

RINGKASAN

Pengaruh Kemampuan Manajerial, Sikap Inovatif dan Keberanian Mengambil Resiko terhadap Produktivitas dan Pendapatan Pengusaha Sepatu dan Alas Kaki di Kec. Sooko Kab. Mojokerto Jawa Timur

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Keterbatasan Sumber Daya Manusia merupakan salah satu kendala serius bagi banyak UKM di Indonesia, terutama aspek *entrepreneurship*, manajemen, teknik produksi, pengembangan produk, *engineering, design, quality control*, organisasi bisnis, akuntansi, *data processing*, teknik pemasaran, dan penelitian pasar. Semua keahlian ini sangat dibutuhkan untuk mempertahankan atau memperbaiki kualitas produk, meningkatkan efisiensi dan produktivitas dalam produksi, memperluas pangsa pasar dan menembus pasar baru.

Alma (2003) menyatakan bahwa ada tiga kekuatan internal yang berpengaruh pada produktivitas, yaitu: proses manajerial, kepemimpinan manajerial, dan motivasi. Proses manajemen; menyangkut perihal merencanakan internal organisasi, mengintegrasikan, dan mengawasi segala kegiatan. Jika organisasi strukturnya tidak benar, pekerjaan semrawut, pengawasan lemah, maka tingkat produktivitas akan menurun. Kepemimpinan manajerial; berhubungan dengan tujuan perusahaan, penyediaan kondisi kerja, ruangan, ventilasi, peralatan, yang dapat mendorong pekerja lebih giat dan semangat. Motivasi; faktor-faktor yang dapat memotivasi karyawan untuk bekerja lebih produktif, meningkatkan prestasi, mengurangi kesalahan dan meningkatkan efisiensi.

Berdasarkan hal tersebut penelitian ini bermaksud mengkaji pengaruh pengaruh kemampuan manajerial, sikap inovatif dan keberanian mengambil resiko terhadap produktivitas dan pendapatan.

Penelitian dilakukan pada pengusaha sepatu dan alas kaki di Kecamatan Sooko Kabupaten Mojokerto, dengan sejumlah responden 115 pengusaha. Cara pengumpulan data menggunakan kuesioner yang diambil secara acak dan proporsional ke enam desa. Data yang diperoleh dianalisis dengan menggunakan *Structral Equation Modeling* dengan menggunakan AMOS 4.01.

Uji kesesuaian model diperoleh Chi Square =251,318, signifikansi probability sebesar = 0,072, nilai GFI =0,847, RMSEA =0,035, AGFI=0,808, CMIN/DF =1,142, TLI =0,971 dan CFI =0,975 Yang mengindikasikan kecocokan yang baik antara model dan data.

Hasil penelitian menunjukkan bahwa uji hipotesis dengan tingkat signifikansi 0,05 pengaruh kemampuan manajerial terhadap produktivitas adalah signifikan yang ditunjukkan dengan nilai C.R sebesar 1,990 dan probabilitas (p) = 0,047. Demikian juga dengan sikap inovatif berpengaruh signifikan terhadap produktivitas dengan nilai C.R = 3,987 dan p = 0,000. Sikap berani ambil resiko berpengaruh tidak signifikan terhadap produktivitas signifikansi dengan C.R sebesar 0,754 dan p = 0,451. Pengaruh produktivitas terhadap pendapatan signifikan, hal itu ditunjukkan dengan nilai C.R =10,519 dengan probabilitas (p) =0,000.

SUMMARY

The Influence of Managerial, Inovation Behaviour and Taking Risk Through Income And Productivity of the Shoes and Varieties of Sandals Entrepreneur at The Kec. Sooko Kab. Mojokerto East Java

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Every entrepreneurs has a vision and goal which they want really achieved. They try to maximize and balance all of their resources in order to improve their income and productivity. One of the serious handicaps for many UKM in Indonesia is the limited human resources, especially in the aspect of entrepreneurship, management, production, production techniques, product developments, engineering, design, quality control, business organization, accounting, processing data, marketing techniques, and marketing research. All these skills are badly needed to survive and improve the quality product, increase the efficiency and productivity of producing, expand the market and penetrate new market.

The purpose of the writer to do this research is to know the effect of managerial, innovation attitudes and taking risk through income and productivity of the shoes and varieties of sandals entrepreneurs at Kec. Sooko Kab Mojokerto , East Java.

Alma (2003) said that there are three internal resources which influence to productivity. First, a managerial process includes the planning integration, controlling of internal organization. Second, a managerial leadership are the goal of a firm, the situation and the room of work place. They may improve the worker. Three, a motivation which motivate the worker, improve the achievement, minimize some mistake, and arise efficiency.

Based on the views, this research want to prove the influence of managerial, inovation behaviour and taking risk through income and productivity of the shoes entrepreneurs.

This research is done at Kecamatan Sooko, Kabupaten Mojokerto, East Java. The samples 115 entrepreneurs. The data is collected by questioner. These are taken by random and proportional through 6 villages. Finally, the data are analysed by Structural Equation Modelling which uses AMOS 4.01.

This model matching test Chi-Square = 251,318, probability significant = 0,072, GFI = 0,847, RMSEA = 0,035, AGFI = 0,0808, CMIN/DF = 1,142, TLI = 0,971 and GFI = 0,975. these number show us that between the data and model are matched.

The result of this research show this hypotesis test of significant 0,05, C.R = 1,990, $p = 0,047$ the influence of managerial ability through productivity is significant. Behaviour innovation through productivity is significant by C.R = 3,977 and $p = 0,000$. Taking risk through productivity is not significant because of C.R = 0,754 and $p = 0,451$. The influence of productivity through income is significant by C.R = 10,519 with probability (p) = 0,000.

The writer suggest those entrepreneurs to free themselves from their dependency of the wholesales, and try to design their own product and market their product themselves.

ABSTRACT

The Influence of Managerial, Inovation Behaviour and Taking Risk Through Income And Productivity of the Shoes and Varieties of Sandals Entrepreneur at The Kec. Sooko Kab. Mojokerto East Java

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Entrepreneurship is profession which appears because of an interaction among sciences which can be achieved from formal education and arts which can only be achieved from practices. Entrepreneurship is an ability and willingness to take risk by investing and spending time, money, and efforts to start a business and gain a success.

A personal ability of an entrepreneurs obviously affects the performance of business for it firmly involve the life of business organization. A businessman has important contribution to increase the production capacity through a managerial activities of business organization.

The role of an entrepreneurs to develop his firm is to lead his business technically, economically with various functional aspects to gain business profit, lead the progress, development, sustainability or continuity to increase new product with new technical product, open the market and defend raw materials and half made sources and try to change the form of new business organization.

A successful entrepreneurs do his organizing activities of various production factors into economic activities which can yield profit which is a reward of his willingness to take risk.

Keyword: *Entrepreneurship, Production Capacity, Take risk, Business Organization and Profit*