

The Effect of Economic Factors and Social Environmental Factors on Motivation and its Impact to Management Performance of *Tabulampot*: Study on Simple Housing Area

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Abstract: Efforts to increase the family income that comes from the role of women becomes a new phenomenon. *Tabulampot* business becomes one of choice especially in residential area with relatively limited land. Each house has plants grown in pots (*Tabulampot*), but still not optimal value obtained in order to increase family income. What are the factors that influence it, whether motivating factors contribute to the performance of *Tabulampot* management and whether there are other factors such as economic factors and social environmental factors. Through survey research with a study on a simple residential area by using samples taken with simple Random Sampling and analyzed using SEM WarpPLS. The results showed that the performance of *Tabulampot* management is influenced by motivation and motivation influenced by social environment factor. However, motivation is not influenced by economic factors and management performance is also not influenced by economic factors and social environmental factors directly.

Keywords: Performance management, motivation, economic factors, social environmental factors.

1. Introduction

Based on regulation of Pekanbaru Mayor no. 96 at year 2015 about basic consideration that micro and small activity as a economic empowerment that move in trading business of informal sector need empowerment for increase dan development bisnis activity of economic people. For the UMKM at Riau Province, that become problem is lower of income, capacity limite that 68,97% still use private capital that limite dan weakness entrepreneurship competency that have. Micro business occupy biggest (378.450 from total 535.139).

In current era, the role of women in increasing family income needs to be taken into account. One side business that can be done is the business of Fruit Plants in Pot commonly called *Tabulampot*. Using the limited location of their modest home yard, they planted fruit seedlings in a pot, including kesturi oranges, honey oranges, sunkist, honey guava, bangkok guava, cristal guava and others. By making the fruit for consumption alone it can increase the family income in real terms. To obtain optimal results from *Tabulampot*, good governance is also required. According to Wibowo (2015) *Tabulampot* is a plant cultivation technique that uses pots and the like as a place to put planting media and plant seeds. *Tabulampot* techniques can use a place of plastic pots, pots of clay and various materials that can be printed, and polybag or plastik. *Tabulampot* has advantages and disadvantages. The advantages of this technique, which is practical, does not require a lot of media and fertilizer (according to the size of the pot that can accommodate the media) and the price is relatively cheap. The weakness, namely the limited number and type of plants that can be accommodated in *Tabulampot*. *Tabulampot* can be used as a practical solution in addressing the condition and problems of the community will be limited agricultural land. *Tabulampot* can also regenerate our love of agricultural products. Not infrequently people rely on cultivation of plants with *Tabulampot* technique, because the results are higher than other techniques.

In the management of *Tabulampot* this also requires entrepreneurial spirit. As stated Sari, the existence of entrepreneur spirit is needed for the development of individuals in wading life in addition to the broader that is to develop the independence of the nation. Entrepreneurship is not just a business



let alone merely trade, it is important to understand in order to avoid errors of meaning and a narrow understanding. Culture Entrepreneurship that grows naturally in a family or community of Indonesia is a very valuable asset for the Indonesian nation.

The business of simple housewives in planting *Tabulampot* is also included in Micro Small Medium Enterprises which require entrepreneurship spirit, as Rambat Lupiyoadi Jero Wacik defines that entrepreneur (entrepreneur) is an activity that carry out the process of wealth creation and added value through peneloran and Hatching ideas, integrating resources and realizing those ideas into reality. Entrepreneur (entrepreneur) is a process of dynamic prosperity improvement.

Syahroni Yunus and Titis Priyowidodo argue that the *Tabulampot* since the 1970s which then developed, both in terms of technology and the number of types of plants including fruits. According to Drs. H. Hendro Sunarjo, APU (ret.) In his book 8 argues that *Tabulampot* can be a solution for urban communities with only limited land and want to grow fruit crops around their houses. Not only as an ornamental plant, other pleasures of *Tabulampot* is we can also enjoy the fruit. In terms of aesthetics, tabulapot is not inferior to other ornamental plants. As an illustration, the lush *Tabulampot* can beautify the home page, especially if properly laid out and maintained.

In fact, however, the fruit and appearance of potted plants in every house in this modest housing complex has not been satisfactory. The resulting fruit has not been maximized in size and the appearance of the crop is getting less attractive because of the lack of control and treatment of the plant. Usually mothers only pay attention and take care of *Tabulampot* at the beginning of planting only (about one month). And next plants rarely noticed. The soil in the pots appears to be dry. This shows the poor performance of the management of the *Tabulampot*. Therefore, in this research will be focused on factors that influence the performance of *Tabulampot* management. What are the factors that influence it, whether motivation factors contribute to the performance of *Tabulampot* management and whether there are other factors such as economic factors and environmental factors.

Good performance will produce a good product as well, as according to Handayani in his research that the performance type consists of two that is (1) economic performance, produces a strong work ethic and quality, and (2) superior performance, produce excellent products. So the performance on *Tabulampot* management can be seen from the look and the quality of the products that include: healthy or fertile tree and large fruit is also fresh. The above concept explains that *Tabulampot* management performance is still an issue. For women who really do *Tabulampot* well and optimal management then they will get the goals they expect well, including economic benefits and social environmental benefits. But for those who do not participate in managing *Tabulampot* then they will not get the benefits.

The results of Wicaksono's research concluded that women entrepreneurs in managing their business have based on innovation dimensions, risk-taking dimension and proactive attitude in business development. Although the implementation of innovation has not been maximized but business actors continually strive to improve innovation both in terms of product development, work methods and marketing systems. A number of efforts are done, among others, by actively engaging in coaching and mentoring activities of SMEs conducted by government agencies and private. However, in the effort to develop product innovation, work system and marketing system, business actors are still constrained by the existing human resource capability considering that the human resources involved in managing MSMEs on average do not have a good understanding in the field of business or business governance.

Motivation someone in managing *Tabulampot* will follow to determine result from *Tabulampot*. So if the housewives make *Tabulampot* just because the neighbors follow it, then it can be estimated the results that will be obtained later. As Murty said that someone who has a high motivation for his work tends to do his job well and maximally.

From Samir research known that the variable of psychological capital of entrepreneur has the biggest influence to the performance of catering SME compared with other variables studied with coefficient value 0,465. Then another variable that has an influence on the performance of SME catering is a variable human resource management with a coefficient of 0.393.

According to Harris, the competence is: "... are underlying bodies of knowledge, abilities, experiences, another requirement necessary to successfully perform the job". Successful entrepreneurs in general are those who have the competence, ie someone who has the knowledge, skills and individual qualities that include the attitudes, motivations, values and behavior necessary to carry out the work/activities. Entrepreneurship requires not only knowledge but also skills. These skills include:

- 1) Managerial skill or management skills
- 2) Conceptual skills or conceptual skills
- 3) Human skills or skills to understand, understand, communicate, and relate
- 4) Skills formulate problems
- 5) Decision making skills or decision-making skills
- 6) Time management skills or skill set and use time
- 7) Other technical skills are specific.

However, having knowledge and skills alone is not enough. Wirausaha must have a positive attitude, motivation and always committed to the work that is doing. Competence is defined as the knowledge, skills and ability of individuals (personality) that directly affect the performance. Performance for the entrepreneur is a goal he always wants to achieve. In the business world, the so-called core competency is creativity and innovation to create added value for excellence, created through the development of knowledge, skills and abilities. Knowledge, skills and abilities are the core competencies of the entrepreneur to create a special competitiveness in order to have a strong bargaining position in the competition. Entrepreneurship Entrepreneurial Competencies Successful entrepreneurs are generally those who have the competence of: someone who has the knowledge, skills and individual qualities that include the attitudes, motivations, values and behavior necessary to carry out the work / activities. So, competence is defined as the knowledge, skills and abilities of individuals who directly affect the performance, Performance for entrepreneurs is the goal to be achieved.

The same thing is also explained by Prabandari based on the results of his research on the influence of motivation and competence of entrepreneurs, it can be concluded that:

- 1) Motivation and competence have a significant effect simultaneously on the success of women entrepreneurs.
- 2) Motivation has a dominant influence on the success of women entrepreneurs.

Further research results Samir indicates that the indicators in the variable of human resource management have a positive and significant influence on the performance of SMEs catering. Based on the results of data processing questionnaire that has been explained then it can be concluded that human resource management has a strong effect on the performance of SMEs catering.

The results of Munparidi's research analysis indicate that the variables of training and work environment have positive and significant influence on employee performance at Tirta Musi Palembang Regional Water Company. Leadership and motivation variable according to the data analysis in advance was not significant so that no effect on the performance of employees of Regional Water Company Tirta Musi Palembang.

Macro environmental factors that include political and legal forces, economic strength, technological strength and socio-cultural strength become one of the considerations of food SMEs in determining business strategy in order to achieve maximum profit and good business performance.

2. Method

This research was conducted through survey research with study on simple housing area using samples taken by simple Random Sampling and analyzed using SEM WarpPLS. Primary data was obtained by distributing questionnaires to 30 housewife who lived in simple housing and then analyzed by using SEM WarpPLS.

3. Results

From the survey conducted by ensuring the validity and realibilit data then obtained the following results:

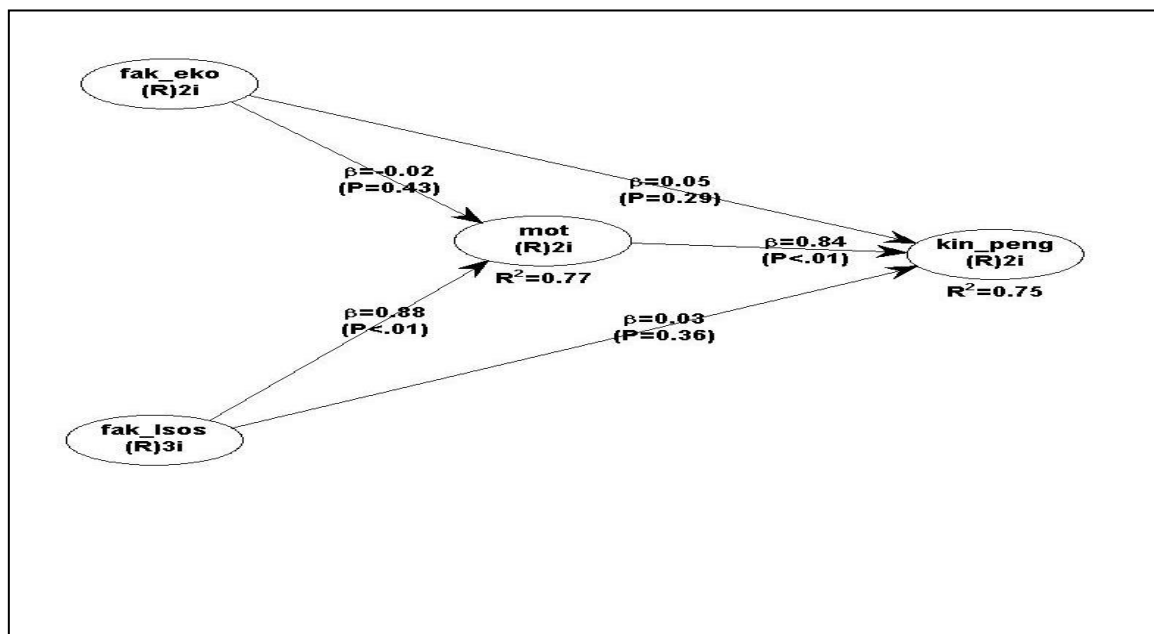


Figure 1. Full Model Effect of Economic Factors and Social Environment Factors

The SEM WarpPLS analysis shows that:

- 1) *Tabulampot* management performance proved to be directly influenced by motivation ($P < 0.01$ and $\beta = 0.84$). While economic factors and social factors have no significant effect.
- 2) The contribution of economic factors, social factors and motivation simultaneously amounted to 0.75 (75%). This means that economic factors, social environment factors and motivation can explain the performance of *Tabulampot* management by 75%.
- 3) Indirectly, through the motivation of the influence of social environmental factors on Performance Management *Tabulampot* greater than the influence of economic factors that is equal to $0.7392 > 0.0168$.
- 4) The influence of social environment factor on the motivation of *Tabulampot* management is significant ($P < 0.01$) while the influence of economic factor on *Tabulampot* management performance is not significant ($P = 0.43$) and both variables (economic factor and social environment Factor) The motivation of housewives to make *Tabulampot* by 77%.

4. Discussion

From the research findings can be discussed several things:

- 1) The influence of economic factors on the motivation to manage *Tabulampot* The results of the analysis show that the motivation of housewives to manage *Tabulampot* is not significant ($P = 0.43$). The results of this study indicate that the economic goals (for the purposes of the exceptions and meeting recreational needs) for housewives in managing *Tabulampot* are not a real goal.
- 2) Influence Social factors Against the motivation in managing *Tabulampot*. The result of analysis shows that the influence of social environment factor of housewives to manage *Tabulampot* is significant ($P = 0.01$). The results of this study indicate that the objectives of the social environment for housewives (such as competition, layout and pride) in managing *Tabulampot* is a real goal. The desire to compete, layout and pride have an effect on the self-actualization effort in society. The results of this study are in accordance with Hill's disclosure that basically, the need for affiliation (s) is concerned with maintaining a warm and friendly attitude in dealing with others. Hill provides a comprehensive framework for researching the motives of affiliation by identifying a person makes social contact, positive influence, attention or praise, emotional support, and social comparison. In general, someone with a need High affiliates are not completed with the completion of the task. To build interpersonal relationships. Some studies have found that people with a moderate need for affiliate tend to be.
- 3) The influence of economic factors on the performance of *Tabulampot* management The findings prove that the influence of economic factors on the performance of *Tabulampot* management is not significant ($P = 0.29$). This indicates that the desire of simple housewives to increase income and for recreation does not make a good management performance against *Tabulampot*.
- 4) The influence of social environmental factors on the performance of *Tabulampot* management The findings show that the influence of social environmental factors on *Tabulampot* management performance is not significant ($P = 0.36$). This means that the desire of housewives to compete, layout and for pride does not make a good management performance against *Tabulampot*.
- 5) The influence of motivation on *Tabulampot* performance From the results of the analysis, it is known that the motivation of mothers in managing *Tabulampot* is Significant ($P = 0.01$). This means that the motivation of housewives to manage *Tabulampot* has a direct impact on *Tabulampot*'s management performance. This is consistent with Purbandari's research results that motivation and competence have a significant effect simultaneously on the success of women entrepreneurs and motivation has a dominant influence on the success of women entrepreneurs.

5. Conclusion

From the results and discussion can be concluded that the performance of *Tabulampot* management is indirectly influenced by social environment factors through motivation, but directly influenced by motivation. From the results and discussion can be concluded that the performance of *Tabulampot* management is indirectly influenced by housewives motivation to manage *Tabulampot*. It's means housewives in manage *Tabulampot* need support in manage and take care that. Although they have been motivation because they see that have *Tabulampot* that good and interesting, for more maximal in manage the *Tabulampot*, housewives can use *Tabulampot* management service that can supplied by *Tabulampot* seller.

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