

MODEL ENTREPRENEURSHIP EDUCATION TOURISM BATIK IN INDONESIA

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Abstract: *This research is to support the conditional aspect of entrepreneurial networks, the development of sustainable tourism destinations provides an opportunity for government parties to jointly commit themselves in the role of developing balanced, harmonious and targeted objectives to realize sustainable tourism objectives, including in this case tourism education Batik in addition, in order to respond to changes in current tourism trends in which the awareness of tourists about environmental issues is higher. Batik tourism is a sustainable tourism development in order to stay competitive with other countries.*

Key Word: *Entrepreneur Network, tourism Education of Batik*

1. Introduction

Networking is making connections between peers (sharing connections between peers) sharing shared values and ideas Networking relationships with other organizations. According to (Pittaway *et al.*, 2004) Building an effective network starting from knowing yourself, what you want, communicating, building a profitable sustainable relationship, building a network also needs to recognize what skills, services or products others are offering. Some research literature also found theoretical contradiction is the existence of research gap, which states network capability has a positive influence on company performance, while some other research results state that networking capabilities have no effect on the performance of the company, (Batjargal, 2000). In addition, there are differences of opinion about the component of Learning there is a negative and positive impact on the performance of small and medium enterprises, (George, Wood and Khan, 2001), (Aldrich and Baker, 2000).

This difference can be explained that the capability of the network will not automatically improve the performance of the company, there may be other factors that influence the need for a more appropriate model of entrepreneurial networks to further explore the capacity of management capabilities that the owners of small and medium enterprises need to be more empowered with regard to ability build networking. The contribution of success in building networks is more meaningful for developing countries than developed countries. Developing countries are not yet equipped with clear procedures for unstructured activities, so the settlement through informal path. (Gross, Carson and Jones, 2014), states that entrepreneurship is a combination of creativity, innovation, and truth at the expense of hard work to shape and nurture new ventures. Entrepreneurs are business people who can seize new business and business opportunities by taking risks and turning their ideas into reality. Entrepreneurs introduce innovation, adoption and new ideas about the economy that is also targeted to the surrounding community. The entrepreneurial activity is related to (Schumpeter's,1934) opinion by proposing the concept of creative destruction, the entrepreneur promoting changes in the economic and business environment and changing the old pattern of business operations.

Starting entrepreneurial endeavors, developing a network at an early time is an important starting point and should be done optimally (Smith, Palazzo and Bhattacharya, 2010). Formal and informal networks are needed to develop this entrepreneurial business. The ultimate manager's chief challenge is to create an environment where people can exploit information in a more effective way; in this case, the main concept is networking. The network of personal relationships is quite effective in communicating complex information, the signals are smooth and sensitive, and knowledge transfer Information is data that has met certain requirements to be a reference for the company in carrying out its activities. A network, implied as an action in contact with another person or organization, can also be classified as human resources, the network is an alternative to using internal resources (Dollinger, 2008). Networking is a variable that is considered important for all types of companies, especially with regard to the fact that the economic environment is becoming increasingly competitive. Networking becomes increasingly important because it allows companies to access information, resources, markets and technology. Information and social networks are considered important for corporate formation and for the success and sustainability of the company.

Miller and Friesen (1983) found a positive relationship between what he called technocrat and entrepreneurial orientation. Important networks for companies in 4 areas: managerial areas (important for companies in determining strategies for engagement with other organizations), entrepreneurial activities, technological development (here networks can enrich and prevent development) and for customer (Carayannis, Evans and Hanson, 2003.).

The main conceptual opinion about the relationship between entrepreneurial orientation and performance focuses on the financial performance aspect. Enterprises with a high entrepreneurial orientation can target the premium market segment, set a high selling price and occupy a market position that is superior to its competitors, which will certainly result in greater profits and could be faster to expand (Zahra and Covin, 1995).

2. Theoretical Review

Framework Development A network of multidimensional frame work that is compatible with the goals of entrepreneurship research is inspired by Parsons' work which explains four mechanisms inherent in this definition, namely: interaction between players, efforts to achieve goals, optimization of processes, and maintaining cultural patterns and giving symbols, entrepreneurs develop networks, which produce relationships with resource providers (clients, partners, consultants, government).

A network that is implicated as an act of contact with other people and organizations can also be classified as human resources and networking is an alternative to using internal resources (Dollinger, 2008).

Networking is a variable that is considered important for all types of companies, especially those relating to the fact that the economic environment is becoming increasingly competitive. Networking is becoming increasingly important because it makes it easier for companies to access information, resources, markets and technology. Bhattacharyya (2010) found that in an effort to start entrepreneurship, developing networks in the first place is an important starting point and must be done optimally. Formal and informal networks are needed to develop this entrepreneurial business.

3. Research Methods

This research uses Research and Development method in accordance with procedure developed. Understanding development research according to Borg and Gall is a process used to develop and validate educational products. The development research is based on an industry-

based development model, whose findings are used to design products and procedures, which are then systematically field tested, evaluated, refined to meet certain criteria of effectiveness, quality, and standards. Research and development characteristics are: research-based development means product development is pursued through education and training, product-oriented rather than theoretical, and development outcomes are used for improvement and development of product and business quality better. Development of network model entrepreneur supporting economy financial perspective educational tourism batik in Indonesia through education and training in batik small medium enterprises group in Indonesia and development of batik education tourism will follow the development phase of model according.

The phases of developing the Plump model include: the initial investigative phase; design phase; phase of realization/construction; testing phase, model evaluation, and revision; implementation phase. The development of this education tourism batik model uses focus group discussion to validate the development of appropriate models based on field observation and Expert Judgment in validating the development of models prior to field trials. Testing is done by empirical test in the form of model test in the field. Once the model is tested, it can be applied to solve the problem of education and training model of small and medium enterprises and green entrepreneurs to support the development model of tourism batik education.

The type of data used is primary data, sourced from respondents' answers to questions related to entrepreneurial networks, exploratory learning and small and medium enterprises performance. Methods of data collection conducted directly to the respondents and by questionnaire survey. Number of questionnaires is ready data processed as much questionnaire 135 small medium enterprises batik craft in Indonesia central java in Indonesia. data were collected by using questionnaires first tested for reliability and validity. Testing is to know the consistency and accuracy of data collected from the use of the instrument. The hypothesis is then tested using path analysis or Structural Equation Modeling (SEM) analysis with alternative method Partial Least Square (PLS), Smart PLS software version 2.0 M3. PLS is a powerful analytic method because it is not based on many assumptions, does not assume the data must be by a certain scale measurement, small sample quantities, appropriate for research of prediction objectives in high complexity situations and low theory support.

Development of a Networking Framework, According to Grown, The development of a multidimensional framework in accordance with the objectives of entrepreneurial research inspired from the work of Parsons which describes there are 4 mechanisms inherent in this definition, namely: interaction between players, efforts to achieve goals, optimization processes, and maintains structures culturally and provides symbols, entrepreneurs develop networks, resulting in connections with resource providers (clients, partners, consultants, government).

4. Discussion And Research Result

4.1 Model measurements or outer models

Hypothesis one, two, is answered by estimating PLS parameters as follows: Assess the outer model and measurement, the Outer Model model defines how each indicator block corresponds to its latent variable. Blocks with reflexive indicators are written equally as follows: The measurement equation of exogenous variables.

$$XEN = \lambda EN \xi 1 + \delta \quad (1)$$

Where:

XEN : Indicator or manifest of latent variables Entrepreneurial Network

$\xi 1$: Exogenous latent variable (independent) Entrepreneurial Network

(delta): Measurement errors for exogenous latent variables

λ_{EN} : A loading matrix that describes the coefficients that connect the latent variables of the Entrepreneurial Network with the indicator.

Model measurements or outer models with reflexive indicators are evaluated with convergent and discriminate validity of the indicator and composite reliability for the indicator block. Decision making on acceptance or rejection of the hypothesis is done under the following conditions: Convergent validity is judged by correlation between component score and construct score calculated by PLS by seeing outer loading of each indicator and its significance value. The reflexive size is said to be high if it correlates more than 0.70 with the measured constructs. The recommended loading rate is above 0.50 (positive) and t-statistic above 1.96 at 5% significance. Indicators that have values below the provisions should be dropped from the model and then retested. Good Discriminate Validity is measured by comparing the AVE root of each construct to be greater than the correlation value between the construct and the other constructs in the model. Composite reliability indicator block is evaluated by looking at the composite reliability of each construct above 0.80 is said to be very good or reliable.

4.2 Assess Inner Model or Inner Structural.

Assess Inner Model or Inner Structural; model describes the relationship between latent variables based on substantive theory. Model equation as follows:

$$\eta = \gamma_{JW} \xi_1 + \gamma_{PE} \xi_2 + \zeta \quad (2)$$

Where:

η (eta) : Endogenous latent variable (dependent) performance of small and medium enterprises

ξ_1 : Exogenous latent variable (independent) entrepreneurial network.

ξ_2 : Exogenous latent variable (independent) Exploratory Training education tourism batik.

ζ (zeta) : Equation error between exogenous variable, endogenous to endogenous.

γ (gamma) : Direct relationship of exogenous variables with endogenous.

Descriptive Answer Respondents, variable capabilities entrepreneurial network Table 1
Respondents Answers Answer Variable Capabilities Entrepreneurial Network.

Table 1 Description of Respondents

	N	Minimu m	Maximu m	Mean	Std. Deviation
EN	135	3	9	6.53	1.715
ETE	135	4	9	6.53	1.575
PSME	135	3	9	6.62	1.606
Valid N (list wise)	135				

Source: Processed data, 2023

The results of this study found that the positive relationship of Entrepreneurship Network to small and medium enterprises. Performance is in line with the findings of (Terziowski, 2003) which states that Information and knowledge accelerate a better understanding of the development of strong and flexible relationships with customers, as well as with members of the supply chain other. A closer relationship with suppliers will contribute

strongly to the company's performance, including cost efficiency, quality improvement, reliability, and fulfillment of input requirements that are always available at all times.

Table 2 Description of Respondents Variable Development of Entrepreneurial Network

Indicator	Average interpretation	Respondents' answers
Social Networking	6.55 (high enough)	Small and medium enterprises have support from families, relationships in the form of financial support and non-financial support
Supporting Networks	6.52 (high enough)	Supporting Networks the involvement of small and medium enterprises with networks is quite good, many benefits received from the organization and government.
Inter-company network	6.52 (high enough)	Inter-company network the involvement of medium-sized enterprises with other companies work together in the procurement of raw materials, labor, new products for joint sales.

Source: Processed data, 2023

In addition, suppliers can improve the source of information about market development, new technology, the movement of competitors. H1: Training exploratory education tourism batik will enhance the performance of small and medium enterprises batik craft in Indonesia. Inner test results as shown in Table 3 test of relationship between construct shows construct exploration training of tourism mobile supplier batik affect the performance of small medium enterprises batik craft that is equal to 0,167 significant at 0,05 (t statistic > 1,96). Test results here can be interpreted that the more diligent exploration education tourism batik affect the improvement of performance small medium enterprises batik crafts. This is in harmony with (Zellmer-Bruhn and Gibson, 2006), with an Organizational study that emphasizes responsiveness and knowledge management will improve team learning, and in turn, team learning affects the task performance and quality of positive interpersonal relationships.

Table 3 Description of Respondents on Training Exploration Variables Education tourism Batik

	N	Minimu m	Maximu m	Mean	Std. Deviation
ETE 1	135	1	10	7.18	1.279
ETE 2	135	3	10	6.90	1.579
Valid N (list wise)	135				

Source: Processed data, 2023

Inner test results as shown in table 4 test of relationship between construct shows construct training of tourism mobile supplies batik affect the performance of small medium enterprises batik craft that is equal to 0,167 significant at 0,05 (t statistic > 1,96). Test results here can be interpreted that the more diligent exploratory training education tourism batik affect the improvement of performance small medium enterprises batik crafts. This is in harmony with (Zellmer-Bruhn and Gibson, 2006), with an organizational study that emphasizes responsiveness

and knowledge management will improve team learning, and in turn, team learning affects the task performance and quality of positive interpersonal relationships.

Table 4 Description of qualitative respondents' answer variables exploration training education tourism

Indicator	Average Interpretation	Respondents' answers
Every individual in a small to medium sized enterprise is sharing knowledge between groups for business progress	7.18 (high)	Managers of small and medium businesses work with employees and communicate well in solving production-related problems.
Every individual in a small to medium sized company works together in a group	6.89 (high)	Managers of small and medium businesses work with employees and oversee production to finished products and are ready to sell to meet sales targets.

Source: Processed data, 2023

5. Conclusion

For small and medium enterprises, especially the results of this study to support that the conditional aspects of entrepreneurial networks, strong relationships between relationships and support involvement external and internal environment is very important existence and collaborated with the ability of a reliable human resources through Exploration Training Education tourism Batik will be able to increase the Performance of Small and Medium Enterprises Batik Craft, and this is a part that should be considered in the business strategy of small and medium enterprises batik crafts. Variable entrepreneurship network and exploratory training of new batik education tourism can affect the Performance of Small Medium Enterprises Batik Craft of 61.3% this means there is still 38.7% variance performance of small medium enterprises batik crafts can be explained by other variables outside the model, then there may be a variable others that will strengthen the development model, additional factors that will improve the Performance of small and medium enterprises batik craft so really found the maximum model.

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