r_{table}$ (0.196), so all statements in the variables studied are declared valid. Based on the test in table 5 for the reliability test, it indicated that all variables have an *Cronbach's Alpha* ≥ 0.6, so it can be concluded that the overall statement items of each variable in this study are reliable.

Classical Assumption Test Results

Normality Test

Table 3. Results of Normality Test

Variable	P *value*	Description
Unstandardized Residual	0.844	Data is normally distributed

Source : Primary Data Processed in 2022

The calculation results of Kolmogrov Smirnov (K-S) table 3 show that the significance value (p value) is > 0.05 (0.844) in the unstandardized residual. If it is seen from the PP plots curve, it shows that the data spreads around the diagonal line and follows the direction of the diagonal line or histogram graph. So, it meets the assumption of normality.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Variable	*Tolerance*	*VIF*	Description
Entrepreneurial motivation	0.931	1.219	no multicollinearity
Social network relationship	0.931	1.219	no multicollinearity

Source: Primary Data Processed in 2022

Based on table 4 above, it shows that each variable has a VIF value of 1-10 and a tolerance value < 1. This indicates that there is no multicollinearity problem in the regression model.

Heteroscedasticity Test

To investigate the heteroscedasticity from the level of significance, the Glejser test or absolute residual of the data can be used. If the level is above 5%, it means that there are no signs of heteroscedasticity. If it is below 5%, it means that there is heteroscedasticity.

Table 5. Heteroscedasticity Test Result

Variable	t count	Sig	Description
Entrepreneurial motivation	-1.346	,182	no heteroscedasticity
Social network relationship	2.290	,024	no heteroscedasticity

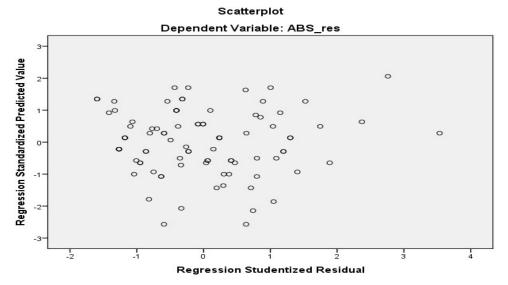Source : Primary Data Processed in 2022

Figure 1. The Result of Scatterplot of Heteroscedasticity Test

However, based on the scatterplot, it can be concluded that the regression model is free from the assumption of heteroscedasticity because the data do not form a pattern.

Test of Model Accuracy

F Test

Simultaneous test or F test is a joint test to test the significance of the influence between the entrepreneurial motivation and social network relationship on business performance.

Table 6. Result of F Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7.101	2	3.550	2.519	.086[b]
	Residual	136.739	97	1.410		
	Total	143.840	99			

a. Dependent Variable: Bussiness Performance
b. Predictors: (Constant), KW, MU
 Source : Primary Data Processed, 2022

Based on the results of the F test shown in Table 6, the F value with a significant value of < 0.05 (0.086 > 0.05). It can be concluded that entrepreneurial motivation and social network relationship to the dependent variable of business performance from the selected regression model have not been properly used in this study. However, using a significant assumption of 10% or 0.10 which means (0.086 < 0.10), then the appropriate research model is used to analyze the effect of entrepreneurship motivation and social network relationship on the dependent variable of business performance.

Coefficient of Determination Test (R²)

Table 7. Result of Determination Coefficient (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.222	.0490	0.030	1.187	1,876

Source : Primary Data Processed, 2022

Based on the results of the analysis shown in table 7, it can be seen that the value of Adjusted R square is 0.030. This means that the value of the dependent variable can be explained by the independent variable by 3%, the remaining variables outside the model are 97%.

T Test

The t-test is used to test the significance effect of each independent variable on the dependent variable. This test uses a level of significance (α) 0.05. This means that the probability of getting the t value located in the

critical area (rejection area) if the true hypothesis is 0.05. If t count is > t table then Ho is rejected, indicating that there is an influence between the independent variables on the dependent variable.

Table 8. Multiple Regression Analysis Results

Variable	Unstandardized Coefficients β	T-Count	Sig	Description
(Constant)	12.285	6.955	.000	
Entrepreneurial motivation	.156	1.970	.050	Significant
Social network relationship	.057	.521	.604	Not significant

Source : Primary Data Processed, 2022

The results of the t-test analysis for the entrepreneurial motivation obtain a probability value of 0.05, then H_{o1} is rejected and H_{a1} is accepted. This means that entrepreneurial motivation has a significant positive effect on the business performance of herbal medicine sellers. The results of the t-test analysis for variables in social network relationships obtain a probability value of 0.604, which means greater than 0.05. Then H_{o1} is accepted and H_{a1} is rejected indicating that the social network relationship has no significant effect on the business performance of herbal medicine sellers.

Discussions

The results reveal that there is a significant influence of entrepreneurial motivation on the business performance of herbal medicine sellers. The positive value of the regression coefficient for entrepreneurial motivation indicates that the higher the entrepreneurial motivation of herbal medicine sellers, the higher the opportunity for them to achieve business success. This is supported by the research of Wulandari et al., (2017) showing that there is a significant influence between entrepreneurial motivation on business performance. The strongest entrepreneurial motivation factor for entrepreneurs is a strong desire to have a successful business. In addition, the business currently being occupied has a good opportunity. Moreover, other motivations are freedom and flexibility, the desire to make more money, autonomy, the desire to realize personal ambitions, personal challenges, and the need for job performance.

In line with the research of Megracia (2021) the strongest entrepreneurial motivation for entrepreneurs is seen from being an

entrepreneur because they have a desire to be rich or have financial independence. The business performance variable can also be seen from the question that business has the ability to compete. In line with the research of Yunal & Indriyani, 2013) entrepreneurial motivation has an effect on business performance. This can be noticed from the respondents' answers to the questionnaire presented in the frequency table showing answers that are on average in the high category in answering the question of entrepreneurship motivation. So it can be concluded that businessmen generally have high motivation in carrying out entrepreneurial activities so that they have good business performance seen from increased business growth, increased profitability and competitive ability.

The results indicate that the effect of social network relationship on the business performance of herbal medicine sellers is positive and not significant. The results of this study are not in line with the opinion of Choi, (2016) It reveals social capital is needed both from structural and behavioral aspects. In the structural aspect, social relations are needed to get information, suggestions for improvement, and other constructive input from people closest to who understand the same business. Meanwhile, from the behavioral aspect, it is an effort how to have good quality relationships with others in the form of a relationship based on a high level of trust and reciprocal relationships from both parties that are mutually beneficial (in line with applicable norms). It is clear from arguments about the role of social networking relationships in improving performance, that trust in relationships and relational norms will effectively enhance social exchange relationships and potentially encourage mutually beneficial business performance.

The findings of Agyapong et al., (2018) discussing the influence of social network relationships on business performance also do not support the results of this study. The role of social network relationships in the form of ties and connections in the organization will strengthen internal and external networks and try to utilize these social networks for wider contributions. However, the results of this study are supported by Pratono, (2018) that social networking does not automatically improve business performance, due to the important role of mediating trust and commitment in building relationships such as lasting interactions in the long term and also reducing harmful conflicts (Salam, 2017).

Conclusion

The entrepreneurial motivation has a significant positive effect on the business performance of herbal medicine sellers, while social network relationships have no significant effect on the business performance of

herbal medicine traders. The biggest significant result is the entrepreneurial motivation variable. This study used a limited sample, including herbal medicine UMKM in Surabaya. To develop further research can expand the sample to UMKM in all sectors. This study also has limitations because one of the variables (social network relationship) has a positive but not significant effect. The results show the Adjusted R Square value of 0.03 (3%). This means that the independent variables include entrepreneurial motivation and social network relationships affect business performance by 3%, while the remaining 97% is influenced by other variables not examined in this research model. Further research can include other variables obtained from a more complete variety of variables that can affect entrepreneurial success such as entrepreneurial orientation, business innovation, or developing the concept of entrepreneurial motivation and social network relationships with different measurements.

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