

Analysis of the Factors Affecting Business Performance of Young Agricultural Entrepreneur Development Program (PWMP)

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Abstract

The Young Agricultural Entrepreneur Development Program (PWMP) is one of the activities of the Ministry of Agriculture (Ministry of Agriculture) in the framework of realizing farmer regeneration which is designed for awareness, growth, development, and self-reliance of the interests, skills and entrepreneurial spirit of the younger generation in the agriculture/livestock sector. This research aims to determine factors that influence the business performance of PWMP program. This research was conducted using the survey method. The number of respondents was 16 people from 24 groups. This research was conducted on the Faculty of Animal Husbandry, University of Padjadjaran alumni, who received PWMP funding assistance in West Java. This research result shows the business profiles of the PWMP group, such as production volume, production costs, sales volume, and profits, are very varied. The two variables that significantly affect business performance are production volume and sales volume. Therefore, an increase in production volume must be accompanied by an increase in product quality. Meanwhile, an increase in sales volume must be accompanied by product promotion through social media, which is cheaper than other promotional media.

Keywords: factor analysis, business performance, PWMP program

Analisis Faktor-Faktor yang Mempengaruhi Kinerja Usaha Program Penumbuhan Wirausaha Muda Pertanian (PWMP)

Abstrak

Program Penumbuhan Wirausaha Muda Pertanian (PWMP) merupakan salah satu kegiatan Kementerian (Kementrian Pertanian) dalam rangka mewujudkan regenerasi petani yang dirancang untuk penyadaran, penumbuhan, pengembangan dan pemandirian minat, ketrampilan, dan jiwa kewirausahaan generasi muda di bidang pertanian/peternakan. Tujuan penelitian ini adalah untuk mengetahui faktor-faktor yang mempengaruhi kinerja usaha program PWMP. Metode penelitian yang digunakan adalah metode Survey. Jumlah responden adalah 16 orang dari 24 kelompok. Penelitian dilakukan pada alumni mahasiswa Fakultas Peternakan Universitas Padjadjaran yang menerima bantuan dana PWMP di Jawa Barat. Hasil penelitian menunjukkan bahwa profil usaha kelompok PWMP ini seperti: volume produksi, biaya produksi, volume penjualan, dan keuntungan sangat variatif. Adapun dua variabel yang secara signifikan mempengaruhi kinerja usaha adalah volume produksi dan volume penjualan. Oleh karena itu, peningkatan volume produksi harus diiringi dengan peningkatan kualitas produk, sedangkan peningkatan volume penjualan harus diiringi dengan promosi produk melalui media sosial yang lebih murah dibandingkan dengan media promosi lainnya.

Kata kunci: analisis faktor-faktor, kinerja usaha, program PWMP

Introduction

The Corona Virus Pandemic (Covid-19) has had a major impact on various parties, including young entrepreneurs, especially within the Micro small and Medium Enterprises (MSME) sector. As business actors, many of these entrepreneurs turn these challenges into opportunities. Since the government announced the Covid-19 disaster in early March 2020, until now, the government has not revoked the Covid-19 disaster status. This condition will continue until the government revokes the

Covid-19 disaster in Indonesia. Various efforts and strategies were pursued in a coordinated manner with the sole intention of increasing the role of the community and creating a supportive atmosphere to continue to develop the entrepreneurial spirit, attitude, behavior, and abilities of Indonesian human resources. The government advises young entrepreneurs to keep struggling in dealing with the current conditions of the virus outbreak.

From 2016-2021, the Ministry of Agriculture of the Republic of Indonesia, through the Agricultural Extension and Human Resources Development Agency (BPPSDMP), has initiated and implemented youth entrepreneurship program activities through the Young Agricultural Entrepreneur Development Program (PWMP). This program is aimed at students and alumni, both from the Agricultural Development Polytechnic (Polbangtan) and Agricultural Vocational Schools managed by the Ministry of Agriculture, as well as partner universities managed by the Ministry of National Education and Culture by assisting PWMP groups from various schools and colleges.

The Young Agricultural Entrepreneur Development Program (PWMP) aims to grow and increase the interest, skills, and entrepreneurial spirit of the younger generation in agriculture, especially students/alumni of State Universities. The PWMP entrepreneurship program aims to (1) Raise awareness, growth, self-reliance, and development of the interests, skills, and entrepreneurial spirit of the younger generation in agriculture, (2) Develop business opportunities for graduates so that they can become job-creators in the agricultural sector (agribusiness), (3) Encouraging the growth and capacity development of agricultural education institutions as Centers of Agripreneur Development based on agribusiness innovation (Sugiarta, 2020).

The Faculty of Animal Husbandry, Padjadjaran University, is one of the universities that has the opportunity to participate in the PWMP program. From 2016–2020 24 business groups from students and alumni of the Faculty of Animal Husbandry Unpad were funded by the PWMP program. Each group consists of 3 people, with one leader and two members. The businesses consist of cultivating quail, broiler chickens, sheep, processing livestock products, and marketing. Business success, according to Alifudin (2015), is when a company can gather the strength and potential within itself, whereas according to Suryana and Bayu (2013), what must be done and considered to achieve business success is the implementation (ability to implement ideas), time (effective use of time and efficient), cost (cost management), process (through a process), value (develop and create values) and standard (determining the standards

of the products/services provided). Success depends on managing these two factors through analysis of environmental factors and the formation and implementation of business strategies (Putu, 2014). According to Urata in Malano (Anggraeni *et al.*, 2017), the role of SMEs can at least be seen by:

- a. The biggest job provider.
- b. New market creator as well as sourcing innovation.
- c. Position as a major figure in economic activity in various sectors.
- d. An important figure in the development of local economic activities and community empowerment.

According to Brown and Petrello (2013), business development is an institution that produces goods and services because the community needs them. If people's needs increase, business institutions will also increase their development to meet them while making a profit. Entrepreneurs dare to take risks, are confident in facing business challenges and problems, and take the initiative to develop their businesses to achieve goals. Aspects of entrepreneurs are :

- a. Ability to sense business opportunities.
- b. Leading behavior.
- c. Initiation to be creative and innovative.
- d. Hard-worker.
- e. Broad-minded with a good vision of the future.
- f. Dare to take risks.

The uniqueness of this research is the researcher's efforts to find comparisons and inspiration or new ideas for further research. This research cannot be separated from previous research and used as an evaluation and study material. Thus this research does not forget the difference and originality of the research.

Materials and Methods

Research Materials

In this study, the independent variables used to measure performance are production, production costs, sales volume, business capital, HR, entrepreneurial experience, age, education, and business performance in increasing sales profits.

1. Production

According to Faizal *et al.* (2013), production is a process of changing the

combination of inputs into outputs. Firman *et al.* (2018) research proved that a supply-demand is caused by the abundance of resources in an area and a lack of resources in other areas, resulting in a supply of goods and services from surplus production areas to areas with a shortage. Consumption needs can occur in entrepreneurial-oriented segmentation when environmental conditions are experiencing difficult times. For example, during the current Covid-19 pandemic, purchasing power will automatically decrease, and consumer demand for certain goods or products will be reduced. Then, the determination of production decisions can be formed into two choices, namely (1) minimizing production costs at a certain level and (2) maximizing the profits that can be obtained by reducing the profit function.

2. Production Cost

According to Hansen and Mowen (2013), production costs are costs related to manufacturing goods and providing services. According to the object of expenditure, the outline of production costs is divided into 3 types:

1. Raw materials cost is the value of raw materials that can be used in the production process and converted into finished products.
2. Direct labor costs are how much the value of the salaries and wages of workers who are directly involved in working on the product.
3. Factory overhead costs are all production costs other than direct material and labor costs.

3. Sales Volume

The target price is in the percentage increase in sales volume during a certain current period, such as one year or three years.

4. Venture Capital

Capital is a business factor that must be available before carrying out business or business activities. Business capital can also be interpreted as initial funds used to run a business so that it continues to run. Business capital is also defined from various aspects, namely:

- a. Capital for opening a business
- b. Capital for expanding the business
- c. Capital for running the daily business.

5. Human Resources

Dessler (2014) explained that human resource management is policies and practices in mobilizing human resources or aspects related to management positions in human resources, including recruiting, screening, training, awarding, and evaluating activities.

6. Entrepreneurial Experience

One's entrepreneurial experience is seen from the duration that person has been in the business field. Entrepreneurial experience is very important in supporting the success of his business. Entrepreneurial experience can be categorized into 3 groups:

1. If < 3 years, it is classified as a beginner entrepreneur.
2. If 3 - 6 years, it is classified as a fighter entrepreneur.
3. If > 6 years, it is classified as a successor entrepreneur.

7. Education

Education is an important benchmark that influences a person's productivity. Entrepreneurship education is calculated in years from how long entrepreneurs undergo formal education.

8. Age

Usually, an entrepreneur is aged 22-55 years. Someone who lacks experience or moves too late can possibly start a business beyond this age. This means that age affects the competence and performance of certain businesses.

9. Business Performance

Business performance describes the achievement level of an activity program implementation in realizing the organization's goals, objectives, vision, and mission. Business profit is the difference between sales receipts and costs incurred to produce a product/service.

Research Methods

This research uses a survey method. A survey is a research method that collects information from samples obtained from a population, intending to generalize as far as the population from which the sample was taken (Paturochman, 2012).

The population in this study were alumni and students of the Unpad Faculty of Animal

Husbandry who received the PWMP program from the Ministry of Agriculture's BPPSDMP from 2016-2020. A total of 24 PWMP groups from the Faculty of Animal Husbandry Unpad have received the program, and so far, there have been as many as 10,000 survivors 16 groups are still active.

The sampling technique is done by whole or census. According to Sugiyono (2008), census or saturated sampling is a sampling technique where all population members are used as samples. Data collection was carried out by collecting primary data (interview guidelines prepared to obtain the required information) and secondary (supporting data/documents that support the implementation of research needs, such as business profiles of the Young Agricultural Entrepreneurs Program (PWMP) group).

The regression analysis method can be used to see the direction of the relationship between the dependent and independent variables. This analysis method is used to see the positive or negative values generated from each independent variable and determine the dependent variable's value when the independent variable's value decreases or increases.

The operational definition of independent variables in this study includes :

1. Production (X1)
Production as a measure of the amount/amount of goods produced by young entrepreneurs for a full month in units of goods (Pcs/Month).
2. Production Cost (X2)
Production costs can be a measure of costs directly related to production, such as raw materials, labor, and overhead, by requiring sacrifices to get goods for one full month in rupiah units (Rp/month).
3. Sales Volume (X3)
Sales volume can be used as a measure of the level of sales obtained by a company for a certain period in units (Pcs/total/rupiah) to generate profits and support the growth of a business.
4. Business Capital (X4)
Business capital can be used as a benchmark for initial funds or investment for opening a business, along with its full details. Business capital is measured from the initial year the business runs in rupiah (Rupiah/year). The law of *Ceteris paribus*, assuming that all goods can be sold, states

that the higher the working capital issued by the trader, the higher the net profit generated.

5. Human Resources (X5)
Human Resources can be used to measure a young entrepreneur's ability or expertise level in running entrepreneurship based on the number of workers in each of their business activities in units of people/individuals (person/month).
6. Business Experience (X6)
Business experience is measured by how long a young entrepreneur runs their business, whether over 3 years or less than 3 years. It can be measured by the number of years (Year).
7. Education (X7)
Education is measured by how many levels an entrepreneur takes to achieve these efforts. It can be seen in terms of end-of-school education, be it Elementary School, Junior High School, High School, Undergraduate, or Postgraduate. It can be measured in the number of years.
8. Age (X8)
Age measures the duration young entrepreneurs do business, calculated in years.

The operational definition of the dependent variable in this study includes:

Group Business Performance (Y) is related to the income generated by the entrepreneur, calculated from the amount of profit for a whole year to December 2021, which is measured in rupiah units (Rp/month).

Results and Discussion

The Agricultural Young Entrepreneur Program (PWMP) is a program aimed at students and alumni, both from the Agricultural Development Polytechnic (Polbangtan) and Agricultural Vocational Schools managed by the Ministry of Agriculture, as well as partner universities managed by the Ministry of National Education and Culture by assisting groups PWMP from various schools and colleges. The location of the research was carried out in the West Java region based on the consideration that young PWMP entrepreneurs from the Faculty of Animal Husbandry Unpad are spread across Bandung Regency, Bandung City, Garut Regency, Majalengka Regency, Sumedang Regency, and Tasikmalaya

Regency. The subjects in this study were young entrepreneur students and alumni of the Faculty of Animal Husbandry Unpad who received the 2016–2020 PWMP program from the Ministry of Agriculture's BPPSDMP. The object of this study is data from interviews with the Agricultural Young Entrepreneurs Program (PWMP).

The identity of the respondents in the study consisted of age, education level, gender, business variables, production volume, production costs, income, sales volume, business capital, human resources, and work experience.

1. Age

Age is used as a measure of someone's capability to work and produce something. Age can be used as a benchmark in looking at a person's activity at work. When the age condition is still productive, it is likely that someone can work well and optimally.

Based on this table, overall the age of the respondents is in the productive age. The respondents were dominated by respondents aged 25-29 years by 50.0 percent. Such proportions show that the ages after graduation in formal education show the largest number of educated job seekers

2. Education

Education is a conscious effort to develop knowledge and skills through learning. The higher a person's level of education, the higher a person's expertise or skills. In education, there are types and levels of education. According to Wikipedia Bahasa Indonesia (2011), the type of education is divided into three: formal, informal, and non-formal. The level of education is the understanding of the stages of continuing education, which are determined based on the student's level of development, the width and depth of teaching materials, and the way of presentation.

Table 2 and Appendix 3 shows that most of the respondents had graduated from the bachelor's degree level of 8.1, 25%. Followed by 18.17% of respondents who had graduated from the Master's level. This shows that the PWMP program at the Faculty of Animal Husbandry Unpad has at least a bachelor's degree because this program is specifically for alumni and college students who are partners of the Ministry of Agriculture. Formal education is an important factor in increasing the ability

of young entrepreneurs to develop their businesses.

3. Entrepreneurial Experience

Entrepreneurial experience is how long young entrepreneurs run their businesses will affect their professional abilities. The longer running the trading business sector, the more experience (knowledge) about consumer behavior and selling power in the market will increase.

In Table 3., it can be seen that 88.88% or most respondents had 0-3 years of entrepreneurial experience, while those with 4-6 years of entrepreneurial experience made up 11.11%. This illustrates that most of the respondents' current entrepreneurial experience is the first job/business they have engaged in.

4. Human Resources

Human Resources are important factors in production activities because they allocate and utilize other factors in producing useful output. Human resources are everyone capable of working both inside and outside of work relations to produce goods or services to meet the needs of society or buyers.

Table 4 presents the number of human resources that can be recruited in the PWMP program entrepreneurs. It can be seen that most of the respondents used human resources or a workforce of 0-3 people, with a percentage of 88.88%, while those who used a workforce of 4-6 people amounted to 11.11%. This illustrates that most of the human resources or labor used/employed by the respondents are workers whose numbers are in the minority and are limited because the businesses being run are still relatively new.

5. Venture capital

Venture Capital is an important factor in production activities because it can allocate and utilize other factors in producing useful output. Human resources are anyone capable of working inside and outside work relations to produce goods or services to meet society's demands or buyers.

In table 5 it can be seen that as many as 7 respondents received PWMP funds between IDR 25,000,000 < IDR 30,000,000) with a percentage of 43.75%, while nine respondents received PWMP funds for venture capital between IDR 30,000,000 – IDR 35,000,000 with a percentage of 56.25%. This description

shows that the PWMP program provides opportunities for young agricultural entrepreneurs to build entrepreneurs by being given stimulus funds to run businesses, especially in the livestock sector. It is hoped that the use of business capital initiated by the Ministry of Agriculture can grow and develop so that the initial capital can develop.

6. Respondent's Business Profile

Business Profile is an achievement of a new way to support the company's growth. A good business profile effectively contains important detailed information about the business being carried out by the young entrepreneur. This reference refers to readers (users) who can easily learn about general and specific business objectives, actual business performance, and current business achievements. It also serves as an important marketing tool in attracting the attention of investors, new partnerships, and other business opportunities.

The business profile of the respondents describes the business activities managed by a group of young entrepreneurs from the Faculty of Animal Husbandry Unpad who received the PWMP program. The businesses run by the 16 respondents are shown in Table 6 and Appendix 1. Based on the table, the group of young entrepreneurs from the Unpad Faculty of Animal Husbandry who received the PWMP program varied their businesses, whether it was livestock farming, livestock product processing, waste processing, and culinary business.

7. Production Volume

Production volume is the number of goods or services produced by transforming input resources into desired outputs. The amount (volume) of production can be interpreted as the number of commodities and services produced from the production process by the industrial company in a certain period.

Table 7 shows the number of products produced by the respondents from each of their products in one month. The production in question is shown in Table 6. Most of the respondents who received PWMP funds produced a production volume of <100 goods (9 people) with a percentage of 56.25%, while those who produced a production volume of >100 goods (4 people) with a percentage of 25.00%. Three respondents produced a

production volume of >1000 items with a percentage of 18.75%. This illustrates that each respondent has a different level of production. The production volume is in line with the market demand received by each respondent.

8. Production cost

Production costs are capital that young entrepreneurs must issue to process raw materials in producing a product that will later be marketed or sold. These costs are to produce an item sold and will be used as a benchmark to give the selling price of the goods produced. Production costs are also the basis for a business or business that protects the young entrepreneur from possible losses.

Table 8 shows the range of production costs for one month issued by the respondent. Based on the table, the range of production costs is from the lowest to the highest. The respondents with the highest production costs were 8 people, while in the range of IDR 10 million and above, there were 8 people. This shows that not every PWMP beneficiary can develop their business. Generally, the lowest production costs are those who manage sheep farming.

9. Sales volume

Sales volume is a measure that shows the number of goods or services sold. If the volume of sales in a business or business can be increased, it means that profits in the company will automatically increase. One of the main goals of a business or business is to achieve the maximum level of profit or profit.

In Table 9, it can be seen that the total sales volume is not much different from the production volume. Only some respondents have considered the excess stock of their production volume. Meanwhile, in general, the sales volume of respondents is the same as the production volume.

10. Business Profits

Business profit is referred to as Profit which is an indicator of the achievement or performance of a business or business whose amount can be seen in the financial statements, such as profits and losses. The level of business or business achievement is shown by how much profit or profit is obtained by a business or business. Profit measurement is also used as information for profit sharing and investment policy determination.

Table 10 shows that business profits vary widely from IDR 340,000 to IDR 122,500,000 per month. Respondents who had fewer than IDR 7 million per month were 10 people, while those who received profits between IDR 7 million – IDR million per month were 4 people, and those who earned profits of more than IDR 20 million per month were 2 people. This indicates that each respondent has a different business performance. The high-profit level will align with the high production and sales volume of goods and efficient production costs.

The results of calculating the coefficient of variance in the research data can be seen in Table 11. Based on the results of the KK, it shows that all independent variables and the dependent variable used to measure the business performance of the PWMP group show a value of more than $KK > 25\%$. Thus, all the variables used do not show the characteristics of homogeneous data. Therefore, the variables $X_1 - X_8$ are the variables which are the factors that influence business performance. The analysis of the

classical assumption test of multiple regression shows that the normality test shows heterogeneous data with a coefficient of performance of more than 20%. The results of the heteroscedastic test show that the data form a certain regular pattern, and the points on the scatterplot spread randomly over the y-axis. This means that there is no heteroscedasticity problem.

The results of the multiple regression analysis can be seen in Table 12., with a Multiple R-value of 0.933796393. This shows that the dependent and independent variables can influence each other by 93.38 %, while factors outside the formula influence 6.62%. In addition, the formula is fit because this formulation is significant at a significant level of ≤ 0.05 . Based on the table, the formulation of multiple regression is like the formula below.

$$Y = 101,666,621.6 + 15,105.5 X_1 + 8.4 X_2 + 1.1X_3 + 0.6X_4 + 2,262,799.4 X_5 + 1,512,191.6 X_6 + 20,030,935.7 X_7 - 5,218,787.4 X_8$$

Table 1 . Characteristics Respondents Based on Age Level

No	Age of Respondents (Years)	Number of Respondents	
		Frequency	Frequency
1	20–24	3	18.80
2	25–29	8	50.00
3	30–34	2	12.40
4	35–50	3	18.80
Amount		16	100.00

Source: Research Questionnaire (processed) in 2021

Table 2 . Characteristics Respondents Based on Education Level

No	Respondent Education	Number of Respondents	
		Frequency	Percent (%)
1	Graduated high school	-	-
2	Graduated	13	81.25
3	Graduated	3	18.75
Amount		16	100.00

Source: Research Questionnaire (processed) in 2021

Table 3 . Characteristics Respondents Based on Entrepreneurial Experience

No	Respondent's Entrepreneurial Experience (Year)	Number of Respondents	
		Frequency	Percent (%)
1	0 – 3	5	31.25
2	4 – 6	8	50.00
3	7 – 10	3	18.75
Amount		16	100.00

Source: Research Questionnaire (processed) in 2021

Table 4 . Characteristics Respondent Based on Number of Workforce

No	Number of Labor (people)	Number of Respondents	
		Frequency	Percent (%)
1	0 – 3	14	87.50
2	4 – 6	2	12.50
Amount		16	100.00

Source: Research Questionnaire (processed) in 2021

Table 5 . Characteristics of Respondents Based on the Amount of Initial Business Capital

No	Business Capital (Rp)	Number of Respondents	
		Frequency	Percent (%)
1	IDR 25,000,000 – < IDR 30,000,000	7	43.75
2	IDR 30,000,000 – IDR 35,000,000	9	56.25
Amount		16	100.00

Source: Research Questionnaire (processed) in 2021

Table 6 . Businesses Run by Respondents

No	Respondent Name	Business Name	Production
1	A1	Village chicken KK	Processed native chicken products
2	A2	Si Mbok's shop	Healthy culinary
3	A3	Padjadjaran Honey	Production of various honey
4	A4	StarGro	Organic fertilizer
5	A5	Backyard Poultry 8 Indonesia	Processed free-range chicken and frozen food products
6	A6	Viande Beef Trading	Processed beef and beef
7	A7	Motekar's son	Sheep breeding
8	A8	Lanjar djaya	Yogurt processing
9	A9	TERPINDAS (Spicy Salted Egg Breakthrough)	Processing of livestock products
10	A10	Ok sheep farm	Sheep farming
11	A11	rise	Sheep breeding
12	A12	GEMS CC	Chicken products
13	A13	Karika farm	Raising sheep
14	A14	DOT Leathergoods	Leather industry processing
15	A15	Mardian poultry farm	Village chicken
16	A16	Lasting Blessings Together	Aqiqah Catering

Source: Research Questionnaire (processed) in 2021

Table 7 . Production Volume Profile of Respondents

No	Number of items per month	Number of Respondents	
		Frequency	Percent (%)
1	< 100	9	56.25
2	100 – < 1000	4	25.00
3	≥ 1000	3	18.75
Amount		16	100.00

Source: Research Questionnaire (processed) in 2021

Table 8 . Production Cost Profile of Respondents

No	Total production costs per month	Number of Respondents	
		Frequency	Percent (%)
1	< IDR 1,000,000	8	50.00
2	IDR 1,000,000 – < 10,000,000	4	25.00
3	≥ 10,000,000	4	25.00
Amount		16	100.00

Source: Research Questionnaire (processed) in 2021

Table 9 . Respondent Sales Volume Profile

No	Number of items per month	Number of Respondents	
		Frequency	Percent (%)
1	< 100	10	62.50
2	100 – < 1000	4	25.00
3	≥ 1000	2	12.50
Amount		16	100.00

Source: Research Questionnaire (processed) in 2021

Table 10 . Respondents Based on Business Profit per Month

No	Number of items per month	Number of Respondents	
		Frequency	Percent (%)
1	< IDR 7,000,000	10	62.50
2	IDR 7,000,100 – 20,000,000	4	25.00
3	> 20,000,000	2	12.50
Amount		16	100.00

Source: Research Questionnaire (processed) in 2021

Table 11 . Performance Coefficient Results

Variable	Average	Standard Deviation	Performance Coefficient
Y1	34,281,250.00	44,482,194.47	0.77
X1	285.25	437.00	0.65
X2	9,616,250.00	17,025,391.58	0.56
X3	275.81	430.93	0.64
X4	30,656,250.00	2,959,272.15	10.36
X5	2.38	1.67	1.42
X6	4.69	2,41	1.94
X7	1.19	0.40	2.95
X8	28.94	5,72	5.06

Table 12 . Results of Multiple Linear Regression Calculations

Variable	Coefficient	Error Standard	t_stat	P-values
Constant	101,666,621.6	56244616.01	1.807579619	0.11361678
Number/Volume of production (X1)	15,105.5	7116.501501	2.122605076	0.07144613
Production costs (X2)	8.4	8.467515569	0.991549408	0.354446963
Sales volume (X3)	1.1	0.240725838	4.597978033	0.002490133
PWMP venture capital received (X4)	0.6	2.189407338	0.27444436	0.791666035
Number of Labor (X5)	2,262,799.4	5806840805	0.38967823	0.708358949
Entrepreneurial experience (X6)	1,512,191.6	3919398.608	0.385822365	0.711085951
Education(X7)	20,030,935.7	25622791.14	0.78176244	0.459974351
Age (X8)	- 5,218,787.4	2349353.387	-2.221371813	0.061752117
Multiple R = 0.933796393				
R Square = 0.871975703				
Significance F = 0.014724404				

Source: Results of Data Processing

The next analysis is the influence of factors on business performance. The eight factors that affect business performance are symbolized as business profits. Only two independent variables significantly affect business performance, namely the amount of production and sales volume. Both of these variables have positive values. If the production volume increases by one unit, it will increase business performance in the form of business profits by 15,105. Meanwhile, increasing sales volume by one business unit will increase

business profits by 1.1. The other variables do not significantly affect business performance, but all of these variables as a whole can influence business performance positively and negatively. Specifically, age is the variable parameter that has a negative value. It can be concluded that as the age of the entrepreneur increases, business performance will decrease. This shows that young entrepreneurs are more enthusiastic about improving their business performance than older people.

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