

The Effect of Psychology Capital Towards Culinary Entrepreneurship Competency of Micro, Small, and Medium Enterprises in Jabodetabek

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ABSTRACT

The presence about MSMEs or Micro, Small, and Medium Enterprises can encourage the economy country's in Indonesia. As we know in the last 2019, until now there has been an outbreak about the spreading Corona virus disease-19 (COVID-19) which caused a decreased economy Indonesia. To establish a business especially in the culinary sector, have a competence of entrepreneur is needed because it could be strengthen the business. Have a component of the Competency Entrepreneur such as confident, during the pandemic is needed to maintain a business to be succes. Beside that, have a existence of hope, optimism also self-efficacy will help your bussiness success and going as desired. The aim in this study is to determine whether the psycap have an influence to be able encourage the entrepreneurial competencies in the culinary sector. The subjects of the research is 203 respondents an entrepreneur who has a business sector of culinary in Jabodetabek area. The scale used in this study is Psychological Capital Questionnaire (PCQ) and for the entrepreneur used a Restaurant Entrepreneurship Competencies (REC). The method in this study used a regression analysis and for the sample used a purposive technique sampling with the results of the research R square is 0.611 with probability value 0.000 ($P < 0.05$) which means significant. Psychological Capital could explain 61.1% in the variation of entrepreneurship competencies in the culinary sector. Based on the findings, the implications, limitations of this study and direction for future research are discussed.

Keywords: *Psychological Capital, Culinary Entrepreneurship Competencies, MSMEs Culinary*

1. INTRODUCTION

The existence of MSMEs or Micro, Small, and Medium Enterprises is one of the sectors that can rises the country's economy, including Indonesia. This can be seen from the large number of industrial sectors of Micro, Small, and Medium Enterprises in Indonesia. The number of MSME has proven that they can help the country's economy become better and also create employment opportunities for the community.

According to the Badan Pusat Statistik [1] the definition of MSMEs is based on how big the total number of workers in each business sector is. Small businesses have as many as 5 to 19 workers, then medium businesses have 20 to 99 workers. According to the World Bank in the Ministry of Finance[2] MSMEs are defined in 3 parts, namely; by looking at the number of workers, the amount of income, then the assets owned by business subject. 1). Medium Enterprise: maximum employees have as many as 300 people, annual income reaches US\$15 million and assets owned are also US\$15 million., 2). Small Enterprise: has less than 30 employees, income and assets owned in a year

less than US\$3 million., 3). Micro Enterprises: the number of employees is less than 10 people, income and total assets owned in a year does not exceed US\$100 thousand.

At the end of 2019 towards the beginning of 2020 the world was shocked by the spread of a very large virus originating from Wuhan China, namely Covid-19. The arrival of the virus has weakened several industrial sectors, including the tourism, economy, education and culinary centers. The arrival of this virus has forced all countries to carry out quarantine and lockdown to prevent a rapid spread to the entire community.

Prior to the pandemic, the majority of MSMEs in Indonesia were in the good and very good categories. Based on the Katadata Insight Center survey [3] it was found that as many as 82.9 percent of the negative impacts caused by the virus pandemic on MSME subject. Only a little has been obtained from the COVID-19 pandemic from MSME who have a positive impact on their business. The Covid-19 pandemic has also affected the economic sector in Indonesia in terms of supply and demand. On the supply side the company reduces the supply of raw materials and reduces total workers, in terms of demand there is a reduction in demand and a decrease due to a lack of consumer confidence in a

product that is managed. The decline in the country's economy has also made people reduce their purchasing power to companies.

The impact that arises from the Covid-19 virus has also resulted in MSMEs which are known to be very fragile and vulnerable due to business disruptions that are in direct contact with the tourism, transportation and culinary industries which have a very impact due to the Covid-19 pandemic. Medium, Small, Micro Enterprise standing an entrepreneur needs such as competency. Entrepreneurial competence is an ability possessed by an entrepreneur with knowledge and supported by a predetermined work attitude from the job. Helmy, Sumardjo, Purnaningsih, & Tjitropranoto, 2013 [4].

There are several factors that are believed to increase the competence of an entrepreneur. According to Yulastri [5] a person's entrepreneurial competence is not formed just like that, but there is a process of education or learning from the surrounding environment that makes individuals able to run a business well. Among these factors are work environment, education, personal values, and work experience.

Psychological capital is believed to be able support the characteristics of an entrepreneur well. Psychological capital itself has a meaning as a positive individual condition in which there are characteristics in the form of HORE or Hope, Optimism, Resilience and self-efficacy, Luthans, Youssef and Avolio [6]. In a study conducted by Putri, Susyanti, & ABS [7] psychological capital affects business development and there are significant results in entrepreneurship. This is because the dimensions possessed by psychological capital such as self-efficacy are needed in the competence of an entrepreneur to build a successful business.

In this study, we will focus on the culinary MSME sector because Indonesia is a country that has a lot of customs and traditions. One of them is a culinary center that is different in each region of Indonesia. Reported in Economy.okezzone.com [8]. Indonesia is also the third largest coffee producing country after Brazil and Colombia. The rise of the coffee industry has made a lot of people build a coffee shop to create jobs and also develop a hobby of liking coffee because of its unique taste.

This is evidenced in the research of Toffin and MIX MarCom SWA in the Inews article [9] the increase in data and coffee trends spread in Indonesia reached more than 2,950 outlets in last August 2019. This figure shows an increase of three times compared to 2016 where only 1000 outlets were spread.

Research by Toffin and MAX MarCom SWA also found factors that made the coffee shop business grow in Indonesia, such as: the existence of a culture of hanging out while drinking coffee, the buyer population is not only for adults but is dominated by young people in Indonesia of Y and Z generation who create style. A new life in enjoying coffee, the existence of a digital platform that makes marketing and selling easier.

This study examines the relationship between Psychological Capital and Entrepreneur Competencies which will be carried out by entrepreneurs and MSMEs in the culinary field in the JABODETABEK area.

1.1. Problem Formulation

Based on the background that has been described, the formulation of the problem in this study is "Is there an Influence of Psychological Capital of Entrepreneurship Competencies in Micro, Small, and Medium Enterprises in the Culinary Sector on Jabodetabek?"

1.2. Research Objectives

In this study, researchers want to know whether Entrepreneur Competencies are influenced by Psychological Capital in MSMEs in the Culinary Sector in the JABODETABEK area

1.3. Research Benefits

Theoretically, this research is expected to provide information and knowledge in the field of Industrial and Organizational Psychology regarding Psychological Capital and Entrepreneur Competencies in MSMEs engaged in the culinary field in the JABODETABEK area. Then, it can be used as a reference to develop what is in this study for the benefit of further research.

Practically, this research is expected to provide information to find out what things can develop a business during the Covid-19 Pandemic, to find out if there are special efforts to make customers believe in a product being marketed and to find out the criteria for a good entrepreneur to build a business.

2. THEORETICAL BACKGROUND

2.1. Entrepreneur Competencies

Entrepreneurs are individuals who have the ability to lead a large group of people in order to achieve common goals and can bear all the risks they accept. If in the sense of entrepreneurship, it is defined as the ability of individuals who play a large role in running their business, it is different with entrepreneurship. Entrepreneurship is more described as a form of activity in a more general sense, [5].

According to Spencer & Spencer [10] competence is defined as "*an underlying characteristic of an individual that is casually related to criterion referenced effective and or superior performance in a job or situation*". In this sentence, it is explained that the use of the concept of competence is expected to have a "comparative criterion" in order to prove a part of the competence, that the competence can positively or negatively affect a person's performance. In order for real entrepreneurship to be seen, basically entrepreneurship is a trait, characteristic and also the character of a person who has the determination to achieve and realize innovative ideas into society in a creative way, Zimmerer in Hastuti [11] Competence is also a combination of knowledge and skills related to the work occupied.

Competence is the charge to handle work based on a predetermined standard. Competence shows skills or knowledge characterized by a person's professional nature in a particular field as important.

According to Hu and Yu [12] the dimensions in an entrepreneur that are seen in the measurement of the culinary field have five parts, namely: HEO (Handling Entrepreneurial Opportunity), GEC (Good Entrepreneurship Concept, EOC (Entrepreneur Organizing Competency), MER (Maintaining Entrepreneurship Relationship), MEC (Maintaining Entrepreneurship Commitment).

Based on the dimensions of Entrepreneur Competency, researcher determined that every dimension cannot be an independent variable because the scale of entrepreneur competency made just to measure in the culinary sector.

2.2. Psychological Capital

Luthans et al., [13] say that there are many kinds of expanding capital for competitive advantage. Psychological capital is different from economic capital (traditional economic capital), human capital, and social capital. Luthans explains that traditional capital economic is more about "what you have" with the scope of real finance and assets. Human capital describes "what you know" through experience, education, abilities, and ideas possessed by individuals. Then social capital describes more about "who you know" with relationships, networking and also friendships. Then, for psychological capital describes "who you are" by having aspects of confidence, hope, optimism and resilience.

Psychology Capital is said to be an individual's positive state in a person's psychology. In psychological capital it has four dimensions for building individual basic capacities so that they can be developed such as: Hope is needed to achieve the desired goals, have the optimism to think good in running a business, their robustness or resilience so that individuals can facing the problem and could be have a bounce back, then have a self-efficacy or confidence in building a business community can compete with other SMEs, Luthans., et al [6].

Pad a This study uses a scale from the Psychology Capital Quistionnaire (PCQ) from Luthans et al [6] which has been adapted into the real entrepreneurship in the journal Sebor [14]. This measurement scale has 24 items in which there are 21 favorable items and 3 unfavorable items. Cronbach's alpha reliability in this scale is 0.93.

According to the dimensions of Psychology Capital, there are four dimensions and each of them can be an independent because it has its own derivative. Psychology capital can be a multi-dimensional variable and each of dimensions has various measurement scales. Such as Hope and Optimism can be found in theory Ed Diener about subjective wellbeing and life satisfaction. Efficacy in theory Bandura and resilience in theory Reivich and Shatte.

3. METHODS

This research uses quantitative methods that are processed by statistical analysis. Data collection in this study used the Restaurant Entrepreneur Competencies (REC) measurement scale from Hu and Yu [12] for Entrepreneur Competencies consisting of 29 items with reliability of Alpha Cronbach is 0.855-0.935 and for Psychological Capital using the measurement scale from Luthans, et al. [6] which has been adapted into the sector of entrepreneurship in the journal Sebor [14], namely the Psychology Capital Questionnaire (PCQ) which consists of 24 items. Reliability of Alpha Cronbach's is the psychological capital scale is 0.93. The population and subject in this study are a culinary MSME entrepreneur located in the Jabodetabek area.

The sampling technique in this study used a purposive sampling technique, so that the criteria must be met by the research sample, among others: a. Status as a Culinary MSME business owner and b. located in the Jabodetabek area. The results of determining the number of samples using purposive sampling technique, obtained the number of samples that meet the criteria determined by the researchers as 203 research samples. In this study using regression analysis technique. The regression technique was carried out to determine whether there was a significant influence between Psychological Capital and Entrepreneur Competencies.

4. RESULT

Table 1 Anova

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|-----|-------------|---------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 26445.739 | 1 | 26445.739 | 315.429 | .000 ^b |
| | Residual | 16851.946 | 201 | 83.841 | | |
| | Total | 43297.685 | 202 | | | |

a. Dependent Variable: REC
b. Predictors: (Constant), MODAL PSIKOLOGIS

Table 1 shows the results of the ANOVA analysis F value of 315,429 with a P value of 0.000 (P <0.05). This shows that the results of Anova analysis have a significant influence on Psychological Capital on Entrepreneur Competencies.

Table 2 Coefficient Value

| Model | Coefficients ^a | | | | |
|--------------|-----------------------------|------------|---------------------------|--------|------|
| | Unstandardized Coefficients | | Standardized Coefficients | | Sig. |
| | B | Std. Error | Beta | t | |
| 1 (Constant) | 16.957 | 5.460 | | 3.106 | .002 |
| MODAL | | | | | |
| PSIKOLO | .885 | .050 | .782 | 17.760 | .000 |
| GIS | | | | | |

a. Dependent Variable: REC

According to Table 2, the coefficient results on the Psychological Capital toward Entrepreneur Competencies, B value of 0.885 with a probability value of 0.000 (P < 0.05). From the results of the Unstandardized Coefficients analysis, it shows that Psychological Capital has a positive significant to influence an Entrepreneur Competencies, where the higher the psychological capital value of an entrepreneur, the higher the competence possessed by an entrepreneur.

Table 3 Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .782 ^a | .611 | .609 | 9.156 |

a. Predictors: (Constant), MODAL PSIKOLOGIS

According to table 3, the results of the Psychological Capital testing on Entrepreneur Competencies show that the R value is 0.782 and the R square value is 0.611. This figure explains that in this study Psychological Capital has a contribution of 61.1% to Entrepreneur Competencies of an entrepreneur who has a business in the culinary field in the JaBoDeTaBek area. This also leaves 38.9% contribution from other variable factors and is not known by researchers that affect Entrepreneur Competencies in a culinary entrepreneur in the Jabodetabek area.

5. DISCUSSION

The ministry of finance [2] said, according to the rules government number 20 in 2008, MSMEs have a three categories based an annual income. Micro enterprise has an annual income maximum Rp.300.000.000 (three hundred million), Small enterprise has an annual income between Rp.300.000.000 (three hundred million) to a maximum of Rp.2.500.000.000 (two billion five hundred million rupiah). Meanwhile, for the Medium Enterprise category has an annual income more than Rp.2.500.000.000 (two billion five hundred million rupiah) up to a maximum Rp.50.000.000.000 (fifty billion rupiah). In this study, based on monthly income from 203 respondents of entrepreneur in Jabodetabek, obtained the category of micro business enterprise as many as 190

entrepreneurs and 93.6% with a monthly income around Rp.25.000.000 (twenty-five millions), category of small business enterprise with a monthly income as many as Rp.25.000.000 (twenty five millions) until Rp. 208.000.000 (two hundred and eight million rupiah) with the amount 13 entrepreneurs and 6.4%, and for the medium business enterprise have a monthly income more than Rp.208.000.000 (two hundred and eight million rupiah) with zero respondents because the coverage for the medium business enterprise is very large, so that researchers have a difficult to reach the coverage.

This research was conducted in five areas such as Jabodetabek. The respondent that the researcher chose is an entrepreneur who has a business in the culinary field. According to the research, there are a result of the number in each area from the higher to the smallest frequencies. The higher number one in this study is Tangerang with the amount 76 entrepreneurship with the percentage 37.4%, Jakarta as many as 44 entrepreneur and 21.7%, Depok as many as 32 entrepreneurship and 15.8%, Bekasi as many as 26 entrepreneurship and 12.8% and the smallest is Bogor as many 25 entrepreneurship with 12.3%.

The purpose of this study is to determine whether Psychological Capital affects Entrepreneurship Competency. From the results of these objectives, it was found in this study that the influence of Psychological Capital on Entrepreneur Competencies of an entrepreneur which has a value of 61.1% of the R square value of 0.611 and R 0.782 with a probability value of 0.000 (P <0.005) this indicates that these results significant. Thus, the researcher stated that he accepted Ha and rejected H0. It is said that, there is a significant influence between Psychological Capital on Entrepreneur Competencies in an entrepreneur who has a culinary business in the Jabodetabek area.

According to Puteri, Susyanti and ABS research [7], it was found that the psychological capital variable with a t value of 2.440 and a significance value of 0.017 which, if concluded in this study, has a significant influence on business development because having high self-confidence is needed to develop a business. Then for the entrepreneurial characteristic variable, the t-count value is 2.827 and the significance value is 0.006 which if concluded on the entrepreneurial characteristic variable also has a significant influence on business development. This means that if the psychological capital variable is high, the business development is also high, then also for the entrepreneurial characteristic variable, if the entrepreneurial characteristic research variable increases, the business development will also be higher.

It is known that in building a business, must have good characteristics in order to support success in building a business venture. Psychological capital is one of the factors to be able to succeed in a business business well, because in psychological capital there are four characteristics that can be applied and owned by an entrepreneur, such as being confident, having optimism in build a business, having good expectations in preparing a business plan and having a resilience for a bounce back things.

The first limitation in this study is in collecting respondents for 5 regions has a limited time. Because it is very difficult to distribute questionnaires to individuals who have entrepreneurs in the culinary sector if we do not have connections. Then the second limitation in this study is that the area covered is very large, so it does not have specifications for the category of culinary field. The third limitation in this study is the large number of statements from filling out the questionnaire and no rewards given to the respondents, making respondents sometimes getting bored in filling out questionnaires and also possibly damaging the results of the answer choices.

6. SUGGESTIONS

6.1. Theoretical Suggestions

For the next research should be more specialized in the type of culinary what is built by entrepreneurs. Because there are still many different types of culinary that cause different levels of difficulty for handling, such as: having a food business in bread company will be different from having a business in fast food or coffee and other types of drinks. For the next research should be reach a standard of Medium Enterprises because in this study, couldn't seize the Medium Enterprises respondent because there are a limitation with time and connection.

6.2. Practical Suggestions

First, it is expected for business travelers culinary, has a strong determination and also good planning in the organizational structure and also in managing income and outcomes as needed. Second, always bring up new innovations by utilizing resources and also seeing the trend of the busy market in order to be able to maintain business when times are difficult.

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