The Impact of Entrepreneurial Behavior on Sales Volume

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Abstract

This research was conducted at the Culinary Hawkers that located on Highway Sukapura, Dayeuhkolot, Bandung. This study examines the Entrepreneurial behaviour which resulted in increased sales volumes. Almost all Culinary Hawkers on Highway Sukapura doesn't yet have the entrepreneurial behavior in accordance with the characteristics - traits mentioned by Suryana, Confident, Own initiative, Have achievement motive, Having leadership, and Dare to take risks with the full calculation. The purpose of this study was to investigate the influence of entrepreneurial behavior to the merchant's sales volume culinary pavement on Highway Sukapura, Dayeuhkolot, Bandung. Researchers used quantitative research methods. The population in this study was 63 Merchants Culinary Street on Highway Sukapura. Samples are 63 street vendors in JalanSukapura. Data were analyzed using simple regression analysis. The results showed that entrepreneurial behavior affect the sales volume of culinary street traders in Highway Sukapura. Based on the calculation coefficient of determination (R2) can be seen the effect of entrepreneurial behavior variables (X) on sales volume (Y) is approximately 94%. While the remaining 6% are influenced by other factors such as competence, performance, and motivation.

Keywords: *Entrepreneurship; Entrepreneurial Behavior; Sales Volume*

INTRODUCTION

Total GRDP and workers that are absorbed into the trade sector is inseparable from the existence of hawkers in Bandung Regency. According to Ramli (1997), street vendors, in general, is the most real and important job in most cities in developing countries. Hawkers in urban area have typical characteristics and features specific to informal sector, so that urban informal sector are often labeled as hawkers. Hawkers are often found in front of university campus. Culinary hawkers is the kind of hawkers that are most often found in front of campus of University of Telkom, precisely on Highway Sukapura. Based on results of interviews that was conducted with Mr. Ade (13/06/16) as the Chairman of Community Organizations of Indonesian Lowe Class Society Movement (GMBI), that around the campus of the University of Telkom, there are three points of culinary street vendors with a total of 63 vendors culinary pavement.

Based on the interview with Mr. Rudi, as vendors who were on Highway Sukapura stated that, "After the pergusuran street vendors, traders remained willing to take risks by selling back at the previous place, because by selling on Highway Sukapura income earned are than elsewhere ". With this information the researchers conducted a preliminary survey of the street vendors on Highway Sukapura.

Most traders culinary pavement on Highway Sukapura not all have the entrepreneurial behavior in accordance with the characteristics - traits mentioned by Suryana (2014), namely, Creative and innovative process is only done by those who have the personality of creative and innovative, that is

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people who have a soul, attitude and entrepreneurial behavior, with traits - traits: confident, own initiative, have achievement motive, having leadership, daring to take risks with the full calculation. And not all merchants culinary street on Highway Sukapura has the purpose of sales volume mentioned by Swastha and Irawan (2008) which achieved sales volume, get a certain profit and support the growth of the company.

Enterprises - business carried culinary street traders have certainly had some issues that will be examined in this study, are as follows:

1. How is the entrepreneurial behavior of traders culinary street on Highway Sukapura?
2. How does the merchant's sales volume culinary pavement on Highway Sukapura?
3. How does the entrepreneurial behavior to the merchant's sales volume culinary pavement on Highway Sukapura?

Based on the formulation of the problem, the purpose of this study are as follows: knowing the entrepreneurial behavior of traders culinary street on Highway Sukapura, know the merchant's sales volume culinary pavement on Highway Sukapura., determine the influence of entrepreneurial behavior to the merchant's sales volume culinary pavement on Highway Sukapura.

LITERATURE REVIEW

According to Suryana (2014) entrepreneurship (entrepreneurship) is a discipline that studies on the value, capability (ability), and behavior in the face of life's challenges and how to get a chance with the various risks it faces. Entrepreneurship is a discipline of its own, has a systematic process, and can be applied in the form of the application of creativity and innovation.

The theory of behavior in Fadiati (2011), states that a person entrepreneurial behavior is the result of a partnership that rests on the concepts and theories not because of the nature of a person's personality or by intuition. So according to this theory of entrepreneurship can be learned and mastered in a systematic and planned.

Suryana (2014) said common entrepreneurial traits can be seen from various aspects of personality such as the soul, character, attitude, and behavior. Traits - traits of entrepreneurship includes six major components, namely: confident, result-oriented, risk-taking, leadership, keorisinalitasan, and oriented towards the future. Traits - traits can be seen from keeping the following indicators:

Full of confidence, the indicator is full of confidence, optimistic, committed, disciplined and responsible.

1. Own initiative, the indicator is, full of energy, deft in the act, and active.
2. Has the achievement motive, the indicator consists of a results orientation and future.
3. Having leadership, the indicator is dared to be different, trustworthy, and resilient in the act.
4. Dare to take risks with the full calculation

Selling

According to Basu and Swastha (2008) sales management is the planning, direction and supervision of personal selling, including drawing, election, gear, route determination, equipment, assignment, routing supervision, payment, and motivation as a task given to the sales force.

According Moekijat in the book Dictionary of Economic Terms (2000) state that: "Selling: selling is an activity aimed to find a buyer, influence and provide guidance so that buyers can customize their needs with the products offered as well as an agreement on the price that is beneficial to both parties".

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Sales Volume by Asri (1991) is the number of units of actual sales of the company within a certain period. So the volume of sales can be said as a result of sales activity as measured by unit. According Swastha and Irawan (2008), the entrepreneur has the goal of getting a certain income (the maximum possible), and maintain or even try to increase it for a long time. These objectives can be realized if the sale can be implemented as planned. Thus it does not mean that the goods or services that are sold will always produce profits. This is where factors-factors above should get full attention.

For companies, generally has three broad objectives in sales, namely:

a. Achieve certain sales volume

b. Get a certain profit

c. Supporting the growth of the company
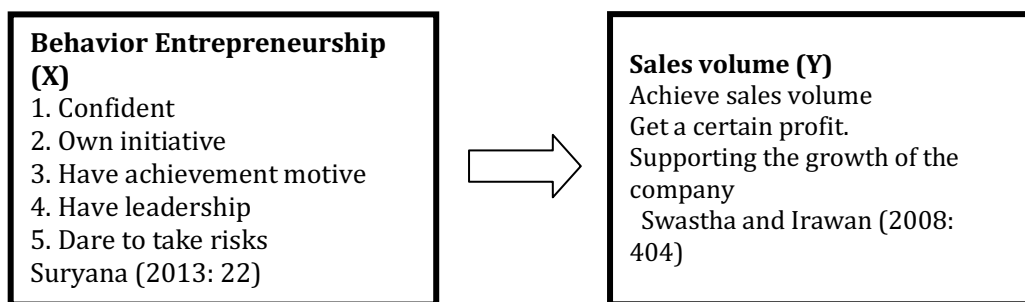
METHODOLOGY

Figure 1. Research Framework

The hypothesis is a temporary answer to the formulation of research problems, in which the formulation of research problems has been expressed in the form of a question sentence. Is said to be temporary, because new answers given are based on the relevant theory, not based on empirical facts obtained through data collection. So the hypothesis can also be expressed as a theoretical answer to the formula research problem, not the answer empirically from the data. Based on the framework described above, then the hypothesis will be proposed and tested for truth is "Entrepreneurship Behavior affect the Sales Volume"

The population in this study are all Culinary Merchant Street on Highway Sukapura. The samples in this study is an entire population. Descriptive analysis is a form of data analysis to test the generalizability of research results based on the sample. Here, the researchers wanted to describe how the influence of entrepreneurial behavior to sales volume Culinary Merchant Street on Highway Sukapura. Before processed with simple linear regression analysis, the data in ordinal scale derived from the questionnaire will be converted first into interval data using Method of Successive Interval (MSI).

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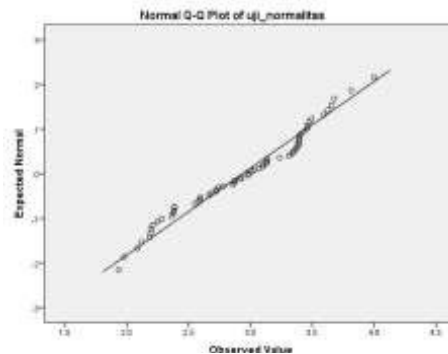## RESULT AND DISCUSSION

Normality test

Figure 2. Normality Test

Multicolinearity is a state where the regression model found correlations perfect or near perfect between the independent variables. Some multicolinearity test method is one of them by looking at the value of Tolerance or Inflating Variance Factor (VIF) in regression models.

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Entrepreneurship behavior (X)	1.000	1.000

a.   Dependent Variable: Sales volume (Y)

Table 1. Multicolinearity Test

Heteroscedasticity test aims to test whether the regression model occurred inequality in the residual variance from one observation to another observation.
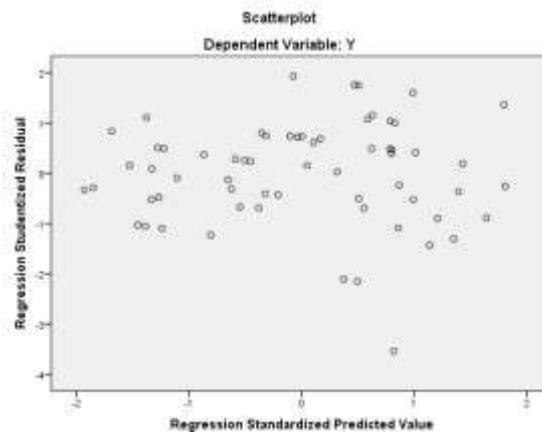

Figure 3. Heteroscedasticity Test

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Regression Analysis Test

Based on the obtained data processing result of the constant and the regression coefficients can be formed so that a simple linear regression equation as follows:

Y = 2,049 + 0,370X

α = 2.049.

This shows that the constant value if the variable competence of entrepreneurship = 2, then the business performance remains at $ 2,049.

β = 0.370.

This indicates that the variable behavior of Entrepreneurship (X) a positive effect on sales volume (Y) Culinary Merchant Street on Highway Sukapura if variable Entrepreneurial behavior is increased by one unit, the sales volume will increase by 0.370.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 Entrepreneurship Behavior	2.049	.433		4.727	.000
(X)	.370	.147	.307	2.515	.015

a. Dependent Variable: Sales Volume (Y)

Table 2. Regression Analysis Test

This test is intended to determine whether there is influence between independent variables (Behavioral Enterprise) on the dependent variable (sales volume) In this study the hypothesis that will be tested are as follows:

Ho: The behavior does not affect the Enterprise Sales Volume

Ha: Behavior Entrepreneurship affect the Sales Volume

Entrepreneurial behavior variables (X) has a value of t is greater than t table because t value (4.727)> t table (0.248) and the level of significance, 000 <0.05, then Ho is rejected and Ha accepted. It can be concluded that there is the influence of entrepreneurial behavior variables (X) on sales volume (Y) Culinary Merchant Street on Highway Sukapura.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 Entrepreneurship Behavior	2.049	.433		4.727	.000
(X)	.370	.147	.307	2.515	.015

a. Dependent Variable: Sales Volume (Y)

Table 3. T Test

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The coefficient of determination (R2) is used to see how big the contribution of the independent variable (X) is the entrepreneurship behavior of the dependent variable (Y) is the volume penjualan. Base on the formula calculation above, the results obtained determination coefficient of 94%. This shows that the influence of entrepreneurial behavior variables (X) to the volume of sales variable (Y) is approximately 94%. While the remaining 6% are influenced by other factors such as the competence, performance and motivation.

CONCLUSION

This research contribute to our understanding on how entrepreneurial behavior affect sales volume. Precisely this research was conducted to get information about entrepreneurial behaviors of street culinary hawkers on highway Sukapura, their sales volumes and the correlation between the two variables. Using the population and sample of all culinary street hawkers on highway Sukapura researcher conclude that the entrepreneurial behaviors of the merchant positively affect their sales volume approximately by 94%.

This shows that it is important for the merchant to increase their entrepreneurial behavior which include confident, own initiative, achievement motive, leadership, and the will to take risks. The result of this study can also be a consideration for the government in giving special training for the merchant so that they can increase their sales volume, which in the end can benefit the government itself. Further, this research is limited to street culinary hawkers on highway Sukapura, which means that in the future we can conduct research with different population and sample to find out whether this correlation also occur in other business sector.

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