

THE INFLUENCE OF ENTREPRENEURIAL BEHAVIOR ON PERFORMANCE COFFEE FARMING IN POTOKULLIN VILLAGE BUNTU BATU, ENREKANG DISTRICT

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Abstract

This research aims to determine whether there is an influence of entrepreneurial behavior on the performance of coffee farming among farmers in Potokullin Village, Buntu Batu District, Enrekang Regency. The independent variable in this study is entrepreneurial behavior, while the dependent variable is agricultural business performance. The population in this study consists of coffee farmers in Potokullin Village, Buntu Batu District, Enrekang Regency, with a sample size of 35 farmers. Data collection was carried out by distributing a list of statements (questionnaires) to the respondents. The data analysis technique used is simple linear regression analysis using SPSS software. Based on the analysis results, the significance value (Sig) obtained is 0.000, which is less than 0.05, thus it can be concluded that entrepreneurial behavior has an impact on farming among farmers in Potokullin Village, Buntu Batu District, Enrekang Regency.

Keywords: Entrepreneurial Behavior, Agricultural Business Performance.

INTRODUCTION

Entrepreneurship is the ability to create something new and different through creative thinking and innovative actions in order to create opportunities. Many people, both entrepreneurs and non-entrepreneurs, achieve success because they possess the ability to think creatively and innovatively. Work and initiative only exist in people who think creatively. Many individuals and companies have achieved success because they possess creative and innovative abilities. The creative and innovative process usually begins with the emergence of ideas and thoughts to create something new and different. In achieving that goal, a systematic and planned attitude or action will be required. That attitude arises from the personality of someone who has a greater purpose for the future and aims to achieve bigger results in order to ensure the company's survival. One of the factors that influences it is entrepreneurial behavior.

Entrepreneurial behavior is an important part of the entrepreneurial process, where entrepreneurial behavior refers to human actions in identifying and exploiting opportunities through the establishment and development of businesses, according to Bird and Schjoedt. (2009). According to Skinner (1996), entrepreneurial behavior can be distinguished into natural behavior and operational behavior. Natural behavior is the behavior one is born with, consisting of reflexes and instincts, while operational behavior is behavior that is shaped and can change through the learning process. (Khairiyakh et al., 2019).

According to Delmar (1996) and Kamsir (2006), entrepreneurial behavior is the act of seeking opportunities, enhancing value in business, and the willingness to accept risks. Entrepreneurship occurs due to an interactive process between individuals and their environment, which ultimately influences their decisions in conducting business through actions that align with the concepts of entrepreneurship, namely actions that demonstrate creativity, innovation, and a willingness to take risks. It can thus be said that creative and innovative behavior is a key characteristic of entrepreneurial behavior. Someone with entrepreneurial behavior has the opportunity to develop and enhance their understanding, knowledge, and skills to improve human resource potential, especially in achieving capacity as an entrepreneur. Attitudes and behaviors are greatly influenced by the traits and character possessed by an individual. A good attitude and character, oriented towards progress and positivity, are qualities and traits needed by an entrepreneur in order to advance and succeed, which must be accompanied by good business performance. (Apriyanti et al., 2022).

Performance is an individual's willingness within a group to engage in activities and complete them according to their responsibilities, achieving the expected results. Thus, performance is fundamentally determined by three factors: ability, motivation, and environment. Therefore, in order to perform well, one must have a strong desire to work and understand their job. Without understanding the influencing factors, good performance will not be achieved. Entrepreneurial behavior can be believed to enhance good business performance, making it easier for businesses to reach a wider customer base. Through the application of entrepreneurial behavior, entrepreneurs can run their businesses more efficiently and effectively. This entrepreneurial behavior is also an action that consists of activities such as gathering information, processing it, identifying opportunities, taking risks, managing new companies and entering markets, seeking financial support, technological expertise, and other inputs. Behavior is the attitude of an individual or group influenced by the conditions and situations faced while running an organization or business, in order to achieve the established targets. Entrepreneurship is the behavior or characteristics of an entrepreneur who undertakes business activities and is willing to take risks in managing their business to

achieve significant profits. Thus, entrepreneurial behavior is the attitude or characteristics of an entrepreneur in running their business while considering the situations and conditions in managing that business, which in turn affects the performance and income of the business actor in reaching specific targets. According to Bird, entrepreneurial behavior is the activity of entrepreneurs that reflects opportunities. (Apriyanti et al., 2022).

The influence of entrepreneurial behavior on agricultural business performance has become an interesting research topic in the field of entrepreneurship studies. These studies show that good entrepreneurial behavior can have a positive and significant impact on agricultural performance. Some important influences of entrepreneurial behavior on agricultural performance are as follows: 1) Innovation, 2) Market orientation, 3) Willingness to take risks.

The application of the concept of entrepreneurial behavior among coffee farmers is expected to influence the performance of coffee farming on a national scale. This is because the positive entrepreneurial behavior of coffee farmers will be beneficial in developing the business potential of coffee towards a better direction. Entrepreneurial behavior will also create innovative farmers, meaning that in the production process, they are capable of creating quality coffee products at competitive prices, and are willing to take business risks. (Siahaan & Martauli, 2019).

There are several regions known for producing the best coffee in the world. Lampung is known as a producer of robusta coffee, Aceh is recognized for its Gayo coffee, and in Java, there are Malang coffee, Bali coffee, and many other types of coffee as well. In addition to the aforementioned regions, there is also one of the coffee-producing areas in Indonesia, specifically South Sulawesi, which is Toraja coffee and Enrekang coffee. The type of coffee developed by farmers in Enrekang Regency is Arabica coffee. Arabica coffee thrives well in highland areas because it is not heat-resistant, unlike Robusta coffee, which is more heat-resistant and can grow in lowland areas.

One of the regions producing Arabica coffee in Enrekang Regency is in Potokullin village, Buntu Batu District, Enrekang Regency. This region is very suitable for the development of Arabica coffee because it is dominated by highlands and mountains. The majority of farmers in this region earn their livelihood as coffee farmers, making coffee the main commodity and source of income for the community.

Although it has produced high-quality coffee, this has not been accompanied by an improvement in the welfare of coffee farmers in Potokullin village, Buntu Batu district, Enrekang regency. This is due to the low level of innovations to improve agricultural performance. The decision-making by farmers will be influenced by

determining factors, namely environmental factors and individual factors. The intended improvement refers to agricultural actors, where the enhancement of human resources (HR) involves planning, implementing, and bearing production risks.

RESEARCH METHOD

The type of research used is quantitative research, which employs quantitative methods and is based on the philosophy of positivism. It is used to study a population or a specific sample, with sampling techniques generally applied randomly. Data collection is conducted using research instruments, and data analysis is quantitative/statistical, aimed at testing the established hypotheses.

To achieve research objectives, a research design is needed, specifically a research design that aligns with the research requirements. Research design refers to the planning, structure, and strategy of research that aims to address specific questions and provide potential solutions to problems that may arise. A research study requires a specific research design to assist the author in conducting the research effectively.

The research design consists of stages starting from the preparation stage to the writing stage and the reporting of the research results obtained in the form of findings that facilitate the selection of the issues being studied. Furthermore, it continues by conducting preliminary studies by examining the research location, which can be referred to as the research site. It also determines the formulas for the problems that have been established, then collects data and analyzes it, leading to the drawing of conclusions regarding the problems being researched.

Population refers to a general domain that includes objects or subjects that possess specific qualities and characteristics, which have been determined by research for the purposes of study and decision-making, according to Sugiyono. (2017). The population of this research is focused on coffee farmers in Potokullin Village, Buntu Baitu District, Enrekang Regency. To understand the population that engages in coffee cultivation, researchers conducted observations to collect data on coffee plantation practices.

According to Airikunto (2013), a sample is a part of the population that is being studied. According to Sugiyono (2018), sampling is simply a part of the total population that has characteristics possessed by that population. According to Aritkunto (2012), if the population size is less than 100 people, the entire population should be sampled. However, if the population size is greater than 100 people, a sample of 10-15% or 20-25% of the total population can be taken. Therefore, the sample used in this research is 35 people, which is 10% of 350. The determination of this research sample uses the

Probability sampling technique with the type of Simple Random Sampling. According to Ghozaili (2018), Simple Random Sampling is a technique for selecting a sample from a population in such a way that each individual in the population has an equal chance of being chosen.

RESULT AND DISCUSSION

The behavior of an entrepreneur is shaped by elements that consist of knowledge, mental attitude, and the forming elements that include experience. The combination of the three needs to be implemented with realistic actions to improve performance. Performance evaluation is a process that involves assessing the overall results achieved against the established targets, standards, and criteria that have been predetermined and agreed upon. This evaluation is conducted based on specific criteria and revenue that have already been defined. The research conducted by the researchers indicates that the behavior of the farmers significantly influences (69.5%) the performance of coffee cultivation in Desai Potokullin, Buntu Baitu District, Enrekang Regency. Hail shows that the behavior of entrepreneurs has a significant role in encouraging their performance to continue improving.

The characteristics of entrepreneurship according to Airmain (2014) indicate that a person should be able to manage and utilize resources effectively to demonstrate the success of a business they are engaged in. The characteristics of an entrepreneurial personality typically possessed by an entrepreneur include self-confidence, a results-oriented approach, the ability to take risks, and having innovative ideas. Having those qualities is indeed an advantage for entrepreneurs to enhance their business performance by harnessing all their personal capabilities.

The period of time for the haiku is a reflection of my understanding, a reflection of the aspects of knowledge, aspects that are intertwined with the aspects of experience. (Dirlainuddin, 2010). The behavior of AI is influenced by various factors, including the motivations behind its actions. These factors shape the way AI interacts and responds, leading to the emergence of specific behaviors that can be analyzed and understood. On the other hand, an entrepreneur is capable of identifying opportunities, gathering resources, and taking action to achieve goals. The ability to reflect on one's experiences tends to enhance the capacity to evaluate the surrounding environment, thereby accepting risks and being creative. The environment plays a significant role in shaping the factors that determine individual behavior.

According to Suseno (2008), if an entrepreneur possesses a strong entrepreneurial spirit, they will be able to manage their business effectively, as well as look ahead, think with careful consideration, and choose from various alternatives to

solve problems. The process of creating a new product involves various challenges, but it also requires a mindset that embraces innovation and improvement in order to enhance the quality and effectiveness of the outcomes. Entrepreneurial behavior is characterized by innovative actions, risk-taking, and self-reliance (Sulistyo & Waihyuningsih, 2022). Generally, entrepreneurial behavior is significantly supported by positive actions. Hail is a phenomenon that significantly affects the performance of crops, especially in agricultural businesses, impacting their overall productivity. Increasingly good behavior in entrepreneurship can positively impact the performance of a business.

The influence of entrepreneurial behavior on work performance. Entrepreneurial behavior has an impact on improving work performance, as stated by Wiraisasmita (2011), who concluded that companies with entrepreneurial behavior exhibit innovative characteristics that enhance production by minimizing costs or preventing cost increases and maximizing output. This is due to the combination of new inputs that produce larger outputs compared to before. In addition to that, listening to the innovations can lead to significant savings in input usage, thereby reducing overall production costs and preventing price increases, ultimately allowing for better profitability and growth for the company.

Research by Dirlainudin (2010) shows that the behavior of entrepreneurs has a direct and positive impact on the success of small agro-industries. The indicators of the success of smallholders that are used include the increase in production volume, the tendency of loyalty in production, the necessity of market access, the ability to compete, and the increase in income, which ultimately contributes to improving the welfare of smallholder families in the agro-industry. According to the research by Paidi (2005), indicators of the performance of farmers include the increase in productivity and the improvement of the quality of their yields. Demikian juga, penelitian Runyain et al. (2008) menunjukkan penelitian mengenai pengaruh orientasi kewirausahaan (EO) dan orientasi bisnis kecil (SBO) terhadap usaha kecil. The focus of the SBO objectives differs from that of the EO, which is to master entrepreneurial orientation that tends to encourage innovation, namely by introducing new products and methods that are more effective and efficient, opening new market opportunities, and leveraging new resource sources, being proactive, and also being willing to take risks. The small business owners (SBO) have a tendency to be less inclined to innovate, are not active in exploring new ideas, and are primarily focused on meeting the daily needs of their families. The performance of the company in collaboration with the EO has indeed improved in increasing the company's revenue.

The research by Kuraitko (2009) mentions that entrepreneurship has a positive impact on business growth and performance. The performance evaluation serves as a reference for assessing the results achieved and refers to the criteria for evaluating the work performance of the employees being assessed. (Rivai dan Baisri 2005). As a

result, the performance is assessed based on productivity, quality, and profitability. Riyainti (2003) states that individual performance is influenced by the personal traits possessed. This factor of self-identity influences up to 49%, which includes traits such as the desire to perform work well, self-motivation, self-confidence, positive thinking, commitment, and discipline. Other forms that also contribute to improving the performance of entrepreneurship are internal factors that relate to the individual's own characteristics, such as education level, age, and experience. (Ucbaisairain et al., 2005). The education of entrepreneurship should provide outlets that are productive for the acceptance and performance of individuals. The factors that influence the stability of a system tend to be more effective in maintaining balance and ensuring that the outcomes are directly related to the underlying dynamics of the system itself.

Individual motives significantly influence performance, as highlighted by Steer and Porter (1987), where performance is affected by individual motives that interact with their environment. Furthermore, Drucker (1977) proposed that performance has five dimensions. Pertaining to physiological dimensions. The main issue is that the operational configuration of the devices is not aligned, meaning that the devices are not synchronized with the physical settings. Psychological dimensions. Seseoraang achieves satisfaction from their work when they can demonstrate performance that is better than their peers who do not compete with their work. Thirdly, social dimension. Working in social media has become a significant aspect of our daily lives. Keempait, economic dimension. Working is a part of life for workers. It seems that the text you provided is in a language that I cannot identify. Could you please provide the text in a different language or clarify its meaning? The balance dimensions are in limbo. Achieving a balance in life obtained from work and the necessities of living can motivate someone to strive harder in order to attain that balance. (Zaiinurai et al., 2016).

The performance of leadership is influenced by the behavior of leaders, and this has been proven by several studies in the field. The influence of entrepreneurial behavior on performance is categorized as internal factors possessed by the entrepreneur. According to the research by Munizu (2010), it is suggested that the factors influencing the performance outcomes of entrepreneurs are primarily related to main factors (such as the quality of resource enhancement) like motivation, entrepreneurial competence, individual aspects, and then other factors such as networking, access to capital, and entrepreneurial strategies that are implemented. Based on previous research, it turns out that the factors influencing the outcome are not only internal factors but are also supported by external factors. The factors mentioned support and influence the performance of the athletes. The performance of an entrepreneur can be measured based on various physical success indicators, which include: (1) Sales growth rate, (2) Capital growth rate, (3) High employee growth rate, (4) Broad market growth rate, (5) Continuous improvement growth rate.

The research findings indicate that the entrepreneurial behavior significantly affects the performance of coffee businesses in Potokul Village, Buntu Bait District, Enrekang Regency, in accordance with the previously established hypothesis. This study is in line with the research conducted by (Siaihaiain & Mairtaiuli, 2019) which shows that entrepreneurial behavior significantly influences the performance of innovative, independent, and risk-taking entrepreneurs in enhancing their performance.

CONCLUSION

Based on the research that has been conducted previously, it can be concluded that the behavior of leadership has a significant impact on the:

Performance of employees at the Potokullin Village Office in Buntu Batu District, Enrekang Regency. The hail affected the irrigation system, which in turn influenced my behavior and the performance of the significant coffee production. Hail means an increasing connection to the behavior of entrepreneurs in the future, as it increasingly relates to the performance of entrepreneurs in the coffee industry in Potokullin Village, Buntu Batu District, Enrekang Regency.

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