

SELF EFFICACY (PERFORMANCE EXPERIENCE, SOCIAL PERSUASION AND EMOTION STATE) AS A SUPPORT OF ENTERPRENEUR SPIRIT IN THE FOOD TRUCK BUSINESS IN SURABAYA, JAWA TIMUR, INDONESIA

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ABSTRACT

Community Food truck Culinary Surabaya which was established since November 10, 2016, there are 24 food trucks. But now it has grown to 40 food trucks. The food truck business is also coloring the hopes of Surabaya's young people who want to be independent, with the hope that the phenomenon of the food truck will arouse the spirit of starting up to do business and generate their own income. This study is aimed at knowing and analyzing the effect of self efficacy (experience of performance, social persuasion and emotional state) as a driving force for the entrepreneurs of food truck entrepreneurs in Surabaya, East Java, Indonesia. From the multiple linear regression equation shows that the variable experience of performance (X1) and emotional state (X3) has a positive influence on the soul of food truck entrepreneur entrepreneurs in Surabaya. This positive influence shows that the entrepreneur's soul variable will change in line with the changes in the independent variables, namely the experience of performance and emotional state. While social persuasion variables (X2) have a negative influence on the entrepreneur's spirit (Y). As much as 0.870 or 87%, which means that the independent variables in this study, namely the experience of performance, social persuasion and emotional state are able to explain the dependent variable (entrepreneurial spirit) or explained by other variables not included in this research model, namely the variable experience of vikarius. Variable performance experience that dominant influence to entrepreneur spirit.

Keywords: performance experience, social persuasion, emotional condition, spirit of entrepreneur

INTRODUCTION

When deciding to jump in the business world, sometimes some people are still doubt about their abilities. "Can I run the business?", "Is the business profitable?" and "Is the required capital not that much?". Such doubts often arisen in mind of beginners when they want to move the quadrant into a business actor.

Basically everyone has an equal opportunity to become a business actor. But unfortunately not everyone dare to hone their talents and interests, so it is reasonable that some of them have succeeded in becoming successful entrepreneurs and some others are still there who have not dared to act to run the business. The fear of getting started, and the fear of trying, becomes a major obstacle for some people so they choose to discourage their intention to become successful entrepreneurs. Being an entrepreneur, it takes a brave mental to overcome these fears and a strong determination to cultivate an entrepreneurial spirit within each person.

Various innovations and breakthroughs are made by entrepreneurs engaged in culinary in order to gain additional revenue and business opportunities that are wider than ever. Food truck is a new business phenomenon in big city like Surabaya. Food truck is a type of business engaged in the field of food and beverages that all operational activities include preparation or cooking, presentation and sale is done in a large vehicle.

The development of food trucks since 2013 is very rapid in LA, because food trucks can park anywhere to pick up the buyers. This phenomenon penetrated to Indonesia precisely in big cities like Jakarta and Surabaya. Food trucks are more cost-effective for businesses because the cost of renting a place for a restaurant, can be to build a food truck.

Community Food truck Culinary Surabaya which was established since November 10, 2016, there are 24 food trucks. But now has grown to 40 food trucks based on field observation. This food truck business also coloring the hope of young people who want to independently Surabaya, with the hope of this food truck phenomenon to raise the spirit of star up to do business and generate their own income.

Although in this food truck business there are still some challenges that must be sought the way out, such as finding a location because it can not carelessly parked, weather and licensing KIR car shop in Surabaya does not exist yet. Food truck is now a way of selling a trend in Indonesia including Surabaya. In addition to unique, the atmosphere offered is not monotonous because it can move places and atmosphere. Food truck in Surabaya that we can meet among others there Kombitiam (drink made from coffee) in jl. Embong Sawo no.1, Combination Coffe is a kind of food truck bussiness at Graha Fair Ground jl. Mayjen Yono Soewoyo, Xiniota (snack and western-style companion food) by way of up-date the location of social media instagram at @ xiniota_sby, Say Chees at Graha Fair Ground, Surabaya, Waffle on d'Whhels has a booth at Food Society Pakuwon Mall, The Halal Gyro Cart has an outlet at the Food Society Pakuwon Mall, and there is also a popular Burger Shot located at Graha Fair Ground jl Mayjen Yono Soewoyo next to Spazio and Loop.

LITERATURE REVIEW

Bandura and Wood in Mustaqim (2008: 21) states that self efficacy is a belief in one's ability to drive motivation, cognitive sources, and the set of actions necessary to meet the demands of the situation at hand. Bandura contextually in Mustaqim (2008: 21) gives the definition of self efficacy as follows: self efficacy is a person's beliefs about his or her ability to produce a planned level of performance, where the ability is trained, driven by events that affect one's life. The definition of self efficacy continues to grow. Bandura (1997, page 3. in Mustaqim, 2011, p.21) defines self efficacy as follows: Self efficacy is a belief in the ability of an individual to be able to organize and execute a set of actions deemed necessary to achieve a desired outcome.

This efficacy is different from aspiration (ideals), because ideals describe something ideal that should (can be achieved), while the efficacy describes self-assessment. Changes in behavior within, Bandura's key system is a change in efficacy expectations (self efficacy). Self-efficacy or self-belief can be acquired, altered, enhanced or decreased through either one or a combination of four sources, namely a performance accompaniment experience, vicarious experience, social persuasion, and emotional generation (emotional / physiological states).

Performance experience

Performance experience is an achievement that has been achieved in the past. As a source of past performance becomes the most powerful modifier of self efficacy. Good (past) achievement increases expectations of efficacy, while failure will decrease efficacy. Achieving success will have different efficacy impacts, depending on the process of achievement:

- a. The more difficult the task is, success will make the higher the efficacy.
- b. Self-employment, further enhancing efficacy over group work, assisted by others.
- c. Failure to decrease efficacy, if people feel they have done their best.
- d. Failure in an emotional atmosphere or stress, the impact is not as bad if the conditions are optimal.
- e. Failure after a person has a strong efficacy of efficacy, the impact is not as bad if the failure occurs in a person whose efficacy is not yet strong.

- f. The usual person who succeeds, occasionally fails does not affect efficacy.

Social persuasion

Self-efficacy can also be obtained, strengthened or attenuated through social persuasion. The impact of this source is limited, but on the right conditions persuasion from others can affect self efficacy. The condition is trust to the persuasion giver, and the realistic nature of what is being sought.

According Rousydiy (1985) there are several indicators of effectiveness of persuasion from the point of view of the audience, namely;

- a. Audiences have the same thoughts as communicators
- b. The audience empathizes with the communicator
- c. Audiences change attitudes
- d. The audience internalizes and maintains the values communicated by the communicator

Emotional state

Emotional circumstances that follow an activity will affect the efficacy in the field of activity. Strong emotions, fear, anxiety, stress, can reduce self efficacy. However, it can happen, an increase in emotion (which is not excessive) can improve self efficacy.

Self-efficacy is an important personal variable, which, when combined with specific goals and understanding of achievement, will be an important determinant of important behavior. Each individual has different self-efficacy in different situations, depending on:

1. The ability demanded by the different situations.
2. The presence of others, especially rivals in situations.
3. Physiological and emotional state: fatigue, anxiety, apathy, depression.

High or low efficacy, combined with a responsive or unresponsive environment, will result in four possible behavioral predictions.

The Entrepreneur Spirit

Peter Drucker, a US management thinker, in Blank, S. (2013: 3) states that what entrepreneurship means is "Activities that are consistently done to convert good ideas into profitable business activities". There are 6 indicators of entrepreneurial spirit: discipline, high commitment, creative innovative, honest, independent and realistic, while for research we use 4 indicators, as below :

1. High Commitment
2. Creative Innovative
3. Independend
4. Realistic

RESEARCH METHODS

The method we use is quantitative methods, explanatory research. Its population is all food truck entrepreneurs in Surabaya, East Java, Indonesia amounting to 40 people. Because the population is less than 100, the researcher uses the entire population as a sample, namely the census method. This study uses random sampling because all populations are homogeneous.

Analysis techniques used variable description, pearson correlation test with a significant level of 5%, reliability test (cronbach alpha > 0.06), multiple linear regression test, namely t test (to test partially) and F test (to test simultaneously)

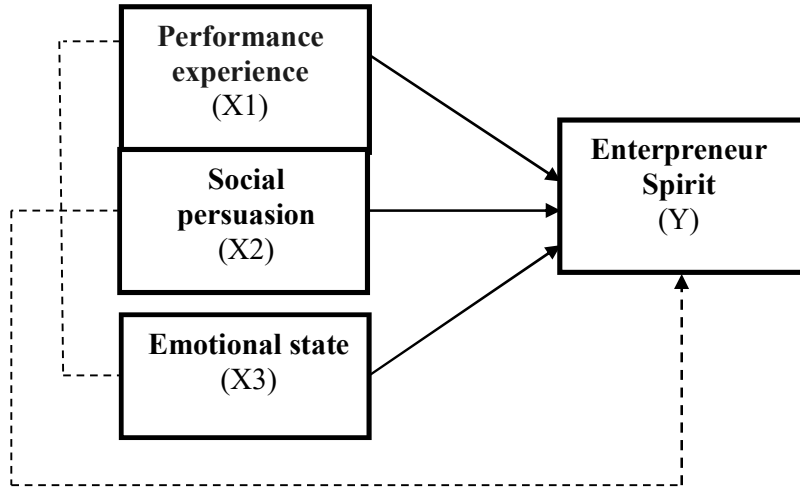


Figure 1. Conceptual Framework
Source: Processed results of researchers (2018)

Note :
 —————> : simultan influence
 —————> : partial influence

DISCUSSION

Food Truck Entrepreneurs

Entrepreneur (entrepreneur) is someone who performs activities or entrepreneurial activities that are characterized as talented in managing and managing a business that is being run. In a large Indonesian dictionary, the notion of an entrepreneur is a clever and talented person in recognizing a new product, determining innovative ways to produce, assembling new product procurement operations, organizing capital for operations to market. So an entrepreneur should have the ability in himself to think creatively and innovatively, and imaginatively when he finds an opportunity must be able to empower themselves for the benefit of themselves and the surrounding areas (rocketmanajemen.com)

Whereas according to the dictionary oxford food truck is a large vehicle equipped with furniture and equipment for cooking and selling food (wikipedia)

Table1. Performance Experience Validity Test Correlations

	X1	X1.2	X1.3	X1.4	Performance Experience
Pearson Correlation	1	.800**	.656*	.699*	.918**
Sig. (2-tailed)		.000	.000	.000	.000

N	40	40	40	40
Pearson Correlation	1	.710*	.517*	.874**
Sig. (2-tailed)		.000	.001	.000
N	40	40	40	40
Pearson Correlation			.611*	.861**
Sig. (2-tailed)			.000	.000
N	40	40	40	40
Pearson Correlation				.619*
Sig. (2-tailed)				.000
N	40	40	40	40
Pearson Correlation				.874**
Sig. (2-tailed)				.000

N	40	40	40	40	40
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** . Correlation is significant at the 0.01 level (2-tailed).

Table 2. Social Persuasion Validity Test Correlations

	X ₁	X ₂	X ₃	X ₄	Social Persuasion
Pearson Correlation	.612*	.642*	.550*	.550*	.839**
Sig. (2-tailed)	.000	.000	.000	.000	.000
N	40	40	40	40	40
Pearson Correlation	.624*	.613*	.453*	.453*	.765**
Sig. (2-tailed)	.000	.000	.003	.003	.000
N	40	40	40	40	40
Pearson Correlation	.550*	.453*	.100	.100	.877**

	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	40	40	40	40	40
	Pearson Correlation	.550*	.453*	.100	.100	.877**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	40	40	40	40	40
	Pearson Correlation	.839*	.765*	.877*	.877*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	40	40	40	40	40

** . Correlation is significant at the 0.01 level (2-tailed).

Table 3. Validity Test Correlations

	X ₃	X ₃	X ₃	Emotion State
	.11	.12	.14	
	Pearson Correlation	.579*	.579*	.862**

	Sig. (2-tailed)		.000		.000	
	N	40	40		40	40
	Pearson Correlation	.778**			.778**	
	Sig. (2-tailed)		.000		.000	
	N	40	40		40	40
	Pearson Correlation	.869**			.869**	
	Sig. (2-tailed)		.000		.000	
	N	40	40		40	40
	Pearson Correlation	.762**			.762**	
	Sig. (2-tailed)		.000		.000	
	N	40	40		40	40
	Pearson Correlation	.912**			.912**	1

Sig. (2-tailed)	.000	.000	.000	
N	40	40	40	40

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 4. Reliability Test

Variable	Cronbach's Alpha if Item Deleted	Note
Performance Experience	0,833	reliable
Social Persuasion	0,825	reliable
Emotion State	0,820	reliable
Entrepreneur Spirit	0,822	reliable

Source: SPSS Process

Table 5. F Test Model Summary^b

	R	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
				F	Sig.	Partial	Change in R Square
	.880	.870	.912	.880	.000		.880

a. Predictors: (Constant), Emotional State, Social persuasion, Performance Experience

b. Dependent Variable: Entrepreneur Soul

Table 6. Multiple Regression, t Tests & Dominant Variables Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	
	B	Std. Error	Beta		
(Constant)	.309	1.174		.264	.794
Performance Experience	.561	.193	.600	2.905	.006
Social Persuasion	-.100	.204	-.100	-.492	.626
Emotional State	.520	.133	.468	3.897	.000

a. Dependent Variable:
Entrepreneur Soul
source : SPSS 2018 data

The result of multiple linear regression analysis can be denoted according to the regression equation model analysis as follows:

$$Y = 0,309 + 0,600 X_1 + (- 100)X_2 + 0,468 X_3$$

Of the above equation can be seen:

1. The coefficient of constant (a) of 0.309 gives meaning if performance experience (X1), social persuasion (X2) and emotional state (X3) all have value 0 unit then entrepreneur spirit will decrease 0,309 unit.
2. The regression coefficient (b1) of (0,600) shows a positive relationship, if the performance experience (X1) is increased by 1 unit then the entrepreneur's soul (Y) will rise by 0.600 units with the assumption of social persuasion variable value (X2) and emotional state variable X3) is fixed or zero. On the other hand, if the performance experience (X1) is decreased by 1 unit, the entrepreneur's soul (Y) will decrease by 0.600 units with the assumption that the value of social persuasion variable (X2) and emotional state (X3) is fixed or zero.
3. The regression coefficient (b2) of (-0,100) shows a positive relationship if social persuasion (X2) is increased by 1 unit, the entrepreneur (Y) soul will decrease by (-0,100) by assuming the value of the performance experience variable (X1) and the state emotion (X3) is fixed or zero.
4. The regression coefficient (b3) of 0.468 shows a positive relationship if the emotional state (X3) is increased by 1 unit then the entrepreneur (Y) soul will rise by 0.468 units with the assumption that the value of the performance experience experience (X1) and social persuasion (X2) is fixed or zero. Likewise, if the emotional state (X3) is decreased by 1 unit, the entrepreneur (Y) will decrease by 0.468 units with the assumption that the value of performance experience experience (X1) and social persuasion (X2) is fixed or zero.

From the multiple linear regression equation and the description above shows that the variable performance experience (X1) and emotional state (X3) have a positive influence on the soul of food truck entrepreneur entrepreneurs in Surabaya. This positive influence shows that the entrepreneur's soul variable will change in line with the changes in the independent variables, namely the experience of performance and emotional state. While the variables of social persuasion (X2) have a negative influence on the entrepreneurial spirit (Y).

The value of Adjusted R Square shows a value of 0.870 or 87%, which means that the independent variables in this study, namely the experience of performance, social persuasion and emotional state are able to explain the dependent variable (entrepreneurial spirit) or explained by other variables not included in this research model, namely variable experience of vikarius.

The independent variables that have dominant influence in multiple linear regression equation to entrepreneur entrepreneur entrepreneurship variable of food truck in Surabaya is performance experience variable, because the value of performance experience variable is bigger than social variable value of persuasion and emotional state.

CONCLUSION AND SUGGESTION

Conclusion

The food truck business is also coloring the hopes of Surabaya's young people who want to be independent, with the hope that the phenomenon of the food truck will arouse the spirit of starting up to do business and generate their own income. This study is aimed at knowing and analyzing the effect of self efficacy (experience of performance, social persuasion and emotional state) as a driving force for the entrepreneurs of food truck entrepreneurs in Surabaya, East Java, Indonesia with the results:

- a. Performance experience and emotional state have a positive effect partially to the entrepreneur's spirit of entrepreneur, social persuasion variable has a negative effect on entrepreneur spirit of entrepreneur of food truck in Surabaya.
- b. Performance experience, social persuasion and emotional state simultaneously affect the entrepreneur spirit of entrepreneur soul of entrepreneur entrepreneurs food truck in Surabaya.
- c. Variable performance experience that predominantly affect from the three variables to the entrepreneur spirit soul enterpreneur entrepreneurs food truck entrepreneurs in Surabaya.

Suggestion

Based on research that has been done on the theory of self-affiliation, it is better for food truck business owners to do:

1. More innovative or create more new variants
2. Local wisdom should not be abandoned
3. Update location and product data more developed
4. The legality of the vehicle used needs to be provided by the government for the continuity of the food truck business
5. The promotion of the product and its variants should be more interesting than the existing ones

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