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The Effect Of Market Orientation And Entrepreneurship Quality, With The Role Of Government Policy As Moderating Variables On Business Performance In Agricultural Cultivation Enterprises In Municipiu Aileu

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ABSTRACT

The aims of this research are to Analyze and described the influence of market orientation, identifying the entrepreneurial quality with government's policy as a moderating variable on business performance in Municipiu Aileu, in the year of 2020. The method used in this research was Census Method or saturated sample in which all the group members were selected as respondent with the total of 32 samples. All variables in this research were measured with likert scale by using statistics, descriptive, inferential, multiple linear regression test and moderated regression test. The result proved with multiple linear regression test that there is no significant effect and, performance orientation variable was (0.383<2.037), entrepreneurial quality was (0.170<0.037), government policy was (1.967<2.037). Meanwhile moderated regression test showed that government's policy on moderating market orientation towards business performance was (0.730□0.370) the government policy in moderating entrepreneurial quality towards business performance was (0.133++0.142). Thus, this research showed that market orientation and entrepreneurial quality do not have positive relationship and that government's policy is not a variable in moderating market orientation towards business performance but, the government's policy can be able to moderate entrepreneurial quality towards business performance.

Keywords : Market Orientation, Entrepreneurial Quality, performance, Government Policy and Moderation.

1. INTRODUCTION

Attention to developing small and home industry and medium industries is at least based on: first small home industries and medium industries absorb a lot of manpower. The tendency to absorb a lot of labor generally makes many small and medium –sized industries also intensively in used of local natural resources. More ever, because many of them are located in rual areas, the growth of small home industries and medium industries will have a positive impact on increasing the number of workers, reducing the number of poor people, equitable distribution of income, and economic development in rural areas (Simatupang, et al, 1994; Kuncoro)., 1996) From a Policy perspective, small and medium-sized industries clearly need attention because they not only provide income for the majority of the workforce, but are also the spearhead in poverty alleviation effort.

Business performance is a measure of the achievement of a business that isobtained through overall production and marketing actviiies organiting from business organization. Business performance can beviewed as a concept used to measure the extent to which market performance has been achieved by a produced by a business organization. Ferdiand (2000) revealed that business performance is one of the factors that are often used to measure the impact of the business strategy that has been impelemented by the company. The company's strategy is always directed to produce good business performance. Furthermore, Ferdinand also stated that good business performance is expressed in three main values, namely sales value, sales growth and markets sahred

MSME performance can be interpreted as a measure of the achievement of a business run by a person or group that manages a business unit based on predetermined targets or standards, where the business is included in the MSME category. The performance of MSMEs is very important to be considered by all groups. Guidance and training in order to achieve continuous improvement and growth of MSME business performance is a priority for the government through related agencies so that MSMEs can still exist in the midst of global economic competition. With good and sustainable performance growth, it is possible for businesses that were originally categorized as MSMEs to develop into large businesses or even GoPublic. Because it concerns the existence and sustainability of its business in the future. Without good business performance, MSMEs that have been running so far are considered unable to make a profitable contribution to managers and other people involved in it. Soedjono (2005), organizational performance or company performance is an indicator of the level of achievement that can be achieved and reflects the success of managers or entrepreneurs. Zimmerer, 2008: 57 explains that business performance is a result achieved from the ability to develop new ideas and to find new ways of looking at problems and opportunities and the ability to apply creative solutions to problems and opportunities to improve or to enrich life. people

The development of the number of Micro, Small and Medium Enterprises (MSMEs) is increasing over time. This indicates that the business activity of the community continues to increase, so this growing growth deserves serious attention from various parties, especially from the government to maintain the existence of these MSMEs. It is undeniable that MSMEs have an important role in supporting the nation's economy. Among the MSMEs that have sprung up are MSMEs in the culinary field. Business in the culinary field is a growing business, especially in Yogyakarta. The emergence of a variety of unique foods, culinary tourism, and culinary trends as people's lifestyles are proof that this business is growing rapidly, so that the existence of these MSMEs must be maintained in order to continue to contribute to the nation's economy. Seeing the development of the number of existing MSMEs, it is undeniable that there are indeed many MSMEs that have been established, but on the one hand there are also many who have problems so that they demand that the business be closed. The problems faced by MSME actors include problems with capital, management, marketing and difficulty in producing quality products, thus affecting the sustainability of the business being run. Also added by Tarigan and Susilo (2008), MSMEs have quite complex problems, so that they can affect the performance of MSMEs, namely; lack of knowledge about the market, weak bargaining power, lack of capital, and low technology. The number of MSMEs in the agricultural cultivation industry was recorded as 32 MSMEs, and from existing data, until January 2019 those who were still actively carrying out business performance bookkeeping activities for the last three years were as many as 32 managers of SMEs in the agricultural cultivation industry.

Previous research, research Sinarasri (2013) entitled analysis of the influence of entrepreneurial orientation on business strategy in improving company performance. This study aims to determine whether there is an influence between entrepreneurial orientation on business strategy in improving company performance. The results of this study indicate that: entrepreneurial orientation has an effect on cost leadership business strategy and cost leadership business strategy affects company performance, entrepreneurial orientation has no effect on marketing differentiation business strategy.

Based on the described background, the purpose of this research is to examine the variables of the role of government in moderating market orientation and entrepreneurial quality on performance and their implications for the development of micro, small and medium enterprises (MSMEs).

2. RESEARCH SITE

This research was conducted on agricultural cultivation based on the considerations of this study because: (1) Researchers are interested in examining how the influence of market orientation, entrepreneurial quality and government policies on business performance, (2) the farming group is willing to provide data/information needed for research purposes. and (3) Locations that are easily accessible to save costs, such as Postu Aileu – Vila, Postu Laulara and Postu Lequidoe.

3. POPULATION AND SAMPLE

The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then drawn conclusions According to (Sugiyono, 2012, 117). The population is the entire subject to be studied with characteristics that can be said to be the same so that the results of research conducted on the population can be generalized. The population in this study is MSMEs in 3 (three) Postu administrasauns in Municipiu Aileu, namely Postu Aileu Vila, Postu Laulara, and Postu Lequidoe where there are farmer groups or SMEs.

Because there are many limitations in conducting research, samples will be taken from the entire existing population. The sample is part of the number and characteristics possessed by the population. In order for the results of the research conclusions to be generalized to the entire population, the samples taken must be truly representative (Sugiono, 2012, p. 118). According to Cohen, et.al, (2007, 101) the larger the sample from the size of the existing population, the better. However, there is a minimum number that must be taken by researchers, which is 31 samples.

4. DATA COLLECTION TECHNIQUE

For data collection in the field, the data collection techniques used are:

1. Questionnaire is a data collection technique in the form of questions related to the problem under study, which is made by the author and then filled in by therespondent. The data collected will be the respondents' responses in response to the questionnaire questions.

2. Observation (observation) is a way of collecting data by looking directly at it without the help of tools, other standards for this purpose.

3. Interviews conducted questions and answers with respondents and all parties related to the problem under study in order to reveal the facts that occurred in the field.

4. Documentation, namely collecting data by reading and studying various reports, books and research results that have to do with the object of research.

5. DATA ANALYSIS TECHNIQUES

Instrument Quality Test

Validity Test (Validity)

According to Sugiyono (2006: 172), a valid instrument means that the measuring instrument used to obtain data (measure) is valid. Valid means that the instrument is used to measure what should be measured.

Validity testing is done by correlating the answer scores obtained on each item with the total score of the item. To calculate the correlation, the Product Moment correlation technique is added with the formula:

$$r_{xy} =$$

Description :

    r = correlation coefficient

    x = skor item x

    y = skor item y (Sugiyono, 2012 : 178)

The instrument decleraed valid product moment correlation is greater than or equal to 0.3 (Soedamanto, 2005: 88).

Reliability Test (Reliability

A reliable instrument is an instrument which, when used several times to measure the same object, will produce the same data (Sugiyono, 2008), a measuring instrument can be said to be reliable (reliable) if it has a reliability coefficient or reliability of 0.60 or more (Arikunto , 1992: 63).

Testing the reliability of the instrument in this study strengthens the Alpha Crombach method with the following formula:

cc = 2

Description :

Cc = the level of reliability sought

5 = varians of the first hemisphere score

5 = varians of the second hemispehere score

5 = varians of the whole

6. RESULT AND DISCUSSION

Characteristics of Respondent

Characteristics of Respondents in collecting data in this study using a questionnaire. With the amount in the table below.

Table 5. Characteristics of Respondents

No	Sex and Gender		Total
	Male	Female	
1	13	19	32

Source of Data : Tabulated by author, 2020

Based on the questionnaires that have been distributed as many as 32 questionnaires, all questionnaires can be collected again and from all 32 questionnaires can be processed because they are completely filled out by respondents.

Based on data processing, it can be seen that the majority of respondents in this study were female, namely 19 people or 59.3%, while male respondents were 13 people or 40.62%.

Respondent Age Level

Age of Respondents in collecting data in this study using a questionnaire. With the amount in the table below.

Table 6. List of Respondents Age in this study

No	Ages	Number of people	Percentage
1	18-25	2	6
1	25-35	23	72
2	36-45	7	22
	Total	32	100

Source of data : Tabulated by author, 2020

Based on age, it can be seen that the majority of respondents in this study were aged between 18 years -25 years, the minimum number was 2 people or 6.%, aged 25 years - 35 years, which amounted to 23 people or 72%, while respondents aged over 36 years -45 years is 7 people or 22%.

Respondent's Education Level

Level of Education of Respondents in this research data collection using a questionnaire with the amount in the table below.

Table 7. Education level

No	Education	Number of Respondent	Percentages
1	Primary School	2	6
2	Pre secondary school	4	13
3	Secondary school	23	72
4	Licensure	3	9
Total		32	100

Based on education, it can be seen that the majority of respondents in this study had high school education, which amounted to 23 people or 72%, while respondents whose education was junior high school were 4 people or 13%, and respondents whose education was higher education were 3 people or 9% while respondents with elementary education is at least 2 people or 6%.

Respondent's Employeement level

Level of Employment of Respondents in collecting data in this study using a questionnaire with the amount in the table below.

Table 8. Respondent's type of work

No	Type of work	Numer of people	Percentage
1	Farmer	6	20
2	Female household head	14	47
3	Organization members	7	23
4	Chief of hamlet	3	10
Total		30	100

Based on the type of work, it can be seen that the majority of respondents in this study worked as housewives, namely 14 people or 43%, while the respondents in this study whose work as farmers were 6 people or 20%, and respondents in this study whose job was as a member of an NGO organization. or Civil Society is 7 people or 23% and respondents in this study whose job as village head is the least number with only 3 people or 10%.

Reseach Result
Multiple Linear Regression Analysis Results

The analysis carried out for the X1 and Y equations to analyze the effect of the dependent variable with the independent X1 partially Y=a1+B1x1 can be seen in the following table

Table 9. Coefficient

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	49.470	5.606		8.824	.000
Orientasai Pasar	.153	.240	.116	.638	.529

Based on the table above, the results of regression analysis using SPSS version 22 show that the significant value of the market orientation variable X1 is 0.529 and by using the alpha value = 0.05 or 5%, it is concluded that the X1 variable has no partial effect on Variable Y because the value is significant. is greater than 0.05 or sig 0.529 > 0.05

The analysis carried out for the X2 and Y equations to analyze the effect between the dependent variable and the independent X2 partially Y=a1+B1x2 can be seen in the following table:

5.5. 2. Moderation Regression Analysis Results

$Y1\text{-} b_0 + b_1 X_1 + b_2 X_2 + b_3 M_1$

X1 : Market Orientation Variables

X2: Entrepreneurial quality variable,

X3(M_1): Government Policy Variable

Y : Business Performance Variables

Table 10. Moderation Regression Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	43.961	9.492		4.632	.000
X1	.091	.237	.069	.383	.705
X2	.025	.148	.031	.170	.866
X3	.464	.236	.363	1.967	.059

a. Dependent Variable: Y

$Y1\text{-} b_0 + b_1 X_1 + b_2 X_2 + b_3 M_1$

$Y1 + 43.961 + 0.091 X_1 + 0.025 X_2 + 0.464 M_1$

1. Without the influence of Market Orientation (X1), Entrepreneurship Quality (X2) and Government Policy (X3), the amount of output (bo) = 43,961

2. b1 = 0.091, Market Orientation affects the output (Y) of Business Performance, if the Entrepreneurship Quality (X2) is constant then the output increases to 0.091.

3. b2 = 0.025 Entrepreneurial quality has an effect on output (Business Performance if Market Orientation (X1) is constant then output increases to 0.025.

4. B3 = 0.464 Government policies affect the output (Y) of Business Performance, if the Entrepreneurship Quality (X2) is constant, then the output of Y (Business Performance) increases to 0.464.

Hypothesis testing t_{hitung 1}

From the results of the analysis using SPSS 22, the results can be seen in the table below:

Hypothesis Test Results (t test)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
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Coefficients[a]

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	X2	.025	.148	.031	.170	.866
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a. Dependent Variable: Y

1. Effect of Market Orientation Variable (X1) on Performance Achievement (Y)

Based on the results of the SPSS (Statistical Product and Service Solution) calculation in table 15 above, it can be obtained that tcount1 is 0.382 and the ttable value is 2.037 with a 95% confidence level and an error rate of 5%, so tcount1 is greater than ttable, namely 0.383<2.037, this means that the Market Orientation variable (X1) has no effect on the Business Performance variable (Y), in this study, H0 was accepted and H1 was rejected: (Market orientation has a positive and significant effect on the performance of agricultural cultivation in Aileu municipality.)

Hypothesis Test t - arithmetic2

2. The Influence of Entrepreneurship Quality (X2) on Business Performance (Y)

Based on the SPSS (Statistical Product and Service Solution) calculation in table 15 above, it can be obtained that tcount2 is 0.170 and the ttable value is 2,037 with a 95% confidence level and an error rate of 5%, so tcount2 is smaller than ttable, namely 0.170<2.037. then the key can be that it has no significant effect on the Business Performance variable (Y). in this study rejected H2: The quality of entrepreneurship has a positive and significant effect on the performance of agricultural cultivation in the municipality of Aileu

3. Testing the Coefficient of Determination (R)

Based on the calculation results of SPSS version 16 variables of Market Orientation (X1), Entrepreneurship Quality (X2), Government Policy on Business Performance (y), can be seen in the following table

Tabel 10 : Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.371[a]	.138	.045	2.63206

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Based on the results of the calculation of the regression correlation analysis, which has been carried out, it produces a correlation coefficient (r) of 0.371 or 37.1%, meaning that the variables of Market Orientation (X1), Entrepreneurial Quality (X2), Government Policy (X3) have a relationship with the Business Performance variable (y).). And the determinant coefficient (r2) is 0.138 or 13.8%, meaning that the contribution of these three variables to business performance is 13.8%, the remaining 86.2% is influenced by factors not explained in this study.

Interaction Test Results Between Variables

Effect of Market Orientation Variable (X1) and government policy variables as moderating variables without any interaction between variables X1, M*X1 on business performance or Variable Y.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.370[a]	.137	.077	2.588

a. Predictors: (Constant), Kebijakan Pemerintah , Orientasai Pasar

The Rsquare value in the first moderation regression equation, the effect of market orientation on business performance is moderated by the moderating variable without any interaction between the X1, M*X1 variables, then R = 0.370 or 13.7% even though this analysis involves interactions between X1 variables. ,M*X1 on business performance but the value of Rsquare does not change any increase or still $r2 = 0.370$ or 13.7%, it can be concluded that government policy is not a moderating variable and this can be proven that the coefficient value is of 0.953 or there is no significant effect because 0.953 > 0.05 which can be seen in the table as follows

Table 5.21 Coefficient of interaction

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	42.853	29.337		1.461	.155
	Orientasai Pasar	.196	1.219	.149	.161	.873
	Kebijakan Pemerintah	.661	2.532	.517	.261	.796
	Oreintasi Pasar*Kebijakan Pemerintah	-.009	.105	-.188	-.083	.935

a. Dependent Variable: Business Performance

So, based on the interaction test or pure regression, it can be concluded that this interaction is referred to as pure moderation because the role of the government has no significant effect on business performance.

The influence of the entrepreneurial quality variable (X2) and the government policy variable as a moderating variable without the interaction of variables X2, M*X2 on business performance or variable Y Model summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.365[a]	.133	.073	2.593

Government Policy, Entrepreneurial Quality

The Rsquare value in the second moderating regression equation, the effect of entrepreneurial quality on business performance is moderated by the moderating variable without any interaction between the X2, M*X2 variables, then R = 0.133 or 13.3%, but if this analysis involves interactions between X2 variables, M*X2 on business performance then Rsquare gets a change in value increase is $r2 = 0.142$ or 14.2%, it can be concluded that government policy is a moderating variable or a strengthening variable and this can be proven that the coefficient value is 0.691 or there is no significant effect which can be seen in the following table

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	63.195	34.672		1.823	.079
	Kualitas Kewirausahan	-.304	.655	-.379	-.464	.646
	Kebijakan Pemerintah	-1.097	2.984	-.858	-.368	.716
	Kualitas Kewirausahan*Kebijakan Pemerintah	.030	.057	1.194	.530	.601

a. Dependent Variable: Business Performance

So based on the interaction test or pure regression, it can be concluded that this interaction is referred to as Homologiser moderation or potential moderation because the government's role does not significantly affect business performance

7. CONCLUSION

Based on the conclusions and suggestions in this chapter it can be concluded that:

1. The results of this study indicate that the market orientation variable and the quality of entrepreneurship simultaneously have a positive and significant effect on business performance on government policies.

2. Based on the results of the partial t-test that dominantly affects business performance on government policies

3. From the analysis of the coefficient of determination, the R value of Adjusted Square (R2) is 0.138, this means that 13.8% of the market orientation variable can be explained by the entrepreneurial quality variable and the business performance variable, while the remaining 86.2% can be explained by other variables not examined in this study. this research.

4. Government policies and business performance which can be referred to as pure moderation because they do not have a positive effect

8. THEORETICAL IMPLICATIONS

1. The results of this study indicate that market orientation has no significant effect on business performance. The results of this study are not in line with the findings of previous studies (Kohli and Jaworski, 1990; Slater and Narver, 1994; Frishammar and Horte, 2007) and they imply that market information should exist. throughout the new product development process to improve new product development performance and reduce product failure rates. Based on the research, it was found that there was no direct effect of customer orientation on competitive advantage with a p value of 0.380 not significant at the 5% level. Thus, orientation to customers by developing a number of strategies that focus on customer needs and wants has no direct effect on increasing the competitive advantage of Jambi batik business compared to other competitors, especially in the eyes of customers. However, the increase in competitive advantage must be through the application of the right marketing strategy. From what has been described above, a hypothetical model can be made to strengthen the findings.

2. The results of this study have proven that the quality of entrepreneurship has no significant effect on business performance. This result is very much against previous research which stated that. Based on hypothesis testing, the results obtained that the variables of innovativeness, risk taking and proactiveness partially and simultaneously affect the performance of MSMEs. The results of this study do not support the research conducted by Andiningtyas and Nugroho (2014), Covin and Slevin (1991), Wiklund (1999) which explains that market orientation has a direct effect on company performance.

3. The results of this study indicate that government policies do not have a significant effect on performance or government policies do not moderate market orientation on business performance where the results of this study do not support the results of research found by Schumpeter, Jackson, and Minniti. in the country's economic growth. a country has a government as a manager and regulates the authority of the state. The government will formulate policies that can affect the welfare of the country.

4. The results of this study have proven that government policies have a significant effect on business performance or government policies moderate the quality of entrepreneurship on business performance. The results of this study support the research proposed by Agustina, (2015: 83). Indonesia is one of the developing countries and has potential in terms of entrepreneurship, it can be proven that the field of entrepreneurship has a positive impact on the level of GDP of the Indonesian State as explained on the official website of the Ministry of Cooperatives and MSMEs in Indonesia. Based on the fact that the role of entrepreneurship in the development of a country's economy is large, the government as a state manager should be able to make policies that can increase the growth of entrepreneurship in Indonesia. Since the new order government, the government already has policies on entrepreneurship such as the Small Investment Credit (KIK), Small Business Credit (KUK), Candak Kulak (KCK) Credit, Permanent Working Capital Credit (KMKP), but in carrying out these programs the results the result is another social gap. There are 200 Indonesian conglomerates that have controlled 80% of economic life and the amount of money circulating in Indonesia (Marbun, 1996:24). Many efforts have been made by the government in entrepreneurship financing policies (Harrison, Mason, and Girling, 2004:308). The government has attempted to carry out financing or policies to provide capital to entrepreneurship such as joint credit guarantees and microfinance schemes (Microfinance) for traditional bank loans. Mutual credit guarantees have the advantage of reducing transaction costs. Meanwhile, microfinance schemes have the advantage of avoiding the borrower's financial risk by choosing collateral requirements that are met by non-monetary accountability based on reputation enforcement mechanisms or small groups (Khoja and Lutafali, 2008:1). Indonesia has a government policy in terms of entrepreneurship financing called the People's Business Credit (KUR) program in accordance with Law no. 20 on addressing the lack of entrepreneurial access to credit or financing. Having a mechanism for allocating funds to banks throughout Indonesia with regulations that the public can borrow funds from banks to build a business and the

role of the government is to guarantee loan interest from banks. The realization of the People's Business Credit program is divided into 2 (two), namely, Micro People's Business Credit and Retail People's Business Credit

Practical Implications

The results of this study provide practical implications for the farmer groups in the municipality of Aileu to:

1. Provide opportunities for farmers to develop skills in farming by measuring and increasing the ability to achieve customer orientation in terms of increasing competition in marketing and business performance or results

2. Provide opportunities for farming groups in the municipality of Aileu to increase their confidence in making decisions based on their ability and knowledge to consider all aspects that can provide benefits for individual businesses or group businesses.

3. Provide opportunities for farmer groups in the municipality of Aileu to explore government policy factors in developing small, micro and medium-sized enterprises through the support of credit activities to the community and groups in advancing their business through adequate training and facilities.

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