



The effect of work culture, work motivation and work skills on the success of clothing service business in Manado city (Case study of tailoring business)

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Abstract

Micro, small and medium enterprises have been in the government's spotlight in these recent years. The reason is because a fairly large source of income comes from micro, small and medium enterprises. Micro, small and medium enterprises are creative economic businesses, which created by all levels of society who have the opportunity to develop ideas or business insights. Various types of creative economy businesses can be develop which include the business of sewing clothes, moreover because clothing is a primary needs among all people. With the era development people tends to be more fashionable in how to dress. This study aims to determine the effect of work culture, work motivation and work skills on the success of a clothing service business. This study uses quantitative research methods with data collection using a questionnaire on 69 fashion service entrepreneurs and employees in the city of Manado. The analytical tool used is SPSS 25. The results of the analysis show that work culture, work motivation and work skills partially have a significant influence with a significance level of 0.07 on work culture, 0.06 on work motivation and 0.012 on work skills. The results of the simultaneous influence test show that there is a simultaneous influence between the independent variables on these variables.

Keywords: service business success, work culture, work motivation, work skills

Introduction

In North Sulawesi Province, there are 76,154 MSME (Micro, Small and Medium Enterprises) units recorded, in a year they are able to generate a turnover of up to Rp. 10.3 trillion, (Source; Cooperatives and MSME Office of North Sulawesi, December 2018). MSME not only generate profits in driving the regional economy, micro and small businesses are also the spearhead of the regional economy so that the government continues to consistently assist and strengthen existing businesses, both in terms of the ease of obtaining funds and in terms of knowledge and skills that continue to be honed and developed. so that the quality of business products produced by the business world is better and in accordance with the demands of the global community (Widyanto, 2015) ^[16].

The existence of micro, small and medium enterprises in the city of Manado has been able to become a source of income that can increase the family economy and regional income of the city of Manado, in addition to reducing the problems of poverty and unemployment as shown in the following table.

The development of MSME is currently very varied, coupled with the support of industrial development that underlies the existence of a creative economy. The creative economy is one form of sustainable development efforts by utilizing creativity as the foundation of competitiveness and as a reserve of renewable economic resources. Pramayoga (2019) ^[11] states that the creative industry is an inseparable part of the creative economy which is strong in human resource excellence. One of the sectors is the Muslim fashion industry which contributes 18.15% or second only to culinary in the National Creative Economy.

Sewing business is part of the creative economy that has been known since time immemorial when humans began to learn to use materials from the surrounding environment such as cotton, wool and so on, to make clothes. Now clothes are also a primary human need, and not a few people also use sewing skills to make clothes for pets. The sewing business is one of the MSME, but there are also organizations that develop sewing businesses into the fashion industry, but there are also sewing businesses developed by individuals within Indonesia. Generally, the type of sewing business in the form of an individual business is managed and supervised by the owner as an entrepreneur who is fully responsible for all risks and business activities. Business continuity depends on the ability and skill of the owner, as well as the profits and losses that occur are the responsibility of the owner (owner). The development and progress of fashion is very influential on the people of Manado City, the emergence of Malls and Fashion Stores as well as being accessible from the Internet and TV in the city of Manado also contributed greatly to the development of this business and is supported by the lifestyle of the Manado people who have a different lifestyle with the region. other. Manado people are known to like to follow fashion developments and imitate trending models to make them look fashionable (fashionable), even though there is a lack of understanding of fashion knowledge, so it is often found that the use of clothing does not match the time and occasion, such as party clothes used in the office. There is a Manado city government program that holds various tourism events titled Manado FIESTA; Fashion, Food, Flying, Fun-tastic, Fair and Faith in supporting tourism, encouraging the growth and development of the

clothing tailoring service business.

The development of the fashion service business in Manado is relatively showing good progress when viewed in terms of the increasing number of business units, absorption of labor, development and provision of capital facilities. However, this increase in the quantity of business is not always accompanied by an increase in the quality of resources. Through the sewing service business, there is an increase in the added value of textile materials that are designed according to the customer's wishes into ready-to-wear clothes. Basic knowledge of fashion and work processes ranging from designing, designing, making patterns, cutting cloth, sewing to finishing are the basic capital in the fashion service business, this is because running a business is also accompanied by sewing skills training.

Based on the survey results, many fashion service businesses in Manado are still stagnant or not developing, even experiencing setbacks, so that they are not successful and go out of business. This is a classic problem that occurs in MSME where MSME must realize that in order to survive, MSME must pay attention to market tastes. Not vice versa, the market must adjust the products produced by MSME. This means that MSME employees are also required to be proactive in providing ideas so that their products have a high selling value. The demand for competent human resources and mastery of technology is absolutely necessary. Not without reason, if MSME have employees who are competent in their fields supported by mastery of technology, the products produced are able to have good quality.

Not without reason, if MSME have competent employees in their fields supported by mastery of technology, the products produced are able to have good quality, so that MSME products can compete with large-scale company products. This means that the demands for aspects of organizational culture change in SMEs are indeed needed. Conducive organizational culture is able to make employees feel comfortable at work, so that it can encourage employee productivity. A supportive organizational culture, capable of influencing communication patterns among fellow employees, between subordinates and superiors must also be carried out in harmony.

Motivation is a psychological process that fundamental and one of the elements that can explain a person's behavior. Motivation is one of the determining factors in achievement of objectives. Relationship motivation with an existing impulse or force in humans. Motivation is within invisible man from the outside. Motivation move people to show behavior towards the achievement of a goal certain.

Motivation is one of the determinants of an employee to give the best at his job. According to Purnama in Susanti A (2018), motivation is a person's desire to achieve the expected organizational goals with the support of encouragement from within a person. In determining organizational goals, employees must be given a kind of strong encouragement to be able to work optimally. The encouragement in question is a work spirit because work enthusiasm is able to make an employee do a good job.

There are various problems that hinder the development of MSME, including issues of discipline, comfort, creativity in work that requires expertise, skills, quality and quantity of goods or services, design, processing time, production tools,

business locations that have an impact on business success. Able to survive and compete in the business world, employees are expected to be able to get used to working according to Standard Operating Procedures (SOP), be responsible, careful, cooperative, thorough, careful at work and help each other among employees. Starting from the importance of knowledge, skills and human resources in relation to business success.

Research methods

Population, sample and sampling technique

The population in this study were all tailoring businesses in the city of Manado, amounting to 220 people. The sample used in this study was a questionnaire from tailors in the city of Manado, totaling 69 people.

Using the slovin formula:

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

Information

n = number of samples

N = total population

e = Error Tolerance Limit (10 %)

The samples in this study are

$$n = \frac{220}{1 + 220 \times 0.1^2}$$

$$n = \frac{220}{3.2}$$

$$n = 68.75 = 69$$

Data Sources and Data Collection Techniques

Data sources are in the form of primary data in the form of interviews, questionnaires (questionnaires), observations and a combination of the three, as well as secondary data in the form of processed data, in accordance with scientific research standards (Sugiyono, 2019). The primary data source in this study was data obtained directly using a questionnaire on the respondents. While the secondary data source is data obtained from the report of the Department of Cooperatives and MSME Manado city.

Data collection techniques in this study is to use a questionnaire. Questionnaire is a data collection technique by giving a set of questions or written statements to respondents to answer (Sugiyono, 2019).

Multicollinearity Test

A good regression model is a regression model that does not occur multicollinearity (Ghozali, 2011). The basis for multicollinearity decision making:

1. **VIF 10:** between the independent variables there is multicollinearity.
2. **VIF < 10:** There is no multicollinearity between independent variables

Heteroscedasticity Test

Heteroscedasticity testing was carried out using the Scatterplot test (Ghozali, 2011).

Multiple Linear Regression Test

The general form of the regression equation that uses two independent variables is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Description

Y = Bound Variable (Business Success)

X1 = Free Variable (Motivation)

X2 = Independent Variable (Culture)

b1..b2 = Regression coefficient

+/- = A sign indicating the direction or relationship between Y and X1, X2 or X3

Jika nilai regresinya positif, maka variabel bebas dan terikat searah, dengan kata lain tinggi rendahnya budaya kerja, motivasi kerja dan keterampilan kerja berpengaruh terhadap keberhasilan usaha. Dan jika negatif, maka kenaikan variabel bebas terjadi bersamaan dengan penurunan variabel terikat, dikatakan nonlinier dan jika signifikansi > 0,05 maka dikatakan linier (Garson, 2012).

Hypothesis testing

Hypothesis Test (t Test)

If the regression value is positive, then the independent and dependent variables are unidirectional, in other words, the level of work culture, work motivation and work skills affect business success. And if it is negative, then the increase in the independent variable occurs simultaneously with the decrease in the dependent variable, it is said to be nonlinear and if the significance is > 0.05 then it is said to be linear (Garson, 2012).

The t-test basically shows how far the influence of one explanatory/independent variable individually in explaining the dependent variable. The null hypothesis (Ho) to be tested is whether a parameter (bi) is equal to zero, or:

$$H_0: b_i = 0$$

This means whether an independent variable is not a significant explanation of the dependent variable. The alternative hypothesis (Ha) is that the parameter of a variable is not equal to zero, or:

$$H_a: b_i \neq 0$$

That is, the variable is a significant explanatory of the dependent variable. How to do the t test is as follows:

1. Quick Look: if the number of degrees of freedom (df) is 20 or more, and the degree of confidence is 5%, then Ho which states $b_i=0$ can be rejected if the value of t is greater than 2 (in absolute value). In other words, we accept the alternative hypothesis, which states that an independent variable has an effect on the dependent variable.
2. Comparing the statistical value of t with the critical point according to the table. If the calculated t value is higher than the t table value, then the alternative hypothesis (Ha) is accepted which states that an independent variable individually influences the dependent variable. In data processing using SPSS computer program.

The individual influence is shown by the significant value of the t test. Test criteria

1. Significant level of significance < 0.05.
2. If t count t table (-) then H0 is rejected and Ha is accepted
3. If t count t table (+) then H0 is accepted and Ha is rejected
4. If the significance is (5%) then H0 is accepted and Ha is rejected

5. If the significance is (5%) then H0 is rejected and Ha is accepted

The significance test (t test) in this study is as follows:

1. Ho = 0. Work culture has no effect on business success
Ha ≠ 0. Work culture affects business success
2. Ho = 0. Work motivation has no effect on business success
Ha ≠ 0. Work motivation affects business success
3. Ho = 0. Work skills have no effect on business success
Ha ≠ 0. Work skills affect business success

Hypothesis Test (Test f)

The level of significance in this study is 0.05 with two-tailed test and the value of the F-table with F-count for the sample is 69 with N = 3 is 2.74. The test criteria are as follows:

1. If the significance value is <0.05, it means that there is a significant effect between all independent variables on the dependent variable.
2. If the significant value is > 0.05, it means that the independent variable has no significant effect on the dependent variable.

Results and discussion

Hypothesis testing

Partial T Test

The t-test basically shows how far the influence of one explanatory/independent variable individually in explaining the dependent variable. Data processing using SPSS computer program.

The significance test (t test) in this study is as follows:

1. Ho = 0. Work culture has no effect on business success
2. H a≠ 0. Work culture affects business success
Ho = 0. Work motivation has no effect on business success
Ha ≠0. Work motivation affects business success
3. Ho = 0. Work skills have no effect on business success
Ha ≠ 0. Work skills affect business success

Where H0 means an independent variable is not a significant explanatory of the dependent variable, and Ha means that the variable is a significant explanatory to the dependent variable. The level of significance in this study is 0.05 with the t-table value for a sample of 69 is 2,335.

Table 1: Partial Hypothesis Test Results

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	17.539	8.175		2.145	.034
	X1	.352	.128	.259	2.739	.007
	X2	.309	.111	.240	2.783	.006
	X3	.217	.086	.241	2.531	.013

a. Dependent Variable: Y

From the results of partial hypothesis testing in table 1, conclusions are drawn:

1. Work culture (X1) has a t-count value of 2.739 > 2.335 with a significance level of 0.007 < 0.05. Then H0 is rejected and Ha is accepted, which means that there is a significant influence of the work culture variable on business success.
2. Work motivation (X2) has a t-count value of 2.783 >

2.335 with a significance level of $0.006 < 0.05$. Then H_0 is rejected and H_a is accepted, which means that there is a significant influence of the work motivation variable on business success.

3. Work skills (X3) have a t-count value of $2.531 > 2.335$ with a significance level of $0.013 < 0.05$. Then H_0 is rejected and H_a is accepted, which means that there is a significant effect of the work skills variable on business success.

Simultaneous F Test

The results of the F test basically show whether all the independent variables or independent variables included in the model have a joint effect on the dependent variable or the dependent variable.

Table 2: Simultaneous Hypothesis Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	945.596	3	315.199	12.722	.000 ^b
	Residual	2502.366	101	24.776		
	Total	3447.962	104			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X2, X1						

From the results of simultaneous hypothesis testing, it can be concluded that all the independent variables of work culture (X1), work motivation (X2), and work skills (X3) simultaneously have a calculated F value of $12.722 > 2.74$ with a significance level of $0.000 < 0.05$. Then H_0 is rejected and H_a is accepted, which means that there is a significant effect of all independent variables on the dependent variable.

The Influence of Work Culture Variables (X1) on Business Success (Y).

The results of the t-test analysis (partial) show that the work culture (X1) has a t-count value of $2.739 > 2.335$ with a significance level of $0.007 < 0.05$. Then H_0 is rejected and H_a is accepted, which means that there is a significant influence of the work culture variable on business success. The results of this study are in line with research conducted by Sapitri (2017) ^[12] which states that there is a significant influence of work culture on business success. However, this is in contrast to research conducted by Agustin (2020) ^[11] which states that work culture has a positive and insignificant effect on business success.

Effect of Work Motivation Variable (X2) on Business Success (Y).

The results of the t-test analysis (partial) show that work motivation (X2) has a t-count value of $2.783 > 2.335$ with a significance level of $0.006 < 0.05$. Then H_0 is rejected and H_a is accepted, which means that there is a significant influence of the work motivation variable on business success. The results of this study are in line with research conducted by Munfaqiroh (2016) who has conducted research on "Factors Influencing Poor Women Entrepreneurs to achieve business success". Business success variables include: (a) ability and willingness who strongly agree as much as 64.4%, (b) strong determination and hard work as much as 62.2% and (c) motivation who agrees as much as 60%. In line with that, Dwi Gemina,

Endang Silaningsih, and Erni Yuningsih (2016) ^[4] who have conducted research on "The Influence of Business Motivation on Business Success with Business Ability as a Mediation Variable in the East-Indonesian Priangan Small and Medium Snack Industry", stated business motivation through motives, hopes, incentives, profits, freedom, personal dreams and independence have a direct (positive) effect on business ability so that the higher the business motivation, the higher the business ability. Likewise, Dafitri (2019) ^[3] which analyzes "The Influence of Entrepreneurial Motivation on Business Success (Study at the Padjadjaran University Student Entrepreneur Forum)", states that entrepreneurship motivation has a significant effect on business success.

Effect of Work Skills Variable (X3) on Business Success (Y).

The results of the t-test analysis (partial) show that work skills (X3) have a t-count value of $2,531 > 2,335$ with a significance level of $0.013 < 0.05$. Then H_0 is rejected and H_a is accepted, which means that there is a significant effect of the work skills variable on business success. The results of this study are in line with research conducted by Megantoro (2015) ^[10] The Influence of Skills, Experience, Human Resource Capabilities on the Performance of Small and Medium Enterprises in Panjanglejo, Srihardono, Pundong, Bantul, Yogyakarta ", which states that there is a positive influence of skills, experience, ability human resources on the performance of small and medium enterprises and skills have a positive effect on the performance of small and medium enterprises in Panjanglejo, Srihardono, Pundong, Bantul, Yogyakarta. Likewise with research conducted by Iskandar (2020) ^[8] "The Effect of Entrepreneurial Skills and Business Experience on Entrepreneurial Success" which states that partially there is a positive and significant influence of work skills on business success.

The Influence of Work Culture Variables (X1), Work Motivation (X2) and Work Skills (X3) on Business Success (Y) Simultaneously.

From the results of simultaneous hypothesis testing, it can be concluded that all the independent variables of work culture (X1), work motivation (X2), and work skills (X3) simultaneously have a calculated F value of $12.722 > 2.74$ with a significance level of $0.000 < 0.05$. Then H_0 is rejected and H_a is accepted, which means that there is a significant effect of all independent variables on the dependent variable.

Conclusion

Work culture partially has a positive influence on business success. Work motivation partially has a positive influence on business success. Partial work skills have a positive influence on business success. Work culture, work motivation and work skills simultaneously affect business success.

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