ANALYSIS OF JOB HAPPINESS, ENERGY EXPENSE AND SWITCH PRODUCTION THAT AFFECT HOME INDUSTRY DEVELOPMENT

ANALISIS KEBAHAGIAAN PEKERJAAN, PENGELUARAN ENERGI DAN MENGGANTI JENIS USAHA YANG MEMPENGARUHI PERKEMBANGAN INDUSTRI RUMAH TANGGA

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Abstract: Micro, Small and Medium Enterprises (MSMEs) is the core of economy in Indonesia. According to the Badan Pusat Statistik (BPS), small and medium businesses are identical with small industries and home industries. The development of a home industry business is a form of business in order to develop even better and to reach a point or peak towards success. This research aims to analyze of factors that can affect the home industry development. This study used quantitative method. Questionnaire is used to collect the data. This research derived and examined the model through ordinal regression model in a sample of 100 respondents who has running Small Medium business in Minahasa and Manado. Finding of this research shows that job happiness, energy expense and switching production type influence business development significantly. From the result, it is recommended for the home industry business must be able to prepare themselves and have a strategy in order to produce good quality product. The development of home industry itself is very determined by the owner of the business in managing his business.

Keywords: job happiness, energy expense, switching production, home industry development

Abstrak: *Usaha Mikro, Kecil dan Menengah (UMKM) adalah inti dari perekonomian di Indonesia. Menurut Badan Pusat Statistik (BPS), usaha kecil dan menengah identik dengan industri kecil dan industri rumah tangga. Pengembangan bisnis industri rumah tangga adalah bentuk bisnis untuk berkembang lebih baik dan mencapai titik atau puncak menuju kesuksesan. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang dapat mempengaruhi perkembangan industri rumah tangga. Penelitian ini menggunakan metode kuantitatif. Angket digunakan untuk mengumpulkan data. Penelitian ini diperoleh dan diuji melalui model regresi ordinal dengan sampel 100 responden yang telah menjalankan usaha Kecil Menengah di Minahasa dan Manado. Temuan penelitian ini menunjukkan bahwa kebahagiaan pekerjaan, biaya energi, dan beralih jenis produksi mempengaruhi perkembangan bisnis secara signifikan. Dari hasil tersebut, direkomendasikan agar bisnis industri rumahan harus dapat mempersiapkan diri dan memiliki strategi agar menghasilkan produk yang berkualitas baik. Perkembangan industri rumahan sendiri sangat ditentukan oleh pemilik bisnis dalam mengelola usahanya.*

Kata kunci*: kebahagiaan kerja, pengeluaran energi, mengganti usaha, industri rumah tangga*

INTRODUCTION

Research Background

Micro, Small and Medium Enterprises (MSMEs) is the core of economy in Indonesia. Micro, Small and Medium Enterprises has proven to be a new business whose development is increasingly visible from year to year. According to the Badan Pusat Statistik (BPS), small and medium businesses are identical with small industries and home industries, the number of MSMEs in Indonesia from 2012-2017 continues to increase year by year. The number of MSMEs in 2012 was 55 million and in 2017 around 62 million, an increase of almost 14%.

The development of a home industry business is a form of business in order to develop even better and to reach a point or peak towards success. Business development is carried out by businesses that have begun to be processed and there seems to be a possibility to be even more advanced. Furthermore MSMEs are also very beneficial to the entrepreneur himself where he can improve his prosperity. Indiarti and Langenberg (2004), conducting research on MSMEs business development stated that the factors that influence the development of traditional businesses are psychological capital of entrepreneurs, human resource management, innovation, characteristics of entrepreneurs, and the characteristics of the business itself.

As a business identity, MSMEs often face uncertainty conditions, which can be seen from economic aspects, such as limited market information, changes in consumer attitudes, changes in prices, changes in technology in production and so on (Rokhman, nur and Trisusanto, 2011). Poverty programs had been the striking programs of every president of Indonesia. The government was trying to reduce poverty through improvement in health, education, and welfare. All the efforts the government had made had resulted in an excellent achievement. For the 1st time, ever after in history, by March 2018, the poverty rate finally reached a single digit, 9.82%. The urban poverty rate went down to 7.02%, and the rural rate went down to 13.20%.1 To get to this achievement, the government spent trillion rupiahs every year for benefit programs, either creating new programs, switching programs, or revitalizing the existing programs. One of the programs that had been highlighted since the president Soeharto era was energy subsidy, which was thought to be an effective program. Tasik. (2020).

Running a home business industry also requires energy to produce a product and services. Energy is a basic need that is inseparable from humans. Almost all sectors in this life need energy to meet human needs. Hussein and Filho (2012), the availability of energy may improve the living conditions of the people. This study aims to gain a deeper understanding of the factors that affect the development of home industry, whether it has a big impact on home industry development or only a small impact.

Research Objectives

To analyze:

1. To identify if job happiness affect home industry development partially.
2. To identify if energy expense affect home industry development partially.
3. To identify if willingness to switch production affect home industry development partially.

THEORETICAL REVIEW

Production and Operation Management

Production / operation management is the process, which combines and transform various resources used in the production operation subsystem of the organization into value added product/services in a controlled manner as per the policies of the organization. Therefore, it is that part of as organization, which is concerned with transformation of a range of input into the required (product or services) having the requisite quality level.

Production operation management is the work function that oversees making goods and providing services. Because it provides what others sell, finance, and account for it is an indisputable partner in any business. Product line planning is the starting point for strategic planning (Sushil Gupta and Martin Star, 2014).

Micro Small and Medium Enterprises

According to the Ministry of State for Cooperatives and Small and Medium Enterprises in Sudaryanto, et.al (2012) what is meant by Small Businesses, including Micro Enterprises, are business entities that have a net worth of at most Rp. 200,000,000, not including land and building of business premises, and has annual sales of at most Rp.1,000,000,000. Meanwhile, Medium Enterprises are business entities owned by Indonesian citizens who have a net worth greater than Rp. 200,000,000. IDR 10,000,000,000, excluding land and buildings. While the Badan Pusat Statistik (BPS) provides a definition of SMEs based on the quantity of labor. Small business is a

business entity that has a total workforce of 5 to 19 people, while a medium business is a business entity that has a workforce of 20 s.d. 99 people. Based on the Decree of the Minister of Finance No. 316 / KMK.016 / 1994 dated June 27, 1994, small businesses are defined as individuals or business entities that have carried out activities / businesses that have sales / turnover per year as high as Rp.600,000,000 or assets / assets as high as Rp.600,000,000 (outside the land and the occupied building) consisting of business entity (Fa, CV, PT, and cooperatives) and individuals (craftsmen / home industries, farmers, ranchers, fishermen, forest encroachers, miners , merchants of goods and services).

Job Happiness

Theoretical formulations about happiness at workplace introduce this phenomenon in both individual and collective levels (Boehm and Lyubomirsky, 2008). In individual level, this phenomenon consists of experiencing positive affects and excitements in various spheres of life (family, job, and social relationships) (Boehm and Lyubomirsky, 2009).

Energy Expense

Energy expenses are becoming an increasingly important fraction of data center operating costs. At the same time, the energy expense per unit of computation can vary significantly between two different locations. (Qureshi, et. al.2009)

Switch Production type

Product switching refers to a firm's decision to introduce or discontinue selling individual products in destinations. Product-switching is widespread and economically important, and yet relatively little is known about how firms make these decisions and how these decisions are affected by the firms' experience. (Timoshenko, 2014). Product adding and dropping (product switching) is a substantial channel of microeconomic and macroeconomic adjustment in the economy, as was first argued in Bernard, Red-ding, and Schott (2006).

Home Industry Development

Home production is the production of goods and services by the members of a household, for their own consumption, using their own capital and their own unpaid labor. The major scientific achievement of this field has been the accurate measurement of the magnitude of household production through surveys of the uses of time. Household production is now recognized as an alternative economy to the market; in many countries the household economy absorbs more labor and at least one-third the physical capital used in the market economy (Ironmonger, 2001).

Previous Research

Tasik (2019) stated that Income and energy availability significantly affect the happiness level of individuals with the current job. The magnitude of the energy parameter is bigger than that of income. Therefore, assuming that the individual has monotonicity preference over income and energy consumption and given that the energy spending has a bigger effect than income and the measurement unit of energy spending is a lot less than that of income, the energy spending is relatively more important than income in improving individual's happiness level.

Chachar, et al. (2015) stated that Small and medium enterprises are significantly influenced by certain factors which have been empirically tested to find the impact of those factors on growth of SME's. The findings of the study suggest that entrepreneurs launch business ventures for the need of independence in working and flexibility of timing.

Rachmaniaa, et al. (2012) stated that this study attempted to identify the entrepreneurial motivation in running the business, demographic profile and experience in work, relationships between family and business, type of business and family participation, growth intentions, and expansion plans. The results suggest that Indonesian entrepreneurs are motivated by the high income, personal and family life flexibility, to control own time, and family security. The result also showed that most of the businesses are listed as a sole proprietorship and original business.

Conceptual Framework

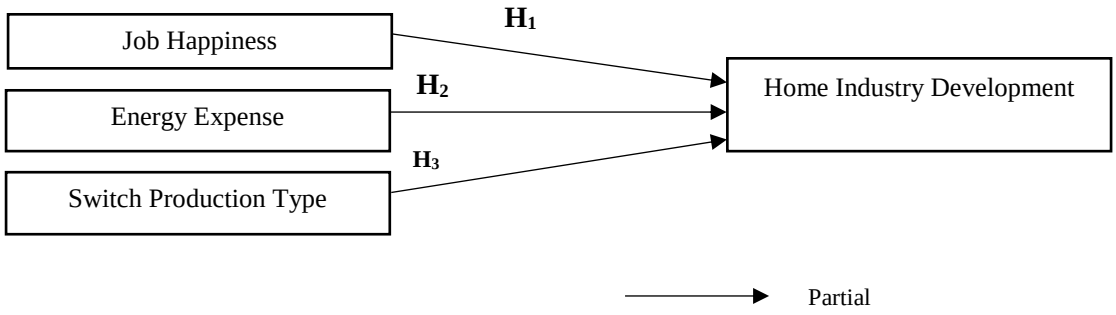

Figure 1. Conceptual Framework
Source: Data Processed, 2019

Research Hypothesis
H1: Job happiness partially affect the home industry development.
H2: Energy expense partially affect the home industry development.
H3: Willingness to Switch production type partially affect the home industry development.

RESEARCH METHOD

Type of Research

This research is using a quantitative approach. According to Babbie (2010), quantitative research is methods that emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon.

Population, Sample, and Sampling Technique

The population of this research is the people who running Micro Small Medium business in north Sulawesi, exactly in Minahasa and Manado. The sample method used in this research is random sampling. The sample size of respondents in this research is 100 owners of Micro Small Medium Enterprises.

Operational Definition of Research Variables
Table 1. Operational Definitions and Indicators

Variables Name	Operational Definitions	Measurement
Job Happiness (X1)	Job Happiness is a feeling of happy and peace in doing all activities at work.	- Interval
Energy Expense (X2)	Energy expense is the costs incurred to get energy needs.	- Interval
Switch Production Type (X3)	Switch production type is one way of overcoming a business by changing to another business to adjust with new conditions.	- Ordinal
Home Industry Development (Y)	Home industry is an actor of economic activity that can be based in this house is the family itself or one of the family members who is domiciled in their residence by inviting several people around it as employees.	- Ordinal

Source: Author's Note, 2019

Data Analysis Method

Validity and Reliability

Based on Sekaran and Bougie (2009), the variable could be classified as a good variable when the values are above 0.3. Person Product Moment was used for this test. A question was categorized as valid question if the value of Pearson correlation was positive and the significance value below 0.05 to the total questions of variables. Reliability test was established by testing for both consistency and stability of the answers of questions. Cronbach's Alpha is a reliability cofficient that indicates how well the items in a set are positively correlated to one another (Sekaran and Bougie, 2009).

Ordinal Regression Analysis

This research using ordinal regression analysis because as a predictive analysis, ordinal regression describes data and explains the relationship between one dependent variable and three more variables. In ordinal regression analysis, the dependent variable is ordinal (statistically it is polytomous ordinal) and the independent are ordinal or continuous-level (ratio or interval) like variables in this research. The major decision involved in the model building for ordinal regression were deciding which explanatory variables should be included in the model and choosing the link function (e.g., logit link or complementary log-log link) that demonstrated the model appropriateness.

RESULT AND DISCUSSION

Result

Ordinal Regression Analysis

The researcher use SPSS 22.00 to find the result of Ordinal Regression

Table 2. Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	109.748			
Final	83.615	26.132	3	.000

Link function: Logit.

Source: SPSS Data Processed, 2019

Table 2 shows Model fitting information is used to provide parameters of the model for which the model fit is calculated. This test is conducted to compare and measure the values between parameters (intercept only and final). There is intercept only 109.748 is the expected mean value of Y (dependent variable) when all X (independent variables) = 0. Final is the value when X (independent variables) are put and computed which in this case the value of final 83.615. Chi-Square provides those predictors regression coefficient in the model which don't equal to 0 (zero). The Chi-Square is 26.132 with significant of actual level 5% sig (0.000) indicates that the Final model gives a significant improvement over the baseline intercept-only model.

Table 3. Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	136.706	47	.000
Deviance	60.258	47	.093

Link Function: Logit

Source: SPSS Data Processed, 2019

Table 3 shows that Goodness of fit with determine whether the model is good fit or not, based on table 4. There are two statistic which are Pearson and Deviance, they both have their own value of Chi-Square. Pearson 136.706 with Sig 0.000 and Deviance 60.258 with Sig 0.093. The results for the analysis suggest the model does not fit very well.

Table 4. Pseudo R-Square

Cox and Snell	.230
Nagelkerke	.274
McFadden	.143

Link Function: Logit
Source: SPSS Data Processed, 2019

Table 4 shows how big independent variables (job happiness, energy expanse, switching production) be able to explain the dependent variable (home production development). There are Cox and Snell, McFadden and Nagelkerke analysis measures meant to simulate the R-Squared analysis. Table 4. Shows that amongst those Pseudo R-Square, Nagelkerke Pseudo R-Square is the biggest with 0.274. It informs that job happiness, energy expanse, and switching production (independent variables) are able to explain home production development (dependent variable). These values as does the coefficient of determination in the regression. Cox and Snell value 0.230 (23.0%), Nagelkerke value 0.274 (27.4%) and McFadden 0.143 (14.3%).

Table 5. Parameter Estimates

							95% Confidence Interval	
		Estimate	Std. Error	Wald	df	Sig.	Lower Bound	Upper Bound
Threshold	[Y= 1.00]	7.719	2.284	11.417	1	.001	3.241	12.196
	[Y= 2.00]	10.890	2.470	19.437	1	.000	6.049	15.732
Location	X1	.925	.277	11.123	1	.001	.382	1.469
	X2	.588	.197	8.952	1	.003	.203	.974
	X3	1.419	.579	6.007	1	.014	.284	2.553

Link Function: Logit
Source: SPSS Data Processed, 2019

Parameter Estimates above have to notice the Wald value and significance value. Job Happiness (X1) has Wald value 11.123 with sig. 0.001 (<0.05), variable Energy Expense (X2) has Wald value 8.952 with sig. 0.003 (<0.05) and Willingness to Switch Production (X3) has Wald Value 6.007 with sig 0.014. (<0.05). It shows that all independent variables (Job Happiness, Energy Expense, and Switch Production Type) have significant influence on Home Industry Development.

Table 6. Test of Parallel Lines[a]

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	83.615			
General	75.771	7.845	3	.049

Link Function: Logit
Source: SPSS Data Processed, 2019

Table 8 shows the assumption that every category gas same parameter or relationship with independent variable where the logit is equal with all logit equations. The data support that this study is not good fit model because the Sig 0.049 which it is <0.05 with Chi-Square 7.845 it fails to reject H0.

Discussion

To get an accurate result from ordinal regression method which is purpose of this research, the research analyzed the factors that affect home industry development, job happiness (x1), energy expense (x2), switch production type (x3), as the independent variables and home industry development (Y) as the dependent variable. The result of this research shows that there is relationship between independent and dependent variable, from the significance value it can be seen that all variables individually have a significant effect on Home Industry Development.

1. Job Happiness

The hypothesis about job happiness affect the home industry development is proven to be true, therefore hypothesis 1 is accepted. These results indicate that the happier he does his job, the more developing household industry. This finding supports the research of Al-Ali, et al (2019) the Job happiness displays a significant positive direct effect on job performance, but it records a significant negative effect on employee turnover intention. Results show that job happiness plays a mediating role between job satisfaction and employee performance and turnover intention. The results of this study support the research findings by Golpalvar and Abedini (2014) showed that there were significant relationships between meaning and spirituality at work, job happiness, positive affect and job satisfaction. Results of structure equation modeling revealed that during two chain models, at first meaning and spirituality at work are linked to job happiness and positive effect. Then job happiness and positive effect cause reinforcement of job satisfaction. The results of this study showed that meaning and spirituality at work cause positive affective spillover from job happiness and positive affect to job satisfaction.

2. Energy Expense

The hypothesis about Energy Expense affect the home industry development is proven to be true, therefore hypothesis 2 is accepted. These results indicate the more energy used, the more developing household industry. Energy expense is one of independent variables partially effect on home industry development as the dependent variable. This finding support Semuel (2014) The results of a study of 150 MSME entrepreneurs in the city of Surabaya and Sidoarjo Regency prove that there is a positive influence of energy conservation policies on individual work behavior and organizational work systems, both of which have a positive impact on the quality of work culture of the organization and then result in improved performance. This finding supports Mawati (2018) Energy spending of the micro and small business does have significance effect to the micro and small business production output.

3. Switch production type

The hypothesis about Switch production affect the home industry development is proven to be true, therefore hypothesis 3 is accepted. These results indicate that respondents who answered yes were those whose home industries had developed. Willingness to switch production type is one of independent variables partially effect on home industry development as the dependent variable. This findings support Bernard, Redding and Schott (2006) the findings suggest that product switching contributes towards area location of economic activity within firms towards more productive uses. Munizu (2010) research that Internal factors which consists of human resource, financial, technique production and operation, and market or marketing aspect have significantly and positive effect to small and micro business performance with contribution equal to 0,792 (79,2%).

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

After examining the findings, the conclusions based on this research can be formulated as follows:

1. Job Happiness has significant effect on home industry development.
2. Energy Expense has significant effect on home industry development.
3. Willingness to switch production has significant effect on home industry development.

Recommendations

In order to be able to compete every small and medium business in this case the home industry business must be able to prepare themselves and have a strategy in order to produce a quality product. A businessman must know what is being done. Must know what the weaknesses are and have to look for innovations in developing the business. Therefore, happiness at work becomes more visible in line with the development of the business itself and must always be fostered with an optimistic attitude in running a business. Home industry development is also greatly supported by other internal factors of production such as capital where this capital will be used as a source of expenditure for company operations that come from the owner.

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