Determinants of Business Performance of Pottery Artisans in Banyumulek Village, West Lombok, Indonesia

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Abstract

Purpose: This study aims to determine the factors that affect the business performance of pottery artisans in Banyumulek village, West Lombok Regency.

Method: This is associative research employing the sample survey method. The population of the study is the members of Banyumulek Arts Market, as many as 94 artisans from which 48 members are taken samples based on Slovin Formula. Data is analyzed using multiple linear regression while the hypothesis is examined with T-test and F-test processed with SPSS 26.

Result: the authors found that the variables of entrepreneurial characteristics have a significant influence partially or simultaneously on the business performance of pottery artisans in Banyumulek Village. The Standardized Coefficient Beta value shows that the future-oriented variable is the most dominant in the business performance of pottery artisans in Banyumulek Village, West Lombok.

Contribution: Practically, this research is expected to be helpful for the development of entrepreneurs in West Nusa Tenggara Province, especially in improving the business performance of pottery artisans in Banyumulek Village.

Keywords: Entrepreneurship, Business Performance, Tourism, West Nusa Tenggara Province, Banyumulek village, Pottery Artisans.

Introduction

West Nusa Tenggara (NTB) is one of the provinces in Indonesia, which consists of two islands, namely Lombok Island and Sumbawa Island; it has beautiful natural resources wrapped in various cultures and unique handicrafts. The natural beauty from the island of Lombok to the island of Sumbawa makes NTB province one of the provinces that rely on tourism for its regional income. Opportunities in tourism also foster economic life around the tourist areas on the island of Lombok and Sumbawa. The uniqueness and beauty of the NTB province not only comes from its natural wealth but is also known for its wealth of handicrafts, food, pearls, and others. It has created entrepreneurs in the field and has become a tourist attraction. Entrepreneurship is an effort to create added value by combining resources in new and different ways with the competition. It can make by developing new technologies to produce goods and services more efficiently, improving existing products and services, and finding new ways to satisfy consumers (Suryana, 2003).

Entrepreneurship can make a country advanced and prosperous because entrepreneurship is a job creator, innovations, and creates superior and quality added value. Meredith in Suryana and Bayu (2013) states that an entrepreneur must have self-confidence, tasks and result-oriented, risk-taking, leadership, originality, and future orientation to increase the success/performance of his business. Armstrong and Baron in Wibowo (2011) state that performance is the result of work strongly relates

to the organization's strategic goals and customer satisfaction and contributes to the economy.

Since 2014, tourism in West Nusa Tenggara province began to be visited by both foreign and domestic tourists; in 2015, Lombok Island was awarded World Halal Tourism from an international event held at The Palace Ballroom, Abu Dhabi, United Arab Emirates (UAE) (Nugroho, 2019). The award made West Nusa Tenggara Province, especially the island of Lombok, increasingly recognized worldwide. Data on the number of tourist visits shows an increase in foreign and domestic tourist visits, as shown in the following table.

Table. 1 Number of Tourists Visits

Year	Number of Tourists Visits (People)		
	Foreign Tourists	**Domestic Tourists**	**Total**
2014	752.306	876.816	1.629.122
2015	1.061.292	1.149.235	2.210.527
2016	1.404.328	1.690.109	3.094.437
2017	1.512.645	2.249.041	3.761.041
2018	1.204.556	1.607.823	2.812.389
2019	1.550.791	2.155.561	3.706.352
2020	39.982	360.613	400.595
2021	1.189.000	9.521.460	10.710.460

Source: data.ntbprov.go.id/. Processed.

In 2018, there was a natural disaster, an earthquake that disrupted economic activities in West Nusa Tenggara Province; based on the data above, there was a decrease in foreign and domestic tourist visits. In 2020, the covid-19 pandemic hit the world, which resulted in changes in all aspects of human life. Tourism, as seen from the number of tourists visiting NTB province was 3,706,352 people; in 2020, this year was the beginning of the pandemic, and tourists visiting West Nusa Tenggara province were only 400,595 people. In 2021, amid the pandemic that still hit, the province tried to bounce back with a new life; the World Superbike event in Mandalika, Central Lombok, was able to restore tourism activities on Lombok Island.

The events that have occurred in recent years have made industry players also renew their businesses. The ups and downs of income are a challenge in these difficult times, affecting business performance in industrial activities. Technological developments, natural disasters that hit West Nusa Tenggara Province, and the pandemic that hit the world resulted in many formal and informal industry players making online sales, which immensely helped the economy in these difficult times (Satarudin et al., 2021). An entrepreneur's business performance/success comes from the character of the human resources who run the business. One sector that provides employment opportunities for entrepreneurs is the industrial sector.

Industrial companies consist of formal industries and informal industries. The legal industry has an Industrial Registration Certificate (TDI) from the Department of Industry and Trade (*Disperindag*) by the business location. At the same time, the informal industry is a company not registered with a government agency, whereas, generally, this business is a small-scale household industry. Casual industries in West Nusa Tenggara include handicraft industries such as wood molding, lime and cement handicrafts, woven fabrics, pumice processing, and earthenware.

Pottery is a part of ceramics made based on the quality level of the material; in its processing, it is made of clay material formed and then burned to be used as tools that are useful for daily needs. Banyumulek Village locates in Kediri Sub-district, West

Lombok Regency. Banyumulek village, a center of the pottery industry in Lombok since the 1990s, where 80% of the population is engaged in work. Pottery crafts are one of NTB's non-oil and gas exports primidone. NTB pottery exports in 2018 to Australia, Thailand, and Italy amounted to 6.11 tons with a value of US$ 23,583.86, and in 2019 exported to France and Canada, amounting to 3.96 tons with a value of US$ 13,016.80. Banyumulek Village was also affected by the earthquake disaster in 2018 and the covid-19 pandemic in 2020, which made many artisans change professions. Although many artisans have turned into traders, many artisans continue to run the pottery craft business. These craftsmen create groups to work together to create new pottery designs to attract customers back. These craftsmen continue to develop their creative ideas to create better products. This situation is following Setiawati & Ahdiyawati (2021) who stated that the characteristics that can be found in entrepreneurs are the ability to take risks, be innovative, knowledge of the working market, practical knowledge of production, marketing skills, management skills, and the ability to work together.

Research conducted by Huda et al. (2020) states that product innovation and entrepreneurial orientation affect the performance of small businesses in Banjarmasin. Sari and Farida (Alam et al., 2020) researched small businesses in the Pati district with the results of market orientation and entrepreneurial orientation affecting small business performance. Similar research was also conducted by Jannah et al. (2019) with the results of entrepreneurial orientation and product innovation affecting the performance of small batik businesses in Tuban. These craftsmen receive guidance from *Disperindag* and other capital and corporate management parties. The artisans must improve their entrepreneurial spirit (self-confidence, task- and result-oriented, risk-taking, leadership, originality, and future-oriented), with entrepreneurial spirit training is carried out to improve the artisans' business performance. With entrepreneurship training, artisans are expected to improve their business performance by creating new pottery designs to attract customers. On this basis, this research was carried out with the title Factors of Business Performance of Pottery Artisans in Banyumulek Village, West Lombok.

Research Method

This type of associative research aims to determine the relationship between two or more variables. The data collection method uses a survey sample method, which is a method that aims to generalize the results of sample research because the population is at the research location (Nazir, 2013). The population in this study were pottery artisans in Banyumulek Village, and the sample used the Slovin formula and obtained a sample of 48 pottery artisans in Banyumulek village. Data collection techniques using observation, namely data collection techniques by directly observing the circumstances and conditions at the research location, and questionnaires, namely data collection carried out by distributing questionnaires or lists related to the problem under study. Data collection tools used questionnaires, namely a list of written questions given to respondents to obtain data on factors that affect the performance of pottery artisans' businesses in Banyumulek Village, where each question is an answer that has meaning in testing the hypothesis.

Analysis procedures are used as follows; qualitative analysis is based on answers obtained, not numbers. To characteristics of respondents and responses to the variables assessed, using a Likert scale variable to be measured and translated into dimensions to become measurable indicators. Validity and reliability tests are carried

out to show an instrument's validity or validity levels (Arikunto, 2010). The analysis used is multiple regression analysis to test the hypothesis in this study. Test the meaningfulness (significance) of regression using the t-test and F-test, which were previously free from disturbances in the classical assumptions underlying the regression model.

Result and Discussion

Business performance is the result of work closely related to business goals, satisfaction, and contribution to the economy. *Business performance* is also defined as a person's success during a specific period in achieving targets. The success of a business can be seen from the performance of a business by comparing the value produced by a business with the expected value by utilizing the resources owned. Business performance can be seen through the ability to generate profits, market position, human resources, business development, financial resources, work facilities, and responsibilities. Besides that, there are indicators determining business performance: creativity, confidence, hardworking, and risk-taking.

Business performance is essential because it concerns the existence and sustainability of the business in the future. Without business performance, the business that has been running means it cannot make a worthwhile contribution to the manager and others involved. Business performance so far is still often ignored by business actors, even though to know the extent of success in carrying out their activities, it must be known how these activities are carried out. That is due to the frequent opening and closing of businesses, changing businesses due to losses or lack of interest, or even losing competition with more prominent entrepreneurs, as well as the ability to manage an important business that still needs to be owned by business actors. Some of these problems will affect the success of the business being carried out, but with good managerial skills and the desire to innovate, these problems can be overcome (Suswanto, 2011: 84).

Banyumulek Village is a pottery craft center located in the Kediri Sub-district, West Lombok Regency, where about 80% of the population earns a living as pottery artisans. *Pottery* is a craft made from clay that is shaped according to specific designs for household needs, both as household tools and as accessories. This pottery craft is a hereditary business that has been running for decades. Where in the process of making pottery, 4 processes must be done: preparation, formation of pottery, burning, use of ornamentation, and finishing. On its way, pottery artisans face many challenges, namely disasters ranging from the Bali Bombing, earthquakes, and the covid-19 pandemic, which indirectly impact the pottery business. Technological and economic developments have also made some pottery craftsmen switch professions to run their lives.

This research wants to know the factors that make artisans' businesses that still survive today so that they can maintain the sustainability that is the pride of Banyumulek village. With there are variables studied, namely self-confidence (X1), task-oriented and results (X2), taking risks (X3), leadership (X4), originality (X5), future-oriented (X6), and the dependent variable is business performance (Y).

The validity test of the research instrument was carried out using the SPSS 26 program with the provision that an instrument is said to be valid if the r-count is greater than r-critical. In this study, r-critical = 0.3 (Riduwan, 2008). The results of validity testing for research instruments, as shown in table 2, show that the research

instrument is valid and can be done to test the hypothesis in this study. The instrument results can be seen in the following table:

Table 2. Instrument Validity Testing Results

Question Item	r_count	r_critical	Description
X1.1	0,670	0,3	Valid
X1.2	0,891	0,3	Valid
X1.3	0,846	0,3	Valid
X1.4	0,748	0,3	Valid
X2.1	0,895	0,3	Valid
X2.2	0,919	0,3	Valid
X2.3	0,890	0,3	Valid
X3.1	0,959	0,3	Valid
X3.2	0,963	0,3	Valid
X4.1	0,780	0,3	Valid
X4.2	0,856	0,3	Valid
X4.3	0,908	0,3	Valid
X4.4	0,831	0,3	Valid
X5.1	0,959	0,3	Valid
X5.2	0,952	0,3	Valid
X5.3	0,949	0,3	Valid
X5.4	0,934	0,3	Valid
X6.1	0,950	0,3	Valid
X6.2	0,956	0,3	Valid
X6.3	0,918	0,3	Valid
Y1.1	0,889	0,3	Valid
Y1.2	0,956	0,3	Valid
Y1.3	0,827	0,3	Valid

Source: Primary Data Processed.

The reliability test of the research instrument uses the SPSS 26 program. The criteria for the results that can be explained are that a question item is said to be reliable if Cronbach's alpha coefficient is more significant than 0.6. Table 3 shows that Cronbach's alpha value is more significant than 0.6, so it can be concluded that each item on the questionnaire is considered reliable.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Description
X1 Self-confidence	0,789	Reliable
X2 Task and *Result* Oriented	0,884	Reliable
X3 Risk Taking	0,917	Reliable
X4 Leadership	0,864	Reliable
X5 Originality	0,963	Reliable
X6 Future-Oriented	0,936	Reliable
Y Business Performance	0,870	Reliable

Source: Primary Data Processed.

The results of regression testing show that the research variables have a normal distribution of data.

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Kinerja Usaha
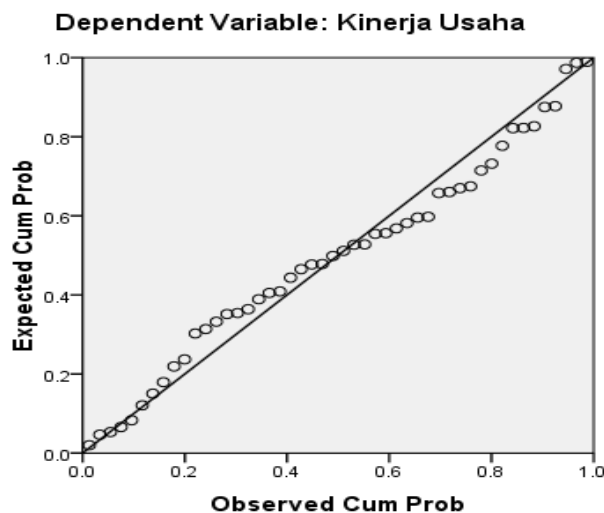
Figure 1. Normality Test Results
Source: Primary Data Processed

The figure above shows that the data distribution is around the diagonal line and follows the direction of the diagonal line, so it can be said that the resulting regression model has met the normality assumption.

The autocorrelation test is carried out to determine whether there is a correlation between members of a series of observation data. The correlation test results using Durbin-Watson show a value of 1.804, which is between -2 to +2, meaning that the regression model does not have an autocorrelation problem.

The multicollinearity test is carried out to determine whether the resulting regression model finds a correlation between independent variables. If the VIF value is smaller than 10 and the tolerance value is more than 0.1, there is no multicollinearity (Sugiyono, 2011).

Table 4. Multicollinearity Test Results

Variable	Collinearity Statistics	
	Tolerance	VIF
Self-confidence (X1)	0,893	1,119
Task and *results-oriented* (X2)	0,473	2,113
Risk-taking (X3)	0,965	1,036
Leadership (X4)	0,896	1,116
Originality (X5)	0,925	1,081
Future-oriented (X6)	0,449	2,227

Source: Primary Data Processed

Based on the data in the table above, it can show that the tolerance value of all variables is more significant than 0.10, and the VIF value is smaller than 10, so it can be concluded that the regression model used does not occur in multicollinearity. The last assumption test used is the heteroscedasticity test, where this test is carried out to analyze whether, in a regression model, there is an inequality of variance from one observation to another. This test uses a scatterplot. The graph below shows that the points form a regular pattern and spread randomly and spread both above and below

the number 0 on the Y axis. It means no heteroscedasticity in the regression model used to explain the business performance variable.
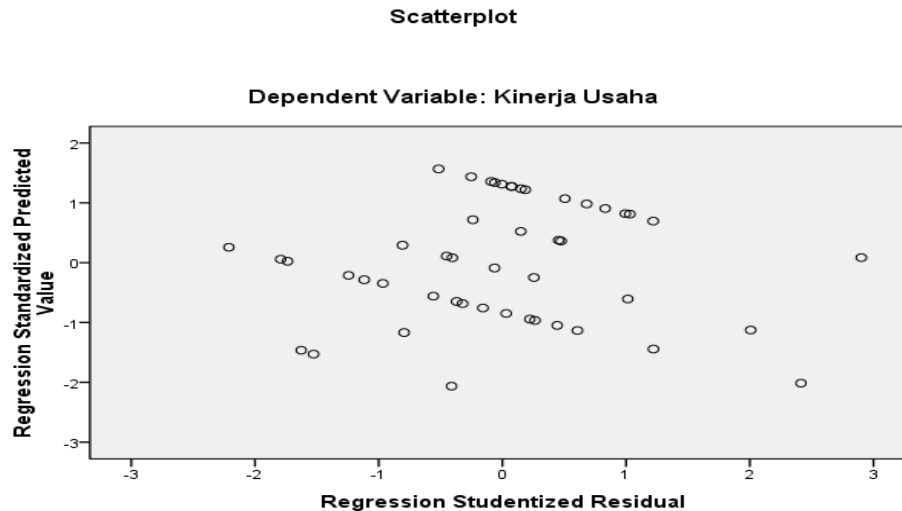
Figure 2. Heteroscedasticity Test Results
Source: Primary data, processed

The variables used in this study are entrepreneurial characteristics that significantly influence business performance. Furthermore, the proof is carried out to aim for the variation of the regression model used in explaining the variation of the independent variable (x) on the dependent variable (Y) by testing the meaningfulness of the regression coefficient. The results of calculations using regression obtained the regression coefficient value of the variables of entrepreneurial characteristics that affect the business performance of pottery artisans in Banyumulek Village, West Lombok.

Table 5. Regression Testing Results

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	**Std.Error**	**Beta**		
(Constant)	0,144	0,465		0,310	0,758
Self-confidence (X1)	0,102	0,090	0,083	1,138	0,262
Task and *results-oriented* (X2)	0,306	0,080	0,384	3,809	0,000
Risk-taking (X3)	0,086	0,039	0,157	2,223	0,032
Leadership (X4)	0,221	0,073	0,222	3,034	0,004
Originality (X5)	0,085	0,041	0,150	2,081	0,044
Future-oriented (X6)	0,381	0,072	0,551	5,331	0,000
R = 0,896	t-tabel = 2,011				
R2= 0,803	F-hitung = 27,878				
	F-table = 2,33				

Source: Primary Data Processed

Based on calculations using multiple linear regression analysis, the regression equation is obtained as follows:

$$Y=0,144+0,102X1+0,306X2+0,086X3+0,221X4+0,085X5+0,381X6$$

The multiple linear regression equation shows that the regression coefficient of the independent variable (X) is positive. It indicates a unidirectional relationship between the independent variable (X) and the dependent variable (Y). The existence of

the pottery industry can be seen from the number of raw materials available at affordable prices, capital, labor, and innovation in making pottery and marketing pottery. This can improve business performance and increase the income of pottery artisans.

Research conducted by (Huda et al, 2020) states that product innovation and entrepreneurial orientation affect the performance of small businesses in Banjarmasin. Sari and Farida (Alam et al., 2020) researched small businesses in the Pati district with the results of market orientation and entrepreneurial orientation affecting small business performance. Similar research was also conducted by Jannah (Jannah et al, 2019) with the results of entrepreneurial orientation and product innovation affecting the performance of small batik businesses in Tuban.

The success of a business depends on the confidence of artisans. If an artisan's self-confidence is high, his business performance will be high, and vice versa; if an artisan's self-confidence is low, his business performance will decrease. Statistically, this variable has an influence but is not significant to the business performance variable because the t-count value is smaller than the t-table value at the 95% or 99% confidence level. Therefore, it can be said that the respondents' self-confidence has no significant effect on the artisans' business performance. Self-confidence is critical for an entrepreneur to improve business performance. With self-confidence, A business performance is said to be good if an artisan can create a product that has advantages in terms of quality and quantity as well as service to consumers. Statistically, this variable has a natural effect on business performance because the t-count value is greater than the t-table value at the 95% or 99% confidence level. Thus, task-oriented results significantly affect the performance of artisans' businesses (Setiawati & Ahdiyawati, 2021).

In running his business, an artisan must dare to take any risk and have an immediate solution to dealing with it. Statistically, this variable has a natural effect on the performance of artisan businesses because the t-count value is greater than the t-table value at the 95% or 99% confidence level. Therefore, it can be said that taking risks significantly affects the performance of artisan businesses. An artisan must dare to run his business in various conditions that exist. Pottery craft is a hereditary work and makes it part of the culture in West Nusa Tenggara Province. The Bali bombing tragedy disrupted pottery sales then, but it did not make the artisans give up, and they continued to run their businesses. Natural disasters on Lombok Island in 2018 and the covid-19 pandemic in 2020 also disrupted the business activities of the artisans. In 2021, it became a year of recovery for the pottery artisans to continue their business.

Every artisan should own a leadership attitude in running his business which is a motivation to excel in running his business. Statistically, this variable has a natural effect on business performance because the t-count value is greater than the t-table value at the 95% or 99% confidence level. Thus, it can be said that leadership significantly affects the performance of artisan businesses. Leadership is crucial for someone to lead and manage their business. The pottery craft business in Banyumulek Village is carried out in groups, so leadership attitudes need to be possessed by someone to guide the course of the business to provide success for the business (Prakoso, 2020).

Artisans should always have creative and innovative ideas to produce their business products to improve their business performance. Statistically, this variable has a natural effect on business performance because the t-count value is greater than the t-table value at the 95% or 99% confidence level. Thus, it can be said that originality

significantly affects the artisans' business performance. Innovative is needed in business because (Muhlis et al., 2021).

Artisans are expected to always look forward without giving up quickly on a failure and trying not to repeat the same mistakes in the future. Statistically, this variable has a natural effect on business performance because the t-count value is greater than the t-table value at the 95% or 99% confidence level. Thus, it can be said that is oriented to the future significantly affects the artisans' business performance.

The second hypothesis proposed in this study is to see the significant simultaneous influence of entrepreneurial characteristics variables consisting of self-confidence (X1), task and result-oriented (X2), taking risks (X3), leadership (X4), originality (X5) and future orientation (X6) on business performance, the F test is conducted. It shows how much variable, independent influence is on the dependent variable by comparing the F-count with the F-table at the fundamental level α = 0.05. Where if the F-count value is greater than the F-table, it means that there is a significant influence. The F-table value is determined at 5% alpha; df1 = k-1 = 7-1 = 6, df2 = n-k-1 = 48-6-1 = 41 thus obtaining the F-table value = 2.33. The results of multiple linear regression analysis in table 4.15 shows that the value (R2) is 0.803, which means that the entrepreneurial characteristics variable has an influence of 80.3% on the business performance variable. The remaining 19.7% is influenced by other variables not included in the multiple linear regression formulation. The F-count value = 27.873 is greater than the F-table value = 2.33. Thus the variable entrepreneurial characteristics consisting of self-confidence, task- and result-oriented, risk-taking, leadership, originality, and future-oriented together (simultaneously) have a significant influence on the business performance of pottery artisans in Banyumulek Village, West Lombok (Sanistasya et al., 2019).

The third hypothesis proposed in this study is that it is suspected that future-oriented is the most dominant variable affecting the business performance of pottery artisans in Banyumulek Village, West Lombok. The magnitude of the Standardized Coefficient Beta value of each variable can be seen to find out the most dominant variable among the entrepreneurial characteristic's variables. Table 4.15 shows that the most significant value is the future-oriented variable (X6), with a value of 0.551. It is also evident from the t-test and the magnitude of the significant value of each variable, where the t-count and the most considerable significant value are future-oriented. Thus, the third hypothesis, which states that future-oriented has a dominant influence on the business performance of pottery artisans in Banyumulek Village, West Lombok, can be accepted.

Conclusion

This study shows the business performance of pottery artisans in Banymulek Village, West Lombok Regency. It is influenced by self-confidence, task and result orientation, risk-taking, leadership, originality, and future orientation, both partially and simultaneously based on the results of regression calculations. These factors are essential for an entrepreneur, in this case, a pottery craftsman, to improve his business, especially since pottery in Banymulek Village is one of the uniqueness of West Nusa Tenggara province. If an artisan has entrepreneurial characteristics and applies them in his business activities, it will give success to his business. Furthermore, providing profit and improving the artisans' economy will also improve the regional economy from tourism. By realizing the many challenges artisans will face in running their businesses in the future, it is necessary to make innovations in the production and

distribution of pottery. On the production side, artisans can innovate the pottery they make; in addition to selling offline, artisans can also take advantage of technology by selling online and adding distributor links to save on pottery shipping costs.

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