Effect of Training Participation, Entrepreneurship Motivation and Market Access Ability on Sales Performance of Karawo Craftsmen in Gorontalo Province

Suryono, Abdul Haris PanaI, Yulianto Kadji, Asni Ilham
Doctoral Postgraduate Program of Education Science of State University of Gorontalo, Indonesia

ABSTRACT: *This study purpose is to find the direct effect of training participation, entrepreneurship motivation and market access ability on sales performance of Karawo Craftsmen in Gorontalo Province; and training participation and entrepreneurship motivation on market access ability of Karawo Craftsmen in Gorontalo Province. This study was conducted in five districts/cities in Gorontalo Province, namely Gorontalo District, Bone Bolango District, North Gorontalo District, Pohuwato District and Gorontalo City. The 170 respondents are selected by Proportional Random Sampling method. The data is analyzed by multiple regressions. The research result can be explained as follow. training participation, entrepreneurship motivation and market access ability directly have positive effect on sales performance of Karawo Craftsmen in Gorontalo Province. Training participation and entrepreneurship motivation directly have positive effect on market access ability of Karawo Craftsmen in Gorontalo Province.*
Keywords: market access, sales performance, Karawo Craftsmen.

I. INTRODUCTION

1. Research Background

The problems faced by SMEs in Gorontalo Province are not different with SMEs at national level. SMEs Craftsmen with potential and distinctive products are Karawo Craftsmen in Gorontalo Province. Karawo widely known in various events held both national and international level. Internally, Karawo Craftsmen had some problems in marketing issues (product quality standards, products demand, lack of products variance, implementation of promotional activities and price competition), unstable supply and raw materials price of Karawo and auxiliary materials (scarcity of raw materials supplies and raw material prices tend to fluctuate and linkage among sectors) and aspects of managerial and entrepreneurial skills of Karawo SMEs. This is an increasingly serious problem faced by Karawo SMEs in Gorontalo. Government makes external effort to cultivate SMEs, although from year to year continue to be refined, but it felt not conducive to competition between less balanced with medium-size enterprises, lack of information relating to science and technology, capital and limited access to markets and product information. It makes Karawo product cannot be marketed on a competitive basis, both at national and international markets. Gorontalo provincial government efforts to develop Karawo SMEs have been felt, especially for handicrafts production since 2011.

The growth of micro and small manufacturing industries, especially Karawo embroidery in Gorontalo has a relatively low figure. Some constraints are faced by industry in Gorontalo Karawo in relation with not maximal training of Karawo Craftsmen, lack of entrepreneurship motivation, low ability to access market and business environment changes from time to time. This is consistent with opinion of Hasibuan (2003: 18) that one of entrepreneur's successful key in management of ever-changing environment is entrepreneurial motivation.

This research was conducted on Karawo embroidery SMEs in Gorontalo Province on grounds that SMEs sector are an excellent program in Gorontalo Province who have made the process of acceleration in resource management processing, especially SMEs Karawo embroidery in Gorontalo Province. SMEs development and empowerment will be directed to following issues: (1) increasing productivity and production capacity, (2) products diversification; (3) increasing HR/businesses; (4) increasing the value-added of production, processing and marketing; (5) information system and distribution; (6) creating employment; (7) increasing populist economic growth to makes SMEs become strong, independent and can act as motor of regional economy (Perindagkop of Gorontalo Province 2012).

2. Problems Identification

As explained earlier, problems faced by Karawo SMEs are in the following.
1. The absence of product quality standards and lack of Karawo products variance.
2. Demand for product is still seasonal and erratic.
3. Low implementation of sales promotion activities and price competition.

4. Unstable supply and prices of raw materials and other supporting materials (scarcity of raw material inventory and raw material prices tend to fluctuate and linkage among sectors).
5. Low quality of managerial and entrepreneurial skills of Karawo SMEs.
6. Low entrepreneurship motivation of Karawo SMEs to improve Karawo Embroidery.
7. Karawo Craftsmen have low ability to access Karawo markets in Gorontalo to sell their products.
8. Low training received by Craftsmen about how to make a right and good emboidery.
9. Limited Craftsmen who have adequate expertise.
10. Low interest of Karawo Craftsmen to participate in training activities.

3. Problem Formulation
Based on background, problem identification and problem limitation, the problem formulations are shown as follow.
1. Is training participation has direct and positive effect on sales performance of Karawo Craftsmen in Gorontalo Province?
2. Is entrepreneurship motivation has direct and positive effect on sales performance of Karawo Craftsmen in Gorontalo Province?
3. Is market access ability has direct and positive effect on sales performance of Karawo Craftsmen in Gorontalo Province?
4. Is training participation has direct and positive effect on market access ability of Karawo Craftsmen in Gorontalo Province?
5. Is entrepreneurship motivation has direct and positive effect on market access ability of Karawo Craftsmen in Gorontalo Province?

4. Research Objectives
Based on some of above problems, the objectives of this study are to analyze:
1. The direct effect of training participation on sales performance of Karawo Craftsmen in Gorontalo Province
2. The direct effect of entrepreneurship motivation on sales performance of Karawo Craftsmen in Gorontalo Province
3. The direct effect of market access ability on sales performance of Karawo Craftsmen in Gorontalo Province
4. The direct effect of training participation market access ability of Karawo Craftsmen in Gorontalo Province
5. The direct effect of entrepreneurship motivation on market access ability of Karawo Craftsmen in Gorontalo Province.

II. THEORETICAL OVERVIEW
1. Sales performance
Kuncoro (2007: 151) explains performance as the result that affected by structure and behavior of industry where the result of bias is identified with amount of market share or the amount of profit a company within an industry. Ferdinand (2004) suggests that performance measurement is beneficial for users to provide feedback to help managers to identify problems and help to solve them. In addition, performance measurement is also useful to conduct a monitor, as a communication tool and as a basic reward system (Ostrenga & Harwood, 1992). Observing the Karawo potential in Gorontalo and in efforts to develop the SME sector, Government of Gorontalo Province and Bank Indonesia of Gorontalo Province has established a development program of Karawo with various leading funding development model to create opportunities and jobs, to increase public income, regional and national income, increase foreign exchange earnings, introduce and utilize the beauty and culture of area and so forth.

2. Training participation
Training participation is frequency of training (Morin & Renaud, 2004; Webster et.al, 2005). The more often a person participation in training can show his desire to training that accompanied by efforts to participate. Based on description above, training participation is the role of a person or group of people both directly and indirectly to create; enter the mind, energy, time, expertise, capital and materials, as a form of developing a systematic way on pattern of attitudes/knowledge expertise required by a person to carry out his duties adequately.

3. Entrepreneurship Motivation
Sarwono (2010: 137) explains the motivation comes from the *movere* (Latin) which means moving, whereas in general terms, motivation can be interpreted as an incentive of individuals to be willing and able to do something to support the achievement of a goal. Mohamad Uzer in Sarwono (2010: 138) explains that motivation is a process to intensify motives into an act or behavior to meet the needs in achieving the objectives. Tabrani et al. (2010: 100) argues that motivation was the work of energy in a person characterized by emergence

of a feeling of reaction to achieve the goal. Motivation illustration contains a power that arises in a person as a support to fulfill his wish. Based on description above, entrepreneurship motivation is a good boost comes from outside or from within oneself as the driving, steering and driving all night to do, act and do something. Indicators of entrepreneurship motivation are the desire to develop business better, desire to satisfy the customers, a desire to improve the quality and quantity of products and desire to innovate.

4. Market Access Capabilities
According to Kotler (2002: 9), marketing is social and managerial process by which individuals and group obtains what they need and want through creating, offering and exchanging products of value with others. The market access ability is a social and managerial process where individuals and groups obtain what they need and want through creating, offering and exchanging products with other individuals or groups. Meanwhile, according to Lamb, Hair, MacDaniel (2000: 6), marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals. According to Stanton, market access ability is a process of planning and running concept, pricing, promotion and distribution of ideas, goods and services to create exchanges that can satisfy individual and organizational goals. From both the above opinion can be concluded that market access ability are all activities geared to satisfy the needs and desires of consumers.

III. RESEARCH METHODS

The study was conducted in Gorontalo Province namely at business place of Karawo Craftsmen. The locations are Gorontalo City and four districts of Gorontalo namely Gorontalo District, Bone Bolango District, North Gorontalo District and Pohuwato District. The research was conducted over 6 months, from December 2015 until May 2016.

This research uses descriptive correlation technique by noticing the connections/effects among variables to find out the direct effect. The method used is survey method and path analysis. The variables to be studied are composed of two groups: endogenous variables and exogenous variables. Endogenous variables are Karawo Craftsmen sales performance and exogenous variables are training participation, entrepreneurship motivation and market access ability. The study populations are all Karawo Craftsmen in Gorontalo who have attended training by Bank Indonesia.

Because members of the population are homogeneous (all Karawo Craftsmen), the sample is determined by Proportional Random Sampling. Sampling is calculated by taking the proportion of subjects from each stratum or any territory specified balanced by number of subjects in each stratum or region (Arikunto, 2006: 92). The number of samples is determined using the Slovin formula. Total samples are 170 respondents. The number of samples in each sub-population is determined by proportional allocation formula by Harun Al Rashid (1994). Data was collected by questionnaire that measured by statements that is built on a theoretical basis or indicators of each of variables. The five point likert scales is used, ranged from always, often, sometimes, rarely and never. Especially for market access ability, the ability test is conducted to obtain the data. Besides, the researcher conducted interview and documentation towards the respondents to extend the research that is conducted.

The instrument is based on theories in this study. Statements are composed of four variables: sales performance, training participation, entrepreneurship motivation and market access ability. These instruments were first tested the validity and reliability. Invalid instrument is not used in this study. Data from this study were analyzed by statistics, both descriptive statistics and inferential statistics.

IV. RESEARCH RESULT

Descriptive statistics of 170 respondents are depicted in Table 1.

Table 1. Summary of Data Description

Subject	Sales performance	Training participation	Entrepreneurship motivation	Market access ability
Sample	170	170	170	170
Mean	36.45	35.72	39.51	58
Median	37	35	39	55.5
Modus	38.11	38.71	36.33	50.5
Max. Score	53	54	56	81
Min. Score	20	19	22	36

Normality of estimated error is analyzed by Lilliefors test. The results of normality test are shown in Table 2.

Table 2. Summary of Normality Test through Error Estimates

Error estimate	L_{count}	Ltable $_{(\alpha = 0.05)}$	Description
Y above X_1	0.0529	0.0679	Normal
Y above X_2	0.0539	0.0679	Normal
Y above X_3	0.0546	0.0679	Normal
X_3 above X_1	0.0415	0.0679	Normal
X_3 above X_2	0.0488	0.0679	Normal

2. Linearity of Regression Equations Testing
The next test requirement is the linearity test of regression equation which states that all are significant and linear.

Table 3. Summary of Linearity Test for Regression Equations

	Regression equation	**Description**
$\hat{Y} = a + bX_1$	$\hat{Y} = 13.501 + 0.643X_1$	Significant and linear
$\hat{Y} = a + bX_2$	$\hat{Y} = 25.749 + 0.271X_2$	Significant and linear
$\hat{Y} = a + bX_3$	$\hat{Y} = 18.924 + 0.902X_3$	Significant and linear
$\hat{X}_3 = a + bX_1$	$\hat{X}_3 = 9.707 + 0.272X_1$	Significant and linear
$\hat{X}_3 = a + bX_2$	$\hat{X}_3 = 16.037 + 0.086X_2$	Significant and linear

V. HYPOTHESIS TESTING

Hypothesis test is started with structures test. This study has two structures below.
1) $Y = \beta_{yx1} X_1 + \beta_{yx2} X_2 + \gamma_{yx3} X_3 + \varepsilon_1$
2) $X_3 = \beta_{31} X_1 + \beta_{32} X_2 + \varepsilon_2$

      The first structural equation model is $Y = \beta_{yx1}X_1 + \beta_{yx2}X_2 + \gamma_{yx3}X_3 + \varepsilon_1$. For ε_1. o $\varepsilon1$ can be calculated using the equation 1- R^2, $\varepsilon_1 = 1 - 0.447 = 0.553$. The estimate value $Y = 0,502X_1 + 0,112X_2 + 0,128X_3 + 0,555$. Testing result of first structural equation is shown in Table 4.

Table 4. Summary of Parameter Estimation Model Structure 1

```
      Source |       SS           df       MS            Number of obs =      170
-------------+----------------------------------        F(  3,   166) =    44.76
       Model | 5175.11918        3    1725.03973        Prob > F       =   0.0000
    Residual | 6397.09259      166    38.5367023        R-squared      =   0.4472
-------------+----------------------------------        Adj R-squared  =   0.4372
       Total | 11572.2118      169    68.4746258        Root MSE       =   6.2078


   penjualan |     Coef.   Std. Err.      t     P>|t|     [95% Conf. Interval]
-------------+----------------------------------------------------------------
  partisipasi |  .5024179   .0704864     7.13   0.000     .3632526    .6415832
     motivasi |  .1122658     .05433     2.07   0.040     .0049989    .2195328
        akses |   .127959   .0453826     2.82   0.005     .0383575    .2175605
        _cons |  6.731613   2.835515     2.37   0.019     1.133292    12.32993
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Table 4 shows the calculation results of F = 44.76, significant at p = 00.00. Therefore, the structural equation model that describes a direct positive effect of training participation, entrepreneurship motivation and market access ability on sales performance is linear.

Structural Equation Model 2: $X_3 = \beta_{31} X_1 + \beta_{32} X_2 + \varepsilon_2$. $\varepsilon_2 = 1 - 0.314$, $\varepsilon_2 = 0.686$ to create estimate value $X_3 = 0,265X_1 + 0,028X_2 + 0,731$, as shown in Table 5. Calculation result of F = 38.20, significant at p = 0.000. It means that structural equation models the effect of training participation and motivation of entrepreneurship on market access ability is linear.

Table 5. Parameter Estimation Results Structural Model 2

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      Source |       SS        df      MS              Number of obs =     170
─────────────┼───────────────────────────             F( 2,   167) =    38.20
       Model | 8559.20391      2   4279.60195          Prob > F      =   0.0000
    Residual | 18710.9432    167   112.041576          R-squared     =   0.3139
─────────────┼───────────────────────────             Adj R-squared =   0.3057
       Total | 27270.1471    169   161.361817          Root MSE      =   10.585
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        akses |      Coef.   Std. Err.       t    P>|t|     [95% Conf. Interval]
──────────────┼────────────────────────────────────────────────────────────────
   partisipasi |   .7911507   .1034258     7.65   0.000     .5869603    .9953412
      motivasi |   .1993559   .0913452     2.18   0.030     .0190158    .3796961
         _cons |   21.24158   4.546877     4.67   0.000     12.26481    30.21835
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Calculation of equation 1 shows that path coefficients of training participation on sales performance is $\beta_{yx1} = 0,502$, $t_{count} = 7,13 > t_{table} = 1,96$. It means H_1 is accepted. It can be concluded that training participation direct positive effect on sales performance. The path coefficient of entrepreneurship motivation on sales performance is $\beta_{yx2} = 0,112$, $t_{count} = 2,07 > t_{table} = 1,96$. It means H_1 is accepted. The path coefficients of β_{yx2} is significant. It can be concluded that entrepreneurship motivation has direct positive effect on sales performance. Calculation of equation 1 shows that path coefficient of entrepreneurship motivation on sales performance is $\beta_{yx3} = 0,128$, $t_{count} = 2,82 > t_{table} = 1,96$. It means H_1 is accepted. The path coefficient of β_{yx3} is significant. It can be concluded access market ability has direct positive effect on sales performance.

Calculation of equation 2 shows that path coefficient of training participation on market access ability is $\beta_{31} = 0,791$, $t_{count} = 7,65 > t_{table} = 1,96$. It means H_1 is accepted. The path coefficient of β_{31} is significant. It can be concluded that training participation has positive direct effect on market access ability. Calculation of equation 2 shows that path coefficient of entrepreneurship motivation on market access ability is $\beta_{32} = 0,199$, $t_{count} = 2.18 > t_{table} = 1,96$. It means H_1 is accepted. The path coefficient of β_{32} is significant. It can be concluded that entrepreneurship motivation has direct positive effect on market access ability. Overall hypothesis testing of T test and F test can be seen in Table 6.

Table 6. Hypothesis Testing with T test

Hypothesis	Path	Coefficient	Sig (p)	t count	t table α = 0.05
1	p_{y1}	0.502	0.00	7.13	
2	p_{y2}	0.112	0.04	2.07	
3	p_{y3}	0.128	0.005	2.82	1.658
4	p_{31}	0.791	0.00	7.65	
5	p_{32}	0.199	0.030	2.18	1.658

VI. DISCUSSION

1. Effect of training participation on sales performance

First hypothesis testing shows that the effect of training participation on sales performance is positive and significant. This study finding indicates that implementation of good training participation can improve sales performance. This finding supports Hamalik's research (2007: 37), that training participation is believed have a direct relationship with performance in an effort to equip participants to improve knowledge, attitudes and skills. Dimensions of attitudes, values and willingness are believed to encourage the identification of new market opportunities and increase performance. Furthermore, Notoadmojo (2003: 20) shows that training is a conscious effort to equip the trainees in order to increase knowledge, attitudes and skills for organized work outside the formal education system to improve performance.

2. Effect of entrepreneurship motivation on sales performance

Second hypothesis testing shows that the effect of entrepreneurship motivation on sales performance is positive and significant. It is consistent with previous research of Latif (2008) that motivating and influencing others as one indicator of managerial capacity has very important and significant effect on SME business performance in

Singapore. Nuthail (2001) and Saints (2008) shows that essential components to assess and amend the managerial capability of entrepreneurs in improving performance are motivation and processing system.

3. Effect of market access capabilities on performance sales

Third hypothesis testing shows the direct effect of market access ability on sales performance is significant. This research finding indicates that market access ability can improve sales performance. The evidence suggests the implementation of market access ability is able to improve and contribute to business sales performance of Karawo Gorontalo. It means that implementation of market access ability is affected by perception of Karawo businessmen in terms of better market orientation ability to achieve higher performance in market share, speed in ability market access and quality level of products (Gima & Anthony, 2001). This is consistent with findings of Olson (2002); Vitale (2002); Baker & Sinkula (2009) to use market oriented strategy in beating the competition. The market access ability is an important part in process of commercial product. Further findings of Kotler (2002) explained that market access ability is a social and managerial process where individuals and groups obtain what they need and want through creating, offering and exchanging products with other individuals or groups.

4. Effect of training participation on market access ability.

The fourth hypothesis testing shows the direct and significant effect of training participation on market access ability. This study result supports the theory of Kotler (2002). He proposed a draft framework for market access ability. According to Kotler (2002), market access ability is a social and managerial process where individuals and groups obtain what they need and want through creating, offering and exchanging products with other individuals or groups. In addition, this study supports the findings of Hamalik (2007: 37), that training participation is believed to have a direct relationship with performance in an effort to equip participants to improve knowledge, attitudes and skills. Hamalik findings for attitudes, values and willingness dimensions are believed to encourage the identification of new market opportunities and increase performance.

5. Effect of entrepreneurship motivation on market access ability

Fifth hypothesis testing shows the direct and significant effect of entrepreneurship motivation on market access ability. This study result provides empirical evidence and new findings that entrepreneurship motivation contribute to market access ability. Implementation of entrepreneurship motivation are reflected through (1) achievement; (2) recognition of others; (3) responsibility; (4) advancement; (5) job satisfaction to work itself; and (6) career development (the possibility of growth) to explain the increase of market access ability.

VII.   CONCLUSION

Based on discussion of theoretical and empirical, the conclusion can be stated below.
1. Training participation has direct and positive effect on sales performance of Karawo Craftsmen in Gorontalo Province.
2. Entrepreneurship motivation has direct and positive effect on sales performance of Karawo Craftsmen in Gorontalo Province.
3. Market access ability has direct and positive effect on sales performance of Karawo Craftsmen in Gorontalo Province.
4. Training participation has direct and positive effect on market access ability of Karawo Craftsmen in Gorontalo Province.
5. Entrepreneurship motivation has direct and positive effect on market access ability of Karawo Craftsmen in Gorontalo Province.

VIII.   IMPLICATIONS

Based on conclusions above, the implication can be explained below.
1. Sales performance improvement of Karawo Craftsmen can be done by increasing the training participation, entrepreneurship motivation and market access ability.
2. Market access ability improvement of Karawo Craftsmen can be done by increasing the training participation and entrepreneurship motivation.

IX. SUGGESTION

Based on conclusions and implications above, the suggestions can be explained below.
1. There should be improvement of synergies among Karawo Craftsmen, Government, Central Bank of Indonesia, Banks, and other related parties to develop Karawo products to improve the product capacity, improve the competitiveness and provide the better value-added, that finally can improve the prosperity of the Karawo Craftsmen.

2. There should be improvement of soft skill and Karawo Craftsmen rejuvenations through various training and workshop to encourage the improvement of quality and creativity of Karawo products so that it is expected to create the Karawo SMEs which more feasible and bankable in obtaining business financing access from Banks.
3. There should be research related to the efficiency of Karawo production cost to improve the competitive advantage compared to the other handicraft products in order to juxtapose the Karawo products to market.
4. There should be socialization and introduction related to the product awareness of Karawo handcraft, both to the Karawo Craftsmen and the people in Gorontalo to understand and realize the importance of the local handicraft products preservation, so that it can motivate the businessmen and people to dress Karawo.

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