



The Relationship between Entrepreneurial Character and the Success of Ornamental Plant Business in Lubuk Minturun Sungai Lareh, Koto Tengah District, Padang City

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Abstract: Entrepreneurship has a very significant role in the welfare of residents, and ornamental plants are one of the potential businesses to be developed. The Lubuk Minturun Lareh River area is the center of ornamental plants in Padang. The growth of ornamental plant business cannot be separated from the character of ornamental plant entrepreneurs. Indicators of production growth and turnover of ornamental plants measured business success in this study. The purpose of this study was to determine the entrepreneurial character of entrepreneurs, the level of business success, and the relationship between entrepreneurial character and business success of entrepreneurs in Lubuk Minturun Sungai Lareh. The sample in this study was ornamental plant entrepreneurs who were members of the ornamental plant farmer group in Lubuk Minturun Sungai Lareh, with a sample of 30 people. The results of the analysis of correlation calculations using the Spearman rank correlation analysis tool. The results showed that ornamental plant entrepreneurs had high scores for the three characteristics, namely self-confidence, risk-taking character, and leadership character. The analysis results show that the P-value for self-confidence and leadership is lower than =10%. Therefore, these two characters are related to the success or failure of the ornamental plant business in Lubuk Minturun Sungai Lareh. Therefore, ornamental plant entrepreneurs should be able to maintain their confidence in running a business under any conditions.

Keywords: Business Success, Character, Entrepreneurship, Ornamental Plants.

1 Introduction

Entrepreneurship is the ability to create business activities, and entrepreneurship has a role in economic development through increasing output and per capita income, as well as causing changes in the structure of business and society. In addition, entrepreneurship also

encourages people to develop and participate in the national economy. To succeed in entrepreneurship, an entrepreneur needs good entrepreneurial characteristics [1].

Entrepreneurial character has a relationship with entrepreneurial success. The entrepreneurial character of the business owner is one of the factors that influence the business's success. The personal character of an entrepreneur will determine the characteristics of a business that distinguish it from other businesses. Meredith (2001) suggests the concept of entrepreneurial character, namely self-confidence, risk-taking, and leadership [2].

One sector in Indonesia that has many types of entrepreneurial activity is the agricultural sector. This can be shown by the number of residents or workers who live or work in the agricultural sector or national products derived from agriculture, including horticultural crops. According to Junaedy (2004), horticultural crops include not only vegetable crops but also ornamental plants (floriculture), which develop in accordance with urbanization developments and industrial developments [3].

The city of Padang has opportunities for agricultural development, especially in ornamental plants. As the capital and administrative center of West Sumatra Province, the area of agricultural land in Padang City is decreasing as the function of agricultural land is shifted to other sectors, it is recorded that the dry land area for agriculture in 2018 was 6,951 Ha, down to 6,856 Ha in 2019. Judging from the conditions in the Padang City area, ornamental plants are one of the most suitable for cultivation because they can be done in a narrow area, vertically, and using pots. The characteristics of ornamental plants, which are generally more resistant to hot weather, are the advantages of ornamental plants compared to food plants.

Opportunities for ornamental plants that are large enough to be developed in Padang must be utilized by ornamental plant entrepreneurs. One of the ornamental plant center areas in Padang City, also known as an agro-tourism area, is the Lubuk Minturun Sungai Lareh Village area, Koto Tengah District. From time to time, the ornamental plant business in Lubuk Minturun Sungai Lareh continues to develop, in 2020 the harvested area of ornamental plants is at 47,112 m², the harvested area increases when compared to the previous year at 44,737 m².

Running a business requires a trading strategy and business management in it. In building a trading strategy, business management must have the character to support it. Business actors must like plants and understand their character because risks await ahead [4]. Risks are waiting ahead, so ornamental plant business actors must be able to respond to risks with their respective strategies. Based on the description above, this study aims to (1) describe the entrepreneurial character of ornamental plant entrepreneurs in Lubuk Minturun Sungai Lareh, (2) describe the success rate of ornamental plant entrepreneurs in Lubuk Minturun Sungai Lareh, and (3) describe the relationship of entrepreneurial character with success. Business of ornamental plant entrepreneurs in Lubuk Minturun Lareh River.

2 Methods

The research was conducted in Lubuk Minturun Sungai Lareh, Koto Tengah District, Padang City, West Sumatra, from 7 October 2021 to 7 November 2021. This research was conducted using descriptive and quantitative methods. The data collection method used is a survey method. According to Siyoto and Sodik (2015), the survey method is included in quantitative research that examines the behavior of an individual or group [5]. In general, survey research methods use a questionnaire as a data collection tool. The survey method is a research method that takes a sample from one population and uses a questionnaire as the primary data collection tool.

The data collected in the study consisted of primary and secondary data. Secondary data is data that was first collected by parties other than researchers. In contrast, primary data was obtained from questionnaires submitted to ornamental plant entrepreneurs who are members of farmer groups in Lubuk Minturun Sungai Lareh, namely as many as 30 samples of entrepreneurs from a total of 96 entrepreneurs population.

The sampling technique was carried out randomly, meaning that every 96 entrepreneurs had the same opportunity to be selected as samples. The number of samples used in this study was 30 with a lot system. The analytical calculation used in determining the 30 samples refers to the opinion [6] that to determine the sample size of a population, the following calculations are used:

$$\text{Sample (n)} = \text{population in group} / \text{total population} \times \text{total sample}$$

It is known that the total population of this study amounted to 96 (Table 2), where the sample taken amounted to 30 people with the formulation, namely:

Group name: Mother Nursery:	$15/96 \times 30 = 5$
Group name: Bugenvil Prima	: $12/96 \times 30 = 4$
Group name: Pomegranate Nursery:	$14/96 \times 30 = 4$
Group name: Rumpuik Ameh	: $26/96 \times 30 = 8$
Group name: White Jasmine:	$15/96 \times 30 = 5$
Group name: Tani Jaya	: $14/96 \times 30 = 4$

This research examined the relationship of entrepreneurial character to business success, so it takes variables as objects, namely independent and dependent variables. The independent variable in this study is the entrepreneurial character, which includes self-confidence, risk-taking, and leadership. The dependent variable in this study is business success.

Data analysis used Spearman Rank correlation analysis and descriptive analysis. Spearman Rank correlation analysis was used to determine the correlation between variables based on rank. Measurement of entrepreneurial character and the level of business success using a Likert Scale. Each respondent's response is calculated based on a score of

1-4, which is then added up (summated rating). The result of the summation of these scores is the total score used to interpret the respondent's position on the Likert Scale. The Likert Scale calculation uses an ordinal measure so that the total score can only be ranked.

Spearman Rank correlation analysis was done using SPSS 24 for Windows software. The correlation coefficient is a measurement of the closeness of the relationship between two variables, namely, X and Y, and the degree of closeness depends on the simultaneous variation of the variables X and Y. If the P-value is smaller than the alpha degree ($\alpha = 10\%$), then variables are significantly related. Descriptively, the value of rs can be categorized into several categories. The choice of many categories is determined subjectively, but in general, the rs value is categorized into the following five categories:

Table 1. The Category of correlation.

No.	Range	category
1.	$0 < rs < 0,25$	very low correlation
2.	$0,26 rs < 0,50$	moderately correlated
3.	$0,51 rs < 0,75$	strongly correlated
4.	$0,76 rs < 0,99$	very strongly correlated
5.	1.00	perfectly correlated

This analysis provides a qualitative description of the entrepreneurial character of ornamental plant entrepreneurs in Lubuk Minturun Sungai Lareh. The descriptive method is used to process quantitative data and formulate the main entrepreneurial character of ornamental plant entrepreneurs. Quantitative data processing using Microsoft Excel software. Descriptive analysis shows the frequency distribution of ornamental plant entrepreneurs in Lubuk Minturun Sungai Lareh and the categorization of the level of success and the level of entrepreneurial character possessed by ornamental plant entrepreneurs with four class intervals, namely very low, low, high, and very high.

Table 2. Entrepreneurial character class intervals and business growth.

Category	Entrepreneur character class interval	Business growth
Very low	120 - 209	30 - 52
low	210 - 299	53 - 75
High	300 - 389	76 - 98
Very high	390 - 480	99 - 120

Business growth consists of indicators of ornamental plant production growth and turnover in the last three years (2019-2021). The two indicators are divided into four categories with the provisions of the classes. Determination of the category of production growth and turnover in terms of the answers of entrepreneurs based on questionnaire

questions and the number of turnover figures obtained, which are then converted into ordinal form. Business growth classes can be seen in Table 3.

Table 3. Business growth classes.

Category	Business growth	
	Production Growth	Omzet
Very low	Propagation by buying seeds is much more than independent nurseries.	Income has decreased per year.
low	Propagation through independent nurseries and buying seeds, with a tendency to buy a little more seeds.	Income has a downward trend per year.
High	Propagation through independent nurseries and buying seeds, with a tendency for independent nurseries to be slightly more.	Income has an increasing trend per year
Very high	Propagation by way of independent nurseries is far more than buying seeds.	Income has an increasing trend per year, and revenue has increased per year.

3 Results and Discussion

Ornamental plant entrepreneurs in Lubuk Minturun Sungai Lareh are dominated by the age group of 40 - 46 years. Most ornamental plant entrepreneurs studied at the high school level, with 19 people or 63.33 percent. As many as 43.33 percent of entrepreneurs have experience in ornamental plant entrepreneurship for two to 5 years. The length of business that is in the range of 2-5 years indicates that entrepreneurs who are in that range are classified as young entrepreneurs or entrepreneurs who are just pioneering in the ornamental plant sector.

3.1 Entrepreneurial Character of Ornamental Plant Entrepreneurs in Lubuk Minturun Lareh River

The entrepreneurial character of ornamental plant entrepreneurs is self-confidence, risk-taking, and leadership. Each character was measured using a questionnaire, with each character represented by four questions. Each character indicator in each respondent is calculated for its score value. Based on the calculation results, ornamental plant entrepreneurs have relatively high scores on the three entrepreneurial characteristics.

Table 4. Scores of ornamental plant entrepreneurial characters in Lubuk Minturun Sungai Lareh.

Entrepreneurial Character	Score	Category
Self-confident	365	high
Risk taker	310	high
Leadership	342	high

The risk-taking character scores less than the other characters, namely 310. This score illustrates that the risk-taking character tends to be less or less strong than the other two characters in ornamental plant business activities in Lubuk Minturun Sungai Lareh Village. The self-confident character has the highest score, which is 356. This shows that the average respondent agrees with the statement concerning self-confidence and tends to influence their business activities strongly. As for the leadership character, a score of 342 is obtained. This character also has a high score, so the response tends to agree with the statement submitted.

Based on research results, entrepreneurs show a high self-confidence character. This can be seen from young ornamental plant entrepreneurs or entrepreneurs just starting in the plant sector who show confidence that they can imitate and exceed the achievements of ornamental plant entrepreneurs who have independently run their businesses. Experienced entrepreneurs or entrepreneurs whose flight hours have long indicated they have high confidence in running their business because they already understand the ins and outs of the ornamental plant business activity itself.

In terms of risk-taking characteristics, ornamental plant entrepreneurs face the risk of Covid-19. Before the COVID-19 outbreak, entrepreneurs were wiser in dealing with the risks they accepted. Entrepreneurs could find a way out if faced with the risks in their farming activities, but when COVID-19 broke out, most of the ornamental plant entrepreneurs were affected. In 2021, many entrepreneurs will experience a decrease in income from the sale of ornamental plants, even though some of them do not get a monthly income count, in the sense that in one month, there are no transactions for buying and selling ornamental plants.

In leadership character, Lubuk Minturun Sungai Lareh ornamental plant entrepreneurs have high leadership, marked by entrepreneurs able to accommodate their business

activities, adapt and overcome problems with decisions taken, as well as create and build partnership networks. This is marked by several entrepreneurs who already have branches and work partners inside and outside Padang. Some entrepreneurs also have projects with public and private companies in making parks.

3.2 The Success of Ornamental Plants Business in Lubuk Minturun Sungai Lareh.

The success of the ornamental plant business in Lubuk Minturun can be seen from the growth of ornamental plant production and turnover. The growth of ornamental plant production measures production growth. Meanwhile, turnover is measured from the sales value of ornamental plants per month in the last two to three years (2019 - 2021).

Table 5. Turnover of entrepreneurs in 2020 – 2021.

Year	Turnover (Rp)	Frequency (Person)	Percentage (%)
2020	2.400.000 - 1.001.999.999	28	93,33
	1.002.000.000 - 2.001.599.999	1	3,33
	2.001.600.000 - 3.001.199.999	0	0
	3.001.200.000 - 4.000.799.999	0	0
	4.000.800.000 - 5.000.399.999	0	0
	5.000.400.000 - 6.000.000.000	1	3,33
Total		30	99,99 (100)
2021	600.000 - 840.499.999	28	93,33
	840.500.000 - 1.680.399.999	1	3,33
	1.680.400.000 - 2.520.299.999	0	0
	2.520.300.000 - 3.360.199.999	0	0
	3.360.200.000 - 4.200.099.999	0	0
	4.200.100.000 - 5.040.000.000	1	3,33
Total		30	99,99 (100)

The success of the ornamental plant business in Lubuk Minturun is seen from the growth of ornamental plant production and turnover. The growth of ornamental plant production measures production growth. Meanwhile, turnover is measured by the sales value of ornamental plants per month in the last two to three years (2019 - 2021). In Table 4, the highest turnover in 2020 is at 6,000,000,000, and the highest turnover is at 2,400,000, while in 2021, the highest turnover is at 5,040,000,000 and the lowest is 600,000.

Table 6. Score of ornamental plant business success in Lubuk Minturun Lareh River.

Business Success Indicator	Score	Category
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Ornamental plant production growth	99	Very high
Turnover	86	High

Table 5 shows indicators of business success for ornamental plant entrepreneurs in Lubuk Minturun Sungai Lareh Village, showing a positive direction. This is indicated by the growth of ornamental plant production in the high category and turnover in the high category. The highest score from the statement indicating business success was obtained in ornamental plant production growth, with a score of 99. This indicates that almost all ornamental plant entrepreneurs experienced growth in ornamental plant production. The growth of ornamental plant production is done in two ways: first, by cultivating or multiplying independently, and second, by buying seeds from outside or other places.

As for the turnover, it is below the growth of ornamental plant production with a score of 86. This shows that factors affect the turnover of ornamental plant entrepreneurs. A factor that influences turnover is the COVID-19 outbreak, which recommends maximizing activities carried out from home. Indirectly, it impacts the turnover of ornamental plant entrepreneurs, especially for potential consumers who buy ornamental plants because they happen to pass through the Lubuk Minturun Lareh River area.

Based on the score of each statement, which indicates business success, it is found that the category is very high in the growth of ornamental plant production, and the category is high in turnover. This category shows that, on average, ornamental plant entrepreneurs experience the things stated in the previous statement, so it can be concluded that entrepreneurs experience business success.

3.3 Relationship between Entrepreneurial Character and Business Success

The character of ornamental plant entrepreneurs in running their business varies. This character is related to the success obtained by one entrepreneur with another.

Table 7. Relationship of entrepreneurial character with the success of ornamental plant business.

Entrepreneurial Character	Production Growth		Turnover	
	Koefisien	P-value	Koefisien	P-value
Self-confident	0,543**	0,002	0,551**	0,002
Risk taker	0,147	0,438	-0,004	0,984
Leadership	0,297	0,111	0,356	0,053

Note: (**) = significantly correlated at a 1% significance level

Based on the results of the Spearman Rank correlation test in Table 6, the three observed characters have different levels of relationship with business success. The self-confidence character has the most significant relationship of the other two characters to the growth

indicators of ornamental plant production. Characters that have a significantly higher relationship than other characters on turnover are self-confident.

1. Confident

The confident character produces a P-value smaller than the 10% alpha degree. Based on the P-value obtained, self-confidence as an entrepreneurial character is significantly related to the success of the ornamental plant business in Lubuk Minturun Sungai Lareh, both in terms of aspects of ornamental plant production growth and turnover.

2. Risk taker

The risk taker character produces a P-value smaller than the 10% alpha degree of turnover. Based on the P-value obtained, it can be concluded that the risk taker as one of the entrepreneurial characters is significantly related to the turnover of ornamental plant entrepreneurs in Lubuk Minturun Sungai Lareh. However, risk-takers are not significantly related to the growth of ornamental plant production.

3. Leadership

In the leadership character, the results of the P-value calculation are smaller than the 10% alpha degree on both indicators of business success. It can be concluded that the leadership character supports the success of the ornamental plant business in Lubuk Minturun Sungai Lareh, both from the aspect of ornamental plant production growth and turnover.

The three entrepreneurial characters have an attachment to the success of the ornamental plant business in Lubuk Minturun Sungai Lareh. The attachment is in accordance with the opinion of Sari et al. (2016), which states that Individual and psychological characteristics are influential, positive, and significant to business performance [7]. This shows the importance of building Characteristics of entrepreneurship because Entrepreneurship determines the success of the venture.

4 Conclusion

Ornamental plant entrepreneurs in Lubuk Minturun Sungai Lareh, on average, have a relatively high entrepreneurial character. Entrepreneurs have high scores for the three characteristics studied, namely leadership, confidence, and risk-taking. The success of ornamental plant entrepreneur Lubuk Minturun Sungai Lareh is included in the high category. High indicator category for turnover and a very high category for production growth indicators. The results of the Spearman Rank correlation test showed that two entrepreneurial characteristics were significantly related to business success. The two characters are self-confidence and leadership. The correlation coefficient of the self-confidence character has the highest correlation value compared to other entrepreneurial characters.

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