



The Effect of Personal Independence on Entrepreneurial Behavior (Case Study on Clothing Traders in Medan Petisah Market)

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Article Info

ABSTRACT

Article history:

Received: Apr 23, 2021

Revised: May 22, 2021

Accepted: Jul 30, 2021

Keywords:

Self Independence;
Behavioral Entrepreneurship;
Success.

This research was conducted with the aim of finding out if there is an influence of personal independence on entrepreneurial behavior in clothing traders Pasar Petisah Medan. The research method used is a descriptive analysis method, and uses a simple linear regression analysis method. The data used in this study are primary and secondary data. The population in this study amounted to 69 people with sampling techniques using the purposive random sampling method. Data is processed statistically using spss for windows program tools. The results of this study show that personal independence has a positive and significant effect on entrepreneurial behavior.

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1. INTRODUCTION

The existence of a high unemployment rate in Indonesia in 2015 as many as 7.6 million (www.bps.go.id, accessed 15 August 2016), Each individual is expected to create jobs that are able to absorb labor to revive the wheels of the Indonesian economy ([Peters, 2010](#))([Vial, 2011](#)). Small Business is one of the bumpers in creating jobs for the community, and has the potential to generate foreign exchange for the country([Luiz, 2002](#))([Holden et al., 2011](#))([Demeke et al., 2008](#)).

Everyone knows that the economy of a country cannot be separated from the role of large, medium and small private entrepreneurs([Ömae & Ohmae, 1995](#))([Bjerke & Hultman, 2004](#)). Entrepreneurs play a role in the growth and development of road infrastructure, buildings, and goods and services needed by humans([Lordkipanidze et al., 2005](#))([Lovelock & Yip, 1996](#)). Absorption of so many workers and large and fast money turnover is not possible without the role of entrepreneurs([Goldberg et al., 2011](#)). This shows that the role of entrepreneurs or the entrepreneur community is very "important" and "strategic" in triggering the economic growth and development of a country. (www.google.com, accessed August 15, 2016). The ability to develop a business in a company depends on the efforts of the entrepreneurs themselves to use their business skills to satisfy customers([Seelos & Mair, 2005](#))([Bhide, 1994](#)).

According to Hendro (2011: 22) personal independence is self-strength in an effort to create new jobs without having to depend on others starting from creating ideas, setting goals to achieving satisfaction([Saleem & Amin, 2013](#)). Independence is the possession of a value in a person that leads to maturity, so that he is able to face competition([Ward, 2016](#)). When someone competes with others, it

is inevitable that there will be winners and losers. That is why independence is a process starting from creating ideas, making plans, finding sources to obtaining satisfactory results (Marks & Mirvis, 2010).

According to Suryana (2013:142) behavior is an individual's response to a stimulus or an action that can be observed and has a specific frequency, duration and purpose, whether consciously or not (Gardner, 2015). The behavior of the personality type greatly determines what field of business will bring success in business. Entrepreneurial behavior is something related to the character, characteristics, character, attitude of people towards the struggle of life to achieve success in running their business (Kobia & Sikalieh, 2010).

One form of small and medium-sized businesses in trade is clothing traders. According to Winardi in Haryono (2005:25) clothing traders are people who with relatively little capital are engaged in the production and sale of goods or services to meet the needs of certain groups in society, the business is carried out in places that are considered strategic in the environment. informal ones (Teece, 2010) (Shackleton et al., 2011).

The clothing trade sector in the city of Medan in general has experienced rapid growth. Almost in every shopping center and traditional market found clothing traders (Tambunan, 2009) (Dyck et al., 2012). This shows that clothing is not only a basic need for the community, but also as a complement to follow trends or fashions that are up to date from time to time (Mato, 2009) (Jones, 2010).

Petisah market is a combination of traditional market and modern market which is famous in Medan City. The most complete market that is as old as the city of Medan is always crowded with buyers, including travelers who come from outside the city of Medan. It is said to be the most complete because of the various types of businesses that exist in this Petisah Market. From the clothing business, both men's and women's clothing as well as for all ages, everything is available, to knick-knacks, cosmetic tools, bags, shoes/sandals, household furniture, electronic equipment, curtains, various culinary and snacks, and many more.

Clothing traders Pasar Petisah is a market that is quite popular in the city of Medan and is most in demand in the community due to the fashion (fashion) of clothing that always follows the times and has competitive prices. The clothes sold by traders at Petisah Market are imported from Korea, Bangkok, Hong Kong and China. From the results of the pre-survey that the researchers did previously at the Petisah Market, which is located on Jl. Kota Baru 3 Medan, that there are as many as 459 traders with different merchandise specifications. For more detailed information will be explained in Table 1 below.

Table 1. Specifications of Traders at Petisah Market (New Building Phase II) Medan 2016

No	Specification	2016
1	Clothing Merchant	217
2	Gold Merchant	117
3	Junk Items	49
4	Grocery	17
5	Bags/Shoes	14
6	Etc	45
Total		459

Based on Table 1, it can be seen that the specifications and the number of traders in Medan Petisah Market are dominated by clothing traders as many as 217 traders or about 42.28%, gold traders as much as 25.49%, waste goods as much as 10.68%, grocery traders as much as 3.70% , bag/shoes traders as much as 3.05% and others as much as 9.80%. From the conditions in Table 1, it can be seen that the entrepreneurial sector that is in demand by the community is as a clothing trader. This was chosen for several reasons, including starting with relatively little capital and having a small risk of loss, meaning that if the clothes are no longer sold because they are out of fashion, then traders have a way to stay afloat, which is to sell them at a lower price or at a discount (sales).

2. RESEARCH METHODS

To obtain data and information in the study, the researchers used the following data collection techniques (Percy et al., 2015) (Sutton & Austin, 2015): (a). List of questions (questionnaire), Questionnaire is a data collection technique by asking questions through a list of questions to each respondent to obtain the information needed so that the author's research can be more structured. (b). Observation, Observation is data collection by making direct observations at the research site (Dunleavy et al., 2009). The criteria assessed in this observation are clothing traders who have opened their business for more than 5 years with their own capital (Beuving, 2010). (c). Documentation study, Collecting and studying information and data obtained from books, journals, scientific writings and internet sites that can be relevant to research.

2.1 Validity and Reliability Test

Validity and reliability tests were carried out on the research tool, namely the questionnaire. The distribution of a special questionnaire to test the validity and reliability was given to 30 people outside the sample. Validity Test, Validity test is conducted to test whether the questionnaire is feasible as a research instrument. Valid instruments measuring instruments used to obtain data or measure are valid. To test the validity of the correlation coefficient approach is used, namely by correlating the score of the questions with the total score. If the correlation value is positive and $r > 0.361$ then the question items are declared valid. In the validity test the decision making criteria are: (1). If $r_{count} > r_{table}$, then the statement is declared valid. (2). If $r_{count} < r_{table}$, then the statement is declared invalid. If it meets these requirements, it can be concluded that the instrument has good construct validity. Meanwhile, invalid questions will be dropped and issued. After all statement items are declared valid, the instrument is eligible for a research questionnaire. Reliability Test, Reliability test is the level of reliability of a research instrument. A reliable instrument means that an instrument that is used several times to measure the same object will produce the same data (Sugiyono, 2008: 110). If the correlation coefficient (r) is positive and significant, then the instrument has been declared reliable.

2.2. Data analysis technique

The method used in the research for data analysis is Descriptive Analysis Method, this method is a data analysis method where researchers collect, classify, and present data so that they can provide a clear general picture of the problem under study. Simple Linear Regression Analysis, simple linear regression method is used to determine how much influence the independent variable (personal independence) has on the dependent variable (entrepreneurial behavior). Hypothesis test, Hypothesis Testing in this study is Partial Significant Test (t-test), t-test aims to see partially whether there is a significant effect of the independent variable on the dependent variable. The form of the test is: $H_0: b_1 = 0$. The coefficient of determination (R^2), the coefficient of determination (R^2) is used to measure how much the independent variable contributes to the dependent variable, where $0 < R^2 < 1$. This shows that if R^2 is getting closer to 1, the ability of the independent variable (X) to explain the dependent variable (Y) is getting better. Conversely, if R^2 is getting closer to 0 then the ability of the independent variable (X) to explain the dependent variable is getting weaker.

3. RESULTS AND DISCUSSION

Based on the results of the partial t-test, it can be concluded that the independent variable Personal Independence (X) partially has a positive and significant effect on Entrepreneurial Behavior (Y) as the dependent variable. This is known from the respondent's answer with a statement regarding Personal Independence who received a strongly agree response, the most dominant being "I run this business from my own desire" this shows that business actors strongly agree that in running a business one must have intentions, desires from oneself, be responsible, work hard, believe and run it seriously in order to achieve business success.

The results of this study are in line with the research of Pratania Villonesia, 2009, Faculty of Economics, University of North Sumatra with the title The Effect of Personal Independence on Entrepreneurial Behavior (Case Study on Afternoon Tax Clothing Trader Jalan Jamin Ginting Padang Bulan Medan) where the results of the study prove that personal independence has a significant

influence on entrepreneurial behavior ($p < 0.05$). This research is also in line with the research of Saida Ahmad et al., Department of Management, Faculty of Economics, Pandanaran University, Semarang with the title Effect Between Entrepreneurial Knowledge, Achievement Motives,

This is in line with the opinion of Suryana (2003) that entrepreneurship can be defined as a creative and innovative ability (create new and different) which is used as tips, basics, resources, processes and struggles to create added value for goods and services carried out with the courage to face challenges. risk. Personal independence is reflected in the ability to do a good and correct job in accordance with the Universitas Sumatera Utara, capacity in him. The intended business ability is the acquisition of abilities that include knowledge, skills, and attitudes that are reflected in the added value of the previous situation. The experience factor in work is also very instrumental in carrying out a job, because experience itself functions as an art, in dealing with various problems that arise in the context of running a business.

The same thing was also stated by Riyanti (2003) that entrepreneurial behavior is the nature of entrepreneurship. This is because it is a characteristic that is inherent in an individual entrepreneur, not merely an attribute given by the environment to him. The ability to develop the business depends on the efforts of the entrepreneurs themselves to use their business skills to satisfy customers.

4. CONCLUSION

Based on the results of data analysis on the effect of personal independence, on behavior based on the partial test (t-test) personal independence has a positive and significant effect on entrepreneurial behavior. This is indicated by the value of t-count (14.440) > t-table (1.66) and p-value (0.000) < 0.05. Based on the results of the coefficient of determination explains that the variable influence of personal independence is able to influence entrepreneurial behavior in this study.

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