

# Influence of entrepreneurial and marketing behavior on the income of the photocopying business of Palano Jaya Medan Helvetia

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## ABSTRACT

This study aims to determine the effect of entrepreneurial and marketing behavior on income on photocopies of Palano Jaya. This research was conducted at Palano Jaya Medan Helvetia. Where researchers want to see how much influence entrepreneurship has on income, how much influence marketing has on income, and how much influence entrepreneurial and marketing behavior has on income Palano Jaya Medan. The dependent variable is income, the independent variable is entrepreneurial behavior and marketing. This research method uses quantitative methods. The data used are primary data and secondary data. Primary data was obtained using a questionnaire method (questionnaire) on a sample of 80 entrepreneurs. The analysis tool used is Multiple Linear Regression with the help of the SPSS 20.0 program. The results showed that all independent variables had a significant effect on Palano Jaya's income. The coefficient of determination is 0.649, which means that Palano Jaya's income can be explained by the entrepreneurial and marketing behavior variable factors of 64.9%. While the remaining 35.1% of Palano Jaya's income is explained by other variables not included in the analysis model in this study.

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## 1. INTRODUCTION

The existence of a high unemployment rate as a result of the economic crisis in Indonesia provides a valuable lesson about the need for creativity from each individual not to rely on jobs from other people, but to create jobs that can absorb labor and revive the wheels of the Indonesian economy.

In Islam it has also been advocated for commerce rather than working for other people. And in entrepreneurship, business actors must be good at behaving so that in marketing the products marketed can be channeled by consumers. Entrepreneurship is one of the supporters that determines the progress of the economy, because the field of entrepreneurship has the freedom to work. If someone has the will and desire and is ready for entrepreneurship, it means that someone is able to create their own jobs, and does not need to rely on other people or other companies to get a job.

Entrepreneurship is the first capital that exists in humans. However, entrepreneurship itself is a concept, so to implement it in business activities it must be manifested in various behaviors, it is possible that someone has good entrepreneurial potential but has never realized that potential in behavior, so that potential is only potential that has no meaning in the real world of business. . Entrepreneurship refers to the spirit, attitude and behavior as an example in the courage to take calculated risks based on one's own will and ability.

Marketing is one of the main activities carried out in an effort to maintain survival, to develop, and to earn profits. So many marketing experts who try to define the meaning of marketing put forward by experts have one thing in common that is serving consumers and fulfilling their needs with the goods and services they need and want.

Competition that arises at this time also requires employers to be smarter in responding to it. As a reaction to these environmental demands, business actors need to interact with the environment as a form of manifestation that they have responsiveness to the environment that affects their lives. This reaction is known as behavior, namely the human reaction in response to an object or event. In this case, the business owner/entrepreneur behaves because there is a need to maintain the continuity of his business. For this purpose, a behavior is needed which contains the competencies needed for business success with the ability to take advantage of business opportunities and the ability to take risks. This is known as entrepreneurial behavior.

Intense competition among photocopy entrepreneurs requires entrepreneurs to have good marketing to survive. The large number of photocopy entrepreneurs makes prices even tighter, this clearly affects the income of entrepreneurs. To face this increasing competition, the photocopying business needs to create, arrange, and determine the right marketing with the aim of winning the competition, and continuing business activities. or the business. One marketing that can win the competition is to provide and determine products and prices that can satisfy the needs and wants of the intended market segments and target markets, so that photocopy entrepreneurs can attract consumers and even increase the number of customers.

Palano Jaya Is a cooperative engaged in the field of savings and loans and the provision of photocopying business needs. And Palano Jaya is a multi-business cooperative. Palano Jaya's income has increased every year with a working period of 11 years which can be said to be new, with increased income it is hoped that entrepreneurial and marketing behavior can be increased again. Although Palano Jaya's income has increased, there has been a decrease from 2015 to 2016.

Based on the phenomenon above, the authors are interested in conducting research with the title "The Influence of Entrepreneurial and Marketing Behavior on Business Income at Palano Jaya Medan Helvetia Photocopy".

## **2. METHOD**

The research method is an attempt to collect, record and analyze a problem systematically, or actively and based on knowledge regarding the characteristics of events or circumstances with the intention of determining the main factors or finding new understandings in develop new methods.

### **2.1 Research Approach**

This type of research is quantitative research, which is research that seeks and describes the existence of a relationship (cause and effect) and the influence of research variables to draw conclusions. Quantitative research is scientific research that systematically examines the parts and phenomena and their relationships.

#### **Location and Time of Research**

The research will be conducted at Photocopy Palano Jaya, Medan Helvetia City, North Sumatra. This research will be conducted from the beginning of July to the end of September.

### **2.2 Types and Data Sources**

The types used in this study are: Primary data is data collected by the researcher himself directly from the first source or where the research object was carried out. Secondary data is data that is published or used by organizations that do not process it. Researchers got secondary data from books, magazines, field results and the internet. There are also primary data and secondary data obtained through: Questionnaire (questionnaire) and Decomentation Study.

### **2.3 Population and Sample**

The population in this study are photocopy business owners Palano Jaya. Based on the results of the pre-research, the number of palano jaya entrepreneurs was obtained as many as 80 photocopy entrepreneurs. If the population is less than 100 people, then the total sample is taken as a whole, but if the population is greater than 100 people, it can be taken between 10-25% or 25-30% or more depending on the ability of the researcher in terms of time, manpower and funds such as the narrow area and the size of the risks borne by researchers. With this statement, because the total population is less than 100 people, the authors take the entire sample, which is around 80 people.

#### **2.4 Data Collection Techniques and Data Collection Instruments**

To obtain the necessary data, research uses data collection tools through: Observation and Questionnaire.

#### **2.5 Data analysis**

Before the data has been collected, processed and further analyzed, it is necessary to test the validity, reliability and normality tests.

#### **2.6 Hypothesis test**

The t test was carried out for each independent variable (X1, X2) whether it has a significant effect on the dependent variable (Y) independently (partially). The F test was conducted to test whether all the independent variables (X1, X2) have a significant influence on the dependent variable (Y) together. The method used is to compare the value of  $F_{table}$  with  $F_{count}$ , if the value of  $F_{count} > F_{table}$  then  $H_0$  is rejected, so that it can be said that the independent variables of the regression model can explain the dependent variable together. Conversely, if the  $F_{count}$  of the independent variables from the multiple linear regression model is unable to explain the dependent variable. The determination of the termination coefficient ( $R^2$ ) is used to measure the percentage contribution of the independent variables (capital and marketing distribution channels) to the dependent variable (farmer income) together  $0 \leq R^2 \leq 1$ . This means that the value of  $R^2$  is 1 or close to 1. So the stronger the influence of the independent variable on the dependent variable. It is better if the value of  $R^2$  is close to 0, the weaker the influence of the independent variable on the dependent variable, with an adjusted r square.

### **3. RESULTS AND DISCUSSION**

#### **3.1 Overview of KSU Palano Jaya Medan Cooperative**

Multi-Business Cooperative (KSU) Palano Jaya Is a cooperative engaged in savings and loans and the provision of photocopying business needs. The cooperative consists of families originating from the Padang area, who migrated to the city of Medan, the cooperative is located in the Medan Helvetia sub-district, Medan city and was formed on November 19, 2007 with the Legal Entity Number 518/BH/II.14/XI/KUM/2007 which was formed in accordance with a joint decision of the members at the meeting to form the KSU Palano Jaya Cooperative. the members of the KSU Palano Jaya Cooperative mostly own photocopying businesses and some of them own wholesalers and electronics stores.

Palano Jaya's vision is "Running a Cooperative for the Welfare of Members". Palano Jaya's mission: 1) Providing good and positive service to the community. 2) Carry out the rules set by the Palano Jaya management. 3) Patience in running a business is the main capital of Palano Jaya. 4) Building enthusiasm for members/entrepreneurs of Palano Jaya. 5) Increase the sense of kinship with monthly gatherings.

#### **3.2 Respondent Profile**

In this chapter the author analyzes the data that has been collected, the data that has been collected is in the form of respondents' answers to determine the effect of entrepreneurial and marketing behavior on Palano Jaya Medan's income. This research was conducted with 80 respondents from Palano Jaya Medan. To find out the profile of the respondent, the following will be broken down by gender and job description. Based on the research results of 80 respondents, it was found that 19 male employees (52.8%) and 17 female employees (47.2%).

#### **3.3 Validity and Reliability Test**

##### **3.3.1 Validity test**

Validity over validity is indicating the extent to which a measuring tool is able to measure what it wants to measure (a valid measure if it successfully measures the phenomenon). The validity level test was carried out by comparing the value of  $R_{count}$  with  $R_{table}$  for the degree of freedom (df) =

n-2, in this study the number of samples (n) = 80 and the magnitude of df = 80-2 = 78, and alpha 0.05 obtained Rtable 0.2199 (by two-tailed test).

**Table 1. Validity Test Results**

Variable	Items	Corrected items total correlation(count)	Rtable	Information
Entrepreneurial Behavior Variable (X1)	X1.1	0.380	0.2199	Valid
	X1.2	0.729	0.2199	Valid
	X1.3	0.582	0.2199	Valid
	X1.4	0.507	0.2199	Valid
	X1.5	0.543	0.2199	Valid
Marketing Variables (X2)	X2.1	0.320	0.2199	Valid
	X2.2	0.572	0.2199	Valid
	X2.3	0.539	0.2199	Valid
	X2.4	0.643	0.2199	Valid
	X2.5	0.545	0.2199	Valid
Income Variable (Y)	Y1	0.489	0.2199	Valid
	Y2	0.636	0.2199	Valid
	Y3	0.574	0.2199	Valid
	Y4	0.529	0.2199	Valid
	Y5	0.568	0.2199	Valid

Source: primary data (questionnaire) processed by SPSS 20.0 October 2018

The table explains that it can be seen that Rcount in the Corrected item total correlation column for each item has a larger and positive Rcount than Rtable for df = 80-2 = 78 and alpha 0.05 with a two-tailed test in which Rtable is 0.2199, so it can be concluded that the indicators of the five variables X1, X2, and Y are valid.

### 3.3.2 Reliability Test

Reliability is a test to determine the extent to which the measurement results remain consistent, if the measurement is carried out twice or more for the same symptoms using the same measuring device. In this case the researcher used the Cronbach's Alpha method to assess whether the questionnaire was reliable or not. The scale can be grouped into 5 classes of the same range, so the Alpha measurement can be interpreted as follows:

**Table 2. Reliability Levels Based on Alpha Levels**

No	Alpha	Reliability Level
1	0.00 to 0.20	Unreliable
2	0.21 to 0.40	Less reliable
3	0.41 to 0.60	Reliable enough
4	0.61 to 0.80	Reliable
5	0.81 to 1.00	Very reliable

Source: Triton

**Table 3. Entrepreneurial Behavior Reliability Test X1**

Cronbach'sAlpha	N of Items
.446	5

Source: primary data (questionnaire) processed by SPSS 20.0 October 2018

In this item a significant level of 5% coefficient Alpha .446 (read 0.446), then this value is compared with the value of r table with a value of N = 80 and an r table value of 0.2199 is obtained, this means r alpha > r table. So from these results it can be concluded that the questionnaire tested is in the "quite reliable" category because the values are in the range 0.40 - 0.60.

**Table 4. X2 Marketing Reliability Test**

Cronbach'sAlpha	N of Items
.323	5

Source: primary data (questionnaire) processed by SPSS 20.0 October 2018

In this item a significant level of 5% coefficient Alpha .323 (read 0.323), then this value is compared with the value of r table with a value of N = 80 and an r table value of 0.2199 is obtained, this means r alpha > r table. So from these results it can be concluded that the questionnaire tested is in the "quite reliable" category because the values are in the range 0.40 - 0.60.

**Table 5. Income Reliability Test Y**

Cronbach'sAlpha	N of Items
,440	5

Source: primary data (questionnaire) processed by SPSS 20.0 October 2018

In this item a significant level of 5% coefficient Alpha .440 (read 0.440), then this value is compared with the value of r table with a value of N = 80 and an r table value of 0.2199 is obtained, this means  $r_{alpha} > r_{table}$ . So from these results it can be concluded that the questionnaire tested is in the "quite reliable" category because the values are in the range 0.40 - 0.60.

Comprehensively, the variables studied at a significant level of 95% are valid and reliable. Thus, the items in this study can be applied for further research. This indicates that all items have met the eligibility standard to be applied to all respondents and there is no improvement in the questionnaire.

### 3.4 Hypothesis testing

#### 3.4.1 Determination Coefficient Test (R2)

The coefficient value (R2) is used to measure how much variation and the dependent variable (Y) can be explained by the independent variable (X). If the value of the coefficient of determination is 0 ( $R^2=0$ ), it means that the variation of the Y variable cannot be explained by the X variable at all. Meanwhile, if  $R^2 = 1$ , it means that the variation of the Y variable as a whole can be explained by the X variable. In other words, if R2 is close to 1, the independent variable is able to explain changes in the dependent variable, but if R2 is close to 0, the independent variable cannot explain the dependent variable. . And if  $R^2 = 1$ , then all observation points are right on the regression line. Thus the good or bad regression equation is determined by its R2 which has a value of zero and one.

**Table 6. Determination Coefficient Test (R2)**

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,806a	,649	,640	1.68864

a. Predictors: (Constant), Marketing, P. entrepreneurship

b. Dependent Variable: Income

Source: primary data (questionnaire) processed by SPSS 20.0 October 2018

Based on the table above, it is obtained that the coefficient of determination R2 (Adjusted R Square) is 0.649 or 64.9%. This shows that Entrepreneurial and Marketing Behavior has an effect of 64.9% on Palano Jaya Medan's income, while the remaining 36.1% is influenced by other variables outside the research.

#### 3.4.2 Simultaneous Significance Test (Statistical F Test)

The F test is used to determine whether the independent variables simultaneously have a significant effect on the dependent variable, or to determine whether the regression model can be used to predict the dependent variable or not. The degree of confidence used is 0.05.

**Table 7. Statistical Test F**

ANOVAa							
Model		Sum of Squares	Df	MeanSquare	Fcount	Ftable	Sig.
1	Regression	406,633	2	203,317	71,301	3,11	,000b
	residual	219,567	77	2,852			
	Total	626,200	79				

a. Dependent Variable: Income

b. Predictors: (Constant), Marketing, Entrepreneurial Behavior

Source: primary data (questionnaire) processed by SPSS 20.0 October 2018

The formula for finding the value of F table is:

$$F_{table} = k ; nk$$

Information:

k = Number of independent variables (free)

n = Number of respondents

So,  $F_{table} = 2; 80-2$

= 2 ; 78

= 3.11 (see table F)

Test statistics:

Fcount = 71.301

Sig = 0.000

Ftable = 3.11

Decision Analysis Results:

The value of Fcount > Ftable is  $71.301 > 3.11$  Significant  $0.000 < 0.05$  Then the decision  $H_0$  is rejected and  $H_a$  is accepted.

Conclusion:

Because the value of Fcount > Ftable is  $71.301 > 3.11$  and a significant  $0.000 < 0.05$  so that  $H_0$  is rejected and  $H_a$  is accepted, it means that there is a significant influence between Entrepreneurial and Marketing Behavior on Palano Jaya Medan's Income.

### 3.5 Discussion

This study aims to determine the effect of Entrepreneurial and Marketing Behavior on Palano Jaya Medan's income. So in this study the results were obtained by distributing questionnaires to respondents and collecting them again. Researchers tested data analysis using the SPSS version 20.0 program. From the two independent variables (Entrepreneurship and Marketing Behavior) which are included in the statistical test, the results are:

Based on the results of this research analysis it is known that the behavioral function has a significant effect on the income of Palano Jaya Medan. The existence of a significant effect on income indicates that entrepreneurial behavior can grow the number of qualified entrepreneurs, cultivate entrepreneurial traits, behaviors, enthusiasm among the community, increase awareness and entrepreneurial orientation that is tough, strong and sturdy, and manifest the will and stability of entrepreneurs towards progress and prosperity so that able to increase revenue for palano jaya.

Then the results of marketing analysis also note that marketing has a significant effect on income, this indicates that marketing has goals and targets that become standards of achievement, so business activities and every line of division therein, where the goal of marketing is to understand markets and consumers and form appropriate products. with the market.

And the results of multiple regression tests, it is known that the variables of Entrepreneurial Behavior and Marketing are jointly or simultaneously and significant to Palano Jaya's income. The results of the research analysis show that Entrepreneurial and Marketing Behavior simultaneously have a significant effect on Palano Jaya's income. The results of this analysis indicate conformity with the research hypothesis, palano jaya's income is influenced by the two variables studied, namely entrepreneurial behavior and marketing. The results of multiple linear regression testing show that the coefficient of determination ( $R^2$ ) is 0.649 or 64.9%. This means that the independent variables can explain the dependent variable by 64 while the remaining 36.1% is explained by other variables not included in this study.

The regression coefficient of the entrepreneurial behavior variable is 0.224 with a positive direction, meaning that every increase in entrepreneurial behavior is 1 point and other variables are constant, then income will increase by 0.224 units. The regression coefficient of the marketing variable is 0.175 with a positive direction, meaning that each increase in marketing quality is 1 points and other variables are fixed, then income will increase by 0.175 units.

This study shows that the variables in the research method carried out are able to explain the dependent variable in a fairly large value. This high enough value indicates that other factors that are not included as variables in this study have a smaller ability to explain the income of Palano Jaya Medan.

And it was identified that this research was the same as my previous study which was compiled by Yuni Wulandari with the title Entrepreneurial Behavior, Marketing and Competitiveness Against the Income of Screen Printing Entrepreneurs and Rio Imam with the title The Effect of Entrepreneurial Knowledge and Entrepreneurial Characteristics on the Success of SMEs. That they stated simultaneously and partially the variables of entrepreneurial behavior and marketing had a positive and significant effect on entrepreneur income.

## 4 CONCLUSION

Based on the results of the research and discussion previously described, the conclusions that can be drawn in this study are: entrepreneurial behavior has a significant effect on Palano Jaya Medan's

income, marketing has a significant effect on Palano Jaya Medan's income, there is a significant influence between entrepreneurial and marketing behavior on Palano's income Jaya Medan.

From the results of the analysis of several factors, it turns out that the photocopying business is able to provide good results and can be said to be feasible to run. Given the great opportunities in the photocopy business in the future. If we look closely, the demand for photocopies is increasing along with the increasing public interest.

For future researchers, in order to be able to add other variables that can influence Entrepreneurial and Marketing Behavior, increase the research sample and extend the research period to produce more accurate results.

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