

Internal Environment Building Entrepreneurship Behaviour Of Coconut Farmers: Through The External Environment

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ABSTRACT

This study places the external environment as an intervening variable when influenced by the internal environment into a force for the internal environment to form innovative, proactive, and aggressive entrepreneurial behavior and dare to take appropriate risks in challenging situations to produce the right strategy. The research was conducted on coconut farmers in Tanjung Barat Regency with 149 coconut farmers. Sampling was carried out purposively with the criteria determined by the researcher based on the sub-districts that have coconut land areas and supported by the affordability of researchers to come to the place. Researchers conducted survey techniques by coordinating with the Department of Agriculture and discussing with agricultural extension workers in Tanjung Jabung Barat Regency. Some of the information obtained from the Department of Agriculture and Agricultural Extension helped researchers develop a questionnaire to be answered by coconut farmers. Data was collected by distributing questionnaires, interviews, and observation techniques. The data analysis method uses inferential statistics to determine the causal relationship or influence between variables using Smart PLS 3.0. The total entrepreneurial behaviour is influenced by the internal and external environment by 0.730. The contribution given by the internal environment to entrepreneurial behaviour is 0.169. The indirect effect of the internal environment through the external environment is 0.561. This study indicates that the external environment variable indirectly through the external environment has a more significant contribution to entrepreneurial behaviour than the direct influence.

Keywords: Internal Environment, External Environment, Entrepreneurial Behaviour, Coconut Farmers

1. Introduction

Tanjung Jabung Barat Regency is a coastal area famous for coconut production as the primary income of farmers. Although the production level has increased, it cannot sustain the livelihood of coconut farmers because most coconuts are sold in the form of young and old coconuts (Yusuf et al., 2021) at low prices. Intercropping and diversification can be a solution to help increase the income of coconut farmers (Dumais et al., 2021; Ach.Baidawi, 2013; Ruauw et al., 2011), to overcome uncertainty if the main crop suffers unwanted losses (Budiman et al., 2020; Oppong & Acheampong, 2012; Paudel, 2016) or a very cheap selling price.

The condition of coconut farmers in Tanjung Jabung Barat has limited capital (Kotalaha & Sasongko, 2019) and little knowledge and experience (Sapar et al., 2019) to implement intercropping and diversification systems. Strengthening entrepreneurial behavior is a concept that can increase the ability of farmers to build coconut farming, spur farmer income growth, and create jobs (Benjamin, 2018). Intercropping and diversification require entrepreneurial skills supported by internal and external environmental forces to read opportunities to innovate (Abbas & Ul Hassan, 2017). Farmers do not have enough ideas to be developed more widely to produce innovations, and farmers adopt more innovations (O'flynn et al., 2018). The environment influences the behavior of farmers (Saragih et al., 2019; Zainura et al., 2017). Coconut farmers still have problems in the internal environment (Gurbuz & Manaros, 2019) that do not support the dynamic movement of the external environment. The external environment will trigger the internal environment to take advantage of opportunities and threats (Gupta et al., 2013).

The internal environment must adapt to a dynamic external environment (Sumiati et al., 2019). We argue that if the internal environment can influence the external environment, the development of entrepreneurial behavior will be better. Therefore, it becomes a question of how the internal environment has the power to control the external environment to shape entrepreneurial behavior. So in this study, the internal environment as a driver monitors the

development of the external environment to be ready to adapt or adapt to the needs of the external environment in obtaining opportunities. For this reason, the internal environment through the external environment will be a reinforcement to develop the entrepreneurial spirit of coconut farmers in Tanjung Jabung Barat. This research is different from previous research. Previous studies have discussed the influence of the internal and external environment partially and simultaneously (Elfahmi et al., 2021; Franco, 2021; Marliati, 2020; Njanja et al., 2012; Struwig et al., 2019). This study places the external environment as an intervening variable when influenced by the internal environment into a force for the internal environment to form innovative, proactive, and aggressive entrepreneurial behavior and dare to take appropriate risks in challenging situations to produce the right strategy.

2 Literature Review and Conceptual Framework

2.1 Internal Environment

The business environment consists of the internal and external environments (Erasmus et al., 2013; Gupta et al., 2013; Saragih et al., 2019; Struwig et al., 2019). The internal environment is the ability needed to anticipate the development of the external environment. Gupta et al. (2013) explained that the internal environment influences the external environment. Entrepreneurs have a sensitive attitude to changes in the surrounding environment and try to respond to and recognize them (K. H. Tsai & Yang, 2014). Chittithaworn et al. (2011) explained that the internal environment consists of management and knowledge, products and services, ability to do business, cooperation with organizational members, resources, and finance. Struwig et al. (2019) measure the internal environment of staff suitability, business knowledge, competence, and planning, while the external environment consists of suppliers, customers, competition, law, and market. Zainura et al. (2017) measure the internal factors of farmer entrepreneurs' education, experience, cosmopolitanism, farming motivation, and farmers' perceptions of their farming business. This research will

measure the internal environment in terms of farmer characteristics which consist of knowledge, ability, experience, and motivation to farm.

2.2 External environment

The external environment is an indirect factor beyond the market's control (Kotler, Philip & Armstrong, 2016). To maintain sales and strengthen business capacity, entrepreneurs must adapt to the external environment (Sumiati et al., 2019) and create business strategies adapted to the external environment (Andersén, 2011). The external environment can positively and negatively influence the company (Appiah et al., 2018), depending on the company's ability to make the right strategy tailored to the available opportunities and threats. Therefore the company must have the ability to collect various information related to the external environment such as customers, markets, government, technology, and multiple conditions outside the company that affects the company's strength. Bin et al (2020) measure the external environment from economic, social, legal, technological, and political factors. This study develops the dimensions of Bin et al. (2020) by looking at the external environment of coconut farmers, namely related to technological aspects and social factors consisting of government, market developments, access to loans to financial institutions, and the threat of pests.

2.3 Entrepreneurial Behavior

Entrepreneurial behavior in micro, small, medium, and large scale businesses have a very strategic role towards success. According to Mulasari et al (2019), entrepreneurial behavior is the ability to see business opportunities based on the potential around the business and have the initiative to realize various ideas related to business development in the form of products or services. Entrepreneurial behavior describes someone who dares to take risks and always behaves innovatively by taking advantage of opportunities in the surrounding environment (Liu et al., 2017; Nandhini et al., 2020). The ability to conduct innovatively is currently a competitive force in an increasingly dynamic and complex global market (Hong et al., 2013). Innovation-based businesses have an impact on

the competitiveness and performance of SMEs (Anwar, 2018).

Paying attention to the development of the business environment is the character of entrepreneurial behavior. A person's age, education, and experience also determine a person's entrepreneurial behavior (Jiménez et al., 2021). The study of Miralles et al (2016) found that knowledge and experience determine a person's intention to become an entrepreneur. Furthermore, the research results of Kautonen et al (2013) explain that age also determines a person's life experience and can develop entrepreneurial intentions.

2.4 Relationship of Internal environment, External Environment, and entrepreneurial behavior

Several researchers have found a relationship between environmental factors and entrepreneurial behavior. Puspitasari et al (2019) conducted a study on the influence of the internal and external environment on entrepreneurial behavior. The study results found that internal factors consisting of business scale, motivation, perception, and motivation were able to increase entrepreneurial attitude, capital, promotion, regulation, compactness, and access to information negatively influence entrepreneurial behavior. Mulasari et al. (2019) found that entrepreneurial behavior appeared in the Ngalang village community in the Gunung Kidul Regency area, which is affected by the opportunities for surrounding environmental resources, initiatives, and the ability to take risks in the form of dimensions of internal environmental factors. Furthermore, Botsaris & Vamvaka (2012) found that entrepreneurial behavior is affected by internal factors of an entrepreneur, namely education, age, marital status, experience, reward system, clarity of purpose, autonomy, management support, and achievement needs. The data processing results show that only education and achievement needs affect a person's intention to try.

In contrast to the findings from Nandhini's research (2020), education, age, and experience can influence entrepreneurial behavior in sericulture farmers. Cai et al. (2018) found that entrepreneurial behavior is be affected by the institutional environment, resources, and social networks. This study does not divide the domain

into internal and external environments. We argue that these three factors are part of integrated internal and external environmental factors, finding opportunities from resource strengths that integrate with social networks and institutional environments to capture value opportunities to the company.

Several previous studies have found that the internal and external environment influences entrepreneurial behavior by testing different indicators. However, this study develops theoretical concepts from several previous studies which add to the hypothesis of measuring the influence of the internal environment on entrepreneurship through external environmental variables. We argue that the capabilities of coconut farmers and the environment around the business have strengths

and weaknesses (Cai et al., 2018). when the internal environment strengthens its ability to influence the external environment, it will build entrepreneurial behavior. Based on this, the research hypothesis is:

H1 = There is an influence of the internal environment on entrepreneurial behavior

H2 = There is an influence of the internal environment on the external environment

H3 = There is an influence of the external environment on entrepreneurial behavior

H4 = The external environment can strengthen the effect of the internal environment on entrepreneurial behavior.

Based on the opinions and findings of previous researchers, the conceptual of this research is as follows:

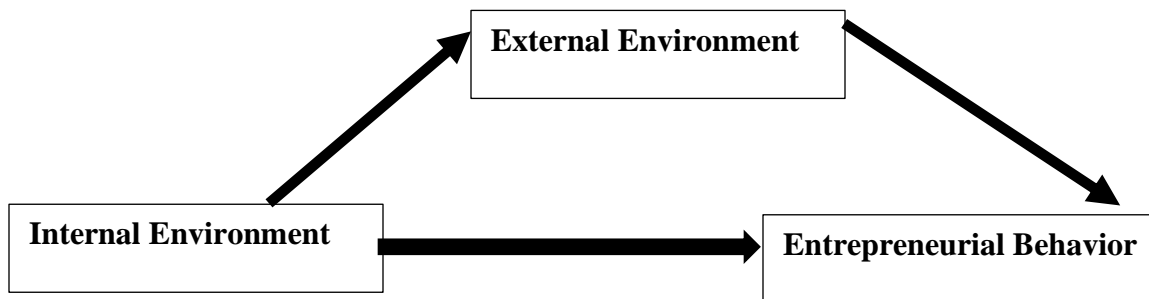


Figure 1 : conceptual model of the influence of the internal environment on entrepreneurial behaviour through the external environment

3. Methods

The research was conducted on coconut farmers in Tanjung Barat Regency with 149 coconut farmers. Sampling was carried out purposively with the criteria determined by the researcher based on the sub-districts that have coconut land areas and supported by the affordability of researchers to come to the place. Researchers conducted survey techniques by coordinating with the Department of Agriculture and discussing with agricultural extension workers in Tanjung Jabung Barat Regency. Some of the information obtained from the Department of Agriculture and Agricultural Extension helped researchers develop a questionnaire to be answered by coconut farmers. Data was collected by distributing questionnaires, interviews, and observation techniques. The data analysis method uses

inferential statistics to determine the causal relationship or influence between variables using Smart PLS 3.0.

4. Result

The total entrepreneurial behaviour is influenced by the internal and external environment by 0.730. The contribution given by the internal environment to entrepreneurial behaviour is 0.169. The indirect effect of the internal environment through the external environment is 0.561. This study indicates that the external environment variable indirectly through the external environment has a more significant contribution to entrepreneurial behaviour than the direct influence.

The results of the study prove that the better the internal environment, the more able to take advantage of opportunities and prevent threats to the external environment (Halmaghi et al., 2017). internal environmental forces can

shape entrepreneurial behavior that can increase business growth (Struwig et al., 2019). Business growth requires entrepreneurial behavior to make innovation strategies proactive, aggressive, and willing to take risks in strategic decisions. The external environment contributes to the development of entrepreneurial behavior (Lakshmi, 2020). The external environment provides opportunities to innovate and improve business performance (Fu et al., 2021).

This study shows that the internal environment indirectly through the external environment has a more significant contribution to entrepreneurial behavior than direct influence. Entrepreneurs who can recognize the uncertainty of the external environment will be aware of business opportunities in an uncertain environment (Soo Sung & Park, 2018). Strengthening the internal environment is a strategy that must adapt to the external environment to develop entrepreneurial behavior, gain market access (Li et al., 2020), and innovate (Chuang et al., 2020). Technology adoption increases agricultural production (Asif et al., 2017), solves problems (Kaske et al., 2018), and is sensitive to changes in the surrounding environment (K. H. Tsai & Yang, 2014).

The results of this study emphasize that the strengthening of the internal environment influences the external environment to shape entrepreneurial behavior. Strengthening the internal environment of coconut farmers is done by increasing knowledge, ability, and experience and growing self-motivation. Can support the internal environment through government empowerment programs or non-government programs. As part of the external environment, we believe that the government can improve the internal environment by formulating appropriate strategies and procedures to influence the external environment and become a conducive environment for business (Pulka et al., 2021). The government can improve the ability to access technology, increase competence through coaching and training and provide solutions to all challenges in the external environment (Adebisi et al., 2015; Afolabi & Ehinomen, 2015). Yin et al.'s research (2020) proves that policies implemented by the government can change the internal environment of farmers

through education and training and strengthen working capital. Government policies direct farmers to adapt to the external environment. Adaptation to the external environment produces strategies (Alpatova et al., 2021). The government is part of external environment (Marliati, 2020) and has general policies that can improve performance (Delmayuni et al., 2017; Sudjatno & Safitri, 2018). The government can empower coconut farmers to take advantage of external environmental conditions such as technology and access to credit and improve poor farming practices. Therefore, the government must make appropriate policies according to its function as a regulator, facilitator, and catalyst. We assess that the government's program that is prepared according to market demand by considering the conditions and needs of coconut farmers will increase the innovation of coconut farmers' abilities in implementing intercropping and diversification.

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