

OPTIMIZING THE PERFORMANCE OF YOUNG ENTREPRENEURIAL MSMES (STUDEPRENEURS) THROUGH INCREASING ENTREPRENEURIAL COMPETENCE

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Abstract

Indonesia is one of developing countries that has been severely affected by Covid-19, especially in economics. This causes Businesses in Indonesia to sluggish, especially micro, small, and medium enterprises (MSME's). Audience of this activity is community of young entrepreneurs called Studepreneur. Studepreneur consist of college students who have business in varous sectors, such as culinary, fashion, plant cultivation, fish cultivation, etc. Initially Studepreneurs were entrepreneurship to fill their spare time, but during this pandemic this entrepreneurial activity also supports the cost of living, especially the education fee. Lack of entrepreneurial competences is a challenge for Studepreneurs to maintain and improve their business performance during pandemic. The purpose of this service activity is to give knowledge and insight of entrepreneurial competencies to support their business sustainability. The method used in this cativity is training dan interactive discussion. 11 member of Studepreneurs are join this training. Pre test and Post Test are used to evaluate the training. The evaluation results show that 100% audience more understand entrepreneurial competencies after the training.

Keywords: Entrepreneurial Competencies, MSME, Young Entrepreneurs.

INTRODUCTION

Situation Analysis

Corona is a virus that attacks the respiratory tract and can cause death. This virus was found in Wuhan (China) and spread throughout the world, so it is categorized as a global pandemic and hereinafter referred to as Covid-19. Covid-19 has an impact on various sectors, one of which is the economic sector. Government policies that restrict the movement of people make the economy sluggish. Indonesia's economy fell by 2.07% with a Gross Domestic Product (GDP) of IDR 15.4 trillion as of February 2021 (bps.go.id, 2021). The PSBB and PPKM policies have had a major impact on the Industrial sector, especially on Micro, Small and Medium Enterprises. The policy affected 87.5% of Micro, Small and Medium Enterprises (MSMEs) in Indonesia and 93.2% of these MSMEs were affected in their sales (Bisnis.com, 2020). Based on data from the West Java KUK Service, 98% of the 4.6 billion MSMEs are micro businesses and their income has dropped dramatically to 80% during the Covid-19 pandemic (Tagar.id, 2021). This is also experienced by Studepreneurs. Studepreneurs are a

group of students from STIE EKUITAS who have businesses in various sectors, including culinary, fashion, ornamental fish cultivation, ornamental plant cultivation, and others. Studepreneur has been around for a long time, and is now entering the 7th generation.

Started as Studepreneur entrepreneurship to fill spare time, but during a pandemic like this it is also a cost of living, especially the cost of education. Based on interviews with Studepreneur members (Studepreneur, 2021), the majority of Members experienced a decline in their product sales at the start of the pandemic. The performance of MSME members is also not optimal, one of which is due to the lack of managerial ability in managing MSMEs. This is supported by (Dwiwinarno, 2008 in Haryadi, 2010), there are several factors inhibiting the development of micro, small and medium enterprises, including lack of capital and low managerial ability. Most entrepreneurs run a business without planning, controlling or evaluating business activities (Andang, (2007) in Afifah, 2012).

Entrepreneurs who have knowledge and competence in entrepreneurship will have Entrepreneurial Self-Efficacy, and have a greater chance of success in running a business. (Sari & Sari, 2022). Therefore, we intend to carry out community service activities entitled "Optimizing the Performance of MSMEs for Studepreneur Members during the Covid-19 Pandemic through Enhancing Entrepreneurial Competence".

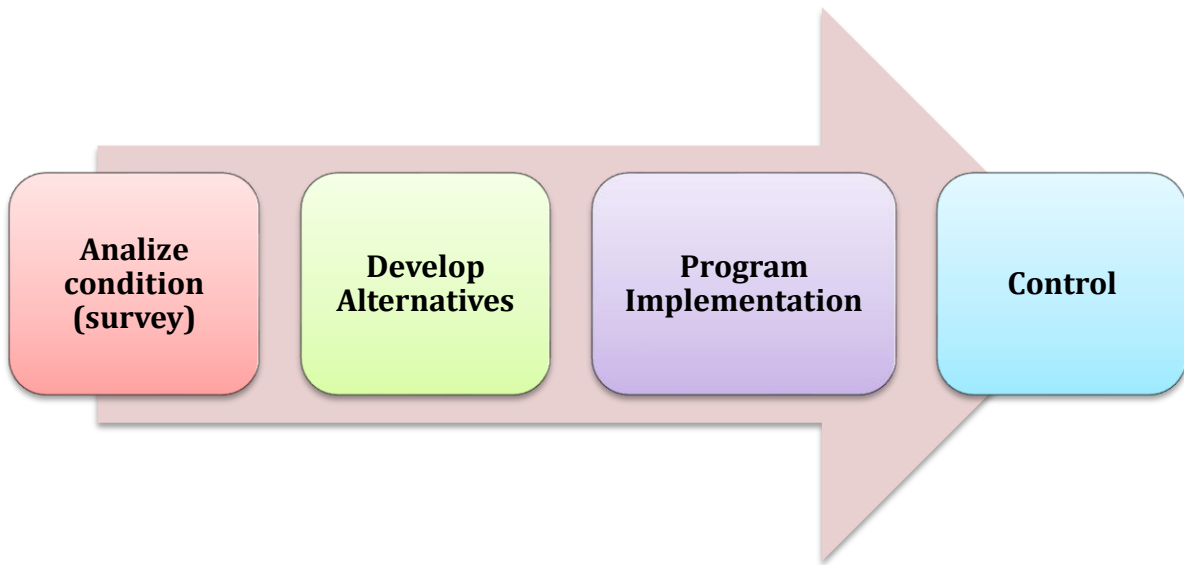
Main Problems

Until now, Studepreneur Members are still trying to increase their sales, especially since their business has begun to shift to become the main source of income for their families. Based on the analysis situation which is explain existing condition of studepreneurs, the main problems of studepreneurs are :

- a. The lack of personal strength that the Studepreneur Members have in running the business
- b. Lack of organizational skills in managing their business, especially in times of crisis
- c. Lack of Leadership in running the business, especially in the family business
- d. Lack of Self Management in running a business, because it overlaps with carrying out their duties in the family
- e. Lack of Opportunity Recognition in business, especially in times of crisis
- f. Lack of Analytical & Strategic Thinking in making short term, medium term, and long term business plans.
- g. Lack of learning of continuous improvement in making innovations in business

IMPLEMENTATION METHOD

The design of the mechanism for implementing this program activity is carried out by adopting Rational Problem Solving Model by Stoner (Stoner, James, & Freeman, 1996), which consists of 4 (four) stages. Those are the four stages :



Picture 1. Rational Problem Solving Model

Source: (Stoner, James, & Freeman, 1996)

This model is fundamental for developing phase in this Community Service Activities. Those main phases are :

- a. Survey
Survey is carried out in several activities such as collecting data and information on problems, weaknesses including seeing what opportunities are developed from all potential partners in the program. In this phase, the service team conducted an interview with member of the Studepreneur to find out the current condition of the MSMEs.
- b. Develop Alternatives
Develop alternatives is defined several possible solutions to slove partners problems. In this phase, several competencies in business is listed and become alternatives solutions.
- c. Program Implementation
The phase consist of select one of the most suitable alternative, and implement it. The implementation of the program are providing training on Entrepreneurship Competencies (Sari, Sari, & Rinaldo, 2021). After the training, assistance will be provided to MSMEs.
- d. Control
Control phase is carried out monitoring and evaluating after implementation program. There will be pre-test and post-test. The pre test is given before the training, while the post test is after the training. Pre and post test scores will be compared to determine the increase in knowledge of PKM partners. PKM partners' business performance will be monitored to see the impact of the training provided. After 6 months, business performance will be measured.

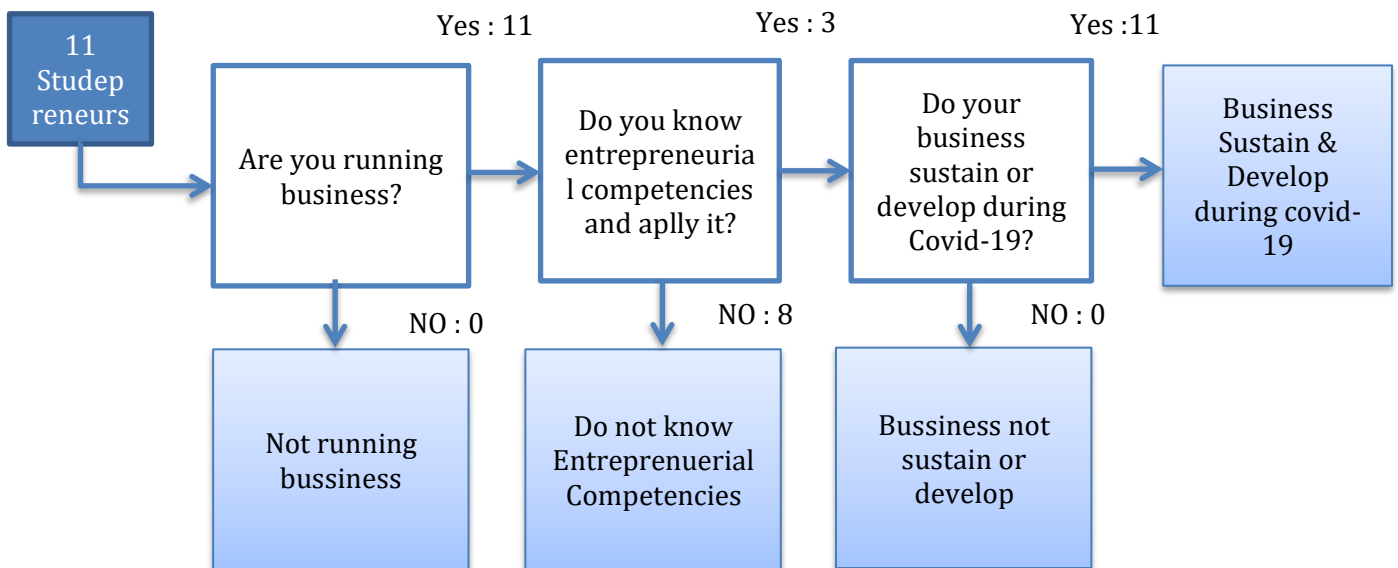
RESULTS AND DISCUSSION

This part contain of explanation of this Community Service Activity based on process :

1. Survey (Analyze current condition)

Survey on studepreneurs is conducted by giving some questions about business and entrepreneurial competencies to studepreneurs by interviews and questionairs. In this phase, Problem Sloving Identification Model (Watanabe, 2009) is used, there are :

a. Understanding problems : problem identification use “yes/no tree” :



Picture 2 . Problem Sloving Indentification

Source: processed data by author, 2022

The interview result shows that all of studepreneurs are still running their business during covid-19. About 73% of studepreneurs don not know about entrepreneurial competencie, so they do not apply entrepreneurial competencies while running business. All business of entrepreneurs experienced decline during Covid-19.

b. Developing and testing hypothesis

After interview, quentionairs are given to studepreneurs to test their knowledge about entrepreneurial competencies and business.

Table 1. Preliminary Survey Result

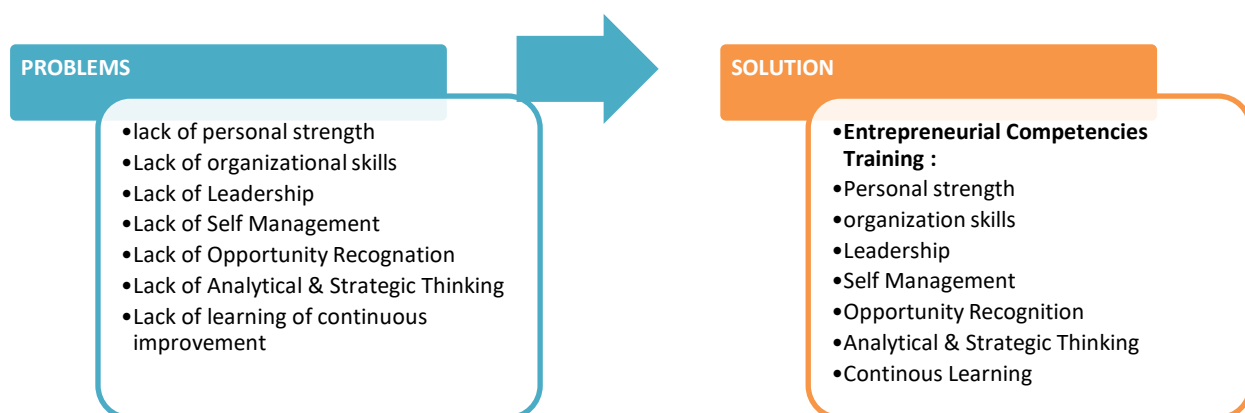
No	Question	Yes	No
1	Do you have strategic plan for your business 5 years from now?	27 %	73 %
2	Do you know about personal strength that needed in running business?	27 %	73 %
3	Do you know about characteristic of business opportunity?	18 %	82 %
4	Do you think continuous learning important in running business?	36 %	64%
5	Do you know about effective organization model for business?	9 %	91 %
6	Do you can motivate your workers (can be family, firmes, others) to work diligently?	27 %	73 %
7	Do you have “me time” besides your work and colleges life?	36 %	64%

Resource : processed datas by author, 2022

Pre-eliminary survey shows that 73 % do not know entrepreneurial competencies and personal strength that needed in running business. Around 82 % do not know characteristic of business opportunity. Around 64 % do not think continuous learning is important in business and 91% do not know effective organization model for business. The conclusion of this pre-eliminary survey is most studepreneurs do not understand and implement entrepreneurial competencies for doing business, so that their business stuck or decline during Covid-19.

2. Develop Alternative for Solution

Develop alternative is the third phase of Problem Solving Identification Model of (Watanabe, 2009). In order to mitigate the problems faced by Studepreneur Members, the community service team plans to provide Entrepreneurial Competencies Training.



Picture 3. Solution Plan

According to Sutipyo in (Adnyani, Herliyani, & Purnamawati, 2021) Skills are one of the key components of MSME development, and everyone has them in general. People's lives, especially those of employees in SMEs, depend on their ability. Everyone is creative, and what makes one person more creative than another is their level of creativity.

Business actors will automatically be able to handle current business challenges with strong entrepreneurship competence, and creating competitive products won't be challenging. In this regard, the partnership function of several linked institutions is crucial in order to foster an entrepreneurial spirit, business spirit, and increase the expertise of entrepreneurs through seminars and entrepreneurship training. (Ahmad, Ahmad, & Afriyani, 2022).

Exploring the holistic role that human capital plays in organizational performance through the application of strategic thinking, strategic planning, and strategic innovation can help the business learn what to do to attain high performance. Additionally, it has been demonstrated that human capital is crucial in enhancing the company's capabilities in a number of ways. Companies must concentrate on knowledge development if they want to use strategic thinking, strategic planning, strategic innovation, and human capital effectively. (AlQershi, 2021)

3. Program Implementation

The implementation of this program consist of three parts, there are pre-test, training, and post test.

- Pre-Test
Pre-test is conducted to determine studepreneur’s understanding of Entrepreneurial Competencies. The pre-test uses Entrepreneurial Competencies indicators. The tests result are :

Table 2. Pre-Test Result

INDICATORS	TRUE	FALSE
Personal Strength	27 %	73 %
Organization Skills	9 %	91 %
Leadership	27 %	73 %
Self Management	36 %	64%
Opportunity Recognition	18 %	82 %
Analytical Strategic Thinking	27 %	73 %
Learning of Continous Improvement	36 %	64%

Source : data processed by author (2022)

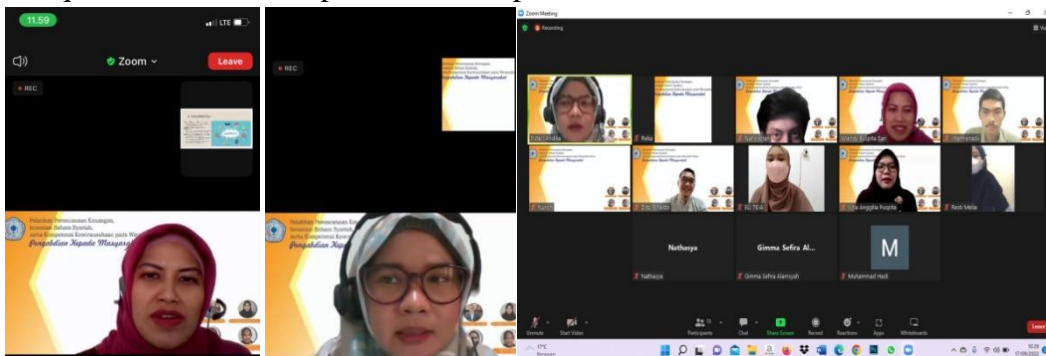
The pre-test results show that only 36% studepreneurs who understand about self management and the importance of continuous learning, 27% who have good leadership, personal strength, and analytical & strategic thinking, 18% who understand about opportunity recognition, 9% who have proper organizational skills to support and improve their business performance. Based on the pre-test results, it can be concluded that most studepreneurs have less understanding and less apply entrepreneurial competencies.

- Training

The Community Service Team provided entrepreneurial competencies training to studepreneurs. Entrepreneurial competencies according to (Sari & Sari, 2022) consist of :

- Personal strength competencies, can be explained as the strength of personal competencies possessed by a person such as skills, knowledge and work attitudes.
- Organizational skills, can be explained as skills in managing the organization starting from planning, organizing, mobilizing, and supervising.
- Leadership, can be explained the leadership of a person in a company
- Self management, can be explained as a person's abilities and skills in managing his personality.
- Opportunity recognition, can be explained as a person's ability to realize opportunities in business.
- Analytical and strategic thinking, can be explained as a person's ability to analyze and think strategically in running his business.
- Learning for continuous improvement can be explained as a person's willingness to learn so that continuous improvement can be carried out by research/devotion and stating the purpose of research/devotion.

Answer and Question session is held after the presentation of the subjects. Studepreneurs were interested with the subjects. Six of the participants raised hand to ask question about Entrepreneurial competencies.



Picture 4. Entrpreneurial Competencies Training in zoom

- Post Test

Post Test is conducted to measure studepreneurs understanding about entrepreneurial competencies after the training. The post test consist of the same indicators like the pre test. The result the post test are :

Table 3. Comparison Correct Answers of participants in Pre an Post Test

INDICATORS	Pre Test	Post Test
Personal Strength	27 %	100 %
Organization Skills	9 %	91 %
Leadership	27 %	91 %
Self Management	36 %	100 %
Opportunity Recognition	18 %	100 %
Analytical Strategic Thinking	27 %	91 %
Learning of Continous Improvement	36 %	100%

Source : Processed Data by author (2022)

The result shows that 91 % studepreneurs understand about organization skills, leadership, and analytical & strategic; and 100% understand personal strength, self management, opportunity recognition, and continuous learning that are needed in running business. It can be concluded that understanding studepreneurs about Entrepreneurial Competencies improved.

4. Control

Control phase consist of two parts, evaluation and monitoring. This training is measured with Evaluation Training Model (Dessler, 2014), there are :

a. Reaction

Reaction of participants are measured by giving quationairs to studepreneurs. The questionairs consist of questions about participants satisfactions about this program. Based on questionair results, it can be concluded that 100% studpreneurs satisfied with this program. Studepreneurs also participated in the training with enthusiasm, because 54% of participants asked and gave opinion about the topics.

b. Learning

Learning results of participants are measured by doing Pre Test and Post Test. Based on the Pre and Post Test results, it can be concluded that all Studepreneus had improved their knowledge of Entrepreneurial Competencies. These competencies are usefull to improve their business performance during Covid-19.

Table 4. Comparison Participants' Pre an Post Test Score

Participant	Pre Test	Post Test
1	36	100
2	50	100
3	43	93
4	43	100
5	57	86
6	50	93
7	43	100
8	50	100
9	50	93
10	57	93
11	36	86

Source : Processed Data by author (2022)

c. Behaviour

Behaviour of participants are measured by monitoring their behavior for 3 months. In the first month after training, Studepreneurs shows behavior changed. Studepreneurs are more organized in managing their business and time. They also have more attention and effort in making innovation. The changes is keep going in positive way.

d. Result

Impact of this program on Studepreneurs Business are measured by monitoring the Business Performance for six months. In the first month, Business Performance of Studepreneurs' Business have improved. In the second month, their product sales are getting increase. The business is improving each months.

CONCLUSION

Studepreneurs, college students from STIE EKUITAS (School Business of EKUITAS) who running business, are partners of this Community Service Program. During Covid-19, their business was an important source of income to support their families' life, their business performance continued to decline. Main problem that have been identified is the studepreneurs lack of Entrepreneurial Competencies to improve their business performance, especially in difficult condition like Covid-19 pandemic era. This can be concluded from the results of initial survey and pre test which show that studepreneurs have little or poor knowledge about Entrepreneurial Competencies. Based on this existing condition, Community Service Team provided Entrepreneurial Competencies Training Program to improve their business performance during Covid-19. Entrepreneurial Competencies Training is based on previous research. This program adopted Rational Problem Sloving Stoner to develop solution which is contain of 4 steps, there are survey, develop alternatives, program implementation, and control. Evaluation Training Model Dessler is used to measure the program effectivity, which is contain of Reaction, Learning, Behaviour, Result. Reaction is measured by asking participants about the training program and the participant shows enthusiasm and satisfaction about the training. Learning is measured by compare score of pre test and post test and the result shows that participants has improved their knowledge about Entrepreneurial Competencies. Behaviour is measure by observing their behaviour for 3 months after trainig

and the result shows that they more organized in managing their business. Result is measured by observing participants' business performance for 6 months after training and the result shows that their business performance improves after they implement Entrepreneurial Competencies.

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