



Entrepreneurial Spirit Analysis on the Broiler Plasma Farmer's Success Business In Gianyar District, Bali Province

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A B S T R A C T

The increase in the population of broiler chickens is in line with the increasing public demand for chicken and the improving economy of Bali in the new normal period of Covid-19. The entrepreneurial spirit plays an important role in the progress of the broiler business. This study aims to analyze: 1) the level of the entrepreneurial spirit of farmers, 2) which indicators of the entrepreneurial spirit and characteristics of farmers have the most dominant influence on the success of broiler business, and 3) the influence of entrepreneurial spirit and farmer's characteristics on the success of broiler business in Gianyar Regency, Bali Province. The study was conducted using a purposive sampling method. Simple random sampling was conducted on 40 farmers using a structured questionnaire to obtain primary research data. Data were analyzed using Partial Least Square (PLS). The results showed that most respondents had a high entrepreneurial spirit. The entrepreneurial spirit of breeders is proven to be influenced by self-confidence, initiative, an achievement motive, a leadership spirit, and likes, where liking challenges is the strongest indicator to reflect this variable. While age, education, skills, number of chicken owners, and knowledge influence the individual characteristics of breeders. The number of chicken owners is the most dominant reflecting indicator.

1. INTRODUCTION

1.1. Research Background

The important role carried by the livestock sector as a provider of animal protein needs of the Indonesian people cannot be separated from its supporting subsectors. One of the subsectors that has been able to achieve self-sufficiency is the poultry subsector, especially broilers. Fluctuations in broiler meat production in Bali Province during the 2019-2021 period were more caused by changes in public demand, as a result of the Covid-19 pandemic that began to hit Indonesia in the first quarter of 2020. [1] noted that broiler meat production in 2019 was 85,430.75 tons, then in 2020, it fell to 79,090.68 tons. However, in 2021 it experienced a significant increase to 89,393.03 tons. The increasing public demand for broiler meat has made more and more farmers to raise broiler chickens with diverse business scales. this livestock business. Ref. [2] states that broiler farming is profitable in terms of net present value, benefit-cost ratio, and applicable interest rates. In its development, the broiler industry has developed into a capital- and technology-intensive business.

The high-profit level generated from broiler farming is directly proportional to the resulting risk. Ref. [3] stated that the sources of broiler business risk were identified into thrdution risk, marketing risk and financial risk. The low selling prices of live chickens in the market and the increasing feed price has caused many broiler chicken farmers to close their businesses. Some of them have switched to raising other types of livestock. Some of the surviving farmers chose to partner with broiler partnership companies. Facts in the field show that broiler breeders with a partnership pattern are far more than independent farmers. Business partnership is a business cooperation carried out between small businesses and medium enterprises or with large businesses that pay attention to the principles of mutual need, strengthening and mutual benefit [4]. Ref. [5] stlabourates that the partnership business pattern is a livestock business pattern involving partners (other parties) in capital, marketing, and cultivation management. Breeders generally only provide cages and labor or referred to plasma breeders. Meanwhile, the core party is responsible as a provider of seeds feed, and assists in maintenance management which will then seady-to-slaughter chickens based on the contract price agreed by both parties. Although the marketing of farmers' crops is carried out by the



core company, the entrepreneurial spirit of farmers is still visible in terms of business management.

Ref. [6] states that the spirit of entrepreneurship is a form of personality of every human being to improve their abilities with the ultimate goal of improving the welfare of life. Someone who has an entrepreneurial spirit will be encouraged to establish and manage a business professionally [7]. Ref. [8] mentioned that the spirit of entrepreneurship can be found in every individual who has creative and innovative abilities, likes change, renewal, progress, and also challenges. It goes on to say that a person's soul, disposition, attitude, and behavior are aspects of personality that are common characteristics of entrepreneurship. The characteristics of entrepreneurship include six important components: Confident and optimistic, task- and result-oriented, risk-taking and challenge-loving, leadership, originality, and future-oriented. Ref. [9] said that individuals who have an entrepreneurial spirit are those who have self-confidence, initiative, have achievement motives, have leadership spirit, and like challenges. Ref. [10] found that achievement, self-esteem, personal control, innovation and opportunity recognition are all five dimensions of entrepreneurial attitudes, have a positive relationship with company performance.

Ref. [11] states that entrepreneurial attitudes and competencies partially and simultaneously significantly influence business success. This means that entrepreneurial attitude and competence play a role in improving the process of forming business performance and impacting the success or failure of a business. Business success is a business that can achieve goals in its business, besides that a company that all in activity refers to achieving success [12]. One of the factors that influence the development of broiler chicken farming business is the entrepreneurial spirit possessed by farmers. Research by [13] shows that the spirit of entrepreneurship empirically has a positive and significant effect on entrepreneurial behavior. This condition shows that the entrepreneurial spirit possessed by small-scale business actors can increase the formation of entrepreneurial behavior, and encourage and foster enthusiasm in carrying out their business activities [14]. It is found that the value of entrepreneurship has a direct influence on entrepreneurial behavior and also has an indirect effect on business independence. Meanwhile, entrepreneurial behavior has a positive effect on business independence. Ref. [15] Finding high interest in entrepreneurship due to the demand to meet family needs (physical and spiritual) thus encouraging the desire to seek new business opportunities and influences from the surrounding environment. Ref. [16] states that there is a positive and significant relationship between entrepreneurial characteristics and farm performance.

Being a broiler farmer with a partnership pattern has considerable challenges, even though it is supported by partnership companies as the core, farmers must also have an entrepreneurial spirit and be ready to assume business risks. Gianyar Regency is one of the regencies in Bali that has a fairly large broiler population in Bali. The consistency of the broiler population in this district is influenced by the entrepreneurial spirit of the breeders. To determine the level of entrepreneurial spirit of broiler chicken farmers in Gianyar Regency, Bali Province, further research needs to be done. The objectives of this study are: 1) to analyze how big the entrepreneurial spirit of broiler chicken farmers, 2) what indicators of entrepreneurial spirit variables and characteristics of farmers most dominantly

affect the success of broiler farming business, and 3) how the influence of entrepreneurial spirit and characteristics of farmers on the success of broiler farming business in Gianyar Regency, Bali Province.

2. METHODS

The study was conducted from May-June 2022 on broiler farmers in Gianyar Regency, Bali Province. This research site was selected using purposive sampling, which determines the research area based on specific considerations [17]. The considerations used as a basis for site selection in this study are as follows: (1) Gianyar Regency is listed as one of the districts with the largest broiler population in Bali; (2) the ownership of broiler chickens from farmers in Gianyar Regency varies; and (3) Gianyar Regency is one of the buffers of economic activity in the city of Denpasar. Judging from the data source, the data collected in this study consists of two types, namely primary data and secondary data. Primary data collection was carried out using survey methods through structured questionnaires. The survey method is a method of collecting data that occurred in the past or present, about beliefs, opinions, characteristics, and behavior of variable relationships and testing several hypotheses about sociology and psychological variables from samples taken from certain populations [18].

The population in this study is broiler chicken farmers in Gianyar Regency, Bali Province. Meanwhile, the target population is farmers who have carried out broiler farming business activities for at least two years, raised at least 3,000 broilers, and are plasma farmers in the broiler partnership pattern. This study's sample used as respondents is taken from the target population group. The method used in sampling is simple random sampling. The total number of samples taken was 40 breeders. This follows the opinion of Ref. [18] that the feasible sample size in research is 30 to 500.

The research data were analyzed in a qualitative descriptive manner to find out how big the entrepreneurial spirit of broiler chicken farmers. To analyze the influence of entrepreneurial spirit (X_1) and farmer characteristics (X_2) on the success of broiler farming business (Y), Partial Least Square (PLS) analysis is used. [19] PLS can be applied to all data scales, does not require many assumptions, and the sample size does not have to be large. The entrepreneurial spirit of broiler chicken farmers is measured by five categories, according to the score achieved, which can be seen in Table 1.

Table 1. Category: Entrepreneurial Spirit of Broiler Chicken Farmers

No	Entrepreneurial Spirit	Grade/Achievement Score (in %)
1	Very Low	1 (20 - 36)
2	Low	2 (37 - 52)
3	Keep	3 (53 - 68)
4	Tall	4 (69 - 84)
5	Very High	5 (85 - 100)

3. RESULTS AND DISCUSSION

3.1. Farmer's Entrepreneurial Spirit

The variables of entrepreneurship (X₁) consist of five indicators, namely self-confidence (X₁₁), initiative (X₁₂), achievement

motivation (X₁₃), leadership spirit (X₁₄), and likes challenges (X₁₅). Following the results of data processing on the entrepreneurial spirit of broiler breeder farmers (Table 2)

Table 2. Distribution of respondents based on the entrepreneurial spirit of farmers

No	Entrepreneurial spirit	Category	Number of Respondents	Percentage of Respondents (%)
1	Self Confident	Very High	21	52,5
		High	18	45,0
		Medium	1	2.5
		Low	0	0
		Very Low	0	0
Total			40	100
2	Innitiative	Very High	14	35,0
		High	24	60,0
		Medium	2	5,0
		Low	0	0
		Very Low	0	0
Total			40	100
3	Motivation	Very High	7	17,5
		High	30	75,0
		Medium	3	7,5
		Low	0	0
		Very Low	0	0
Total			40	100
4	Leadership	Very High	16	40,0
		High	20	50,0
		Medium	4	10,0
		Low	0	0
		Very Low	0	0
Total			40	100
5	Love a Challenge	Very High	18	45,0
		High	20	50,0
		Medium	2	5,0
		Low	0	0
		Very Low	0	0
Total			40	100

Most respondents (52.5%) have high confidence in running their broiler farming business. Ref. [20] found that self-confidence had a positive and significant effect partially and simultaneously on interest in becoming an entrepreneur. As many as 60% of respondents said that they have high initiative in running their business. Ref. [21] says that entrepreneurial initiative is a variable result of entrepreneurial intention and an antecedent of entrepreneurial behavior. While the components that build entrepreneurial initiatives are entrepreneurial identity and proactive personality. In terms of achievement motives, as many as 30 respondents (75%) have high achievement motives. This shows that respondents have the driving force in themselves to achieve the highest possible level of achievement for the sake of appreciation to themselves. This is in accordance with what is stated by Ref. [22] namely people who have a high need for achievement will strive for the achievement of their achievements. They have a desire to do something better or more efficiently than they have ever done before. As many as 20 respondents (50.0%) stated that they have a very good leadership spirit. A total of 16 respondents (40.0%) have a good leadership spirit. That is, most of the respondents are people who are able to lead themselves and also the broiler farming business where he leads his subordinates. In line with Ref. [23] which states that

leadership is a series of activities influencing and convincing others to direct them in the process of achieving predetermined organizational goals. However, this result is contrary to the results of research by Ref. [24] which states that on average most (67.7%) members of the dairy farmer group in Malang Raya Regency have leadership spirit in the medium category. Most respondents (50.0%) stated that they like challenges in running their broiler farming business and as many as 18 farmers (45.0%) stated that they really like challenges. This condition shows that most farmers prefer more challenging businesses to achieve business success. Great satisfaction will be obtained if successful in carrying out the tasks in his business realistically. Liking challenges is synonymous with the courage of farmers in taking business risks. Ref. [25] found that risk-taking positively affects entrepreneurial intentions.

3.2. Characteristics of breeders

Age (X 2.1), education (X 2.2), skills (X 2.3), number of livestock holdings (X 2.4), and knowledge (X 2.5) are indicators of

individual farmer characteristic variables (X₂). The results of data processing on individual characteristics of farmers from respondents can be seen in Table 3.

Table 3. Distribution of respondents based on the entrepreneurial spirit of farmers

No	Individual characteristics of breeders	Category Variable	Number of Respondents	Percentage of Respondents (%)
1	Age	0 – 15 Years	0	0
		16 – 30 Years	4	10,0
		31 – 45 Years	14	35,0
		46 – 60 Years	19	47,5
		61 – 75 Years	3	7,5
Total		40	100	
2	Education	Elementary School (SD)	5	12,5
		Junior High School (SMP)	5	12,5
		High School (SMU)	17	42,5
		Diploma	11	27,5
		Bachelor (S1)	2	5,0
Total		40	100	
3	Skills	Highly Skilled	16	40,0
		Skilled	21	52,5
		Skilled Enough	3	7,5
		Unskilled	0	0
		Very Unskilled	0	0
Total		40	100	
4	Number of Livestock Ownership	0-1.000 heads	0	0
		>1.000-5.000 heads	5	12,5
		>5.000-10.000 heads	23	57,5
		>10.000-15.000 heads	6	15,0
		>15.000 heads	6	15,0
Total		40	100	
5	Knowledge	Very High	19	47,5
		Tall	17	42,5
		Keep	4	10,0
		Low	0	0
		Very Low	0	0
Total		40	100	

Source: Data processed, 2022

Based on the results of data analysis obtained, 47.5% of respondents were in the age range of 46-60 years. Furthermore, the age range of 31-45 years is the second largest age range with 14 respondents (35.0%). Here it can be seen that most of the respondents (95%) are in the productive age range. This result is in line with [26] which reported that most active farmers in the group of dairy farmers who would support the application of forage canning technology were dominated by respondents aged between 41-50 years (41.94%). The younger the age of farmers, they usually have a high enthusiasm and desire to know what is not yet known, so that it will accelerate the process of adopting innovations even with minimal breeding experience [27]. Most (75.0%) broiler farmers in Gianyar Regency have education ranging from high school to Bachelor (S1). Meanwhile, only 12.5% have elementary and junior high school education. This indicates that farmers already have a high awareness of the importance of education for their future. Ref. [28] argues that efforts to develop human resources (HR) will be difficult for farmers with low levels of education, because usually their ability to apply technology and its cultivation in the field of animal husbandry is also low.

Most respondents (52.5%) are classified as skilled in raising broiler chickens. As many as 16 respondents (40.0%) are classified as highly skilled, while only 3 respondents (7.5%) are classified as skilled enough in raising broiler chickens in the livestock business they manage. [Ref. 27] added that skills in raising livestock mean that farmers are able to change themselves through communication with others to determine how profitable business activities will be. Adequate skills aim so that broilers that are raised can grow optimally, so that farmers will get maximum yields as well. A total of 23 respondents (57.5%) kept broiler chickens in the range of >5,000 – 10,000 heads. This number shows that most breeders are smallholder breeders. Ref. [29] states that the larger the business scale or the more broiler population cultivated, the higher the farmer's income. Most broiler farmers (90%) have high to very high knowledge in raising broiler chickens. Knowledge in broiler chicken entrepreneurship from respondents was obtained through direct and indirect experience. Ref. [30] revealed that it is necessary to increase more knowledge about technology through training, availability of reliable and continuous technical assistance.

Based on the results of data analysis of the success of broiler chicken farming businesses in Gianyar Regency, Bali Province, the following results were obtained:

Table 4. Distribution of Respondents Based on the Success of Livestock Business

No	Variable Categories	Sum Respond	Respondents (%)
1	Very successful	17	42.5
2	Succeed	21	52.5
3	Quite Successful	2	5,0
4	It didn't work	0	0
5	Very unsuccessful	0	0
	Sum	40	100

Source: Data processed, 2022

Based on the results of data analysis obtained, most respondents (52.5%) stated success in managing their business. A total of 17 respondents (42.5%) stated that they were very successful, and only 2 respondents (5.0%) stated they were quite successful in managing their broiler farming business. The entrepreneurial spirit cannot be separated from livestock business, breeders, and livestock business activities. Breeders with a strong entrepreneurial spirit will also have good business performance. Ref. [31] found a real relationship between

entrepreneurial spirit, agribusiness management and business success.

3.4 Outer Model

3.2.1. Convergent Validity

Based on the results of convergent validity measurements, results are obtained in Table 5.

Table 5. Convergent Validity Test

Variable	Indicator	Loading Factor	Information
Farmer's Entrepreneurial Spirit	X1.1.1	0.899	Valid
	X1.1.2	0.882	Valid
	X1.2.1	0.911	Valid
	X1.2.2	0.922	Valid
	X1.3.1	0.891	Valid
	X1.3.2	0.901	Valid
	X1.4.1	0.900	Valid
	X1.4.2	0.905	Valid
	X1.5.1	0.924	Valid
	X1.5.2	0.927	Valid
Individual characteristics of breeders	X2.1	0.935	Valid
	X2.2	0.926	Valid
	X2.3	0.922	Valid
	X2.4	0.941	Valid
	X2.5	0.917	Valid
Success of Livestock Business	Y1	0.883	Valid
	Y2	0.884	Valid

Source: Output SmartPLS (v.3.2.9)

Based on Table 5, it is known that the *loading* factor value produced by each variable indicator of the entrepreneurial spirit of the farmer, the individual characteristics of the farmer and the success of the livestock business is more than 0.5. Thus these indicators are declared valid as gauges of their latent variables. Indicators with a large *loading factor* indicate that the indicator is the strongest (dominant) gauge of variables.

3.2.2. Reliability

The results of reliability measurements using *cronbach alpha* and *composite reliability* values can be seen in Table 6.

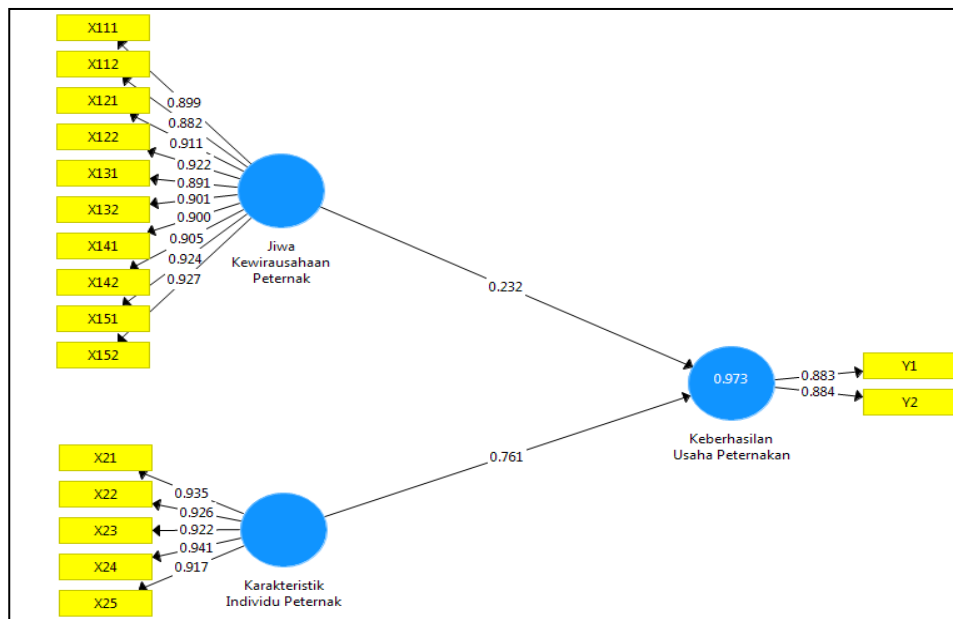
Table 6. Reliability Test

Variable	Composite reliability	rho_A	Cronbach alpha	Information
Farmer's Entrepreneurial Spirit	0.976	0.976	0.979	Reliable
Individual characteristics of breeders	0.960	0.960	0.969	Reliable
Success of Livestock Business	0.719	0.719	0.877	Reliable

Based on Table 6, it can be seen that the *composite reliability* value of all research variables > 0.6. This result shows that each variable has met *composite reliability* so that it can be concluded that all variables have a high level of reliability. So that further analysis can be carried out by examining the *goodness of fit* model by evaluating the inner model.

3.3. Inner Model

Structural model testing is carried out to see the relationship between construct, significance value and *R-square* of the research model. The test results of the structural model can be seen in Figure 1.

**Figure 1.** Structural Model**Table 7.** Goodness of Fit Test Results Variable R-Square R-Square Adjusted

Variable	R-Square	R-Square Adjusted
Success of Livestock Business	0.973	0.972

Source: Output SmartPLS (v.3.2.9)

Livestock Business Success 0.973 0.972 Source: SmartPLS Output Results (v.3.2.9)

Table 7 above shows the adjusted R-Square value of the farmer entrepreneurial spirit variable and the individual characteristics of farmers that affect the success of the livestock business by 0.972, this value means that the farmer entrepreneurial spirit variable and the individual characteristics of the farmer affect the success of the livestock business by 97.2% and 2.8% are influenced by other variables that are not contained in this study. 3.5 Effect of Independent Variables on Dependent Variables The results of structural model testing conducted through testing using SmartPLS software (Table 8).

Table 8. Direct Testing of Total Effects (Mean, STDEV, T-Values, P-Values)

Variable	Original Sample (The)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (O/SDEV)	P-Value
Farmer Entrepreneurial Spirit -> the Success of Livestock Business	0.232	0.226	0.115	2.020	0.044
Individual Characteristics of Breeders -> the Success of Livestock Business	0.761	0.767	0.112	6.788	0.000

Source: Output SmartPLS (v.3.2.9)

In accordance with Table 8 above, it can be seen that the variable of farmer entrepreneurial spirit has a *t-statistical*

influence on the success of livestock business by 2,020. Furthermore, the individual characteristic variables of farmers

have a *t*-statistical influence on the success of livestock businesses by 6.788.

3.4. *The Influence of Farmer Entrepreneurial Spirit on the Success of Livestock Business Directly*

The results of testing the influence of the entrepreneurial spirit of farmers on the success of livestock businesses directly show a coefficient value of 0.232, a *p*-value of 0.044, and a *t*-statistic of 2.020. The *p*-value of 0.044 is less than 0.05 and the *t*-statistic value of 2.020 is greater than *t*-table 1.683 shows that the entrepreneurial spirit of farmers has a positive and significant influence on the success of livestock business directly. This means, if the entrepreneurial spirit of farmers increases, the success of livestock businesses also increases, where like challenges ($X_{1.5}$) is the most powerful indicator to reflect the variable entrepreneurial spirit of farmers (X_1). [32] states that entrepreneurship starts from a challenge. Furthermore, there will be an effort to think creatively and innovatively when facing challenges.

The influence of individual characteristics of farmers on the success of livestock businesses directly The results of testing the influence of individual characteristics of farmers on the success of livestock businesses directly show a coefficient value of 0.761, a *p*-value of 0.000, and a *t*-statistic of 6.788. The *p*-value of 0.000, less than 0.05, and the *t*-statistic value of 6.788 more excellent than the *t*-table of 1.683 indicate that the individual characteristics of farmers have a positive and significant influence on the success of livestock business directly. This shows that the individual characteristics of farmers increase, the success of livestock businesses also increases, where the number of livestock ownership ($X_{2.4}$) is the most powerful indicator to reflect the variable characteristics of individual farmers (X_2). This result is in line with [33] which found that the number of cattle ownership proved to have the strongest influence on farmers' motivation to raise cattle in the Bali cattle breeding business. [34] stated that the more chickens owned, the more production will be produced so as to increase the income of farmers

4. CONCLUSION

The variable of the entrepreneurial spirit of breeders is proven to be influenced by self-confidence, initiative, having an achievement motive, having a leadership spirit, and liking challenges, where like challenges is the most powerful indicator to reflect this variable at 0.793. While age, education, skills, number of livestock ownership, and knowledge influence the variable characteristics of individual farmers. The number of livestock ownership is the most dominant reflective indicator with an *R*-count value of 0.941.

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