

Review article

The Role of Information Technology and Entrepreneurship Personality as Effort to Improve Msme Performance in The Covid-19 Pandemic

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Received Date: 11 July 2021

Revised Date: 12 August 2021

Accepted Date: 24 August 2021

Abstract - The reason of this research is to locate out and analyze the have an effect on of information technology and entrepreneurial character on the performance of meals and beverage SMEs in Malang, Indonesia. The pattern used was once forty nine SMEs with purposive sampling technique. Hypothesis testing using t take a look at to determine the rejection and acceptance of the proposed hypothesis with an alpha degree of 5%. The results of the study explain that information technology has a positive and significant influence on the performance of SMEs, while the entrepreneurial personality does not have a significant effect on the performance of SMEs. This shows the lack of SME owners in daring to take risks during the pandemic, lacking the motivation to improve skills.

Keywords - Information Technology, Entrepreneurial Personality, MSME Performance

I. INTRODUCTION

Micro, Small and Medium Enterprises in Indonesia have an vital contribution to support the economy. The main driver of the economic system in Indonesia so a ways is basically the Micro, Small and Medium Enterprises sector. In addition to taking part in a role in country wide financial growth and employment, Micro, Small and Medium Enterprises also play a position in the distribution of development results. The improvement of the Micro, Small and Medium Enterprises sector gives its personal which means to the Government's efforts in reducing the poverty price of a country. The boom and improvement of the Micro, Small and Medium Enterprises region is regularly interpreted as an indicator of the success of development, in particular for countries with low per capita profits (Primiana, 2009).

Basri (2003) suggests that Micro, Small and Medium Enterprises in Indonesia can live to tell the tale at some stage

in the monetary crisis due to 4 (four) things, namely: (1) Most Micro, Small and Medium Enterprises produce customer goods, especially those which are no longer durable, (2) The majority of Micro, Small and Medium Enterprises count greater on non-banking financing in the factor of enterprise funding, (3) In general, Micro, Small and Medium Enterprises carry out strict product specialization, in the feel that they only produce positive goods or offerings , and (4) The formation of new Micro, Small and Medium Enterprises as a end result of the many layoffs in the much less formal sector.

MSME performance is a periodic willpower of the operational effectiveness of an organization, part of the organization, and its commercial enterprise based on predetermined targets, standards, and criteria. The improvement of MSMEs should be accompanied via the improvement of human assets in a range of aspects. Improving the great of human sources is very lots needed, in particular in the field of human useful resource skills such as knowledge (knowledge), abilities (skills) and abilities (ability) and mindset (attitude) in entrepreneurship (Ardiana, 2010). High satisfactory resources will affect production so as to help the growth of the company. If the fine of human resources in MSMEs is low, it will be tough to get entry to the market widely, such as being challenging to keep up with technological developments, cooperating with business companions or entering contemporary markets and growing global competitiveness. MSMEs respond to fast modifications in technology by using searching for choices to preserve competitive gain by imposing new boom methods and methods. Technology has an important function in enhancing the production process. If technological increase is now not accompanied by using changes in the fine of present human resources, it will impede the performance manner of MSMEs (Aprilia, 2019).



Ongesa (2015) MSME overall performance is the end result or contrast of the company's work completed by a man or woman or crew with the division of things to do in the structure of tasks and roles of work, productivity, profit. This stage is very necessary for the persisted increase of the enterprise and the success of Small and Medium Enterprises. Changes in the degree of business can be measured from three things, namely in terms of finance, strategic growth, and structural, this is noted through Wickham (2010). The town of Malang without being acknowledged as the City of Education is additionally a visitor city which is one of the destinations for college students and vacationers and college students from a variety of regions, this is a magnificent practicable for MSME actors to enhance their enterprise in Malang City, in particular in the food and beverage sector. The food and beverage area will continue to develop and become the mainstay of the non-oil and gasoline processing industry sector, supported by means of sturdy client demand in the home market. (Tambunan, 2005).

The COVID-19 pandemic has caused a number of MSME sectors to ride setbacks such as MSMEs in the meals and beverage sector, demanding mastery of the technological know-how they control in an effort to improve MSME performance. The success of MSME overall performance is strongly influenced by technological sophistication. Sophisticated technological know-how will help businesses produce more correct and well timed facts for high-quality choice making. Ismail (2009). According to Raymond (1992), technological sophistication essentially reflects the amount or variety of information technology used by means of Micro, Small and Medium Enterprises.

Information technological know-how is part of data structures and data technological know-how refers to the technological know-how used in conveying and processing data (Aji, 2005). Information technological know-how has introduced fundamental modifications to both private and public organizations. Information technology is so necessary to pay attention to the position of the performance of the owner of tempe chips in helping various activities of human life, especially in the economic field. Information science can assist MSMEs in providing the fundamental infrastructure to grant the proper statistics for their customers (Ghobakhloo (2012). Duysters (2000), found a high-quality and big relationship between the company's technology specialization on the overall performance of SMEs. King (2007), organizations that have technological sophistication have a good level of alignment.

In addition to grasp records technology, of course, the entrepreneurial personality has an important role in enhancing the performance of SMEs. Entrepreneurial persona is any one who has the braveness to face risks, has creativity, constantly innovates and has administration capabilities that feel opportunities and pursue these

opportunities so that they can trade opportunities to be able to achieve advantages both for themselves and for many people. An entrepreneur need to be someone who is capable to seem ahead. Entrepreneurial personality is a concept, summary knowledge to obtain low-value resources, explicitly, and how to install resources. Entrepreneurship itself is a way of thinking, studying and appearing based on business opportunities, holistic method and balanced leadership Timmons (2010). The entrepreneurial method demands a willingness to take calculated risks so that they can overcome obstacles to acquire the anticipated success.

Entrepreneurial persona will decide success in strolling and growing a business. It can be viewed from the results of a survey carried out that there is a lack of self assurance and the braveness to take dangers to strengthen a commercial enterprise on a greater scale, there is much less emphasis on enterprise in the production sector so the outcomes performed are inconsistent from time to time, and lack of enterprise planning for the coming period. Based on research performed through Siregar and Erlina (2009), it is stated that the impact of entrepreneurial persona on the overall performance of the tempe chips MSME owners in Malang City indicates that, simultaneously, the entrepreneurial persona influences the performance of the tempe chips MSME owners. Alma (2011) explains that entrepreneurs are human beings who see opportunities and then create an organization to take gain of these opportunities. Entrepreneurial personality that has a fantastic have an effect on on the use of information science in making funding decisions. Entrepreneurial personality is the capability to reap the necessities in superb entrepreneurship in a business (MSME) of Tempe Sanan Chips Malang City.

Entrepreneurial character can have a widespread partial impact on the overall performance of the Sanana Tempe Chips SMEs in Malang City. Thus, it can be concluded that the entrepreneurial character on the overall performance of the Tempe Chips SMEs. Research performed with the aid of Bayu (2007), concerning the have an impact on of entrepreneurial character on the performance of the Sanan Tempe Chips SMEs in Malang City, shows that, simultaneously, the entrepreneurial personality affects the performance of Sanan Tempe Chips SMEs in Malang City.

Based on the above background, the current technological trends will have an have an effect on on growth in a variety of fields, therefore a planned and programmed entrepreneurial persona need to be carried out. The development of information science need to be observed by way of an amplify in the first-class of the performance of Micro, Small and Medium Enterprises, which research is carried out again so that there are a number of Micro, Small and Medium Enterprises which include the domestic enterprise quarter that produces tempe chips and trades regular meals of Malang City which is quite successful.

II. LITERATURE REVIEW AND HYPOTHESIS

A. MSME Performance

Business overall performance dimension puts forward factors of profitability, productivity, and the market perceived by means of SME owners/managers associated to the suitability of these measures for commercial enterprise achievement, as properly as the level of pleasure of these measures on performance achievement (Ratnawati, et.al, 2021). SMEs play necessary function as a location for commercial enterprise improvement for entrepreneurs and providers of money as a solution to overcome the hassle of unemployment, job creation, innovation and long-term financial improvement (Eniola, 2014).

B. Information Technology

According to Hapzi Ali & Tony Wangdra (2010) Information science is a technological know-how that utilizes laptop technology, the Internet, any telecommunications technological know-how that can furnish added fee to the activities and operations of an organization or company. Meanwhile, according to Sutarman (2009) Information science is a study, design, development, implementation, support or administration of computer-based facts systems, especially software functions and laptop hardware. The dimensions of data science in accordance to Emperor Aditya, Miyasto and Y Sugiarto, (2016) are: 1) Information technology. 2) Storage technology. 3) Telecommunication technological know-how (internet). 4) Information systems.

C. Entrepreneurial Personality

According to Miner (2005), there are four types of entrepreneurial personality, particularly (1) non-public achiever, (2) supersalesperson, (3) real manager, and (4) expert thought generation, and entrepreneurial persona can decide the field of commercial enterprise that will lead to success. the. Based on his research, he determined that an entrepreneur used to be profitable in following his personality type. According to Soegoto (2009) entrepreneurship is a innovative endeavor that is built on innovation to produce something new, has brought value, gives benefits, creates jobs and the outcomes are useful for others. While entrepreneurs are humans who are innovative and progressive who are in a position to establish, build, develop, advance and make their employer greatest

III. METHOD

The sample of this research is 49 SMEs of tempe sanan chips, while the sampling technique using purposive sampling technique is a sampling technique based on certain considerations or characteristics that are in accordance with the research objectives. Alpha < 5%. The criteria for acceptance or rejection of hypothesis testing are as follows: if the probability is < 5%, then H0 is rejected; H1 is accepted and if probability > 5% then H0 is accepted;

H1 is rejected. The analysis tool uses multiple linear regression with the aim of analyzing the influence of technology and entrepreneurial personality on the performance of SMEs.

The conceptual framework and hypotheses in the research are illustrated as follows:

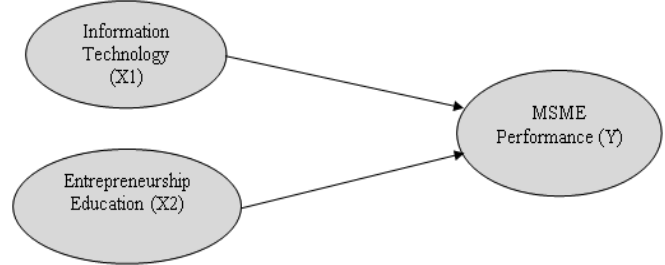


Fig. 1 Conceptual Framework and Research Hypotheses

The variables in this study can be explained in the operational matrix as follows:

Table 1. Variables, Indicators and Items

Variables	Indicators	Items	Sources
MSME Performance (Y)	Sales Growth	The business experienced an increase in sales every month.	Ratnawati et.al (2021)
		Increasing number of consumers Every month.	
	Capital Growth	Get capital from outside the business.	
		Increased working capital.	
Teknologi Informatika (X1)	Easy to learn	Information technology is used with good processes	Aji (2005)
		Information is easily learned	
	Easy to use	Can assist in generating timely information.	
		Using existing information technology in one of the businesses.	
Kepribadian Wirausaha	Dare to take risks	dare to take risks in doing business.	Zhaviery,dkk (2019) suryaningsih

ha) (X2)		Believe in yourself in doing business.	dan Agustin (2020)
	Leadership	Have a leadership spirit in entrepreneurship.	
		Aspects of Human Resources (level of education, experience, motivation and skills)	

IV. RESULTS AND DISCUSSION

The t take a look at is used to decide the impact of every indicator of the impartial variable on the dependent variable. The t-test was performed by comparing the t-count with the t-table. To decide the t-table value, it is determined with a substantial level of 5% with tiers of freedom $df = (nk-1)$ where n is the wide variety of respondents and ok is the range of indicators/variables. Based on the lookup results, the effects of more than one linear regression statistics evaluation are as follows:

Table 2. Multiple Linear Regression Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.397	.885		.449	.656
	Information Technology	.895	.035	.954	25.748	.000
	Entrepreneurial Personality	.079	.047	.062	1.677	.100
a. Dependent Variable: MSME Performance						

Source: Processed Primary Data (2021)

Based on the desk above, data science has an have an impact on on the performance of MSMEs where the importance of 0 is less than 0.05, whilst the entrepreneurial persona has no have an impact on on the performance of MSMEs of 0.100, which is higher than the t value of 0.005.

V. DISCUSSION

The Role of Information Technology on MSME Performance Based on the consequences of a couple of linear regression analysis with t take a look at to see the direct impact that facts science has a high quality impact on MSME performance. This suggests that food and beverage SMEs are starting to adapt to the use of records science to increase their businesses, with the aid of studying technological developments. Information technology produces more timely information, for the needs of its commercial enterprise improvement in an effort to improve the overall performance of MSMEs. This is in line with lookup through Nopalia (2012), Wahid and Zaki (2019), Margo Purnomo (2011), Lubis and Junaidi (2016). Information technological know-how has a massive influence on the overall performance of SMEs. The significance of technological know-how compatibility in the administration of micro, small and medium companies (MSMEs). Assuming that an software of technology can have a advantageous performance influence only if it suits the undertaking being supported is now not the stage of technological sophistication

The Influence of the Use of Information Technology on the Performance of MSMEs. The results of the study indicate that the Entrepreneurial Personality variable has a positive and significant influence on the performance of MSMEs. The results of research in the field show that, tempeh chips SMEs business owners are less willing to take risks in doing their business, this is due to limited capital and fear of losses they will suffer during the covid 19 pandemic. good. The leadership spirit of MSME owners in making entrepreneurship breakthroughs as a business development effort has not been maximally carried out, besides that the motivation and skill aspects have not been maximally implemented in improving MSME performance.

This is not in line with research conducted by Suhairi (2009), Zhaviery, et al (2019), Suryaningsih and Agustin (2020) which shows that there is a significant influence between personality and MSME performance, and HR competencies also have an influence on MSME performance. This is because the entrepreneurial spirit or personality during the COVID-19 pandemic is a challenge for SME owners to be able to innovate and be more creative than ever before in an effort to improve the performance of SMEs.

VI. CONCLUSION

Based on the results of this study, it can be concluded that information technology has a positive and significant influence on the performance of SMEs for Sanan Tempe chips in Malang, Indonesia. Meanwhile, entrepreneurial personality does not have a positive and significant influence on the performance of SMEs in Malang City, Indonesia. If done properly (due to the changing times that are all online), MSME owners must be able to produce information correctly and carry out all information processes properly so that they can improve their business. Entrepreneurial personality is increasingly enhanced by always increasing

motivation and skills, having confidence in doing business and being able to take risks in the progress of their business.

ACKNOWLEDGMENT

Thank you for the support for the implementation of internal research to Wisnuwardhana University Malang and the Postgraduate Management Masters Program.

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