IDENTIFYING ENTREPRENEUR MOTIVATION WHICH BUSINESS PERFORMANCE IN START-UP FASHION INDUSTRY

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Abstract. *Many fashion industries have begun to decline and begin to disappear, but today the fashion industry has started to rise again because they have started to realize in terms of innovating. Innovation is meant not only from the product alone but from design to after sale. It is like something that has been we planned to aim the whole of process in develop a business. Fashion industry is the largest sub-sector in the creative economy, which is able to contribute 31% of income in this sector in 2017. The data's prove that today everyone needs clothes to perform his daily activities. From these needs, the development of fashion industry began to grow and dominate the market. Therefore many people, especially among young people who opened a business in the field of fashion because the market is large and will always exist. This research are to find motivations of entrepreneur in fashion startup industry and to know the most influential entrepreneur motivation that affects to business performance with mix method analysis which are consist of qualitative and quantitative data. The interview is a qualitative data that the researcher use for to collect a material for develop a questionnaire. The questionnaire is quantitative data that the researcher use to spread the questionnaire to all of startup in fashion industry. The questionnaire has fulfilled by 95 respondent, using Microsoft Excel, SPSS, and processed through Logistic Regression. The findings founded that overall Entrepreneur motivation in Achievement of Startup Fashion industry affected the most The Business Performance. Economic, Achievement, and Social are variable that is influence entrepreneur in make a good performance in their business. While money or economic is significant for the growth for the business, but for the sustainability of company the Achievement aspect is more influential than that.*

Keywords: *Achievement, Business Performance, Entrepreneur Motivation, Fashion industry, Startup*

Introduction

Although many fashion industries have begun to decline and begin to disappear, but today the fashion industry has started to rise again because they have started to realize in terms of innovating. Innovation is meant not only from the product alone but from design to after sale (Bof team and mckinsey & company, 2018). In fact, fashion industry is the largest sub-sector in the creative economy, which is able to contribute 31% of income in this sector in 2017. Creativity of the Indonesian designers were considered able to compete in the world fashion industry arena (Gani, 2017). The fashion industry contributes greatly to the country's foreign exchange, national GDP and employment. Given the magnitude of the role, the government continues to make various strategic efforts to develop the fashion industry in the country (Kemenperin, 2017).

The government claims that the country's fashion industry contributes 3.76% of the national GDP in 2017. The country's fashion industry exports in 2017 reached US $ 13.29 billion, up 8.7 percent in line

with rising world market demand. Meanwhile, as a labor-intensive sector, fashion is able to absorb the labor of two million people or 14.7% of the total workforce in the industrial sector (Kemenperin, 2018b). Today everyone needs clothes to perform his daily activities. From these needs, the development of fashion industry began to grow and dominate the market. Therefore many people, especially among young people who opened a business in the field of fashion because the market is large and will always exist (Anwar, 2018).

Lately this fashion industry is driven by young children through a pilot (Kemenperin, 2018a). One of the successful brands in Indonesia is NoonaKu Signature. NoonaKu Signature not only designs fashion products alone but establishes a strong business line, a quality product with a turnover of billions at a time can absorb labor. The Fashion brand was founded by the brothers Florentia Jeanne (Flo) and Felicia Febry (Fle), who has the principle of "Everyone deserves to look stylish despite the limited budget. The principle of style does not have to be expensive, "wrote Flo on one of the online media (Astuti, 2018). The success they get cannot be separated from the motivation from within herself to be able to support herself and her parents (Anwar, 2018). However, there may also a failure of the fashion industry.Competition in the field of fashion product startup in Indonesia is very tight (Majid, 2015) and it makes some startup businesses who surrender and do not continue the business.

Statement of Problem

Motivation in making a business is very important to be owned by a businessman especially for entrepreneurs in the fashion industry. However, the research on the motivation of startup entrepreneurs in the fashion industry especially with the Indonesian context is still difficult to find. Therefore, this study was conducted to find out what kind of motivation owned by an entrepreneur in the fashion industry and what is the most influential motivation that affects the business performance in doing business especially in the field of fashion.

Research Question

This research mainly discussed the entrepreneur motivation which would change its performance in business. Thus, to help start-up entrepreneur in fashion industry in Indonesia in achieve good performance in business, these are the research question provided:
1. What are the motivations of an entrepreneur to make a startup in the field of fashion?
2. What is the most influential motivation of entrepreneur towards business performance in the field of fashion?

Research Objective

This research are to find motivations of entrepreneur in fashion startup industry and to know the most influential entrepreneur motivation that affects to business performance. This research focuses on start-up entrepreneur motivation which will help entrepreneur in fashion industry to get a good performance in their business.

Theoritical Foundation

Motivation

Motivation is something that moves us to do something interesting. It's like something of an attraction that affects the direction of our motion in doing an activity. Psychological processes that lead to the passion, direction, and persistence of goal-oriented voluntary activities raises a motivation in a person (Mitchell, 1982). Motivation can be defined as "the extent to which persistent efforts are directed toward goals" (Campbell, Dunnette, Lawler, & Weick, 1970).

Based on Hezberg (1966) in Two-Factory Theory of motivation that explain about two factors which are motivator and hygiene factor. The motivator factor explains the factors that make a person more enthusiastic in his work. While the hygiene factor explains the factors that make a person feel unmotivated in his job, especially when he does not do the job. Thus, the amount of effort applied to work can be made to be a reference of a motivation. Such efforts should be defined with regard to compliance with the objectives pursued. For example, make efforts that have nothing to do with the goals to be achieved (Hezberg, 1966).

Entrepreneur Motivation

The personality and behavior of entrepreneurs in doing business is an important thing to learn in the growing field of business psychology, as evidenced by more than three dozen psychology-oriented journals that review business topics from a psychological perspective (Ulrich's Global Serials Directory, 2016). Employers are individuals who plan, organize, start and operate a new business. More importantly, successful entrepreneurs often think differently about business opportunities (Reeve, 2014). An entrepreneur is guided by several motives that inspire him to find opportunities, choose the right product or service, channel resources in the right direction and earn profits for long-term business continuity (Chaudhuri, Datta, & Ghosh, 2012).

For the purposes of this study, entrepreneurial motivation is defined as individuals' willingness to apply mental effort to a specific new venture goal or start-up outcome. Researchers Locke and Baum (2012) proposed that entrepreneurial motivation is comprised of multiple cognitive elements. These components can be divided into general traits that include "independence, general self-confidence, achievement motivation, drive to action, egoistic passion, tenacity", and situationally specific motivators, "self-efficacy, goals and vision" (Locke & Baum, 2012, p. 108).

An entrepreneur is someone who can build a new company or a new business. They can also take over the company by turning the company in a better direction where they can also build new companies within an existing company, which can be called corporate entrepreneurship (Chaudhuri, Datta, & Ghosh, 2012). It can be a challenge or even something that motivates people, especially when new experiences and entrepreneurs are consumed by working in business rather than doing it (Gasca, 2016). How highly motivated and entrepreneurial in setting goals for wide acceptance in new business performance is an important factor. Entrepreneurs who have goals that have not taken into account the realistic value will make the entrepreneur spirit to be down and also decreasing the motivation at the time due to lack of data that is less support the purpose of the business to be built. The authors suggest that while setting an ambitious goals can be useful. If entrepreneurs set very difficult or unlikely goals, they can be motivated and as a result, the risk will be high (Baron, Mueller, & Wolf, 2016).

Business Performance

Business is an entire activity organized by people in the field of supply and industry that provide goods and services to maintain and improve their standards and quality of life Invalid source specified.. Whereas, business performance is the end result of company activity. Take an action to assess performance based on the organizational unit to be assessed and the objectives to be achieved. Setting objectives in the strategy formulation of a strategic management process (which takes care of profitability, market share, etc.) should be ensured in advance when it will be used to measure company performance according to the strategy already implemented (Wheelan, Hoffman, Bamford, & Hunger, 2015).

Business performance is defined here as the achievement of organizational goals related to profitability and growth in sales and markets share, as well as the accomplishment of general firm strategic objectives (Hult, Hurley, & Knight, 2004).

The Influence of Entrepreneurs Motivation towards Business Performance

Although many fashion industries have begun to decline and begin to disappear, but today the fashion industry has started to rise again because they have started to realize in terms of innovating. Innovation is meant not only from the product alone but from design to after sale (Bof team and mckinsey & company, 2018). In fact, fashion industry is the largest sub-sector in the creative economy, which is able to contribute 31% of income in this sector in 2017. Creativity of the Indonesian designers were considered able to compete in the world fashion industry arena (Gani, 2017). The fashion industry contributes greatly to the country's foreign exchange, national GDP and employment. Given the magnitude of the role, the government continues to make various strategic efforts to develop the fashion industry in the country (Kemenperin, 2017).

The viewpoint that motivation influence performance comes from human relations theory (Filley, Kerr, & House, 1976) The relationship between entrepreneur motivation and business performance has been studied for a long period. However, earlier research could not succeed in establishing a direct relationship between entrepreneur motivation and business performance (Vroom, 1964). Yet it seems that the factors do influence each other. From a review of 15 studies by Vroom (1964) that have been used in his research where there are additional 20 new studies, it is concluded that the motivation and business performance are related to each other (Petty, McGee, & Cavender, 1984).

Conceptual Framework

The growing of fashion industry that already explained in the previous point about entrepreneur motivation and business performance enable both of that variable have a correlation and effect for each variable in doing a business. So in this research, the researcher develop a simple design of conceptual framework to know which motivation that influence more to business performance.
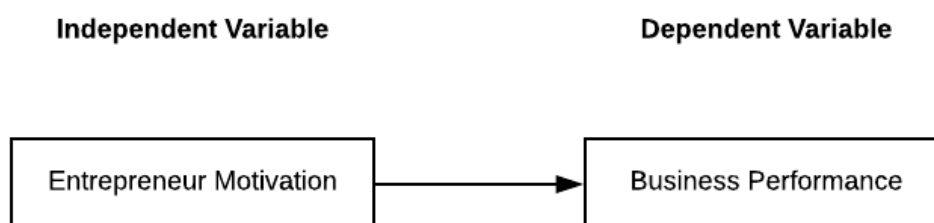

Figure 1 Conceptual Framework

From the search of the factors that affect business performance of entrepreneur motivation, found several sources explained about factors of entrepreneur motivation. Those factors form the business performance.

Methodology

Population and Sample

The criteria of the respondents is an entrepreneur who is in fashion industry, whether it's just starting a business or running a business. The researcher chose the entrepreneur in fashion industry because entrepreneur in fashion in dustry is this criterion of the study that researcher made. The entrepreneur in fashion industry is used one hundred percent by researcher in knowing what kind of motivation of fashion entrepreneur have with qualitative method. The number of sample was calculated by Slovin's theory, this research used 10% margin of error because the limitation access to the sample size which included in large population in Bandung (Angel, 2018). Therefore, the Slovin's theory compute as:

Where:

$$n = \frac{N}{1 + Ne^2}$$

n = Number of sample
N = Total population
e = Margin of Error

The number population of Bandung start-up in 2011 until 2018 is 1705 company (Angel, 2018). The sample size was computed as:

$$n = \frac{1705}{1 + (1705 \times 0.1^2)}$$

$$= \frac{1705}{1 + 17.05}$$

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$$= \frac{1705}{18.05}$$

$$= 94.4598338$$

$$= 95$$

Therefore, by using Slovin's theory the sample size needed for conducting this research are 95 respondents.

Data Analysis Method

The method of this research is using mixed method approach. Mixed method is the type of research that combining two elements (Denzin & Lincoln, 2011), both of elements are qualitative and quantitative method. Quantitative and qualitative are the data collection techniques and analysis procedures which are each have their own strengths and weaknesses (Smith, 1975). In this research, the researcher used mixed method to answer each of the research question.

In collecting the data with primary source by qualitative data, the researcher do the interview to get the data from interviewee. The technique that researcher use to do the interview is with Semi-structured interviews. Semi-structured interviews are a method of data collection where the interviewer has prepared questions that will be submitted to the interviewee but what was previously informed is not provided in detail to the interviewee. The interviewer still has a reference to the questions to be asked, but the nature of the question is flexible where in the interview process (Saunders & Lewis, 2012). The number of interviewee that the researcher interviewed is collected with purposive sampling technique. Purposive sampling technique is a sampling technique that chosen by researcher by using their judgement to actively choose those who will best be able to help answer the research question and meet the objectives (Saunders & Lewis, 2012).

In collecting the data with primary source by quantitative data, the researcher was done with the collecting data by distributed the questionnaire to the start-up in fashion industry. The questions that exist that use for interview guidance was out from the result of the interview that has done in qualitative approached.

Results and Discussion

Validity Test Result

Validity test is conducted by using Bivariate Pearson. In this research, the validity test is used to know the validity of each question of the questionnaire.

Table 1 Validity Test

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Coefficient Correlation (Pearson)	Cronbach's Alpha if Item Deleted
E1	44,2000	38,438	,300	,673	,756
E2	44,5158	37,380	,336	,748	,753
A1	44,2316	36,286	,550	,705	,732
A2	44,1579	39,156	,318	,491	,754
A3	44,6105	37,645	,372	,601	,749
A4	45,3263	33,797	,514	,707	,732
A5	45,2000	36,438	,363	,642	,751
A6	44,2842	37,844	,389	,508	,747
S1	43,6842	38,303	,463	,735	,743
S2	44,2211	35,812	,385	,686	,748
S3	44,3684	37,937	,304	,676	,756
S4	44,0421	37,828	,361	,598	,750
S5	44,1684	37,120	,429	,653	,743

Based on table 5.2, the result of validity test shows that all questions for each variable are valid where the significant value acquired by the sig. (2-tailed) is more than 0,3. Thus, the result of data shows that the data is **valid**.

Reliability Test Result

The table below showed that all the data of 95 respondents and 13 questions has proceeded without any data loss.

Case Processing Summary

		N	%
Cases	Valid	95	100,0
	Excluded[a]	0	,0
	Total	95	100,0

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Reliability Statistics

Cronbach's Alpha	N of Items
,762	13

The result of reliability test above the Cronbach's alpha shows that the value is 0.768. According to Bland & Altman (1997) the research can be defined as a reliable data if the value Cronbach alpha is higher than 0.7, so it can be concluded the data is **reliable** and can be used to analyze in this research.

Binary Logistic Regression

Significance Test

Significance test is used to test the significance of binary logistic regression model.

Table 2 Significance Test

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	10,265	5	,068
	Block	10,265	5	,068
	Model	10,265	5	,068

To test the impact of all independent variables together toward dependent variable the researcher used the omnibus variable. From the result the sig model that is has earned is 0.054. Thus, if it is compared with the level of significance of 0.1, the result data is less than the level of significance and it indicates that all independent variables take affect toward dependent variable.

Table 3 Model Summary

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	54.336[a]	.102	.215

The table above shows the value of Nagelkerke R2 of 0.215 it can have concluded in this research variables can explain 21.5% of variability through variables of Money, Experience, Acknowledge from Market, Knowledge, and Improving the economic level of the community. While the rest of 78.5% can be explained by other variables that are not provided.

Table 4 Classification Table

Classification Table[a]	
Observed	**Predicted**

The table above shows that the prediction accuracy of logistic regression in this research is 88,4%.

			Business Performance		Percentage Correct
			Low Profit	High Profit	
Step 1	Business Performance	Low Profit	83	2	97,6
		High Profit	9	1	10,0
	Overall Percentage				88,4
a. The cut value is ,500					

Equation Model

Table 5 Equation Model

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	E1	-,457	,384	1,414	1	,234	,633
	A3	-,256	,418	,376	1	,540	,774
	A6	-,821	,414	3,923	1	,048	,440
	S2	,414	,473	,766	1	,381	1,512
	S3	,467	,414	1,269	1	,260	1,595
	Constant	-,157	2,529	,004	1	,951	,855

a. Variable(s) entered on step 1: E1, A3, A6, S2, S3.

From the table of the wald test above, it can be written the equation:

$\text{Ln} \frac{p}{1-p} = -0{,}157 + -0{,}457_{E1} + -0{,}256_{A3} + -0{,}821_{A6} + 0{,}414_{S2} + 0{,}467_{S3}$

$\text{Or} \frac{p}{1-p} = e^{(-0{,}157 + -0{,}457_{E1} + -0{,}256_{A3} + -0{,}821_{A6} + 0{,}414_{S2} + 0{,}467_{S3})}$

$= e^{-0{,}157} \text{ x } e^{-0{,}457}_{E1} \text{x } e^{-0{,}256}_{A3} \text{x } e^{-0{,}821}_{A6} \text{ x } e^{0{,}414}_{S2} \text{ x } e^{0{,}467}_{S3}$

The equation above is to measure the value of b and its antilog (exp b). In order to interpret the logit regression coefficient value (B) and make the measurement easier, the researcher measured the antilog of B (Exponent B) or exponential degree of logit coefficient which can be seen in the Exp B column.

Money, Experience, and Acknowledge from Market has tendency of positive ratio to category 0 (Low Profit) which is each of Variable have a value 0,633 (Money), 0,774 (Experience), 0,440 (Acknowledge from Market) times lower than in category 1.

Knowledge and Improving the economic level of the community has tendency of positive ratio to category 1 (High Profit) which is each of Variable have a 1,512 (Knowledge), 1,595 (Improve) times higher than in category 0.

Category 1 = High Profit, Category 0 = Low Profit

Influence Test

The hypothesize test is used to shows whether component of entrepreneur motivation have influence toward Business Performance or Profit of the company.

The hypothesis used to be tested is:

Test criteria:

- H_o is rejected if the p-value (sig.) $<\alpha$ (0.05) thus it accept the H_1, and vice versa.
With detail on each variables are:

E1 = Money

A3 = Experience

A6 = Acknowledgement from market

S2 = Knowledge

S3 = Improving the economic level of the community

From the table above it can be summarized:

- P value for the Moneyvariable is 0.234, greater than the value of α. This causes Ho acceptance, which means Money has no significant effect on Business Performance.
- P value for Experiencevariable is 0,540, greater than the value of α. This causes Ho acceptance, which means Experience has no significant effect on Business Performance.
- P value for Acknowledgement from marketvariable is 0,048, smaller than the value of α. This causes Ho's rejection, which means that Acknowledgement from market has significant effect on Business Performance.
- P value for Knowledge variable is 0,381, greater than the value of α. This causes Ho acceptance, which means Knowledge has no significant effect on Business Performance.
- P value for Improving the economic level of the community variable is 0,260, greater than the value of α. This causes Ho acceptance, which means Improving the economic level of the community has no significant effect on Business Performance.

According to the data analysis above, Acknowledgement from marketmotivation are proved to have

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	E1	-,488	,382	1,629	1	,202	**,614**
	A3	-,295	,412	,512	1	,474	**,745**
	A6	-,838	,415	4,077	1	,043	**,432**
	S2	,428	,480	,796	1	,372	**1,534**
	S3	,441	,413	1,140	1	,286	**1,555**
	Constant	,132	2,489	,003	1	,958	**1,142**

a. Variable(s) entered on step 1: E1, A3, A6, S2, S3.

significant influence on the Business Performance. On the other hand, the motivation that has the most

influence on business performance in increasing business profits in this research is motivation based on social goals which is wanted to help each other and contribute to the community by providing knowledge of the fashion industry itself.

Where an entrepreneur has a goal in the beginning that wants to prosper the community by sharing knowledge and also caring for each other, thus in this research it is proven to increase the profit of the business owned.

From the table in the column exp(B) above it can be summarized:

- Entrepreneur with Money motivation in the business has a value almost reached one which is 0,633 in this research has a low profit tendency in the business.
- Entrepreneur with Experience motivation in the business has a value almost reached one which is 0,774 in this research has a low profit tendency in the business.
- Entrepreneur with Acknowledgement from Market motivation in the business has a value almost reached one which is 0,440 in this research has a low profit tendency in the business.
- Entrepreneur with Knowledge motivation in the business has a value almost reached twowhich is 1,512 in this research has a high profit tendency in the business.
- Entrepreneur with Improving the economic level of the community motivation in the business has a value almost reached twowhich is 1,595 in this research has a high profit tendency in the business.

Discussion

Based on analysis which got from the questionnaire about entrepreneur motivation of start-upfashion industry in Bandung that has been analyzed. The researcher got the result which is prove that majority of start-up in fashion industry which filled the questionnaire about motivation, has a potency in high profit tendency if the entrepreneur has motivation in social aspect.

The comparison of the aspects, showed in the data analyzed which shows the score of odds ratio or exp(B) of socia aspect (Improving the economic level of the community) is 1,595. If compared with achievement (Acknowledgement from market) aspect that have low value in increasing a business profit. Thus, in making a business we have to care about other people not just only care about ourself. The proved shows that social aspect had a high value and has a possibility to increased the profit of company, especially in fashion industry.

Through the result of this research, the member and the owner of Haira hijab is recommended to has motivation in social aspect. Even, should put a sense of concern in order to have a high social life, which is not only concerned with the issue of money or profit. Which is in doing a business,money or profit is not used as the main goal in building a business that exists today or later, especially in the fashion industry. Due to this research, proved that if entrepreneur has motivation in building a business is for economy which are money or opportunity, has a low profit tendency of the business. Whereas, if entrepreneur has motivation in social aspect which are social contribution and social interaction has a high profit tendency in increased business profit.

Research Result Implication To Haira

Through the result of this research, haira hijab is recommended to put concern on the social aspect factor in making a good performance in business. Social aspect is the factor that has possibility to making a good performance in business which represent by increasing profit in business. The aspect of social in this case refers to the company performance which in this research divided in to two, there are social contribution and social interaction. Social contribution in this research is the contribution that company

done to the people in the city or in some area. Social interaction in this research is interaction that happened in the company by doing an innovative and family way interaction in the company. Thus, the atmosphere in the company will be more pleasurable. In addition to social aspect which has a benefit in increasing a good performance and business profit. There is factor which owned by entrepreneur in fashion industry which is acknowledgement from market. Which proved that entrepreneur in fashion industry has dominant motivation in to reach their dreamed about their product to be can be recognized by people. Thus, haira hijab in making business must considered that aspect in order to make the company or the business to become sustain and also has a high profit.

Conclusion

This research examines about Start-up entrepreneur motivation in fashion industry that influence business performance especially in Bandung area. The measured variables are Economy. Achievement, Social, and Business Performance. This research analyzed using Binary Logistic Regression which is to know effect between independent variable and dependent variable.

After through several systematic processed towards this research, researcher can concluded about the effect of entrepreneur motivation in fashion industry towards business performance. The result by significance test showed that the motivation which has significant influence towards start-up in fashion industry in Bandung area is Achievement or more specific which is Acknowledgement from market with p value (sig) is 0,048 which is smaller than α 0,05. Whereas, for the motivation that has more influencing in increasing profit from thedata analyzed resultwith value of exp(B) are 1,512 and 1,595 which are Social contribution and Social interaction. In social contribution and social interaction there are sharing knowledge and Improving the economic level of the community.

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