

**ANALYZING THE ENTREPRENEURIAL SELF-EFFICACY ON
ONLINE FLORIST IN MANADO***MENGANALISIS SELF-EFFICACY WIRAUUSAHA TOKO BUNGA
ONLINE DI MANADO*

by:

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Abstract: In Manado, Capital City of Sulawesi Utara, there are few Online Florist also, starts from SJ Buckets, Tarloda Florist, Eskali Flowers, and many more. The quality of the products itself is really great and can be compared with online florist that came from outside Manado such as Jakarta and Bandung. By examining through Entrepreneur Self-Efficacy Scale, the Self-efficacy can be task specific, and entrepreneurship involves performance across multiple areas where by the individual needs a broad set of skills. Thus, by measures ESE across multiple dimensions is a more precise measure and can unveil more specific information to pinpoint weaknesses that could hinder more success of Online Florist Market in Manado that keeps developing more and more each day. This research aims to see the Entrepreneurial Self-Efficacy on Online Florist in Manado. The result shows that most of the respondent or informant uses personal funds to open their business and most of the respondent or informant tends to focus on the main product for the development. Recommendation for this research are Business owner should make add-on product that can support sales of their main product and Business owner should collaborate more instead just competing in order to survive together.

Keywords: *entrepreneurial self-efficacy, online marketing, marketing mix.*

Abstrak: Di Manado, Ibu Kota Sulawesi Utara, ada beberapa Toko Bunga Online, mulai dari SJ Bucket, Tarloda Florist, Eskali Flowers, dan masih banyak lagi. Kualitas produk itu sendiri benar-benar hebat dan dapat disandingkan dengan toko bunga online yang berasal dari luar Manado seperti Jakarta dan Bandung. Pengujian melalui Skala Self-Efficacy Wirausaha, Self-efficacy dapat menjadi task spesifik, dan kewirausahaan dapat melibatkan kinerja di berbagai bidang yang dimana oleh individu membutuhkan perangkat keterampilan yang luas. Dengan demikian, dengan mengukur ESE di berbagai dimensi merupakan tindakan yang tepat dan dapat mengungkap informasi yang lebih spesifik untuk menunjukkan kelemahan yang menghambat lebih banyak kesuksesan Pasar Toko Bunga Online di Manado yang terus berkembang semakin banyak setiap hari. Penelitian ini bertujuan untuk melihat Self-Efficacy Wirausaha pada Toko Bunga Online di Manado. Hasilnya menunjukkan bahwa sebagian besar responden atau informan menggunakan dana pribadi untuk memulai bisnis mereka dan sebagian besar responden atau informan cenderung fokus pada produk utama untuk pengembangan. Rekomendasi untuk penelitian ini adalah Pemilik bisnis harus membuat produk tambahan yang dapat mendukung penjualan produk utama mereka dan pemilik bisnis pun harus berkolaborasi lebih daripada hanya bersaing untuk tetap bertahan.

Kata kunci: *self-efficacy wirausaha, pemasaran online, bauran pemasaran.*

INTRODUCTION

Research Background

Unemployment is still a social problem in Indonesia. Many people have a dream to have a chance to take higher education in the university. However it is a shame that many people also cannot get a job after completing their higher education. By this, many people took the leap of faith to starting a business of their own and becoming entrepreneur. In 2017 data of the entrepreneurs in Indonesia increase to 3,1%. While in the previous year 2013/2014 it was stated the entrepreneurial ratio was only 1.67%.

Hisrich, Peters, and Shepherd (2005, 8) defines entrepreneurship as “the process of creating something new with value by devoting the necessary time and effort, assuming the accompanying financial, psychic, and social risks, and receiving the resulting rewards of monetary and personal satisfaction and independence.” Looking at this definition, it is clear that an entrepreneur has several important characteristics, such as innovative creative and calculated risk taking.

The character of innovative creative is also emphasized in the definition of entrepreneur by Bolton and Thompson (2004). They assert that an entrepreneur is “a person who habitually creates and innovates to build something of recognized value around perceived opportunities.” Apart from innovative creative and calculate risk taking, other characteristics regarded as important characters for an entrepreneur include passion, independent, market sensitivity, and persistent. Entrepreneurial self-efficacy (ESE), defined as an individual’s belief that they have the ability to successfully perform the different roles and tasks of entrepreneurship (Chen, 1998), is an important construct in an entrepreneurial context. This is especially true given that self-efficacious individuals tend to be overrepresented among entrepreneurs.

For those with a creative streak, became a creative-preneur is a choice. They may see themselves as an artist, designer or maker rather than a business manager. But many creative businesses are thriving in the modern economy – such as in fashion and interiors, digital development and graphic design, advertising and marketing – and creative entrepreneurs are flourishing.

If people can combine their creative ability with an entrepreneurial mind-set, people could make a healthy living from your talent while retaining a high degree of independence. In Manado, Tarloda Florist is the only one flower store that has grew become a good image. In their business account on instagram has 4,805 followers, it means that people trusted this store. The owner’s said that they start their business starting from hobby of make a flower hand bouquet and take it as a business family.

The reason why I choose this topic it because online florist became a promising business that does not needs much money to begin with, only with right skill and good way of advertising, people can starts opening their own Online Florist. From birthday gift towards flower for wedding itself, hand bouquet made by online florist had many target market that makes this business interesting.

By using the development of technology itself, they began to promotes their bouquet throughout social media, that also makes the targeted customers easier to find the bouquet that they had been searching on for their right needs. It can be considered that Online Florist Market is a growing market across creative market. In Manado, Capital City of Sulawesi Utara, there are few Online Florist also, starts from SJ Buckets, Tarloda Florist, Eskali Flowers, Florista Manado, Swflorist and Quartreflowers. The quality of the products itself is really great and can be compared with online florist competitors in Manado.

By examining through Entrepreneur Self-Efficacy Scale, the Self-efficacy can be task specific, and entrepreneurship involves performance across multiple areas where by the individual needs a broad set of skills. Thus, by measures ESE across multiple dimensions is a more precise measure and can unveil more specific information to pinpoint weaknesses that could hinder more success of Online Florist Market in Manado that keeps developing more and more each day.

Researcher choose qualitative methods because this issue is a sensitive one and needs to be done personally to the respondent, and by using qualitative methods, researcher can get more data from it. By considering the problems above, this research will be conducted along with title “Analyzing the Entrepreneurial Self-Efficacy on Online Florist in Manado.”

Research Objectives

The objective of this research is to analyze the Entrepreneurial Self-Efficacy on Online Florist in Manado.

THEORETICAL FRAMEWORK**Theoretical Review**

Human Resource Management is the process of recruiting, selecting, inducting employees, providing orientation, imparting training and development, appraising the performance of employees, deciding compensation and providing benefits, motivating employees, maintaining proper relations with employees and their trade unions, ensuring employees safety, welfare and healthy measures in compliance with labour laws of the land. Human Resource Management involves management functions like planning, organizing, directing and controlling.

1. It involves procurement, development, maintenance of human resource
2. It helps to achieve individual, organizational and social objectives
3. Human Resource Management is a multidisciplinary subject. It includes the study of management, psychology, communication, economics and sociology.
4. It involves team spirit and team work.
5. It is a continuous process.

Entrepreneur Self-Efficacy

Self-efficacy was defined as the perceived ability of an individual in performing a given task. Self-efficacy is built on four basic foundations of individual judgment, social pressure, enactive mastery, as well as experience and influence of role model (Bandura, 1977:82). Furthermore, the focal point of social cognitive theory (SCT) established the existence of a mutual relationship between individual characteristics, behavioural factors, and environmental factors (Chen et al., 1998, and Shea and Howell, 2000). In fact, self-efficacy is related to individual trust in executing a particular action which affects the cognitive aspect (Harrison, Chadwick, and Scales, 1996). Consequently, the basic findings of Bandura submitted that individuals with high self-efficacy are more likely to take bold actions than those with low self-efficacy. However, the concept of self-efficacy has gone beyond individual motivation, since has the ability to predict both entrepreneurial intention, job, and organisational performance (Stajkovic and Luthans, 1998).

In entrepreneurship, scholars conceptualised self-efficacy as task-specific in nature, referred to as entrepreneurial self-efficacy (ESE). ESE was defined as the individual's ability to successfully engage and execute any entrepreneurial activities (Chen et al., 1998). Most entrepreneurs are self-efficacious in nature (Bradley and Roberts, 2004), thus the conclusion that ESE is a distinctive characteristic that can differentiate entrepreneurs from non-entrepreneurs. Also, ESE significantly affects opportunity recognition (Ozgen and Baron, 2007) and also influences the persistence and perseverance to ensure successful utilisation of the said opportunity (Mitchell and Shepherd, 2010). In essence, despite the ESE construct being very recent (De Noble, Jung, and Ehrlich, 1999), its role in determining and explaining entrepreneurial action is significant (Bandura, 1977, Zhao, Seibert, and Hills, 2005). Hence, understanding ESE is very important, as it does not only explain the behaviours of those who are willing to be entrepreneurs, but those who are already entrepreneurs. Also, ESE is a task specific construct that recognises both individual and environmental characteristics about entrepreneurial action (Boyd and Vozikis, 1994).

Consequently, several studies established the link between ESE with entrepreneurial intention, and firm performance, growth, and renewal (Baum and Locke, 2004, Bird, 1988, Boyd and Vozikis, 1994, Hmieleski and Baron, 2008). Specifically, Hallak, Lindsay, and Brown (2011) expanded the reliability and theoretical backing of the ESE construct by conducting a study within the tourism sector. Interestingly, the study established that ESE of the tourism entrepreneur affects the performance of their firm. Recently in a meta-analysis, Miao, Qian, and Ma (2016) used a total of 26 samples to establish that ESE has a significant positive effect on firm performance. ESE is vital in predicting entrepreneurial activities and also the outcome of these activities.

It is clear from the above that these studies had provided a link between composite ESE and performance. However, most studies looked at the overall effect of ESE construct, hence, there is a need to understand the effect of the individual components of the ESE construct, as developed by (Chen et al., 1998). Consequently, studies started responding to the need for understanding the effect of the individual ESE dimensions and performance. For example, Neri, Torres, and Watson (2013) also conducted a study on the impact of ESE on entrepreneurial intention and performance in Mexico. However, despite using the original dimensions, they went ahead and conducted a confirmatory factor analysis (CFA) to further create a new ESE measure with three dimensions. Specifically, the new routine, expansion, and knowledge measures were established to affect performance. In addition, they also established the effect of the new measures on entrepreneurial intention (Chen et al., 1998).

Previous Research

Sadriwala (2018) *Entrepreneurial Self-Efficacy and Its Impact on Entrepreneurial Intentions*. The aim of this study to identify the presence of various entrepreneurial traits present among the college students. This research will also relate the entrepreneurial self traits to their career intentions. Another aim is to find out if there exists any gender difference in entrepreneurial trait and entrepreneurial intention. Based on the findings, there exist no gender differences in Entrepreneurial self-efficacy and career intentions among the accounting major students. The first choice of the students after completion of their study is to go for Government jobs, the second choice is private jobs, and the third choice is starting up their own business.

Cumberland (2015) *Entrepreneurial Self-Efficacy and Firm Performance in Challenging Environments: Evidence from the Franchise Context*. The purpose of the current study is to investigate the impact of the five ESE dimensions on firm performance. This study investigated these relationships using a sample of franchisees, an important audience understudied in entrepreneurial literature. We find that the three-way interaction of competitive intensity, technological turbulence and each of ESE innovation, ESE management, and ESE financial control predicts franchisee performance. This confirms the wisdom of studying ESE as consisting of specific dimensions (as opposed to holistically) because not all ESE dimensions interact with franchisee environment in predicting performance.

Siddiqui (2016) [Entrepreneurial Passion as Mediator of the Entrepreneurial Self Efficacy and Entrepreneurial Performance. Relationship: An Empirical Study in Small Medium Businesses](#). This research aims to study the effects of entrepreneurial self- efficacy on entrepreneurial performance, while mediating the identity impact, that consider to be the important stimulating factor to drive passion in entrepreneurs for developing and founding new enterprises. From a source of self-efficacy and self-concordance theory perspective, the study assumes to apply exploratory factor analysis through direct oblimin rotation in order inspect discriminant validity concepts. The study also suggests to explore the impact of identity in entrepreneurial passion further its relational impact on individual self-efficacy and performance through empirical findings. The study provides a mechanism that regularized passionate entrepreneur's self-efficacy and improves their individual performance.

Darmanto (2018) *Mediating Role Of Entrepreneurial Self Efficacy In Developing Entrepreneurial Behavior Of Entrepreneur Students*. The purpose of this study is to analyse the influence of personality traits, entrepreneurial learning, environmental accessibility toward entrepreneurial intention and behaviour of entrepreneur students with mediating role of Entrepreneurial self-efficacy which suggested as the main factor that has the biggest effect toward entrepreneurial intention and behaviour. Research sample consisted of 162 entrepreneurial students from various universities in Semarang. The significant mediating role of entrepreneurial self-efficacy of entrepreneur student in developing entrepreneurial intention and behaviour showed the significant contribution of Social Cognitive Theory, Theory of Planned Behaviour and Entrepreneurship career development theory to realize entrepreneurship graduated career development.

Kazeem and Soaib (2016) *Factors Affecting Entrepreneurial Self-efficacy of Engineering Students*. This study was propelled by the tendency for engineering students to shy away from entrepreneurship as a career choice, particularly when they possess lower entrepreneurial self-efficacy than their fellow business students. Results obtained show that the relationship between each personality traits and entrepreneurial self-efficacy are different, emphasizing the relevance of personality traits in enhancing entrepreneurial self-efficacy. Positive correlations were found between family factors and entrepreneurial self-efficacy as well as between entrepreneurship education and entrepreneurial self-efficacy. Furthermore a multiple regression analysis showed that three variables entrepreneurship education, family factor and personality type reliably predicted entrepreneurial self-efficacy among engineering students surveyed. The results of this investigation show that perceived supports from family, competencies gained via entrepreneurship education and personality types affect entrepreneurial self-efficacy of engineering students.

Conceptual Framework

This study aims to analyze the entrepreneurial self-efficacy on online florist in Manado.

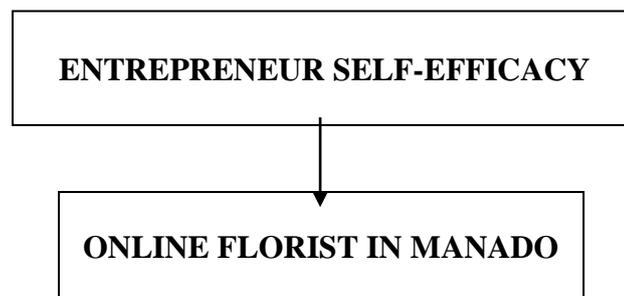


Figure 1. Conceptual Framework
Source: Data Analysis Method, 2019

RESEARCH METHOD

Types of Research

This research using qualitative analysis interview method. A qualitative research emphasizes the qualities of entities, processes and meanings that are not experimentally examined or measured in terms of quantity, amount, intensity or frequency (Denzin and Lincoln, 2000). Qualitative research thus refers to the meanings, concepts, definitions, characteristics, metaphors, symbols and description of things (Berg, 2007).

Population, Sample and Sampling Technique

Population is all good value calculation and measurement results, both quantitative and qualitative, of certain characteristics about a group of objects that complete and clear (Usman, 2006:55). The place of this research is all the florist entrepreneurs at Manado. According to Sugiyono (2007:11), in qualitative research there is no population term but just social situation, which consists of three elements: place, actors and activity. Sample of qualitative research, which is called informant or participant, is a theoretical sample since the aim of qualitative research is to bear new theory and selected purposively according to several consideration and particular aim (Sugiyono, 2007:12). A sample is a subset of the population by which researcher select to be participants in research or study. Sampling in qualitative research usually relies on small numbers with the aim of studying in depth and detail (Miles and Huberman, 1994). The sample should be “representative in the sense that each sampled unit will represent the characteristic of a known number of units in the population”. In this research, the sampling that researcher used is snowball sampling and purposive sampling. The purposive sampling, sometimes referred to as a judgment sampling, involves selecting elements in the sample for a specific purpose (Hair, Money, Samouel and Page, 2007). The sample will be selected following the requirements of the study itself and will be chosen from variety range of occupation in online florist at Manado.

Type and Source of Data

The data used in this research consist of two types of data, which is primary and secondary data. The primary data are gained from in-depth interview with all of the informants, and the secondary data in this research were gathered from articles, several journals as the literature review, books regarding to the study of this research.

Instrument of Research

The key instrument of this research is the researcher. The researcher was under supervision and has good understanding about the aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct an interview with the respondents. Bogdan and Biklen (2011), suggest that qualitative research has a direct source of data and the researcher is a key instrument.

Operational Definition

The operational is a description of Entrepreneur Self-Efficacy based on some specific terms for supporting this research related to it. From the definition operational is the articulation of [operationalization](#) used in defining the terms of a process needed to determine the nature of an item or phenomenon and its properties such as duration, quantity, and extension in space.

Data Analysis Method, Validity and Reliability

In analysis of qualitative data, Hatch (2002) stated data analysis is a systematic search for meaning. It is a way to process qualitative data so that what has been learned can be communicated to others. According to Miles and Huberman (1984), the qualitative data analysis consists of three procedures which are: data collection, data reduction, data display, drawing and verifying conclusion. According to Sekaran and Bougie (2013), validity and reliability in qualitative research have a slightly different meaning in qualitative research in comparison to quantitative research. The reliability in qualitative data analysis includes category and interjudge reliability.

RESULT AND DISCUSSION**Result**

The interview results part will cover the answers encountered for each question. The answers will be ordered per respondent/informant and presented informant by informant from informant 1 to informant 7. The second part of this chapter explains about the discussion after the interview.

Informant 1

Informant 1 is 21 years old, she is owner of SJ Buckets and started business in 2016 with help of 2 close friends as co-owner of the business. She said that beside flower bouquet as main product, she also offers to decorate event such as birthday party or wedding, other than that she still did not had thoughts of new products but she rather thinks to improve her product. She often shares with her customer to know her strength and weakness in the eye of the customer, she also often sees other florist's product to compare on her product and improve her product by comparing. She used her personal funds for opening this business and have thoughts about getting funds from Bank for later purpose. She starts this business first because hobby but she realized that she can make money from this. In the future she hoped that she can open an outlet somewhere for this business. At the beginning she feels hard to promote her product but as time goes by, people started to notice her product. She getting helped by two of her friend so they feel like partner in this business not some boss-employee relationship.

Informant 2

Informant 2 is 21 years old, she is owner of Eskali Flowers and started the business in 2017 alone. For now, she only focus in selling flower bouquet for particular events and not think of other product since she still in college and does not have much time for it. She always innovates her products and never repeat the same model, and also tends to read books for more references to develop her product. She started this business with personal funds and get a loan from bank, she started it because she sees other online florist and realize this business opportunity in the future. She hope that can have more clients and her business has growing. She started all of this because she interested in making flower bouquet at first and ended up making money from it, in future she hope to had outlet outside Manado city. She said that the hard part when opening this business is to maintain standard quality since she wants her product to be premium. She treats her employee like family so that they feel comfort when working with her.

Informant 3

Informant 3 is 30 years old and owner of Tomohon Flowers since 2012, until now she had 7 employees. Beside flower bouquet, she also sells bloom box and for now she wants to focus on maintaining the standard of main product. She always evaluated herself and her employee each month so that they can keep up with latest update. She always makes time in the weekend for relaxation and refresh her mind. She started this business with personal funds but in time she began to take money from Bank to expand her business. She started all of this because at that time this business is quite unknown to people so she wants to introduce it, and at the same time it is quite hard to start since it is a new product for people out there. She is a discipline and well-organized person but on to her employee she treated them as if they are her family.

Informant 4

Informant 4 is 24 years old female and she owns Florista Manado since 2017. She works by herself up until now. Until today her business only focus in selling flower bouquet online, and she does not had plans for other products. She always finish customer order on time so she does not get exhausted easily, in her free time she usually spend it to read more references about her product design. She started this business with her own saving and also started it because she needs extra funds for her personal expenses. She hoped that she can had

clients that not only come from North Sulawesi but also outside it. When started the business, she found it hard to be consistent since she had classes in college that she need to attend.

Informant 5

Informant 5 is 23 years old female and started Swflorist since 2016. She usually had a few close friends that helps her. Beside flower bouquet, she also sells accessories and decorates events such as birthday party and weddings. She also plans that in the future she will only focus in decoration. Her work pattern is always makes many prototype of a product before the one that she going to sell to clients, in her free time she always look for references online through Pinterest and else. She started this business with her personal savings and does not had plan to taking credit from bank. She started this business because she wants an extra funds for her college and in future she hopes that she can focus more in decoration. When opening this business she founds it hard for competing with other business. She treated the friends that usually help her nicely so that they feel comfort.

Informant 6

Informant 6 is 26 years old female and started Tarloda Florist since 2014. Now she had 4 employee in her store. Beside flower bouquet, she also can make themed-decoration for special occasion such as weddings and birthday party. For now she had satisfied enough with all of things that her business could offer. She always makes a new model as requested by clients so their products does not repetitive and she keep experimenting and developing many models. She started this business with funds that being given to her by her parents. She started all of this because she interested in making flower bouquet at first and ended up making money from it, in future she hope to had outlet outside Manado city. She said that the hard part when opening this business is to maintain standard quality since she wants her product to be premium. She treats her employee like family so that they feel comfort when working with her.

Informant 7

Informant 7 is 24 years old Female and started Quatreflowers since 2017. She works only on her own. Other than selling flower bouquet, she also sells female skincare products. She did not think yet for adding new products because she wants to focus on improving her bouquet quality. She always evaluate herself in order to improving her quality as a worker. She often sees her competitor and comparing their products so that they have idea to compete them. She started this business with her personal funds and did not had plan for taking credits from bank because she feel that she did not need it. She started this business because she enjoy making it in the first place and ended up sells it to close friends at first, she hope that in future her product standard is higher. The struggle at first starting this business because she must make time between her college.

Discussions

The role of entrepreneurial self-efficacy defined as the individual's ability to successfully engage and execute any entrepreneurial activities. Based on the interview conducted with all of the seventh informants which is the people who sold flower bouquet online, the result shows that most informants almost have the same answers about the role of entrepreneurial self-efficacy. It is also discovered that each of the entrepreneurs have almost the same experiences and opinions. The discussion part will consist of analysis of the findings. The analysis will be about entrepreneurial self-efficacy on the Online Florist in Manado and each person answered question through their experience as online florist. Informant 1, Informant 3, Informant 5, and Informant 6 have a people that helps them runs their store, basically they tend to work with the person that seems close to them, it is because it feels closer for them. On the opposite side, Informant 2, Informant 4, and Informant 7 tends to work alone for running their business, most of them feel they can handle the work on their own. Most of the informants sold other products beside their main products, most of it are decorations or something that close to their main product, which is can boost their business sales while maintain in same industry so that customer will still notice their store. On the other hand, other informants like Informant 2 and 3 still focuses on the main product in order to develop more and improving their product quality. All the informants other than informant 6 uses personal funds for opening their business and many of them does not think for taking credits from bank, since they feel it will be a personal burden for them. The informants tends to work on many model of products in order to improves their quality each day since they need to compete onto each other and as day goes by other business begins to improve also. All of them gifted with a crafted hands when they start making flower bouquets, that makes them think to continue on pursuing this for becoming a business since they see it as an opportunity. Personally for Informant 4 and Informant 6 they already thoughts for having their product reach other market outside Manado City. Informant 7 and Informant 2

faces a tough challenge when opens this business since they are still in college and must multitasking in order to make their business runs well. Other informant found that it is hard to maintain market and make their product noticeable to people since the business with same products are so many, makes them had to differentiate.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result and analysis, the conclusion given in this research is as follows:

1. Most of the respondent uses personal funds to open their business.
2. Most of the respondent tends to focus on the main product for development.

Recommendation

Based on the result and analysis, the recommendation given in this research is as follows:

1. Business owner should make add-on product that can support sales of their main product
2. Business owner should collaborate more instead just competing in order to survive together.

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