INTELLECTUAL CAPITAL AND BUSINESS PERFORMANCE (STUDY IN SASIRANGAN SME)

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ABSTRACT

This study aims to research aimed at analyzing the effect of Intellectual Capital on the business performance of Sasirangan UKM in Banjarmasin City.
TheElement Intellectual Capitalin this study consists of Human Capital, Structural Capital, and Customer Capital contained in a business company.
This research is a type of causal research that aims to get evidence about causal relationships (causal relationships) and is carried out using a quantitative approach.
The population in this study were all UKM sasirangan in Banjarmasin City. according to Roscoe (1975) in Uma Sekaran (2006) In general, for correlational research the minimum number of samples to obtain good results is between 30 to 500. So the number of samples used in this study is as many as 40 Sasirangan SMEs in Banjarmasin . Sampling based on purposive sampling with the criteria of UKM Sasirangan who are older than 1 year.
The results showed that, Human Capital and Structural Capital had a positive effect on the performance of Sasirangan UKM in Banjarmasin while Customer Capital had no effect on Sasirangan UKM.
Keywords: *Small and Medium Enterprises, Intellectual Capital, Human Capital, Structural Capital and Customer Capital.*

ABSTRAK

Penelitian ini bertujuan untuk penelitian yang bertujuan menganalisis pengaruh Modal Intelektual terhadap kinerja bisnis UKM Sasirangan di Kota Banjarmasin.
Modal Intelektual Pelengkap dalam penelitian ini terdiri dari Modal Manusia, Modal Struktural, dan Modal Pelanggan yang terkandung dalam sebuah perusahaan bisnis.
Penelitian ini adalah jenis penelitian kausal yang bertujuan untuk mendapatkan bukti tentang hubungan kausal (hubungan kausal) dan dilakukan dengan menggunakan pendekatan kuantitatif.

Populasi dalam penelitian ini adalah seluruh UKM sasirangan di Kota Banjarmasin. menurut Roscoe (1975) dalam Uma Sekaran (2006) Secara umum, untuk penelitian korelasional, jumlah sampel minimum untuk mendapatkan hasil yang baik adalah antara 30 hingga 500. Jadi jumlah sampel yang digunakan dalam penelitian ini adalah sebanyak 40 UKM Sasirangan di Banjarmasin. Pengambilan sampel berdasarkan purposive sampling dengan kriteria UKM Sasirangan yang berusia lebih dari 1 tahun.
Hasil penelitian menunjukkan bahwa, Modal Manusia dan Modal Struktural berpengaruh positif terhadap kinerja UKM Sasirangan di Banjarmasin sedangkan Modal Pelanggan tidak berpengaruh terhadap Sasirangan UKM.
Kata kunci: *Usaha Kecil dan Menengah, Modal Intelektual, Modal Manusia, Modal Struktural dan Modal Pelanggan.*

INTRODUCTION

The existence of SMEs in the national economy is very strategic and is one of the pillars of economic development that has the potential to sustain economic growth and is also a source of welfare improvement for the community. Macroeconomically, SMEs are the most dominant business population in the national economy. SMEs have also been able to prove their resilience, especially when our nation was hit by an economic crisis in 1998. The

conditions mentioned above are one very strong reason to make MSMEs as a source of strength in economic development based on the development of a people's economy. The focus of attention in fostering MSMEs through capital support is one of the forms of parties' support for popular economic development that can be proud of and not only become a political commodity for certain groups. Therefore, building MSMEs through capital management can be interpreted as the embodiment of economic development aimed at realizing the dreams of the small people who are generally struggling in the SME business sector.

However, it must be realized that SMEs on the other hand really need a variety of policies, especially from the government so that these SMEs are truly a milestone for national and regional economic development. Previous studies (Yunus, 1997, 2001, and 2003) have shown that cooperative SMEs have problems very complex which could include the areas of policy*(policy),*development and business services*(BusinessSupport),*financing*(SME-Microfinance),* infrastructure, coordination of SME programs in the area (*Coordination of SME-Micro programs in the local area*), and national and regional integration and cooperation such as the *East ASEAN Growth Area* (EAGA).

The results of Bank Indonesia's research up to December 2010 on micro, small and medium enterprises (SMEs) showed that only 10 financial institutions of commercial banks and Rural Credit Banks as well as 6 non-bank financial institutions that finance SMEs. In fact, MSME is a credit potential where micro businesses reach around 52 million units, small businesses around 500 thousand units, and medium businesses around 40 thousand units.

The BPS survey identifies various weaknesses and problems faced by SMEs including those experienced by home industry players based on their priorities, which include: (i) lack of capital, (ii) difficulties in marketing, (iii) tight business competition, (iv) difficulties raw materials, (v) lack of technical production and expertise, (vi) lack of managerial skills (HR) and (vii) lack of knowledge in management issues including in finance and accounting. In addition, MSMEs also need a conducive business climate such as the ease of licensing, adequate legislation and stable macroeconomic conditions.

According to Setiarso (2006) states that small and medium enterprises have a very important role in economic growth. SMEs are an important part of the Indonesian economy. The role of SMEs includes: 1) helping the economy of the community around the location of the business, 2) opening up employment opportunities, 3) increasing state revenue through taxes and from exports and finally 4) and small and medium-sized businesses become a vehicle for implementing and creating innovation.

Currently in Banjarmasin there are many UKM including UKM sasirangan that can not be separated from various problems in developing their business. problems that are often experienced by SMEs can be influenced by several factors, namely *internal* andfactors *external*, one of which is caused by low human resources, weak management of innovation in creating product ideas, weak management, lack of mastering the use of competitive technology, and weaknesses in developing market networks. Because managing small and medium businesses requires management skills that are different from company management that is already so complex. One of the weaknesses of Sasirangan UKM in Banjarmasin is the low human resources and their lack of knowledge about technology and management.

Bontis et al (2000) states that human resources are important regardless of the entity, human capital and customer capital have greater influence to make a better structure for companies both services and non-services.

*Intellectual Capital i*sobtained from three sources, namely: 1) Employee competence, namely all abilities, expertise, skills, knowledge, and business performance owned by employees (*human capital*). 2) Organizational "internal" structure, namely capabilities, expertise, skills, knowledge, and business performance owned by the company (*Structural*

capital). 3) "external" / market relations, among others, with consumers, suppliers and the government (*customer capital*).(Sawarjuwono and Kadir, 2003). Therefore it can be concluded that intellectual capital is closely related to three main business actors, namely: employees, companies, and customers. So that a positive interaction between the three parties is needed to obtain *Intellectual Capital* a good.

Knowledge-based economic change, an effort is demanded to always manage knowledge.management *of intellectual capital* Theto provide benefits to a large-scale business both small mauapun, in foster product innovation in order to increase the sales performance of SMEs. With increasing competition, and increasing demand for Batik cloth, businesses are always trying to meet market demand with new ideas. Batik entrepreneurs are demanded to always bring product innovations so that consumers do not feel bored with the products offered. Therefore, the management of *intellectual capital* will provide tangible benefits for business performance so that it can develop in competition that is so intense that it can foster creative ideas to create a product innovation which impacts business performance.

The research aims to analyze the effect of *Intellectual Capital* on Sasirangan SME business performance in Banjarmasin City. This research is also expected to be an input for Sasirangan SME practitioners in Banjarmasin on the importance of managing knowledge capital, namely *intellectual capital* in running their business. The results of this study are also expected to be used as a reference for the Banjarmasin City Government through a training and training program to change the paradigm of entrepreneurs in the importance of *intellectual capital* in business management so as to improve their business performance.

RESEARCH METHODS

1. **Type of Research**

This research is a type of causal research that aims to obtain evidence about causal relationships (causal relationships) (Malhotra, 2009). This research was conducted using a quantitative approach.

2. **Population and Sampling**

The population in this study were all UKM sasirangan in Banjarmasin City. In general, for correlational research the minimum number of samples to obtain good results is between 30 to 500 according to Roscoe (1975) quoted by Uma Sekaran (2006). So that the number of samples used in this study were 40 Sasirangan SMEs in Banjarmasin. The sample

is based on purposive sampling with the criteria of UKM Sasirangan who are older than 1 year.

3. **Variable study**

This study will examine *Intellectual capital* theconsists of *Human Capital, Structural Capital, and Customer Capital* on the business performance of Sasirangan UKM in Banjarmasin.

Table 1.Research Indicators

Variable	**Indicators**	**Source**
Human Capital	Knowledge Skill Motivation Innovation Education	Ambar Widyaningrum(2004)
Structural Capital	Information Research and Development Patent SOP Manual Process	Ambar Widyaningrum(2004
Customer Capital	Customer Relationship Customer Retention Customer Satisfaction Reputation Brand Image	Ambar Widyaningrum (2004
Performance Enterprises	Sales Growth Employment Growth Income Growth Market Share Growth	(Kim and Choi, 1994; Lee and Miller, 1996; luo, 1999; Miles et al 2000; Hadjimanolis, 2000)

Source: Data processed (2019)

4. **Instruments Research test**

a. Validity

validity used to measure the validity or validity of a questionnaire Measuring validity can be done by correlating the score of questions with the total construct score or variable Significance test is done by comparing the value of r count with r table for *degree of freedom* (df) = n-2 In this case n is the number of samples and alpha = 0.05, with testing criteria if r count> r table then the measurement tool is declared valid, and vice versa if r count <r table then the measurement tool is invalid (Ghozali 2013)

b. Reliability

Testtest is a tool to measure a questionnaire which is an indicator of a variable or construct . A questionnaire is said to be reliable or reliable if the answer from someone to the question is consistent or stable from time to time. A construct or variable is said to be reliable if it gives *Cronbach's Alpha* > 0.70 (Ghozali, 2013)

5. **Classical Assumption**

a. Normality Test

Testtest aims to test whether in the regression model, confounding or residual variables have a normal distribution. A good regression model is normal or near normal distribution data. If the residual value is not normally distributed, then the statistical test becomes invalid for a small sample size. There are two ways to detect whether residuals are normally distributed or not, namely by graphical analysis and statistical analysis. In this study using the Kolmogorov-Smirnov test.

b. Multicollinity

Test The multicollinity test aims to test whether the regression model found a correlation between independent variables. A good regression model should not occur correlation between independent variables. Multicollinity testing can be seen from the amount of VIF (*Variance Inflation Factor*) and *tolerance. Tolerance* measures selected independent variables that are not explained by other independent variables. Sovalue *tolerance* a lowequals a high VIF value (because VIF = 1 /*Tolerance*). Thevalue *cutoff* commonly used to indicate the presence of multicollinity is avalue *tolerance* $\leq$ 0.10 or equal to a VIF value $\geq$10 (Ghozali, 2013)

c. Heteroscedasticity

Test aims to test whether in the regression model there is a variance in variance from one observation to another observation. If the variance from one observation residual to another observation is fixed, then it is called homoskesdativity and if it is different it is called heteroscedasticity. A good regression model is one that homoskesdatisitas or heteroskesdatisitas does not occur. To detect the existence of heteroskesdatisitas can use the Scatter Plot.

d. **Linearity Test**

Test is used to see whether the specifications of the model used are correct or not. Furthermore, with the linearity test information will be obtained whether the empirical

model should be linear, quadratic, or cubic. This test is usually used as a prerequisite in correlation analysis or linear regression. SPSS testing using *test for linearity* with a significance level <0.05.

6. **Multiple Linear Regression Analysis**

This research uses multiple linear regression analysis. According to Ikhsan (2014), in regression analysis, the level of measurement used is the interval scale.

The multiple regression equation for the two predictors determined is as follows:

$$Y = \alpha + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + e$$

Description:

Y	= Business Performance
α	= constant
$\beta_1\beta_2$	= Regression coefficient
x_1	= *Human Capital*
x_2	= *Structural Capital*
x_3	= *Customer Capital*
e	= *error*

a. Hypothesis Test

testing uses a statistical test t to determine how far the influence of one explanatory /independent variable individually in explaining the variation of the dependent variable (Ghozali, 2013). The way to do the t test is if the number of *degrees of freedom* (df) is 20 or more, and the degree of confidence is 5%, comparing the t value is greater than t table then it is said that an independent variable individually influences the dependent variable. If the significance value <0.05 or t arithmetic> T table then there is a partial influence of variable X on the variable Y. And vice versa.

ANALYSIS RESULTS AND DISCUSSION

1. Characteristics ofRespondents

a. GenderThe

following are the characteristics of respondents by sex:

Table 2. Respondent Characteristics by Gender

No	Gender	Number	Percentage
1	Male	18	18%
2	Female	22	55%
Total		40	100%

Source: Primary data processing (2019)

Based on table 2, it can be seen from the total of 40 respondents studied that are generally women, that is 55%. This shows that the participation of women as entrepreneurs has increased. Women working and opening micro-businesses in general are also influenced by the low level of family income, which must help the family economy.

b. Age

Table 3 Characteristics of Respondents by Age

No	Age	Amount	Percentage
1	<20	1	2.5%
2	21-30	15	37.5%
3	31-40	7	17.5%
4	> 40	17	42.5%
Total		40	100%

Source: Primary data processing (2019)

Based on table 3, information is obtained that the majority of Sasirangan SMEs in Banjarmasin are over 40 years old. This condition shows that generally Sasirangan business actors are the older generation who indeed have inherited expertise from families for generations.

c. Marital Status

Table 4. Characteristics of Respondents Based on Marital Status

No	Gender	Number	Percentage
1	Married	27	67.5%
2	Unmarried	13	32.5%
Total		40	100%

Source: Primary data processing (2019)

Based on table 4 shows that SMEs Sasirangan generally married so their business is the main livelihood to support the family.

d. Education Level

Table 5. Characteristics of Respondents by Education LevelEducation

No	Level	Number	Percentage
1	SMP	4	10%
2	SMA	31	77.5%
3	Diploma / Bachelor Degree	5	12.5%
Total		40	100%

Source: Primary data processing (2019)

Based on table 5 shows that generally the education level of Sasirangan SMEs is still low where the majority are still in high school education.

e. Type of Business

Table 6. Characteristics of Respondents by Type of Business

No	Type of Business	Number	Percentage
1	Sales	6	15%
2	Processing and Sales	34	85%
Total		40	100%

Source: Primary data processing (2019)

Based on table 6 shows that the majority of SME activities Sasirangan is making and processing sasirangan fabrics and directly sells them to consumers at 85%, while businesses that only sell at 15%.

f. Number of Employees

Table 7 Characteristics of Respondents by Number of Employees

No	Number of Employees	Number of	Percentages
1	1-2 peoples	24	60%
2	3-4 peoples	16	40%
Total		40	100%

Source: Primary data processing (2019)

Based on the number of employees owned In general, Sasirangan UKM has 1-2 employees, namely 60%, while those who have 3-4 employees are 40%. This shows that all Sasirangan business operators are micro businesses which according to BPS criteria are businesses that have 1-4 employees.

2. Validity and Reliability Test

a. Validity Test

Test validity is used to measure the validity or validity of a questionnaire. Measuring validity can be done by correlating the score of questions with the total construct score or variables. Significance test is done by comparing the value of r arithmetic with r table for *degree of freedom* (df) = n-2. In this case n is the number of samples

and alpha = 0.05, with the test criteria if r count> r table, then the measurement tool is declared valid, and vice versa if r count <r table, then the measurement tool is invalid (Ghazali, 2013).

Table 8. Test Results forValidity

Human Capital(X1)			
Item	r_ count	r table	Description
X1.1	0,909	0.263	Valid
X1.2	0.593	0.263	Valid
X1.3	0,601	0.263	Valid
X1.4	0,930	0,263	Valid
X1.5	0,442	0,263	Valid
Structural Capital (X2)			
X2.1	0.463	0.263	Valid
X2.2	0.808	0.263	Invalid
X2.3	0.871	0.263	Valid
X2.4	0.829	0.263	Valid
X2.5	0.744	0.263	Invalid
Customer Capital (X3)			
X3.1	0.889	0.263	Valid
X3.2	0.806	0.263	Valid
X3 .3	0.765	0.263	Valid
X3.4	0,889	0.263	Valid
X3.5	0,806	0.263	Valid
Business Performance (Y)			
Y.1	0,762	0,263	Valid
Y.2	0,492	0,263	Valid
Y.3	0,558	0,263	Valid
Y.4	0,558	0,263	Valid
Y.5	0,478	0,263	Valid

Source: Data Processing Results (2019)

Based on the distribution table with r tables for DF of N-2 = 40-2 = 38 with a significance level of 0.05, the r table value of 0.263 is obtained. Table 5.5 shows that all question items on the research instrument can be declared valid because the count of all items is greater than 0.263.

b. **Reliability Test**

test is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if the answer from someone to the question is consistent or stable from time to time. A construct or a variable is said to be reliable if it gives *Cronbach's* Alpha>0.70 (Ghozali, 2013)

Table 9/ Results of Test Reliability

Variable	Cronbach 's Alpha	Description
Human Capital (X1)	0.743	Reliable
Structural Capital (X2)	0.796	Reliable
Customer Capital (X3)	0,885	Reliable
Performance UKM (Y)	0.782	Reliable

Source: Data Processing Results (2019)

Based on table 9. above it can be seen that all variables have a Croncach's Alpha value> 0.70 so that all variables in this study can be said to be reliable (Ghozali, 2013).

3. Classical Assumptions Test for

a. Normality Normality

test results obtained normal residuals, Asym. Sig (2-Tailed)> 0.05, so normality assumptions are met. Table 10. shows the results of normality testing using the Kolmogorov-Smirnov One-Sample Test.

Table 10.Data Normality
Kolmogorov-Smirnov One-SampleTest Test

		Unstandardized Residual
N		40
Normal Parameters[a, b]	Mean	.0000000
	Std. Deviation	.82053230
Most Extreme Differences	Absolute	.108
	Positive	.083
	Negative	-.108
Kolmogorov-Smirnov Z		.680
Asymp. Sig. (2-tailed)		.744

Source: Data Processing Results (2019)

b. Multicollinearity.

The test results indicate the fulfillment of multicollinearity assumptions. In Table 11 you can see the VIF value> 10, concluded no multicollinearity.

Table 11. Multicollinearity Test

Model of	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	Collinearity Statistics
	B	Std.Error	Beta			Tolerance	VIF
.111.045 .965		2,492			(Constant)		
X1	.079 .761 9,019 .000 .969					.715	1,032
X2	.075 .306.960			3,603	.001	.270	1,041
	.010	.050	.017	.202	X3.841	.987	1.013

Source: Data Processing (2019)

c. Heterocedastisity

Tests carried out using scaterplot. The test results are shown in Figure 1, which does not form a certain pattern, in other words heterokedasticity does not occur.

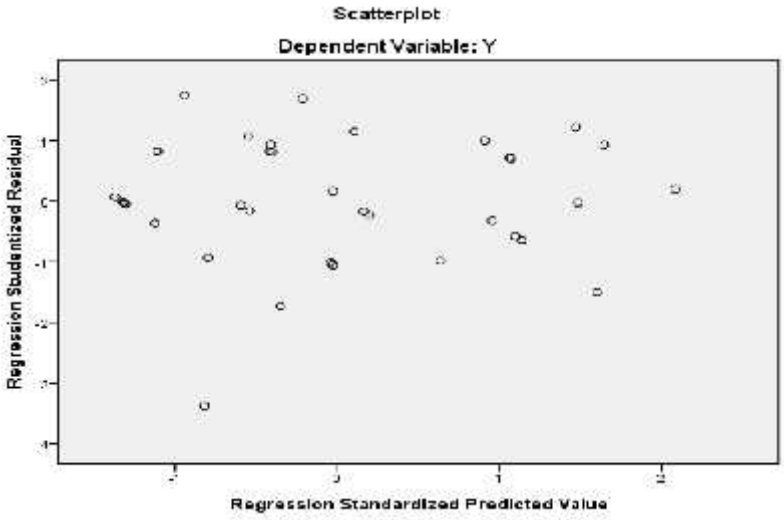

Figure 1.Scatterplot Graph

d. Linearity

test is used to see whether the model specifications used are correct or not. With the linearity test, information will be obtained whether the empirical model should be linear, quadratic, or cubic. SPSS testing using *test for linearity* with a significance level <0.05 (Ghozali, 2013).

Table 12.Linearity Test Results

Variable	Linearity
Purchase Decision (Y)	
* *Human Capital (X1)*	0,000
* *Structural Capital (X2)*	0,030
* *sustomer Capital (X3)*	0,010

Source: Data processed (2018)

Based on Table 12 known the value of a variable linearity Human Capital , Structural Capital and Customer Capital have a line value of <0.05. This shows that the three variables are linear.

4. Multiple Linear Regression Analysis

Table 13. Results of Multiple Regression Analysis of Effect of Intellectual Capital on PerformanceSMEs

Model	unstandardizedCoefficients		Coefficients Standardized	t	Sig.
	B	Std. Error	Beta		
.111.045 .965		2,492			(Constant)
X1	.079 .761				.715
	9,019 .000				
X2	.075 .306		.270	3,603	.001
X3	.050 .017 .202				.010
	.841				
R	Square.867				
Adj. R Square	.751				

Source: Data Processing (2019)

Table 13 above to inform how much the relationship between the independent variables in dependenya which show the value of R^2 (RSquare). In the table above, the value of $R2^2$ of 0.751 is obtained, these results illustrate that variations in changes in Sasirangan UKM performance can be explained by *Human Capital, Structural Capital, and Customer Capital* by 75.1%. and the remaining 24.9% of other influences. In other words,variables *Human Capital, Structural Capital, and Customer Capital* have a strong role / influence on Sasirangan SME Performance. This can be seen from the following:

Table 14. Correlation Coefficient Interpretation

No.	Coefficient Interval	Relationship Level
1	0.800 - 1,000	Very Strong
2	0.600 - 0.799	Strong
3	0.400 - 0.599	Medium
4	0.200 - 0.399	Low
5	0.000 - 0.199	Very Low

Source: Sugiyono (2014)

Based on Table 14 the coefficients above show the results of multiple linear regression for each the independent variables consisting of *Human Capital, Structural Capital, and Customer Capital* can be written in the regression model as follows:

Y = 0.111 + 0.715 X1 + 0.720 X2 + 0.279 X3 + 0.010

Where:
Y = UKM Performance
X1 = Human Capital Variable
X2 = Structural Capital
X3 Variable= Customer Capital Variable

5. Hypothesis Test

Table 15. t Test Results
Effect of Intellectual Capital on the Performance of Sasirangan UKM

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.111	2492		.045	.965
	X1	.079 .761 9,019 .000				.715
	X2	.270	.075	.306	3603	.001
	X3	.010	.050	.017	.202	.841

Source: Data Processing (2019)

Based on table 15. The coefficients and regression models in the table above show that *Human Capital (X1) and Structural Capital (X2)* have a significant effect on the performance of SMEs.

a. *Human Capital (X1)* has a positive and significant effect on the performance of SMEs with a regression coefficient positive of 0,000 <from 0.005. These results illustrate that the management of *Human Capital (X1)* will have a positive effect on business performance because people are not only part of the organization but are assets that must always be developed so that they can provide value that will improve business performance.
b. *Structural Capital (X2),* is able to have a positive impact on SME performance with a regression coefficient of 0.001 <of 0.005. This shows that good *structural capital (X2)* will have an impact on improving business performance.
c. *Customer Capital (X3),* does not affect the performance of Sasirangan SMEs in Banjarmasin. This condition shows that *Customer Capital (X3) is* still not able to be managed well by Sasirangan SME actors, Sasirangan SME actors are still not able to manage customers properly where the customer is the sales target which is the spearhead of the company.

Theoretically, the findings of this study have the following theoretical and empirical implications:

a. The findings of this study that Human Capital influences business performance support the results of research by Bontis et al (2000) and Ita Wahyuni and Hariyati (2014).
b. The findings of this study that Structur Capital influences business performance support the results of research by Bontis et al (2000) and Ita Wahyuni and Hariyati (2014)
c. The findings of this study that Customer Capital has no effect on Business Performance. Conditions indicate that generally the Sasirangan SMEs in Banjarmasin are still unable to manage customers optimally by providing excellent service to customers. Likewise, in terms of marketing, generally, Sasirangan SMEs are just waiting for customers to market their products so that the brand business has not developed to the full.

CONCLUSION

Based on the results of statistical tests with multiple regression, it can be concluded the results of the study as follows:

1. *Human Capital* (Human Capital) affects the business performance of Sasirangan SMEs. this is because human capital meets the criteria as a unique resource that is able to create a competitive advantage of the company so that it will increase the value of the company so that business performance will increase.
2. *Structural Capital* Influences the Sasirangan UKM business performance. This is because if the systems and procedures that the company has are good, the company will have a competitive advantage.
3. *Customer Capital* does not affect the business performance of Sasirangan SMEs. This shows that Sasirangan SMEs have not been able to manage customers optimally and have not been able to provide excellent service to customers. From the marketing side, the majority of Sasirangan SMEs are just waiting for buyers so sales have not yet developed to the maximum.

SUGGESTIONS

1. Based on research findings indicate that *Human Capital* (Human Capital) affects the business performance of Sasirangan SMEs. It is recommended that Sasirangan SMEs do not consider employees only as workers of the company but employees as company assets that must be developed so that it will provide added value for business continuity and progress.
2. Sasirangan UKM must have a good business system and procedure in the form of SOP, Patent, Intellectual Property Rights, quality certification, and so on. So that it will improve a good corporate image in the minds of consumers.
3. Future research related to *Intellectual Capital* needs to be expanded by examining Micro Small Enterprises in other sectors such as culinary, tourism, and others.

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