THE INFLUENCE OF TECHNOLOGICAL TRAINING ON ENTREPRENEURSHIP AND THE SUCCESS OF MICRO, SMALL AND MIDDLE BUSINESS TENANT OF BUSINESS AND TECHNOLOGY INCUBATOR (BTI) JAMBI UNIVERSITY

Novita Ekasari

[1,2)] Management Department, Faculty of Economics and Business, University of Jambi, Jambi, Indonesia

Correspondence email: ekasari.novita01@yahoo.com

Abstract

The aim of this research is to know and analyze Whether the entrepreneurship and technological training that had already Gave by the business and technology incubator (BTI) of Jambi University Reviews their meet purpose is to Increase the success of micro, small and middle business. This micro, small and middle business that uses as a sample of this research was the one that already Becomes members of the BTI of Edinburgh University, they were called outwall tenant and the number of this sample is 28, a businessman/woman. This research uses a fishbone diagram to describe the research from the beginning to the end, using reliability and validity test to every question and to analyze the influence of variables researcher uses the multiple regression using SPSS statistical method. The result shown that all the sub-variables of Training (Reaction, Learning, Behavior, Result) had simultaneously influence the success of micro, small and middle business of BTI outwall tenants about 91.8% and only 8.2% influenced by other factors that is not include in this research, in the other hand, partially the sub-variables that give the most influenced Reaction was with the percentage of 87.3%.

Keywords: Training, small business, success.

Introduction

In Jambi province, people's interest in entrepreneurship has also increased from year to year. In 2006 the number of SMEs in Jambi province reached 17 343% effort and increased by 4:08 in 2007 become 19 230 businesses this is a good effect on provincial government programs in dealing with small communities through community empowerment program small business loans (kupem) Jambi.bps.go. id). The knowledge for entrepreneurial for business owners and how to run their business is essential in order to achieve business success. Since many who started his business only to capitalize just do it without learning more about the business to be found. Maybe some of them succeeded, but not least also experiencing failure.Therefore, it is very important for businesses owners to get training. In entrepreneurship training, they will learn a variety of knowledge about entrepreneurship and business management.

In the era of globalization, businesses must not be missed and should be literate technology, where sales of e-commerce can help businesses both small and medium enterprises to reach consumers with a wider knowledge of appropriate technology (TTG) will be very useful for offenders attempt to find out what tools or technology that they can use to support their business performance to be more competitive in the market in terms of both process and post-production.

Business Incubator and Technology (IBT) was established by the Jambi University Rector's decision No. 617 / UN21 / LT / 2017 is set at 10 April 2017 under the Institute for Research and Community Services (LPPM) Jambi University. IBT fostering SMEs tenants who come from areas with specifications mendalo Jambi and small business start-up (under 3 years) and still requires a target in terms of entrepreneurship, management, and technology.

Tenant SMEs assisted inwall Business Incubator and Technology (IBT) Jambi University totaling 28 business units. Here is a list of SMEs Patronage IBT of Jambi University:

Table 1. SMEs Patronage IBT of Jambi University

NO	BUSINESS OWNER'S NAME	BUSINESS FIELDS
1	Ico Ordiana	Snacks
2	Tutik wijayati, S.Pd	culinary
3	Nadya Frissila	Face treatment
4	Efa	Food
5	Esawati	Food

6	Sri muntatik	Snacks and cake
7	Aulia Tasa	Snacks
8	Kajang Lako	Coffee
9	Fitria Suci	Food
10	A Yamin Abum	Tilapia Processing
11	Suprawoto	Processed Food Fish
12	Yuni colorful ary	Catering
13	Haris wibowo	beverages
14	Dea Desvya Trees	culinary
15	Candra Jaunty	beverages
16	DESY RATNASARI	online shop
17	Ryan Orlando HW	Fishery
18	LJ Junius Purba	economic creative
19	Marianist	Coffee, handicrafts
20	Nurmauli Tablawi	Snacks
21	Thiurmaita Lubis	Snacks
22	Iwan Effendi	Printing
23	that Sharia	Traditional cake
24	Hasniati	Handicrafts
25	Rizki Raki	Gift shop
26	Sumiati	culinary
27	Bagas	furniture
28	Asmaneli colorful	culinary

Methods
Operational Definitions and Variables

The operational definition describes a particular method that is used by researchers to operationalize the construct, thus allowing other researchers to conduct repeatability of measurements in the same way or trying to distribute construct a better measurement. In this study, the operational definition outlined in the following table:

Table 2. Variable Operational Research

No.	Variable / Sub Variables	Variable Concept	Indicator	Scale Ruler
1	Training (X)	Investment is an important organization to gain knowledge and skills (Jeffry A Mello, 2006)		Ordinal
	Reaction (X1)		• Liked Training • liked Brazing • Starting to Feel Helpful • Benefits for Business Improvement	Ordinal
	Learning (X2)		• Increased Knowledge • Increased Technical Skills	Ordinal
	Behavior (X3)		• Act Differently on Consumers, Employees, and Family	Ordinal
	The result (X4)		• Profit Increased • Better Effort • New Opportunities	Ordinal
2	The Success of (Y)	The success of the business in achieving its objectives (Noor, 2007)	• Profit (profitability) • Productivity and Efficiency • Competence and Business Ethics • Competitiveness • Establishment of A Good Image	Ordinal

Population and Sample

Suharsimi (2006), that the entire population is the subject of research. If someone wants to examine all elements within the study area, the research is the study population. In this study, its population by 28 entrepreneurs of micro business owners in the area Jambi and mendalo being built businesses Business Incubator and Technology (IBT), University of Jambi.

Based on the understanding and these limits, since the number of micro-entrepreneurs built IBT less than 100, numbered 28, then we included all 28 such entrepreneurs as respondents.

Data analysis method

In this research using descriptive analysis. Descriptive analysis is used to describe the study variables, namely Location, creativity, and business success. Descriptive analysis is performed to establish a table of frequency distribution to determine whether the rate of value (score) variables studied into the category of excellent / very high, good/high, fairly good / fairly high, no good/low, and is not very good / very low.

Finding and Discussion
Description of Respondents

To obtain an overview of the training variables, it can be explained in the form of descriptive results of the frequency distribution table as follows:

• **Reaction**

At this stage, the peseta expected like training programs, facilities and presenters as well as assessing the training useful and beneficial for the improvement effort. The results of responses of respondents regarding questions about the Reaction variables are presented in the following table:

Table 3. Tabulation of Respondents Regarding Reaction

No.	Indicator	N	Min	Max	Mean
1.	Liked Entrepreneurship training and technology IBT	28	3	5	3.72
2.	Like the style of the presenters	28	2	5	3.72
3.	Useful for business training	28	2	5	4.5
4.	Suggestions and feedback useful for business improvement	28	2	5	4.39
	Total				4.08

Sources: Primary data are processed in the year, 2018

Reactionconsists of four statements. The average value of each of these statements is presented in Table 5.5. From the table, it can be concluded that the average perception of respondents to the statement indicators of reaction have an average of 4.08. This figure shows that the average perception of respondents to the statements in the reaction is a good indicator. This shows that the reaction of the participants (respondents) to the overall training is good.

• **Learning**

At this stage, to evaluate how far the participants have the skills and knowledge that is higher than ever after training. The results of responses of respondents regarding questions about creativity presented in the following table:

Table 4. Tabulation of Respondents Regarding Learning

No.	Indicator	N	Min	Max	Mean
1.	Knowledge increased compared to before training	28	3	5	4.64
2.	The increase compared to the prior technical skills training	28	3	5	3.75
	Total				4.2

Dimension *Learning* consists of two statements. The average value of each of these dimensions statement is presented in Table 5.6. From the table, it can be concluded that the average perception of respondents to the statement dimensional indicators of learning has an average of 4.2, which means good. This figure shows that the average trainee has an increase in knowledge and technical skills after training.

• **Behavior**

At this stage, participants behave differently in a place of business after the training. Using the skills and knowledge they learned from the training. The results of responses of respondents regarding questions about the *behavior* presented in the following table:

Table 5. Tabulation of Respondents Regarding Behavior

No.	Indicator	N	Min	Max	Mean
1.	The attitude in serving consumers better	28	2	5	3.71
2.	The attitude of the employees to be better	28	3	5	4.04
3.	Attitude to family members and relatives be better	28	3	5	4.36
	Total				4.03

Dimension *Behavioral* consists of three statements. The average value of each of the indicators of this dimension presented in table 4.7. From the table, it can be concluded that the average perception of respondents to the statement Behavioral dimensional indicators have an average of 4.03. This figure shows that the trainees being better at running their businesses after the training.

• **Result**

At this stage, the evaluation of the organization or work unit is better performance after training. The results of responses of respondents regarding questions about the *Result* presented in the following table:

Table 6. Tabulation of Respondents Regarding Result

No.	Indicator	N	Min	Max	Mean
1.	There is a difference in income (profit) although small before and after the training	28	3	5	4.36
2.	The effort to get better and grow	28	3	5	3.75
3.	Many raised new opportunities for business development	28	3	5	3.82
	Total				3.97

Dimension *Result* consists of three statements. The average value of each indicator is presented in table dimension 4.8. From the table, it can be concluded that the average perception of respondents to the statement Result dimensional indicators have an average of 3.97. This figure shows that the training participants on average had better performance after training.

• **Business Success (Y)**

The results of responses of respondents regarding questions about business performance variables presented in the following table:

Table 7. Tabulation of Respondents Regarding Business Performance

No.	Indicator	N	Min	Max	Mean
1.	Production increased after training	28	3	5	3.72
2.	Profit/revenue increases	28	2	5	3.75
3.	Business turnover increased	28	3	5	3.89
4.	Able to enhance the competitiveness of products	28	3	5	4.32

		Total	3.92

Sources: Primary data are processed in the year, 2018

Business performance variables consist of 4 statements, where each statement has a good average value for a total average of 3.92, which means that the respondents/participants experienced an increase in the way of production, profit or turnover of the business and be able to add or expand deployment of their products after training

Multiple Linear Regression Analysis

Multiple linear regression is used to determine the effect of two or more independent variables and one dependent variable. The equation used is as follows:

$$Y = a + b1\ X1 + b_2\ X2 + b_3\ X3 + b_4 X4 + e$$

Here are the results of multiple linear regression testing are presented in the table below

Table 8. Results of Multiple Linear Regression Coefficients

Model	Coefficients Unstandardized		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	, 513	, 172	
X1	, 771	, 058	, 873
X2	, 284	, 041	, 507
X3	, 119	, 064	, 131
X4	-, 302	, 078	-, 364

a. Dependent Variable: Y

Based on the information in the table then the regression equation as follows:

$$Y = 0,513 - 0,771X1 + 0,284X2 + 0,119X3 - 0,302X4 + E$$

Based on the linear regression equation can be interpreted as follows:
1. Constants (a) = 0.513
   This means that if all the independent variable (training) is considered equal to zero (0) then the value of the dependent variable (performance of the business) amounted to 0.513.
2. Reaction (X1) = 0.771
   Coefficient value (X1) is positive on Business Performance with a regression coefficient of 0.771. This suggests that any variable value Reaction promoted one unit, then the variable Business Performance (Y) will increase by 0.771.
3. Learning (X2) = 0.284
   Value coefficient (X2) is positive on Business Performance with a regression coefficient of 0.284. This indicates that any value of the variable Learning promoted one unit, then the variable Business Performance (Y) will increase by 0.284.
4. Behavior (X3) = 0.119
   Coefficient values (X3) is positive on Business Performance with regression coefficient 0.119 This shows that each variable Behavior value increase by one unit, then the variable Business Performance (Y) will increase by 0.119.
5. Result (X4) = -0.302
   Coefficient values (X4) are negative toward Business Performance with a regression coefficient of -0.302. This suggests that any result variable values increase by one unit, then the variable Business Performance (Y) will decline by - 0,302.

Hypothesis Testing
• **Test F**

F test used to indicate whether all the independent variables or free inclusion in the model have jointly influence on the dependent variable/dependent (Ghozali, 2011). Here is an F test results are presented in the table below

Table 9. F Test Results

ANOVAᵇ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,030	4	1,508	76.221	, 000a
	residual	, 455	23	, 020		
	Total	6.485	27			

a. Predictors: (Constant), X4, X1, X3, X2
b. Dependent Variable: Y
Source: Data Processing 2018

According to the table shows that the value Fcount 76.221 with a p-value of 0.000. Thus H0 is rejected and accepted Ha. From these results, it can be stated that the simultaneous training has an effect on business performance.

- **The Coefficient of Determination (R2)**

Analysis of the coefficient of determination adjusted and used to determine how large a percentage of the independent variable (X) to the dependent (Y) in the form of a percentage. Here is the coefficient of determination test results are presented in the table below:

Table 10. Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. of Error of the Estimate	R Square Change	F Change	DF1	DF2	Sig. F Change	Durbin-Watson
1	, 964a	, 930	, 918	, 14064	, 930	76.221	4	23	, 000	2,248

a. Predictors: (Constant), X4, X1, X3, X2
b. Dependent Variable: Y

According to the table above figures obtained Adjusted R Square of 0.918 or 91.8%. This shows the simultaneous effect of training on business performance is influenced by 91.8% while the remaining 8.2% was influenced or explained by other variables not included in this research model.

- **T-Test**

The t-test was conducted to determine whether the independent variable (training) partial effect on the dependent variable (Business Success). Here is t-test results are presented in the table below:

Table 11. T-Test Results

Coefficients

Model		Coefficients Unstandardized		Standardized Coefficients		
		B	Std. Error	beta	t	Sig.
1	(Constant)	, 513	, 172		2.987	, 007
	X1	, 771	, 058	, 873	13.378	, 000
	X2	, 284	, 041	, 507	6.929	, 000
	X3	, 119	, 064	, 131	1,855	, 077
	X4	-, 302	, 078	-, 364	-3.889	.001

a. Dependent Variable: Y

1. Dimensions Reaction (X1)
   There is a significant influence on the dimensions Reaction to Business Performance. From the test results obtained for the variable X1 obtained significance level of 0.000 (<0.05) and positive trending. From these results, it can be stated that partial Reaction effect on business success.
2. Dimensions of Learning (X2)

There is a significant influence on the dimensions of Learning to Business Performance. From the test results obtained for X2 obtained a significance level of 0.000 (<0.05) and positive trending. From these results, it can be stated that partially Learning effect on business success.

3. Dimensions of Behavior (X3)

There is no significant influence on the dimensions of the Behavior of Business Performance. From the test results obtained for the X3 obtained significance level of 0.077 (> 0.05) and positive trending. From these results, it can be stated that partial behavior has no effect on business success.

4. Result Dimensions (X4)

There is a significant influence on the dimensions Result on Business Performance. From the test results obtained for the variable X4 obtained a significance level of 0.001 (<0.05) and positive trending. From these results, it can be stated that partial Result influence on business success.

Implications Results

1. Reaction

Variable reaction describes whether trainees are like the training that was conducted by IBT, like presenters who provide training so that the training provides benefits to their businesses and advice and inputs provided Brazing useful for the improvement of their businesses. The results showed that the average useful training assesses businesses for their efforts because many of the problems and technical management that they encountered in the field can be asked during the training. So the reaction variables significantly affect the success of the SME business where the highest value on the statement that the training actually beneficial to their businesses.

2. Learning

Through learning variables, the researchers wanted to know if after the training knowledge and technical skills of entrepreneurs increased from prior training. The survey results revealed that respondents stated that their knowledge increased after training so as to bring a positive impact on their businesses.

3. Behavior

Variable behavior illustrates the attitude shown by the business after the training, this attitude means better treatment of business owners in serving customers, to employees/subordinates and even to the family because of the entrepreneurial desire of character building entrepreneurial ethics can be shown by businesses this, and the results showed this statement positive response by the respondents with a high yield.

4. Result

Shows the differences in income after the training, the effort to become better and a lot of new opportunities for business development. Although smaller income differences perceived by the participants (respondents) so they came to the conclusion that their efforts be better after training. Obtained new opportunities of cooperation carried out by fellow participants. Product competitiveness also is increased with the new knowledge management and technology to improve product packaging so that the product becomes more marketable.

To achieve the success of the efforts of many factors that influence it, Where is the provision of appropriate training for the actors (entrepreneurs), beginner.From these results it can be concluded that the training variables consisting of Reaction, Learning, Behavior and Result simultaneous influence on the success of the businesses of Micro Small and Medium Enterprises (SMEs) of outwall members tenant Business Incubator and Technology (IBT), University of Jambi, with Adjusted R-square value of 91.8%, while 8.1% influenced by other variables not examined in this study.

The success of an entrepreneurial ability to obtain profits from the business where the profit is minimally sufficient to meet their everyday, but it is also able to pay the salaries of employees who work on them (if any) and capable to put them in the operating results to be saved or played back in business , The results showed that the results achieved by the business actors enough to meet their daily needs and sometimes even saving although very little.

Conclusions

Based on the results of research and discussion are described in Chapter IV, it can be some conclusions as follows:

1. Simultaneous training is an integral part of creating business success for the perpetrators of Micro Small Medium Enterprises (SMEs) who are members of inwall Business Incubator and Technology (IBT), University of Jambi. Training simultaneous effect on business success is influenced by 91.8% while the remaining 8.2% was influenced or explained by other variables not included in this research model.

2. Partially variables that have the greatest influence on business success is variable Reaction to the effect of 87.3%.

Recommendations

Based on the conclusion of the study, the author tries to provide input or consideration in the form of suggestions as follows:

1. For SMEs to take advantage of training and mentoring programs conducted by IBT as well as possible so as to get maximum results for the development of business performance.
2. It is expected that this study can be the basis for further research and variables can be developed or deepened again.
3. Outputs can be something model of continuous training programs with clear benchmarks that actually measurable training results both qualitatively and quantitatively.

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