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STUDY OF COMPETENCY, SELF-EFFICACY AND MOTIVATION TOWARDS THE SUCCESS OF THE POWDERED CHICKEN SELLING BUSINESS IN MAKASSAR CITY

Nuraeni^{1*}, Ida Rosada¹ and Suhaeni¹

¹Agribusiness Study Program, Faculty of Agriculture, Indonesian Muslim University, Indonesia.

*Corresponding Author

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ABSTRACT

The ever-increasing level of broiler chicken consumption makes the business of selling broiler chickens increasingly promising and a very good business to develop. This greatly influences the level of competition in broiler chicken sales and influences the competence, self-efficacy and business motivation of broiler chicken sellers in Makassar City. The objectives of this research are: Identify the number of sales of broiler chicken businesses in Makassar City; analyze competency, self-efficacy, motivation and success of broiler chicken seller business; analyzing the influence of competence and self-efficacy on the business motivation of broiler chicken sellers and analyzing the influence of competence, self-efficacy and motivation on the success of broiler chicken sellers. The research location was carried out in Makassar City, as one of the largest locations for businesses selling broiler chickens. The research population was all broiler chicken sellers in Makassar City with a total of 50 respondents spread across Makassar City, using a purposive method. The analysis method used is Descriptive Statistics analysis and SEM. The results of the research show that: the average sales of respondents' broiler chickens in Makassar City was 14,937 kg/month and revenue was IDR. 431,968,207/month; competency and business motivation of broiler chicken sellers are in the high category; The self-efficacy and success of the broiler chicken seller business are in the medium category; competence and self-efficacy have a direct and significant effect on the business motivation of broiler chicken sellers in Makassar City; Likewise, self-efficacy has a direct and significant effect on business success, but competence and motivation do not have a significant effect on business success.

Keywords: Motivation; Competence; Self-Efficacy; Business success; Broiler Chicken Seller.

INTRODUCTION

Meat is a source of animal protein which is really needed by the human body. This situation is a positive impact of increasing people's income and education which leads to public awareness of highly nutritious products, as well as an increasing number of consumers. The need for broiler chicken meat tends to increase every year. This increase in need is in line with Indonesia's economic situation which continues to grow. The average consumption of animal protein in developed and developing countries is more than 20 kg per capita per year. Singapore and Malaysia themselves have an average meat consumption of 28 kg and 36 kg per capita per year, far from Indonesia, where people's meat consumption averages 4.11 kg per capita per year (Hamka 2014). Broiler chickens or in the community known as broiler chickens or broiler chickens are a type of livestock that can provide high productivity, this is because broiler chickens are meat-producing birds that are very popular among Indonesian people, because broiler chicken meat has a delicious taste and high nutritional content. The proliferation of culinary delights made from chicken, from roadside stalls to shopping centers, means that chicken meat consumption will experience an upward trend throughout 2018-2022. The Central Statistics Agency (BPS), informed that consumption of broiler chicken in Indonesia over the last five years (2018 – 2022) has continued to increase. The average consumption of chicken meat reaches 0.128 kilograms per capita per week (Suddin 2013). The level of consumption of broiler chicken continues to increase, making the business of selling broiler chicken more promising and is a very good business to develop, because broiler chicken has long been a favorite food for most people, this has greatly influenced the level of competition in broiler chicken sales and will have a direct effect on competence, self-efficacy and business motivation of broiler chicken sellers in Makassar City. The competence of an entrepreneur is needed to achieve business success. Competence according to (Ainanur and Tirtayasa 2018) is a fundamental characteristic of a person that allows them to provide superior performance in a given role. Very fast changes, very dynamic development of problems and uncertainty in the future, require a professional who has competence in certain characteristics of expertise. The competency categories (cluster competency) developed by (Spencer and Spencer 2008) are: (1) Achievement and Action; (2) Impact and Influence (IMP). This cluster is also called the Leadership Cluster; (3) Managerial Cluster and (4) Cognitive/Cognitive Cluster. Cognitive/cognitive is a competency that functions as an intellectual version of initiative. Self-efficacy is a person's belief in their ability to face and solve problems and complete a job. Bandura (1977) in Indarti and Rostiani (2008) defines self-efficacy as a person's belief in his or her ability to complete a job. Phillips and Gully (1997) in (Sahertian 2010), state that self-efficacy is a person's belief in the capabilities they have to organize and carry out activities that require achieving a certain level of performance. The four main functions that are indicators of self-efficacy are (Abdullah 2019): (1) Individual confidence; (2) Action; (3) Cognitive resources. Achieving performance targets requires stimulus

or stimulation which is called motivation. Hasibuan (2001) in Sunyoto (2012) states that motivation is a stimulus to desire and the driving force of a person's willingness to work; Robbins (2001) in Purnama (2010) states that motivation is a willingness to try as optimally as possible to achieve organizational goals which is influenced by the business's ability to satisfy several individual needs. According to Goleman (2006) motivation is the ability to encourage and produce energy to achieve results or goals. From all the existing definitions it can be concluded that motivation is an action that can encourage someone (to want to try to achieve a goal or target).

According to Wirasmita (1994) in Ie and Viantia (2013), there are several reasons why someone is motivated to become an entrepreneur because: a. Financial reasons, namely earning a living, to become rich, to seek additional income, as a guarantee of financial stability. b. Social reasons, namely gaining prestige/status, to be known and respected, to be a role model, to be able to meet lots of people. c. The reasons for service, namely providing jobs to the community, helping orphans, making parents happy, for the future of the family. d. Reasons for self-fulfillment, namely being a boss/independent, to achieve something desired, to avoid dependence on other people, to be productive and to use personal abilities.

Business success is a situation where the business experiences an increase from previous results. According to Suhartik, A., & Nagel (2022), successful business performance can be interpreted as the level of success in achieving the expected goals. as a measure of the success of a company's business, it can be seen from various aspects, such as: financial performance and company image, while Nuryatimah and Dahmiri (2021) stated that the success of the business carried out will require a process. The measure of business success can be seen from comparisons over time. The better self-efficacy, the greater the success of the business. Kasmir (2006) in Muchtar and Ramadini (2011) states that business success can be indicated in five things, namely: (1) The number of sales increases, (2) Production results increase, (3) Profits or profits increase, (4) Business growth and (5) Business development is growing quickly and satisfactorily. Based on the description and problems in this background, the aim of this research is;

1. Identify the number of sales of broiler chicken businesses in Makassar City
2. Analyze the competency, self-efficacy, motivation and success of the broiler chicken seller business
3. Analyze the influence of competence and self-efficacy on the business motivation of broiler chicken sellers

4. Analyze the influence of competence, self-efficacy and motivation on the success of broiler chicken sellers.

RESEARCH METHODS

This research was conducted in Makassar City. The choice of research location was carried out with consideration, Makassar City is one of the largest business locations selling broiler chickens. The research population was all broiler chicken sellers in Makassar City with a total of 50 respondents spread across Makassar City, using a purposive method. The analytical method used is Descriptive Statistics and Structural Equation Modeling (SEM) analysis.

The variables in this research are two independent (free) variables, namely Competence (X1) and Self-Efficacy (X2), and two dependent (bound) variables, namely Motivation (Y1) and Business Success (Y2). The following research variables and indicators are as follows:

Table 1: Research Variables and Indicators

Variables	Indicators	Statement	measurement scale
Competence (X1)	Competence achievement action	• the ability to take the initiative to create creative and innovative products • the ability to take initiative in exploiting existing opportunities • ability to pay attention to the quality and accuracy of production results • ability to produce products on time • ability to search for and collect information on prices and market conditions	Likert scale
	Leadership competency	• the ability to convince others of the quality of the products offered • the ability to understand and identify the information obtained • ability to interact with others • the ability to create new business networks	
	Competence Manage	• the ability to provide instructions to employees regarding work techniques and work rules • the ability to work well both inside and outside the business environment • ability to lead business and employees at	

		work • ability to manage business finances • the ability to manage time effectively and efficiently in business	
	Thinking competence	• the ability to understand the root of the problem fundamentally • the ability to determine important actions in solving problems • the ability to develop employee knowledge in their work	
Self-efficacy (X2)	Individual beliefs	• Confidence can overcome problems in business • Confidence can develop business • Belief that you will get high profits • Confidence to compete with other traders.	
	Action	• Desire to progress and can manage resources well • Always work diligently, never get tired, don't give up easily or never give up in facing challenges • Can motivate employees to continuously work hard to achieve business goals.	
	Source	• Can accept business consequences • Can accept income uncertainty	
MotivatiOn (Y1)	Financial reasons	• Want to earn better income • Want to improve the family economy • Want to use the capital you have to develop a business	
	Social reasons	• Want to get a better position in the social environment • Want to be known more by other people. Want to be a role model for others • Want more honor to have your own business than working with other people	
	Service reasons	• Want to open new job opportunities • Want to meet market demand needs	
	Self-fulfilling reasons	• Want to have your own business • Want to be able to divide time between business and family	

		Want to continue the family tradition in business	
Business success (Y2)	Sales amount	- The number of sales increases every year - Sales increase ahead of the holidays	
	Business growth	- The number of customers continues to increase - Customers from various regions	
	Business development	- Has increased the number of branches or businesses - Open a broiler chicken business other than in Makassar City - There is an increase in business facilities - There is an expansion of business premises	

RESULTS AND DISCUSSION

1.1. Number of Broken Chicken Sales

Selling broiler chickens is a process of transaction activities from pork sellers to consumers. The average sales and receipts of broiler chickens for one month in Makassar City can be seen in the following table:

Table 2: Average Sales and Receipts of Broiler Chickens for One Month in Chicken Selling Businesses in Makassar City, 2023.

No.	Description	Value
1	Sales amount (Kg)	14.937
2	Price (Rp/Kg)	28.920
3	Receipt (Rp)	431.968.207

Based on Table 2, it shows that the average sales turnover of respondents' broiler chickens for one month was 14,937 kg with a price of IDR 28,920/Kg and revenue of IDR 431,968,207.

1.2. Competency (X1) Broiler Chicken Seller Business

Competence is a characteristic of a person that influences performance in carrying out a job. According to Ainanur and Tirtayasa (2018), a person's competence is a driving force in supporting strategy making so that it has a positive impact on the work carried out.

Competencies in the broiler chicken sales business in Makassar City can be seen in the following table.

Table 3: Competencies (X1) in the Broiler Chicken Selling Business in Makassar City, 2023

Indicators	Assessment alternatives					Resp.	Score value
	STS (1)	TS (2)	CS (3)	S (4)	SS (5)		
Accomplishments and actions	2 (2)	2 (4)	19 (57)	8 (32)	19(95)	50	190
Lead	0 (0)	4 (8)	18 (54)	4 (16)	24(120)	50	198
Manage	5 (5)	21(42)	12(36)	9(36)	3(15)	50	134
Think	0(0)	3(6)	13(39)	11(44)	23(115)	50	204
Total Score							726
Category							high

Based on Table 3, the competency or confidence in the success of the chicken seller business in Makassar City is in the high category with a score of 726. The highest score is thinking competence with a score of 204 and the lowest score is management competence with a score of 134.

Thinking competency which includes the ability to understand the root of problems fundamentally, the ability to determine important actions in solving problems and the ability to develop employee knowledge in their work. Management competency includes the ability to provide instructions to employees regarding work techniques and work rules, the ability to collaborate both inside and outside the business environment, the ability to lead the business and employees at work, the ability to manage business finances and the ability to manage time effectively and efficiently in business.

The results of this research are in line with the research results of Nuryatimah and Dahmiri (2021) where the business competency of Pisang Sale MSMEs in Bungo Regency is also in the high category with indicators of being able to carry out work optimally.

1.3. Self-Efficacy (X2) Broiler Chicken Selling Business

Self-efficacy is a person's belief about their competence in a particular field. Confidence in one's abilities is expected to increase one's interest, confidence in oneself being able to complete the work or tasks given. According to Ie and Visantia (2013) self-efficacy is one of the personalities that a person must have when a person wants to experience success. Someone who wants to become an entrepreneur must have high self-efficacy. The self-efficacy of the broiler chicken seller business in Makassar City includes self-efficacy, individual beliefs, actions and resources can be seen in the following table.

Table 4: Self-Efficacy (X2) in the Broiler Chicken Selling Business in Makassar City, 2023.

Indicators	Assessment alternatives					Resp.	Score value
	STS (1)	TS (2)	CS (3)	S (4)	SS (5)		
Individuals beliefs	0 (0)	5 (10)	15 (45)	14(56)	16(80)	50	191
Action	8 (8)	6 (12)	25 (75)	5 (20)	6(30)	50	145
Cognitive resources	3 (3)	3(6)	24(72)	11(44)	9(45)	50	170
Total Score							506
Category							medium

Based on Table 4, it shows that self-efficacy (X2) which consists of individual beliefs, actions and cognitive resources has a total score of 506 in the medium category. The highest score value of the self-efficacy indicator is individual confidence with a score of 191, this shows that individual confidence as measured by the belief that the broiler chicken seller business can overcome problems in business, confidence in being able to develop the business, confidence in getting profits and confidence in being able to compete with entrepreneurs others are highest in self-efficacy indicators. The lowest score of self-efficacy is an action indicator with a value of 145, this shows that the desire to progress and can manage resources well, work diligently, do not know fatigue, do not give up easily or never give up in facing challenges and can motivate employees to Continuously willing to work hard to achieve business goals is still in the low category of self-efficacy. The results of research by Nuryatimah and Dahmiri (2021), on the banana sales business, are in line with the results of research on broiler chicken businesses in Makassar City, where the self-efficacy indicator that has the highest score is confidence in the success of the business.

1.4. Motivation (Y1) Broiler Chicken Selling Business

Motivation is the drive within a person to take action. Motivation is measured by indicators of financial reasons, social reasons, service reasons and self-fulfillment reasons. The business motivation for selling broiler chickens can be seen in the following table.

Table 5: Motivation (Y1) in the Broiler Chicken Selling Business in Makassar City, 2023

Indicators	Assessment alternatives					Resp.	Score value
	STS (1)	TS (2)	CS (3)	S (4)	SS (5)		
Finance	0 (0)	6 (12)	22 (66)	13 (52)	9(45)	50	175
Social	0 (0)	5 (10)	23 (69)	9 (36)	13(65)	50	180
Service	0 (0)	5(10)	21(63)	12(48)	12(60)	50	181
Self-fulfillment	3(3)	7(14)	24(72)	11(44)	5(25)	50	158
Total Score							694
Category							hight

Based on Table 5, the motivation for the chicken selling business in Makassar City is in the high category with a score of 694. Motivation with service drive expressed as wanting to open employment opportunities and wanting to meet market demand has the highest score compared to other indicators. The lowest score (158) in motivation is self-fulfillment which is expressed by wanting to have your own business, wanting to be able to divide your time between business and family, wanting to continue your parents' business and wanting to continue the family tradition in business.

The biggest motivation for the business selling broiler chickens is the service indicator, in this case wanting to create jobs and meet market demand, which is not in line with the results of research by Nuryatimah and Dahmiri (2021) on banana sales businesses in Bungo Regency. Banana selling business where the biggest motivation is the desire to get a better income.

1.5. Business Success (Y2) Sales of Broiler Chickens

Business success is a situation where the business experiences an increase from previous results and becomes the main part of a company where all activities within it are aimed at achieving success. According to Suhartik, A., and Nagel (2022), business success can be interpreted as the level of success in achieving the expected goals. as a measure of the success of a company's business, it can be seen from various aspects, such as: financial performance and company image. For more details on the success of the broiler chicken business, see the following table.

**Table 6: Business Success (Y2) in Broiler Chicken Selling
Businesses in Makassar City, 2023.**

Indicators	Assessment alternatives					Resp.	Score value
	STS (1)	TS (2)	CS (3)	S (4)	S S(5)		
Number of sales	2(2)	14(28)	16(48)	15(60)	3(15)	50	153
Business Growth	1(1)	15(30)	19(57)	9(36)	6(30)	50	154
Business Development	5(5)	16(32)	18(54)	5(20)	6(30)	50	141
Total Score							448
Category							Medium

Table 6 shows that the success of the broiler chicken seller business in Makassar City is in the medium category with a score of 448. Business success is dominated by business growth indicators which are expressed by the number of customers increasing with a score of 154. The lowest score in business success is the indicator business development expressed by increasing the number of branches or businesses, business development and improving business facilities, with a score of 141.

The success of the broiler chicken sales business in Makassar City is in line with the results of Octavia's (2015) research on shoe manufacturers in Cibaduyut Bandung. The success of a shoe manufacturer's business is measured by indicators of sales volume, income, profits and workforce growth.

1.6. SEM Analysis Results

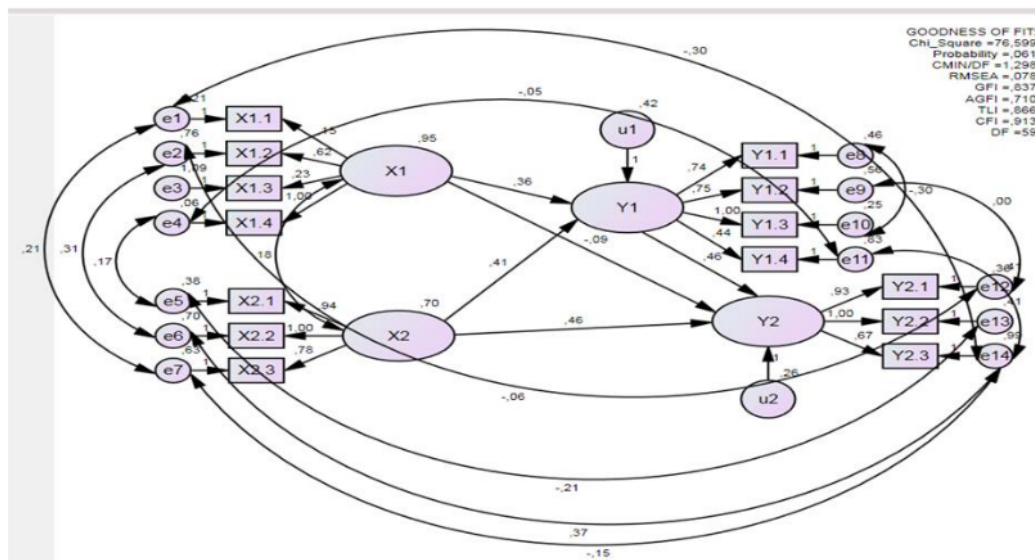
SEM analysis consists of two models, namely the measurement model and the structural model. Before testing the two models, a goodness of fit model test is first carried out.

Goodness of fit is to find out whether the hypothetical model is supported by empirical data, or a theoretical model is said to be fit if it is supported by empirical data. The Goodness of Fit Model test results, according to the analysis results, can be seen in the following table.

Table 7: Goodness of Fit Model Test Results

Goodness of fit index	Cut-off Value	Model results	Information
Chi_square	Expected to be small 🛡️	76,599<(0,05:59=77,930)	Good
Probability	≥ 0,05	0,061	Good
CMIN/DF	≤ 2,00	1,298	Good
RMSEA	≤ 0,08	0,078	Good
GFI	≥ 0,90	0,837	Marginal
AGFI	≥ 0,90	0,710	Marginal
TLI	≥ 0,94	0,866	Marginal
CFI	≥ 0,94	0,913	Marginal

The results of the overall goodness of fit test based on Table 18 and Figure 1, can be seen that not all criteria indicate a good model. It can be seen that the Chi square/DF, probability, CMIN and RMSEA criteria have met the cut off values, and have met the criteria where the SEM model in this study is suitable and suitable for use, so that interpretation can be carried out for further discussion. More details can be seen in the following image:



Gambar 1: Goodness of Fit Model

1.6.1. Measurement Model (Measurement Model)

The measurement model is intended to test whether the indicators used can form a variable. The variables measured in this model are the variables of competence, self-efficacy, motivation and business success.

1.6.1.1. Competency Variables

The competency variable is measured from four indicators, namely achievement and action competency, leadership competency, management competency and thinking competency. For more details, see the following table.

Table 8: Measurement of Competency Variables (X1) with Indicators of Achievement and Action Competence, Leading Competency and Thinking Competency.

Indicators	Loading Factor	P. Value	Information
- Accomplishments and actions (X1.1)	0,135	0,010	Significance
- Lead (X1.2)	0,567	0,007	Significance
- Manage (X1.3)	0,215	0,001	Significance
- Think (X1.4)	0,968	0,000	Significance

Based on Table 8, it shows that the strongest indicator as a measure of the competency variable is the thinking competency indicator (0.968) among the achievement and action competency indicators, leadership competency and management competency. This shows that the thinking competency indicator forms the dominant competency variable.

1.6.1.2. Self-Efficacy Variable

The self-efficacy variable is measured from three indicators, namely individual beliefs, actions and cognitive resources. For more details, the value of each indicator can be seen in the following table.

Table 9: Measurement of Self-Efficacy Variables (X2) with Indicators of Individual Beliefs, Actions and Cognitive Resources.

Indicators	Loading Factor	P. Value	Information
- Individual beliefs (X2.1)	0,787	0,010	Significance
- Action (X2.2)	0,709	0,000	Significance
- Cognitive resources (X2.3)	0,638	0,001	Significance

Based on Table 9, it shows that the strongest indicator as a measure of the competency variable is the individual confidence indicator (0.787) between the action indicators and cognitive resources. This shows that indicators of individual beliefs form the dominant self-efficacy variable.

1.6.1.3. Motivational Variables

The motivation variable is measured from four indicators, namely financial motivation, social motivation, service motivation and self-fulfillment motivation. For more details, the value of each indicator can be seen in the following table.

Table 10: Measurement of Motivational Variables (Y1) with Financial, Social, Service and Self-Fulfillment Motivation Indicators.

Indicators	Loading Factor	P. Value	Information
- Financial motivation (Y1.1)	0,676	0,001	Significance
- Social motivation (Y1.2)	0,643	0,001	Significance
- Service motivation (Y1.3)	0,861	0,000	Significance
- Self-fulfillment Motivasi (Y1.4)	0,376	0,021	Significance

Based on Table 10, it shows that the strongest indicator as a measure of the motivation variable is the service motivation indicator (0.861) among the financial, social and self-fulfillment motivation indicators. This shows that the service motivation indicator forms the dominant motivation variable.

1.6.1.4. Business Success Variables

The business success variable is measured from three indicators, namely number of sales, business growth and business development. For more details, the value of each indicator can be seen in the following table.

Table 11: Measurement of Business Success Variables (Y2) with indicators of Number of Sales, Business Growth and Business Development.

Indicators	Loading Factor	P. Value	Information
- Sales amount(Y2.1)	0,764	0,001	Significance
- Usahabusiness growth (Y2.2)	0,786	0,000	Significance
- Business development (Y2.3)	0,480	0,002	Significance

Based on Table 11, it shows that the strongest indicator as a measure of the business success variable is the business growth indicator (0.786S between the indicators for total sales and business development. This shows that business growth indicators form the dominant business success variable.

This research is in line with the opinion of Suarmawan, et al., (2015) that a business is said to be successful if it makes a profit, although profit is not the only aspect that is assessed in the success of a business. Meanwhile, according to Riyanti (2003), quite significant criteria for determining business success can be seen from increases in capital accumulation or capital increases, production volume, business expansion and improvements to physical facilities.

1.6.2. Structural Model (Structural Model)

The structural model tests 6 relationships between variables. Below are presented the results of testing the relationship between research variables as follows.

Table 12: Testing Structural Relationships with Direct and Indirect Influences

Relationship between variables	Direct influence	Undirect influence	Total coefficient	P-Value	Category
X1 →Y1	0,417	-	0,417	0,028	Significance
X2 →Y1	0,409	-	0,409	0,010	Significance
X1 →Y2	-0,109	-	-0,109	0,510	NonSignificance
X2 →Y2	0,474	-	0,474	0,027	Significance
X1 → Y1 →Y2	0,417	0,199	0,616	0,136	NonSignificance
X2 → Y1 →Y2	0,409	0,196	0,605	0,111	NonSignificance

1.6.2.1. The Influence of Competency on Motivation

Table 12 shows that the competency variable has a significant influence on the business motivation of broiler chicken sellers. This result is proven by a P-value smaller than 0.05. The results of this analysis also show that there is a positive relationship between competence and business motivation for broiler chicken sellers, which is indicated by a positive path coefficient, where the standardized regression weight is 0.417. This illustrates that the better the competence of the broiler chicken seller's business, the better the motivation will be. High motivation is strongly influenced by the competition of the broiler chicken seller business which includes competence in achieving actions, competence in leading, competence in managing and competence in thinking. Dominant competency is measured from thinking competency indicators. Competence is a person's fundamental characteristics that enable them to provide the best performance in every activity they undertake. Thinking competency illustrates that broiler chicken sellers must have the ability to understand the basic roots of problems in their business, the ability to determine important actions in solving problems and the ability to develop employee knowledge in their work.

The results of this research are in line with the research results of Ainanur and Tirtayasa (2018), which stated that the competencies possessed by employees personally must be the driving force of organizational strategy and be able to support any changes so that they can have a positive impact on the work system.

1.6.2.2. The Influence of Self-Efficacy on Motivation

Table 12 shows that the self-efficacy variable has a significant influence on the business motivation of broiler chicken sellers. This result is proven by a P-value smaller than 0.05. The results of this analysis also show that there is a positive relationship between self-efficacy and business motivation for broiler chicken sellers, which is indicated by a positive path coefficient, where the standardized regression weight is 0.409. This illustrates that the better the self-efficacy of the broiler chicken seller's business, the better the motivation will be. High motivation is strongly influenced by the self-efficacy of the broiler seller's business which includes the individual beliefs of the broiler seller, the actions taken and their cognitive resources. Dominant self-efficacy is measured by indicators of self-confidence from broiler chicken sellers. Self-efficacy is a belief about the competence one has in the business being managed, confidence in one's abilities can increase one's interest in doing business. Confidence in the business of selling broiler chickens shows confidence in being able to overcome problems, confidence in being able to develop the business, confidence in getting high profits and confidence in being able to compete with other businesses selling broiler chickens. The results of this research are in line with the results of research by Ie and Visantia (2013), where it is stated that self-efficacy is a

person's belief in his or her ability to face and solve problems, the belief in having the competence to carry out one's own business and the belief in being able to organize and complete a job in order to achieve a level of performance. certain.

1.6.2.3. The Influence of Competency on Business Success

Table 12 shows that there is no significant and positive influence of the competency variable on the success of the broiler chicken seller business. This shows that even though the competence of broiler chicken sellers is high, it will not directly or indirectly affect the success of their business.

Competence is a person's fundamental characteristics that enable them to provide the best performance in every activity they undertake. The dominant thinking competency measured by thinking indicators illustrates that broiler chicken sellers must have the ability to understand the basic roots of problems in their business, the ability to determine important actions in solving problems and the ability to develop employee knowledge in their work. This ability has not been able to significantly influence the success of the business in terms of increasing the number of sales, business growth and business development.

The results of this research are not in line with research conducted by Nuryatimah and Dahmiri (2021), regarding the influence of competence on the success of the banana sale MSME business. The success of a banana sales business is significantly and positively influenced by the competence of its human resources.

1.6.2.4. The Influence of Self-Efficacy on Business Success

Table 12 shows that the self-efficacy variable has a significant influence on the success of the broiler chicken seller business. This result is proven by a P-value smaller than 0.05. The results of this analysis also show that there is a positive relationship between self-efficacy and business motivation for broiler chicken sellers, which is indicated by a positive path coefficient, where the standardized regression weight is 0.474. This illustrates that the better the self-efficacy of the broiler chicken seller's business, the better the success of his business will be. Business success is greatly influenced by the business self-efficacy of broiler chicken sellers which includes the individual beliefs of broiler chicken sellers, the actions taken and their cognitive resources. Dominant self-efficacy is measured by indicators of self-confidence from broiler chicken sellers. Self-efficacy is a belief about the competence one has in the business being managed, confidence in one's abilities can increase one's interest in doing business. Confidence in the business of selling broiler chickens shows confidence in being able to overcome problems, confidence in being able to develop the business, confidence in getting high profits and confidence in being able to compete with other businesses selling broiler chickens.

The results of this research are in line with the results of research from Nuryatimah and Dahmiri (2021), where self-efficacy has a positive influence on the success of MSMEs. The research results of Ie and Visantia (2013) also found that self-efficacy influences business success among clothing shop owners.

CONCLUSIONS

Based on the results of the research analysis and discussion that have been described, this research can be concluded as follows:

1. The average sales of respondents' broiler chickens for one month in Makassar City was 14,937 kg at a price of 28,920/kg and the receipt of broiler chickens was IDR. 431,968,207/month.
2. The competency of the broiler chicken seller business in Makassar City is in the high category with a score of 726, which is measured from indicators of achievement and action competency, leadership competency, management competency and thinking competency. The dominant indicator measuring competence is thinking competence.
3. The self-efficacy of the broiler chicken seller business in Makassar City is in the medium category with a value of 506 as measured by indicators of individual beliefs, actions and cognitive resources. The dominant indicator measuring self-efficacy is the individual's confidence in chicken selling businesses in Makassar City.
4. The motivation of the broiler chicken selling business in Makassar City is in the high category with a score of 694 as measured by financial, social, service and self-fulfillment motivation. The dominant indicator to measure motivation is the service motivation of the broiler chicken seller business.
5. The success of the broiler chicken sales business in Makassar City is in the medium category with a score of 448, which is measured by success in the number of sales, business growth and business development. The dominant indicator to measure business success is success in business growth.
6. Competence and self-efficacy have a direct and significant influence on business motivation for broiler chicken sellers in Makassar City.
7. Self-efficacy has a direct and significant effect on business success, but competence and motivation do not have a significant effect on business success.

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