

The Influence of Entrepreneurship Behavior on the Performance of Seaweed Small Business in South Sulawesi Province

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ABSTRACT

The purpose of this study is to provide information about: 1) the influence of motivation and commitment to entrepreneurial commitments for example seaweed small businesses in South Sulawesi province. 2) Effect of entrepreneurial commitment on the performance of seaweed small businesses in South Sulawesi Province, 3) Effect of achievement motivation and self-efficacy on the performance of seaweed small businesses in South Sulawesi Province. Data collection techniques used questionnaires related to the variables studied. The research method used explanatory survey through a verification research approach. The sample was taken through cluster random sampling technique is 387 respondents from 11370 target population of seaweed small business actors scattered in ten regencies of South Sulawesi Province. To test the hypothesis, an analysis of structural equation modeling is based on a measurement model and a structural model of causal relationships between variables. The results showed that: 1) achievement motivation and self efficacy had an influence on entrepreneurial commitment of seaweed entrepreneurs. 2) Entrepreneurial commitment affects the performance of seaweed small businesses. 3) Achievement motivation and self efficacy affect the performance of seaweed small businesses.

Keywords: Achievement Motivation; Self-Efficacy; Entrepreneurial Commitment; Business Performance.

Introduction

Building business performance is not enough to rely solely on the availability of resources, especially in human resources. The availability of the amount of human resources must be in line with the quality needed in business activities. The quality of human resources can be demonstrated through a level of competence based on personality values in building performance. Community empowerment among seaweed entrepreneurs is important because Indonesia is one of the largest seaweed producing countries in the world. Seaweed is one of the leading commodities in the aquaculture sector. There are ten largest provinces that produce seaweed in Indonesia, one of which is South Sulawesi province and South Sulawesi is as first rank in producing seaweed in Indonesia (Maddatuang et al, 2021).

South Sulawesi Province is one of the provinces that have natural resources that are very potential for seaweed breeding because it has relatively calm natural conditions and is followed by the development of the number of seaweed entrepreneurs allowing business fields to open up

and have an impact on increasing the amount of labor absorption. The availability of potential human resources to process natural resources is not only based on the number but also the quality that is built through competencies based on entrepreneurial values. This is important because the values of entrepreneurship are related to character that will lead a person to good behavior and based on the knowledge and skills possessed. Correspondingly, various efforts have been made by the regional government through the Agency of Maritime and Fisheries Affairs South Sulawesi by implementing education and training programs to encourage the growth of entrepreneurs, especially in the maritime and fisheries sector and other business units related to seaweed business activities. The program of activities carried out as shown in the following table.

Table 1. Entrepreneurship Training Program of Marine and Fisheries Affairs of South Sulawesi Selatan Province in 2014-2017

Years	Types and Training materials	Training Objectives
2014	Seaweed Cultivation Technology Workshop: 1) Selection of Superior Seeds 2) Use of Cultivation Methods 3) Harvesting and Post-Harvest Handling	To increase productivity of seaweed cultivation
2015	Marketing & Financial Management Workshop: 1) Small Business Management 2) Marketing 3) Making Simple Bookkeeping 4) Preparing Financial Statements 5) Comparative Study on Seaweed Business Centers	To develop business skills
2016	Small & Medium Business Management Training: 1) Production Management and Quality Control 2) Marketing and Financial Management 3) Export-Import Procedure 4) Accounting for SMEs	To improve product quality and sales
2017	Applied Management Training for Small Businesses and Cooperatives: 1) Creating a Marketing Network 2) Making Computerized Bookkeeping Compiling Financial Statements	To improve business skills

Community empowerment through entrepreneurship development programs is expected to improve not only knowledge and skills, but also the strengthening of entrepreneurial values that can shape the character of entrepreneurship among seaweed entrepreneurs. The low entrepreneurial values can have implications for the lack of business development and then close the business or switch to another type of business. In line with the results of (Elza et al, 2016) that individual personality factors have a positive and significant influence on business performance. Barba (2012: 137), entrepreneurial behavior based on motivational factors has a significant influence on the decision to produce something of new value through the ability to find creative ideas (Cherian et al, 2013) self efficacy and motivation have a significant influence on individual satisfaction and performance achievement.

Some facts from the observations in the field found that not all small-scale seaweed entrepreneurs who had attended training ran their businesses optimally in terms of cultivation techniques, selection of superior seeds, production techniques and marketing activities as recommended by Agency of Maritime and Fisheries Affairs South Sulawesi. The reality is not infrequently the results of production, both in terms of the quality and quantity of seaweed products produced are rejected because they do

not meet the standardization of products desired by domestic and international markets. This indicates the low entrepreneurial values of seaweed small business actors related to achievement motivation, self-efficacy, and entrepreneurial commitment in improving business performance.

Argued that performance is an interaction function between abilities (A), motivation (M) and opportunity (O) which can be expressed in the performance formula = $f(A \times M \times O)$ (Robbins, 2008). Said that performance is a function of ability, motivation, and opportunity (Veithzal, 2005). Furthermore, Williams (2002), performance is more related to the results or output of a process or behavior in carrying out the work effectively and efficiently. Hopes to achieve performance, characterized by their motivation to achieve success (Chu, 2000). The success that will be achieved is inseparable from the role of persistence and strong commitment factors (Siu and Klandt, 2000). Perseverance and strong commitment are shown by the desire for entrepreneurship (Man et al, 2005). Thus the hope for entrepreneurs to achieve performance, related to achievement motivation, self-efficacy, and entrepreneurial commitment.

This study aims to get the results of the study about the following:

1. Effect of achievement motivation and self-efficacy on entrepreneurial commitments of seaweed entrepreneurs in South Sulawesi Province.

Literature Review

Entrepreneurs are individuals who have the ability to find, assess and take advantage of business opportunities and make it happen through behaviors that lead to activities that are creative and innovative and dare to accept challenges that are full of risks. Suggested that entrepreneurs are people who are able to find and exploit opportunities by introducing new goods and services, creating new organizational forms or processing new raw materials (Cuervo, 2007). Found that entrepreneurs are individuals who have characteristics, namely: risk-taking, creative, and innovative (Hall, 2001). Identified several critical factors for entrepreneurs, such as risk taking, continuous flexibility, actions, and knowledge about business for their success (Belwal et al, 2014).

Some of the results of previous studies examined business performance by linking several entrepreneurial behavior variables, self efficacy has an influence on objects and subject outcomes (Leon et al, 2011). Olusola (2011: 4), intrinsic motivation, job satisfaction and self-confidence are predictors of individual performance. Entrepreneurial achievement motivation has a significant effect on self-efficacy and social capital and its impact on business performance (Bao, 2017).

Specifically pointed out attitude is a response to an attitude object that influences a person's feelings to support or not support, pleasant or not through a process of cognitive, affective, and conative evaluation (Robbins, 2008). Attitudes according to (Gibson et al, 2000) are formed through an evaluation process that involves elements of knowledge, feelings and behavioral intentions. Each individual has these three elements and varies in levels and processes so that they form different attitudes and behaviors of individuals. In line with (Sahabuddin, 2018), attitude is the result of evaluating the object of

2. Effect of entrepreneurial commitment on the performance of small seaweed businesses in South Sulawesi Province.

3. Effect of achievement motivation and self-efficacy on the performance of small seaweed businesses in South Sulawesi Province.

attitude through cognitive, affective, and conative processes. The response of evaluation in the cognitive form produces trust or belief in the object of attitude, then the response of the evaluation in the affective form in the form of individual feelings towards the object of attitude, and the response of the evaluation in the conative form is shown by approving or accepting the object of attitude. Thus attitude formation is determined by the level of one's ability to perceive and evaluate attitude objects through cognitive, affective and conative processes. Attitudes and behavior are the unity of the nature of someone who is formed because of daily habits. Entrepreneurial behavior is influenced by internal and external factors (Hurlock, 2001). The behavior of each person varies depending on how one's attitude perceives stimuli through their cognitive, affective, and conative abilities.

Some researchers have previously examined the entrepreneurial behavioral factors in relation to business performance, including (Mueller et al, 2011). A cross cultural study of gender-role orientation and entrepreneurial self-efficacy, These findings were not replicated in Spain where traditional gender-role stereotypes associated with entrepreneurship persist, even among business students. Examined gender differences in the relationships of entrepreneurs agentic and communal personality characteristics with measures of subjective well-being and new venture performance (Hmieleski et al, 2018). Results from a stratified national (USA) random sample of founding CEOs (N = 303) demonstrate the advantages of an agentic characteristic (creativity) for women and a communal characteristic (teamwork) for men, with regard to the respective abilities of such persons to achieve high levels of subjective well-being and new venture performance. Study of achievement motivation, strategic orientations and business performance in entrepreneurial firms: How different are Japanese and American founders.

Finding is that Japanese and American founders of entrepreneurial firms are more similar than is often suggested. Then it is found that the adoption of customer orientation is positively related to the profitability of both Japanese and American entrepreneurial firms, although the effect is stronger in the US. It is also found that the adoption of technology orientation is negatively related to the profitability of both Japanese and American firms, although the effect is less negative in Japan. Finally, it is found that the adoption of cost orientation does not have an impact on the profitability of either Japanese or American entrepreneurial firms.

The relationship among achievement motivation orientations, achievement goals, and academic achievement and interest: A multiple mediation analysis (Fattah et al, 2011). Results of the study showed individual-oriented achievement motivation (IOAM) and social-oriented achievement motivation (SOAM) correlated positively. Students endorsed higher levels of IOAM than SOAM. IOAM correlated positively with a mastery- approach goal where as SOAM correlated positively with mastery- approach, performance-approach, and performance-avoidance goals. Performance-approach and performance-avoidance goals mediated the relationship between SOAM and academic achievement. Found about factors affecting entrepreneurship and business sustainability (Porcar et al, 2018). The results indicate that the most important drivers of sustainable entrepreneurship are behavioral factors and business factors. Ethical principles and values, together with competitive intelligence, are crucial for undertaking actions that lead to sustainability.

This study examines the relationship between several variables of entrepreneurial values and their relationship to the achievement of business performance, in contrast to some previous studies that only used several variables similar to this research (Desi, 2021). The subject of this research is small-scale seaweed entrepreneurs spread across several districts of South Sulawesi Province. While the object of this study is achievement motivation variable, self-efficacy,

entrepreneurial commitment, and business performance.

Motivation comes from the word movere which means moving or being pushed. Thus motivation can be said as an encouragement that arises from within a person caused by a stimulus that is related to several factors, namely the object of attitude, need, and strong desire to achieve goals. Argued that human behavior is generally motivated by the desire to get certain goals (Castelli, 2008). Motivation is a concept used when we explain the forces that influence a person, initiate and direct his behavior to achieve his goals or desires (Taormina, 2006). Imotivation refers to two factors that encourage a person to act, namely internal factors that arise because of the needs and desires and external factors which are stimuli or stimuli that encourage someone to act to achieve it (Locke and Latham, 2004). According to (Kressler, 2003), there are three factors that can create motivation in an individual, namely a strong desire or desire, stimulus or stimulation related to meeting one's needs and ways of thinking or responding to it.

The concept of achievement motivation using the term Nach or need for achievement was first popularized by McClelland as stated by (Cuervo, 2007), is a psychological force that encourages individuals to do the best to achieve performance or achievement. Likewise with other motives, such as need for affiliation, competence, and power. The findings of (Heckhausen et al, 2008), someone who has achievement motivation tends to make plans or preparations that can provide opportunities in the future, likes challenges by choosing activities that contain risks and being strong in carrying out its activities by showing perseverance and continuing to try without despair.

Self perception of the ability of a person can provide opportunities to succeed in carrying out tasks is a picture of someone who has self efficacy. Argued that individual beliefs can carry out a series of actions to complete a job (Bandura et al, 2003). Also argued that confidence in the abilities possessed can provide opportunities to

achieve success. Specifically, self-efficacy can encourage someone to be able to predict their behavior and the results that will be obtained (Luszczynska, 2005).

Behavioral predictions and results to be achieved encourage someone to develop professional skills to achieve performance. The level of self efficacy is determined by the individual's ability to perceive objects of behavior such as choice of task or activity, career plan and performance achievement through cognitive, affective, and conative processes that shape attitudes and then direct their behavior to actions to achieve the expected success or success. The sincerity of individuals to maintain the values and business goals that are carried out and carried out sincerely is a form of one's commitment. Pointed out a strong commitment is shown through the readiness of the heart and soul towards what is done, is willing to work for a long time, is ready to run its business in accordance with existing provisions (Chan, 2006).

To become successful entrepreneurs must have a commitment based on intentions or desires, discipline, and determination to run the business. Explained that entrepreneurial commitment is the extent to which a person's willingness to entrepreneurship identifies and maintains the values and business objectives that are carried out by utilizing resources and opportunities that are not owned by others (Urban, 2007). Commitment to entrepreneurship reflects an individual's willingness to accept and maintain the values and goals relating to the business being carried out. Successful entrepreneurs generally have competence in running a business based on attitudes and behaviors that lead to achievement or performance. Performance comes from the term job performance or actual performance, namely the actual work performance achieved by a person, both in terms of quality and quantity within a certain period of time. Suggested that performance is a function of ability and motivation (Broadbridge, 2007). Also suggested that performance is more related to the results or output of a process or behavior in carrying out the work effectively and efficiently (Williams, 2002). Performance is an action-oriented process or

behavior that utilizes resources effectively and efficiently to produce the expected output.

Hope to achieve performance is characterized by their motivation to achieve success (Chu, 2000), the success that will be achieved can not be separated from the role of persistence and strong commitment factors (Siu and Klandt, 2000), as well as strong desires and entrepreneurial oriented (Man,et al., 2005). The hope for entrepreneurs to achieve achievement is related to achievement motivation, perseverance, commitment, and strong and entrepreneurial-oriented desires. Entrepreneurial oriented is a personality entrepreneur who is built based on several elements, namely achievement motivation, locus of control, self-reliance, extroversion, innovation, proactiveness and managing risks (Lee, 2001). In line with that some opinions assess performance generally focus on three aspects, namely: aspects of ability or skill, aspects of action or behavior, and aspects of results.

Performance appraisal emphasizes on two aspects, namely aspect of results that are shown through a number of results obtained from all activities in a period and aspect of behavior is assessed based on the suitability of the behavior with the specified procedure or rules. Assess the performance of small businesses using non-financial approaches based on subjective dimensions, namely customer satisfaction, customer respect, job satisfaction, quality of products, reasonable living (Reijonen and Komppula, 2007). Performance appraisal uses non-financial approaches emphasizes behavioral aspects. The results of research study of found that the success of entrepreneurs based on a non-financial approach influences attitudes and attitudes towards achieving business performance.

Methods

This research is included in survey research which aims to reveal the facts of a phenomenon by using a questionnaire, where the answers to each item of question use a Likert scale consisting of answers, Strongly Agree: 5, Agree: 4, Simply Agree: 3, Less Agree: 2 and Disagree: 1. This study used multivariate analysis through Structural Equation Modeling approach. The data used in this study

were sourced from small-scale seaweed entrepreneurs in several districts in South Sulawesi Province, namely: Takalar, Jeneponto, Bantaeng, Bulukumba, Sinjai, Selayar, Pangkajene Islands, Bone, Wajo, and Luwu.

The population in this study was 11.370. The number of research samples is determined using the Slovin formula, namely: $n = N / (1 + N.e^2)$ where, n is the number of samples, N is the number of population, and e is the margin of error

specified in this study of 5 percent. The number of samples was obtained as many as 387 small-scale seaweed entrepreneurs. Determination of the number of samples for each district is done by using proportional random sampling formula, namely: $n_i = N / N_i \times n$ where, this is the number of samples in each district, and N_i is the number of populations in each district. . For more details can be seen in the following table.

Table 2. Total Population and Research Sample of Seaweed Business Actors

No.	Districts	Population	Sample
1.	Takalar	3.135	107
2.	Jeneponto	3.415	116
3.	Bantaeng	1.750	59
4.	Bulukumba	950	33
5.	Sinjai	510	17
6.	Selayar	250	8
7.	Pangkep	450	15
8.	Bone	280	10
9.	Wajo	240	8
10.	Luwu Timur	410	14
Total		11.370	387

Source: Agency of Maritime and Fisheries Affairs South Sulawesi Office, 2018

This research was built on constructive theoretical basis which describes the relationship between construct variables, where achievement motivation and self-efficacy as independent variables, entrepreneurial commitment as intervening variables, and business performance as dependent variables. Each construct variable that is studied is built through dimensions and indicators.

Result

Structural Equation Modeling Analysis uses two model approaches, namely measurement models and structural models.

A. Measurement Model

The measurement model explains the proportion of variance in each manifest variable (indicator) in each latent variable. Through the measurement model, it will be known which indicators are significant in the formation of latent variables as a valid indication of whether or not the relevant indicators in measuring latent variables. In addition to testing the significance of manifest

Data is analyzed using Structural Equation Modeling to examine: 1) the influence of independent variables, both simultaneously and partially on intervening variables; 2) the effect of intervening variables on dependent variables; and 3) the influence of independent variables on dependent variables, both directly and indirectly through intervening variables.

variables, in the measurement model can also be calculated the value of construct reliability which shows whether a set of manifest variables have a high degree of suitability in forming latent variables. The lowest limit value of construct reliability that can still be accepted is 0.7 and the limit of the value of extracted extracted that is still acceptable is 0.5 (Hair et al., 2006).

The model match test based on the results of SEM analysis shows the RMSEA value (Root Mean Square Error of Approximation) for the model studied is 0.0339 so that the model obtained has met the criteria where the recommended RMSEA value is less than 0.08. Furthermore, the value of

GFI (Goodness of Fit Index) for the model studied is 0.9598 indicating that the model obtained has met the criteria, where it is expected that the GFI value is greater than 0.90 or close to one. The results of the measurement of absolute suitability show that the model obtained has met the criteria of goodness of fit on the size of RMSEA and the size of GFI, so that it can be said that the empirical model obtained is in accordance with the theoretical model.

B. Structural Model

The structural model in this study is broadly composed of two structural equation functions, namely: 1) the function of structural equations the effect of achievement motivation and self-efficacy on entrepreneurial commitment. 2) The function of structural equations influences achievement motivation, self-efficacy and entrepreneurial commitment to business performance. The processing results using robust maximum likelihood method, obtained the full model path as follows.

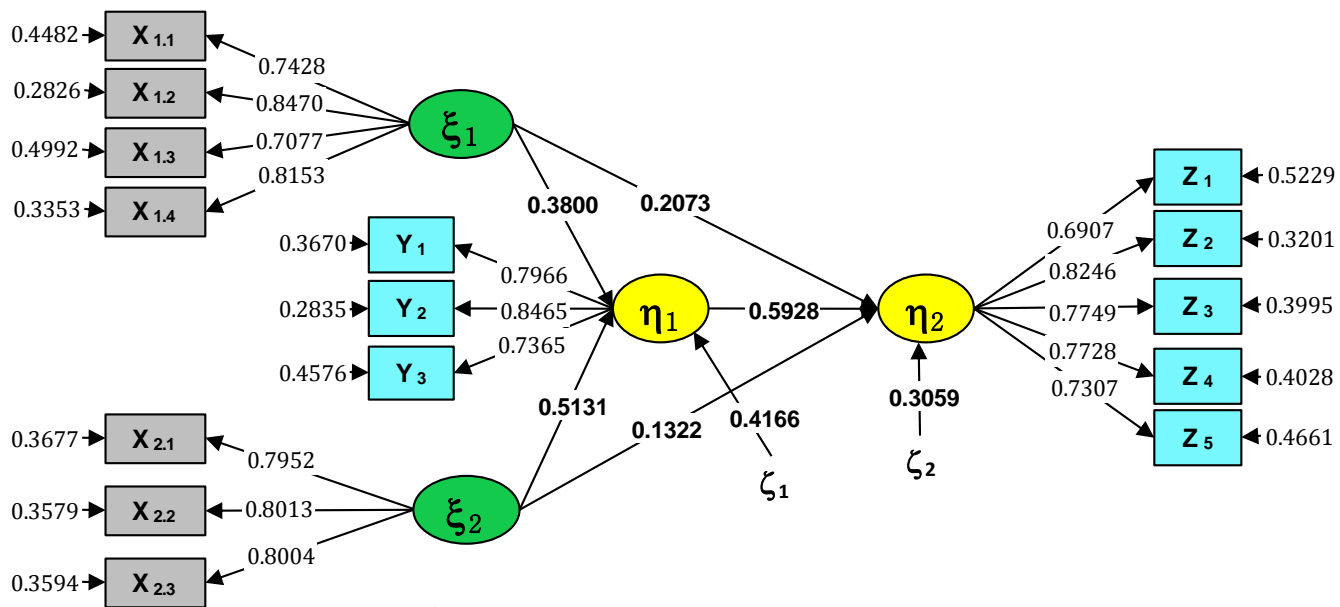


Figure 1. Full Model Path Diagram

Table 3. Structural Equations Inter-Latent Variables

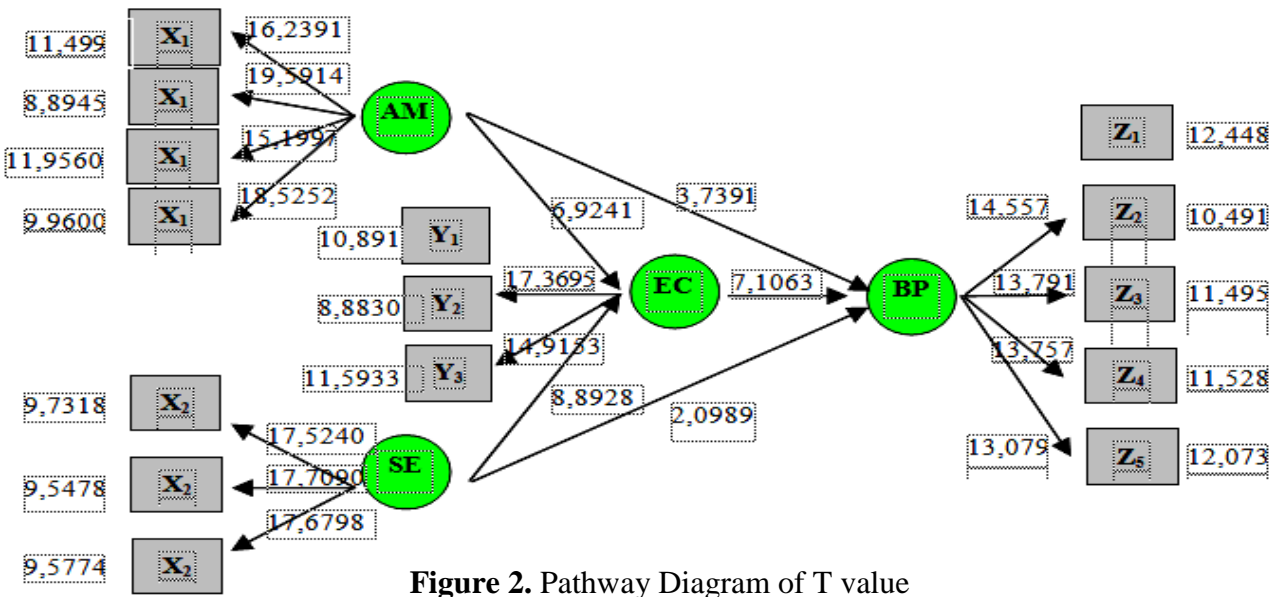
Endogenous Constructs	Exogenous Constructs			Error
	ξ_1	ξ_2	η_1	
η_1	$\gamma_{11}\xi_1$	$\gamma_{12}\xi_2$	-	+ ζ_1
η_2	$\gamma_{21}\xi_1$	$\gamma_{22}\xi_2$	$\beta_{21}\eta_1$	+ ζ_2

Where:

- ξ_1 = Achievement motivation
- ξ_2 = Self-efficacy
- η_1 = Entrepreneurial Commitment
- η_2 = Business performance
- ζ = Influence of other factors on latent variables
- γ = Exogenous latent path constructs
- β = Endogenous latent path constructs

Mathematically, the structural equation function model of the fifth latent variables studied is stated as listed in the table below. The results of combining measurement models and structural

models obtained the full model path diagram for t value as follows.



C.Effect of Achievement Motivation and Self-Efficacy on Entrepreneurial Commitment

The structural model for testing the first hypothesis can be shown through the following

diagram. The results of data processing obtained by the structure between variables as shown in the following table.

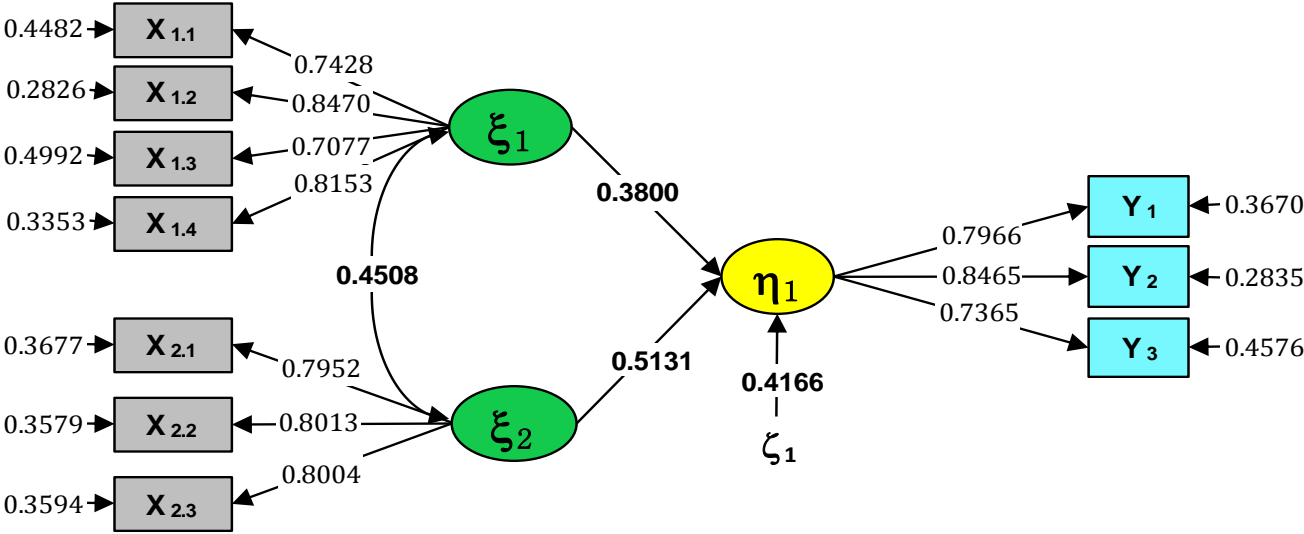


Figure 3. The First Hypothesis Testing Pathway

Table 4. Structural Equations Inter-Latent Variables				
Endogenous Latent	Exogenous Latent			Error
	ξ ₁	ξ ₂	η ₁	
η ₁	0,3800 (6,9241)	0,5131 (8,8928)	-	+ 0,4166
η ₂	0,2073 (3,7391)	0,1322 (2,0989)	0,5928 (7,1063)	+ 0,3059

Description: The number in parentheses is the t-test statistical value. Based on the table above, the form of structural equation between latent variables is as follows:

1) $\eta_1 = 0,3800 \xi_1 + 0,5131 \xi_2 + \zeta_1$
2) $\eta_2 = 0,2073 \xi_1 + 0,1322 \xi_2 + 0,5928 \eta_1 + \zeta_2$

Testing the first hypothesis is based on the function of structural equations as follows:

$\eta_1 = 0.3800 \xi_1 + 0.5131 \xi_2 + 0.4166$

Simultaneously achievement motivation and self-efficacy have a significant effect, indicated by the calculated F count value is 268,865 greater than the F_{table} value of 3,019 at $\alpha = 0.05$ and degrees of freedom $df_1 = 2$ and $df_2(n-k-1: 384)$ at 95 percent confidence level achievement motivation and self-efficacy have a significant effect on entrepreneurial commitment. The magnitude of the contribution of the influence of achievement

motivation and self-efficacy on entrepreneurial commitment is $R^2 = 58.34$ percent and the remaining $1 - R^2 = 41.66$ percent is explained by other factors not examined. Partially to the two variables, achievement motivation and self-efficacy have a significant direct influence on entrepreneurial commitment, indicated by the t count value of each variable (figure 2) greater than the t table value is 1.96 at $\alpha = 0.05$.

D. Effect of Entrepreneurial Commitment to Business Performance

Testing this hypothesis is based on the structural equation function as follows: $\eta_2 = 0.2073 \xi_1 + 0.1322 \xi_2 + 0.5928 \eta_1 + \zeta_2$ Furthermore, it can be shown the path diagram of the hypothesis analysis test model as follows.

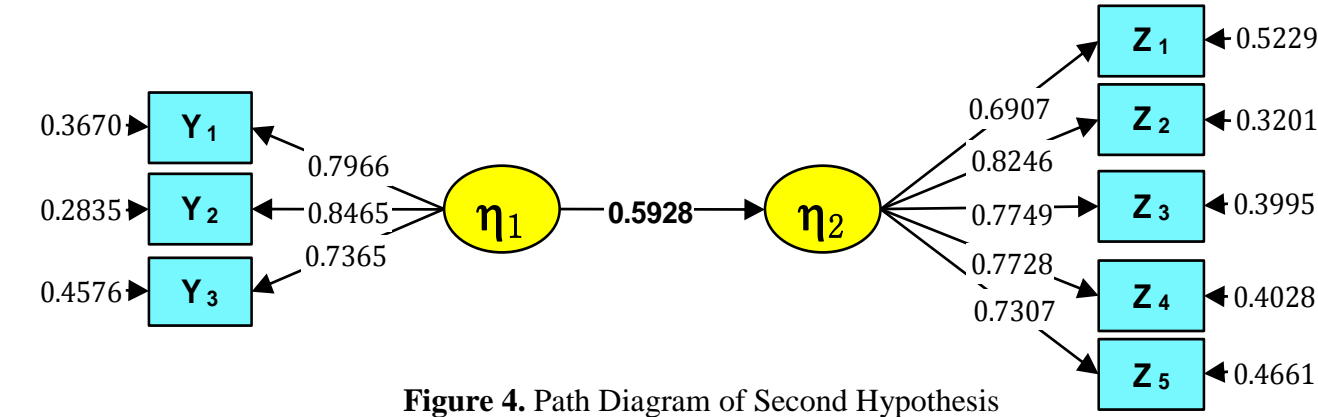


Figure 4. Path Diagram of Second Hypothesis

Through the values contained in the model path diagram above, it can then be analyzed the effect of entrepreneurial commitment on business performance. Directly, entrepreneurial commitment contributes to the business performance of 35.14 percent obtained through quadratic path coefficients or $\beta_{21} \times \beta_{21}$. Based on the results of the significance test obtained t count value of 7.1063 (figure 2) is greater than t table: 1.966 at $\alpha: 0.05$ which indicates that entrepreneurial commitment has a significant and positive value on business performance.

C. Effect of Achievement Motivation and Self Efficacy on Seaweed Business Performance

Through the values contained in the path diagram (figure 1), the direct effect of achievement motivation and self-efficacy on business performance can be calculated. The magnitude of the contribution of influence is a reduction of the total effect of achievement motivation and self-efficacy on business performance as shown in the following table.

Table 6. Effect of Achievement Motivation (ξ_1) and Self-Efficacy(ξ_2) on Business Performance(η_2)

Latent Variable	Path Coefficient	Direct Effect
ξ_1	0,2073	4,30%
ξ_2	0,1322	1,75%
Total Effect (R^2)		6,05%

The effect of achievement motivation on business performance is the square value of the path coefficient which shows the partial effect of achievement motivation on business performance. The significance test results show that the value of t counts: 3.7391 (figure 2) is greater than the value of t table: 1.966 at α : 0.05 which explains that partially the achievement motivation has a significant influence on business performance at a 95 percent confidence level. The magnitude of the contribution of the effect of achievement motivation on business performance is 4.30 percent.

Significant test results indicate that the value of t count: 2.0989 (figure 2) is greater than the value of t table: 1.966 at $\alpha = 0.05$ which explains that self-efficacy has a significant influence on business performance at a 95 percent confidence level, and the amount of contribution the effect of self-efficacy on business performance is 1.75 percent. Based on the results of the significance test of the influence simultaneously indicated by the value of F count: 12.36 is greater than the F table value: 3.019 at $\alpha = 0.05$ and the degree of freedom $df_1 = 2$ and $df_2 = (n-k-1)$. The total contribution of the effect of achievement motivation and self-efficacy on business performance is 6.05 percent. Thus achievement motivation and self-efficacy have a significant direct influence on the performance of seaweed business, both partially and simultaneously.

Discussions

The results showed that there was an effect of achievement motivation and self-efficacy on entrepreneurial commitment. In the sense that with strong motivation to create achievement and with high self-confidence will have a positive impact on entrepreneurial commitment. Achievement motivation is built through four dimensions, namely: achievement oriented, forward oriented, like challenges, and tough contributing to the growth of entrepreneurial commitment among small seaweed entrepreneurs. Entrepreneurial commitment is built through three dimensions, namely: desire or

intention, discipline, and determination. Significant and positive influence on achievement motivation on entrepreneurial commitment explains that the stronger achievement motivation will have an impact on increasing entrepreneurial commitment of small seaweed entrepreneurs. Likewise, if the motivation for achievement is low, then the entrepreneurship commitment of business actors decreases. This explains that the dimensions of achievement motivation shape the attitudes and behavior of small seaweed entrepreneurs to remain committed to maintaining the values and goals of entrepreneurship. According to (Jayawarna, 2011), entrepreneurship motivation has a significant relationship to business resources, behavior and business performance.

In other cases, the results of the study showed that self-efficacy had a significant and positive effect on entrepreneurial commitment among small-scale seaweed entrepreneurs. Self-efficacy in this study is explained by three dimensions, namely: experience, planned behavior, and planned achievements that contribute to the individual's commitment to entrepreneurship. The formation of self-efficacy is an accumulation of dimensions that create individual confidence in determining the choice of accepting attitude and being able to remain committed to maintaining entrepreneurial values.

The results of the analysis show that self-efficacy has a more dominant influence on entrepreneurial commitment than the variable achievement motivation. This can be explained that self-efficacy has a role in providing support for the birth of individual motivation to take action. Drnovsek (2009) argued that entrepreneurial self-efficacy is best seen as a multidimensional construct made up of goal and control beliefs, propositions for how these two different dimensions will play a role during phases in the process of starting-up a new business are developed, and entrepreneurial commitment. In line with (Laguna, 2013), self efficacy is believed to be the best predictor for knowing achievement motivation and individual commitment. Pointed out that someone who has self efficacy is better

able to face challenges to succeed than those who do not have self efficacy (Pollack, 2012).

The analysis results prove that entrepreneurial commitment has a significant and potent effect on the performance of seaweed business. It can be explained that the stronger the entrepreneurial commitment, the higher the business performance, and vice versa if the lower the entrepreneurial commitment, the lower the business performance. Entrepreneurial commitment that is built with dimensions, namely: desire or intention, discipline, and determination will have an impact on the achievement of performance through dimensions, namely Entrepreneurial commitment that is built with dimensions, namely: desire or intention, discipline, and determination will have an impact on performance achievement, namely: market development, order enhancement, increased job satisfaction, product quality improvement, and decent life. Explained that good business performance can be achieved through the ability of innovation and entrepreneurial commitment between individuals in the organization (Sahut and Ortiz, 2013). That entrepreneurial commitment has an influence on business performance (Ezekiel et al, 2018). Commitment to entrepreneurship is shown through a person's willingness to accept and maintain the values and goals of entrepreneurship to produce performance.

Motivation is not enough to produce achievement if it is not based on self-efficacy to carry out the task well (Boekaerts, et al., 2002). The results of statistical tests show a significant and positive influence, both partially and simultaneously. It can be argued that if achievement motivation and self-efficacy increase, business performance will increase. Likewise the opposite if achievement motivation and self-efficacy decrease, business performance tends to decrease (Maddatuang et al, 2021).

Based on the influence contribution and level of significance, achievement motivation has a greater effect of self-efficacy on business performance. It can be stated that the tendency of entrepreneurs to achieve greater performance is determined by achievement motivation rather than self-efficacy. In line with Santrock's opinion (2014), motivation

is a process that gives enthusiasm, direction, and persistence to individual behavior, while self-efficacy plays a role in influencing individual achievement motivation, thus encouraging individuals to take action towards achieving goals. Afzal, Ali, Khan & Hamid (2010) also argued that motivation is a state of mind that stimulates activities and human body actions (behavior). Greenberg (2011) explained that it refers to processes that stimulate, direct and sustain human behavior toward accomplishing a goal. According to Caprara et al. (2011), self efficacy can influence a person's attitude and behavior to perform an action and is believed to have an important role as a major predictor of individual achievement motivation. The results of this study provide evidence that community empowerment through the internalization of entrepreneurial values based on achievement motivation and self-confidence can build entrepreneurial commitment among business people in general and small businesses in the seaweed aquaculture sector in South Sulawesi province in particular. Entrepreneurial commitment is important for each individual in carrying out activities in an organization or business field in general, because it is related to awareness and responsibility for the values and goals of the organization or business field. It can be proven that entrepreneurial commitment has a positive impact on business performance in general and small seaweed businesses in particular. In this regard, every human resource empowerment program carried out by both government agencies and other related parties can prepare training materials not only to strengthen knowledge and skills, but also to strengthen the values of entrepreneurial personality.

This research is an initial step that examines the determination of factors that can affect the performance of small businesses, especially in the seaweed cultivation sector, namely: achievement motivation, self-efficacy, and entrepreneurial commitment. In contrast to some previous studies that examined the performance of small businesses by using only a few variables of the values of entrepreneurial personality similar to this research. The results of the study show that all variables studied have a positive influence on

business performance. In other cases there are limitations in further examining the steps that can be taken to build the values of entrepreneurial personality. This requires research as the next step to review the results of the evaluation of the internalization of entrepreneurial values of small-scale businesses in community empowerment program activities carried out by related parties.

In this regard, the right instruments and training materials are needed and in accordance with the capabilities of small businesses to have space and time to build entrepreneurial values competencies. This research is limited to the results of a study on the determination of factors that can affect business performance, and does not provide further study of instruments and materials that can be used in building entrepreneurial values. For this reason, further research can provide results of studies on instruments and training materials that

Conclusion

Based on the estimation results of the model shows, achievement motivation and self-efficacy have a significant effect on entrepreneurial commitment, so to increase entrepreneurial commitment is determined by achievement motivation and self-efficacy. While the contribution of the highest influence on entrepreneurial commitment is partially due to self-efficacy. This shows that the reinforcement that occurs in entrepreneurial commitment is dominated by the influence of self-efficacy that is contributed through a dimension of confidence in abilities that is based on experience, planned behavior, and planned achievements. Entrepreneurial commitment has a significant effect on the performance of small seaweed entrepreneurs, so that strengthening business performance is contributed by entrepreneurial commitment through strengthening the dimensions of desire or intention, discipline, and determination. Achievement motivation and self-efficacy have a significant effect on business performance. While the contribution of the highest influence on business performance is partially dominated by achievement motivation through strengthening dimensions of achievement-oriented, forward-oriented, challenging, and tough.

can build personality traits through entrepreneurial values.

The model built in this study provides an overview of the constellation of relationships between variables based on the theoretical framework and the results of previous studies. This study has not studied further the results of the evaluation of the model related to the magnitude of the contribution of the internalization of personality values in the activities of empowering small business actors towards the achievement of business performance. Therefore, it is necessary to test the training model to determine the effectiveness of the implementation of small business empowerment programs in general, so that it can provide input to the government and other relevant agencies, especially in determining the entrepreneurship training programs among small-scale business actors optimally.

Community empowerment program through coaching and training activities, the government is advised not only to increase production and marketing of seaweed, but also oriented to the formation of entrepreneurial characteristics through the development of personality values continuously and continuously so that they can have an effect on learning outcomes. The government through the Agency of Marine and Fisheries Affairs of South Sulawesi Province and other relevant agencies are advised to build achievement motivation and self-efficacy on small-scale seaweed entrepreneurs who are oriented towards strengthening entrepreneurial commitment. In connection with efforts to improve the performance of small-scale seaweed businesses, Agency Office of Marine and Fisheries Affairs of South Sulawesi Province is advised to build achievement motivation, self-efficacy, and entrepreneurial commitment on small-scale seaweed entrepreneurs.

As for suggestions for further researchers to develop studies in the field of human resource management from an entrepreneurial perspective on other small businesses related to entrepreneurial values and develop various models of human resource development training programs from the perspective of entrepreneurial values for small-scale business actors.

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