THE INFLUENCE OF BUSINESS CAPITAL AND ENTREPRENEURSHIP BEHAVIOR ON THE SUCCESS OF FURNITURE BUSINESS IN BAYAT DISTRICT KLATEN REGENCY

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KEYWORD	ABSTRACT
business capital, entrepreneurial behavior, business success	The purpose of this study was to determine the effect of business capital and entrepreneurial behavior partially and simultaneously on business success in Bayat District, Klaten Regency. Research with a quantitative type uses a descriptive research design. The population of furniture entrepreneurs in Bayat District is 20 furniture entrepreneurs. The research sample for furniture entrepreneurs in Bayat District, Klaten Regency was 20 furniture entrepreneurs. The data collection method used a questionnaire and was analyzed using multiple linear regression analysis with the help of the SPSS 29.0 for Windows program. The results showed that there was no effect of business capital on business success as indicated by the probability value of the t test which was 0.356 which was greater than $\alpha = 0.05$, there was an influence of entrepreneurial behavior on business success as indicated by the probability value of the t test of 0.001 which was smaller than $\alpha = 0.05$, and there is an influence of business capital and entrepreneurial behavior on business success as indicated by the probability value of the F test 0.001 which is smaller than $\alpha = 0.05$.

INTRODUCTION

The furniture business is one of the UMKM engaged in the field of wood crafts which is located in Bayat sub-district, Klaten district. The furniture business in the Bayat sub-district started in 2002. At that time, the entrepreneur wanted to develop it by being creative about furniture models. In the current development, the number of orders for furniture has increased from previously 15-20 orders a week to 5-10 orders a week. Previously, there were only a few furniture entrepreneurs, namely approximately 5 entrepreneurs. However, because orders for furniture seemed to sell well and became a business opportunity, other residents were interested in opening a furniture business. As time went on, this wood-based furniture business was increasingly dimming, because furniture entrepreneurs experienced a decrease in their production output due to being hampered by the Covid-19 disaster and the many furniture business competitors. The furniture business in Bayat District has decreased for 3 consecutive years from 2018-2021 before increasing at the end of 2021. In 2018 the number of furniture orders was approximately 8 orders a week, then the number of businesses decreased until 2021 the number of furniture orders as many as 5 orders a week and at the end of 2021 increased to 10-15 orders. The furniture business in Bayat sub-district has decreased due to the problems experienced by the entrepreneur. So that many furniture entrepreneurs temporarily closed their businesses because they could not overcome the obstacles and problems that occurred.

This condition will have an impact on decreasing income earned by furniture entrepreneurs. So the government must be more agile in providing support and assistance both in terms of capital and the creativity of entrepreneurs. Weaknesses faced by UMKM entrepreneurs in improving business capabilities are very complex and include various interrelated indicators,

including: lack of good capital, lack of managerial ability, and limited marketing. Therefore the issue of capital is the main problem for UMKM actors to develop in building a business that they run (Firmansyah & Syah, 2021). Dasuki (2008) in research (Gustina, 2016, p. 151) states that the biggest issue among UMKM is obtaining capital to start a business and access to entry (*accessable*) to financial institutions (both banks and non-banks), this is often called bankable. While capital is important for starting a business, without having adequate capital, it is difficult for them to start this business, both for daily costs such as raw materials, daily equipment that helps in work (business), labor costs, transportation costs. and other costs. This is a very serious matter for us to fix. If entrepreneurs find it difficult to get business capital at financial institutions, the capital used is only limited personal capital, as a result the number of products produced will also be limited and the income earned will decrease so that it will have an impact on business success (Waluya, 2021).

In addition, the decline in the success of the furniture business is caused by its own human resources. Meanwhile, HR has an important role in business continuity where the company uses its expertise, knowledge, talents, and experience. The problem with the furniture business itself is that the entrepreneur does not dare to take the risk of making something new because of a lack of insight into developing a business and looking for opportunities to achieve business success so that the furniture produced cannot compete with other furniture. In addition, the lack of communication and motivation between the entrepreneur and his employees affects the success of the furniture business. (Sibarani, 2020) In principle, Entrepreneurship is the process of identifying, developing, and bringing a vision to life (Suyahman, 2017). Likewise with strategies that contain entrepreneurial mental values, namely work orientation values that are more efficient, creative, innovative, productive and independent (Suwandi et al., 2016).

From the explanation above, it shows that there are HR problems, namely the lack of entrepreneurial behavior owned by furniture entrepreneurs is still not optimal. Entrepreneurship is a combination of creativity, innovation and courage to face risks that are carried out by working hard to form and maintain new businesses (Kuat, 2016). According to Drucker in (Suryana, 2006, p. 2) entrepreneurial behavior is the ability to create something new and different through creative thinking and innovative action to create opportunities. If the entrepreneurial behavior that is owned is not optimal, then the products produced will be less competitive and customers will switch to other products so that entrepreneurs experience decreased sales and business success cannot be achieved. Therefore, the entrepreneurial behavior of an entrepreneur is considered important for the company because humans are a source of creativity and innovation according to (Cabrita & Vas, 2006, p. 12)

One indicator of business success is income in the furniture business. It was found that in August the total income was Rp. 25,000,000, in the following month it decreased until November earned income of Rp. 22,562,500 and in December it increased by Rp. 27,244,218. This decrease in income shows that the business is being run in bad condition. If this problem continues, the company will not be able to achieve business success and in the end it will have an impact on the entrepreneur himself changing professions so that the furniture business can be neglected. Competition that occurs between one furniture entrepreneur and another makes furniture entrepreneurs have to be more agile and clever in increasing their sales. One way to increase sales is to make products or models that are different from other competitors. (Silitonga, 2022) Therefore, it is necessary to make it easy to use venture capital and entrepreneurial behavior so that the products produced will increase and be able to compete with other products and business success will be achieved. (Risdiyanti, 2019). Based on the description above, the authors formulate the research problem, namely how the influence of business capital on the success of the furniture business in Bayat sub-district, Klaten district, how does entrepreneurial behavior influence the success of the furniture business in Bayat sub-district, Klaten district, how does business capital influence, entrepreneurial behavior on the success of the furniture business in the District Bayat Klaten Regency.

METHODS

This type of research includes quantitative research with a descriptive research designto find out the value of the independent variable, either one variable or more (independent) without making comparisons or connecting with other variables. The independent variable used in this study is business capital and entrepreneurial behavior, while the dependent variable used in this study is business success. The expected results can explain the effect of business capital and entrepreneurial behavior on business success.

This research was conducted in Bayat District, Klaten Regency. The subjects in this study were furniture entrepreneurs in Bayat District, Klaten Regency, while the objects in this study were business capital, entrepreneurial behavior and business success. The population in this study were 20 furniture entrepreneurs in Bayat District, Klaten Regency. The sampling technique in this study was Nonprobability sampling (Sugiyono, 2013), with saturated sampling type, carried out by means of a census (entirely) because the subjects in this study were less than 100 people. Total population of small furniture businesses in Bayat District, Klaten Regency. A total of 20 businesses so that the sample used is 20 of these small furniture businesses.

Data was collected directly from respondents who were obtained by providing a list of questions in the form of a questionnaire regarding venture capital, entrepreneurial behavior and business success. The data collection method used in this study was a questionnaire. Questionnaire is a data collection technique in research using a questionnaire that contains a list of questions to respondents. The questionnaire was given to the respondents and then each respondent filled it in with the opinions and perceptions of each individual respondent. The questionnaire was given directly to the respondent, then the respondent chose one of the available alternative answers. The questionnaire was shown to furniture entrepreneurs in Bayat District, Klaten Regency, which aimed to determine the effect of venture capital and entrepreneurial behavior on business success. The research instrument was arranged based on the basic concepts of the underlying theory of the research variables. The instrument in this study consists of questions developed from indicators with the problem under study. Based on the indicators contained in the description of the variables, it can be compiled and developed into a research instrument in the form of a questionnaire or questionnaire. The scale of measurement used scale*Likert* with five alternative answers.

The questionnaire as a data collection instrument must first be tested for its validity and reliability. To test the level of validity and reliability of research instruments will be tested on 20 respondents. Validity test is used to measure whether a questionnaire is valid or not. The questionnaire is said to be valid if the questionnaire is able to express with certainty what will be studied. Validity testing in this study was carried out using the Product Moment correlation contained in the SPSS 29.0 for Windows program. A question is said to be valid if r-count > r-table and the questionnaire is said to be invalid if r-count < r-table. Reliability refers to an understanding that an instrument can be trusted enough to be used as a data collection tool because the instrument is good. In this study, testing the reliability of the instrument was carried out by comparing values *Cronbach Alpha* obtained from SPSS 29.0 for Windows with value limits *Cronbach Alpha* to measure a reliable instrument. Statistical testing using statistical techniques *Cronbach Alpha* the instrument is said to be reliable for measuring a variable if it has a value *Cronbach Alpha* more > 0.60.

Data analysis was performed to test the proposed hypothesis, namely to determine whether there was a relationship between the independent variable (X) and the dependent variable (Y), so that the data analysis used in this study was multiple linear regression analysis. The multiple linear regression analysis technique will test the hypothesis which states that there is an influence between the independent variables on the dependent variable. The benefits of the results of the regression analysis to make a decision whether the increase and decrease in the dependent variable can be done by increasing the independent variable or not. Regression analysis is used to predict how far the value of the dependent variable changes, if the value of the

independent variable is manipulated. Multiple linear regression is used to determine the effect of two or more independent variables on the dependent variable. Based on the results of multiple linear regression analysis, it can be seen that the regression line equation is as follows.Y= α + β1X1 + β2X2 Information: Y = business success, α = constant, β = regression coefficient, ε = error term, X1 = venture capital, X2 = entrepreneurial behavior Partial hypothesis testing using the t test.

The t test is used to test the effect of the independent variables partially on the dependent variable by assuming other variables are constant by comparing t-counts with t-tables. The testing steps are: formulating a hypothesis, determining a significant level (α) that is equal to 5%, determining the criteria for accepting or rejecting H_0 by looking at the significant value. If the significant value is < 5%, then H0 is rejected and if the significant value is > 5%, then H_0 received, and decision making. Simultaneous hypothesis testing using the F test. The F test is used to test the effect of the independent variables simultaneously on the dependent variable by comparing the F-count with the F-table. The testing steps are: formulating a hypothesis, determining a significant level (α) that is equal to 5%, determining the criteria for accepting or rejecting H_0 by looking at the significant value. If the significant value is <5%, then H_0 rejected and if the significant value is > 5%, then H_0 accepted. The influence of business capital and entrepreneurial behavior on business success can be seen from the coefficient of determination (*Adjusted R Square*). Mark *Adjusted R Square* which is small means the ability of the independent variables to explain the variation of the dependent variable is very limited. A value close to 1 means that the independent variables provide almost all the information needed to predict the variation of the dependent variable. Effective contribution (SE) is used to determine the size of the effective contribution of each predictor or independent variable of the overall prediction. Calculations are made in order to know the magnitude of the contribution of each independent variable to the dependent variable, so that the contribution made by each independent variable can be seen. Relative contribution (SR) is used to determine the contribution of each independent variable to predictions. Calculations are made in order to know the magnitude of the contribution of each independent variable consisting of business capital and entrepreneurial behavior to the dependent variable of business success. Relative contribution calculates the contribution of each independent variable without regard to other variables not examined in this study, so that the contribution of each independent variable can be predicted.

RESULTS

Based on the results of multiple linear regression analysis, it can be seen that the regression line equation uses beta coefficient analysis in the regression model. The results of calculating the constants and beta coefficients in this study can be seen in table 1.

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.551	8.105		1.425	.172
MODAL USAHA	.269	.284	-.131	.949	.356
PERILAKU KEWIRAUSAHAAN	.978	.128	1.052	7.618	<,001
a. Dependent Variable: KEBERHASILAN USAHA					

Table 1. Beta Coefficient Analysis Results

Based on the calculation of multiple linear regression in Table 1, the results of the regression equation are obtained as in the following equation.

$$Y = a + b1.X_1 + b2.X_2$$
$$Y = 11.551 + -0.269X_1 + 0,978\ X_2$$

Based on the regression equation model formed, it can be interpreted that the results of a constant of 11.551 indicate that the venture capital behavior variable (X1) has a negative coefficient of -0.269 and the entrepreneurial behavior variable (X2) has a positive coefficient of 0.978. The negative regression coefficient value indicates that business capital (X1) has no effect on business success (Y) and entrepreneurial behavior (X2) has an effect on business success (Y). This illustrates that an increase in business capital (X1) by one unit will decrease business success (Y) and entrepreneurial behavior (X2) by one unit can increase business success (Y) by the value of the beta coefficient of each independent variable multiplied by the magnitude of the increase that happened. In this case it can be shown that the higher the business capital and the better the entrepreneurial behavior, the higher the business success. Conversely, the lower the business capital and the worse the entrepreneurial behavior, the lower the business success.

The coefficient of determination aims to show how much influence the variable X simultaneously has on Y. The results show that the value of the coefficient of determination *R Square* in this study amounted to 0.897.

$$KD = 100\% \times R^2$$
$$= 100\% \times 0,897$$
$$= 89,7\%$$

Based on these results indicate that there is a simultaneous influence between the variables X1 and X2 on the Y variable of 89.7% and the remaining 10.3% is influenced by other variables.

The effective contribution (SE) is used to find out how much the effective contribution of each independent variable is the venture capital variable and the entrepreneurial behavior variable. 9.4% while the entrepreneurial behavior variable (X2) is 80.4% of the business success variable. The amount of this contribution indicates that the entrepreneurial behavior variable contributes more to business success than the venture capital variable.

Relative contribution (SR) is used to determine the magnitude of the relative contribution of each independent variable to the related variable. The results of the calculation of the relative contribution (SR) show that the relative contribution (SR) for each independent variable, namely the venture capital variable (X1) is 9.7% and the entrepreneurial behavior variable is 90.3% of business success. The magnitude of this contribution indicates that the entrepreneurial behavior variable contributes more to business success than the venture capital variable.

DISCUSSION

The results showed that there was no significant influence between venture capital and business success. The regression equation has a negative coefficient direction. The negative effect indicates that the relationship between business capital and business success is not one-way. In this study, the capital for the furniture business in Bayat District, Klaten Regency is in the opposite direction so that the results obtained are increasing capital continuously, income will decrease so that business success is not achieved and vice versa, if capital decreases, income increases so that business success increases. This is in accordance with the results of the description of the high working capital variable, and in line with the theory *The Law Deminishing Return*. This is reinforced by research (Noba Sholahuddin et al., 2020) and (Elys Sastika Tambunan, 2020) which in their research explains the proven venture capital variable (X1) has a negative and significant

influence on business success. Entrepreneurs who have high working capital will achieve high business success than entrepreneurs who have little working capital. In the research results of business capital on business success shows no significant influence. The regression equation has a negative coefficient direction. The negative effect indicates that the relationship between business capital and business success is not one-way.

Entrepreneurial behavior can reflect actions and traits that will have an impact, both positive and negative impact on business continuity, where attitudes and behavior are appropriate and real as a characteristic of an entrepreneur, it will make his business rise and develop, so that it can provide concrete evidence to the community. as consumers to use the products produced, so that a strong commitment from entrepreneurs will have an impact on increasing business success in a comprehensive manner. This is in line with research (Tita Nursiah, Nunung Kusnadi, 2015), where this study explains that the behavior of an entrepreneur in running a business can be seen from his success in being able to face challenges. This is relevant to research conducted by (Sunijati & P Fortuna, 2021) and (Lismawati, 2019) there is a positive and significant influence on business success. Entrepreneurs who have good entrepreneurial behavior will achieve high business success than entrepreneurs who have poor entrepreneurial behavior.

Research on the influence of business capital and business success on business success simultaneously there is a significant influence between business capital and entrepreneurial behavior on business success. It can be said that the tendency to increase the combination of business capital and entrepreneurial behavior will be followed by an increase in business success. On the other hand, the tendency for a decline in business mode and entrepreneurial behavior will be followed by a decrease in business success. The results of the third hypothesis research are relevant to relevant theoretical and research studies. According to (Gaspresz, 2010) that the factors that influence business success are entrepreneurial behavior and working capital. Thus, entrepreneurs who have good business behavior and are supported by strong business capital will be able to achieve business success. This is in line with research (Lismawati, 2019) where business capital and entrepreneurial behavior have a major influence on business success. In setting up a business, you really need sufficient capital or money and an entrepreneur must have good entrepreneurial behavior to increase the success of his business.

CONCLUSION

Based on the acquisition of data analysis and discussion of business capital and entrepreneurial behavior on business success which has been interpreted, the following research conclusions can be drawn:

There is no positive and significant influence of business capital on business success is rejected. This is evident in the results of the t test for the venture capital variable (X1) obtained t-count < t-table, namely 0.949 < 2.109 and significant > 0.05 (5%), namely 0.356 with an effective contribution of 9.4% and a relative contribution of 9. 7%. Based on these conclusions it can be said that the lower the influence of venture capital, the lower the success of the business. Conversely, the higher the influence of venture capital, the higher the success of the business.

There is a positive and significant influence of entrepreneurial behavior on business success is acceptable. This is proven based on the results of the t test for the entrepreneurial behavior variable (X2) obtained t-count > t-table, namely 7.168 > 2.109 and a significant value < 0.05 (5%), namely 0.001 with an effective contribution of 80.3% and a relative contribution by 90.3%. Based on these conclusions, it can be said that the higher the entrepreneurial behavior, the higher the business success, and vice versa, the lower the entrepreneurial behavior, the lower the business success.

There is an acceptable influence of business capital and entrepreneurial behavior on business success. This is proven in the results of the third hypothesis test based on the F test, it is known that the F-count > F-table is 73.894 > 3.30 and the significant value is <0.05 (5%), which is 0.001. This means that business capital and entrepreneurial behavior together have a positive

effect on business success. Based on these conclusions it can be said that the tendency to increase the combination of venture capital variables and entrepreneurial behavior will be followed by an increase in business success, conversely the tendency to decrease the combination of venture capital variables and entrepreneurial behavior will be followed by a decrease in business success. The coefficient of determination (R^2) is 0.897, the meaning of this coefficient is that the contribution made by the variable business capital (X1) and entrepreneurial behavior (X2) to business success (Y) in soloflossroll is 89.7%, while the rest is influenced by variables other.

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