

THE BEHAVIOR OF ENTREPRENEURSHIP: CASE STUDY A KERUPUK DOROKDOK IN BANDUNG REGENCY AND GARUT SURROUNDING

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ABSTRACT

In the proposition of Entrepreneurship Behavior, Experience and Marketing Cost related to product quality benefits. While, partially of the result is not marketing cost related to the benefit of quality. Entrepreneurial behavior and experience related to the benefit of quality.

Keywords: Entrepreneurial Behavior, Experience, marketing cost, Entrepreneur.

INTRODUCTION

Small industry is one of the main drivers in the Indonesian economy and has a high competitiveness, this sector is expected to be able to be a driving force, a trigger, as well as a driving force for development. In the framework of all this, the government has opened up the widest variety of business fields in this field and sector are including the agricultural industry, the tourism industry or in the field of manufacturing and engineering. This small-scale industry sector is also quite encouraging, especially in the ability to absorb labor and the ability to equalize opportunities, because small industries are relatively labor intensive, so that they are able to have an impact on equity and business opportunities and even life justice for many Indonesians.

When, the crisis hit the country since 1997, small businesses can emerge as heroes to drive the economy. At a time, when large industries is fall, small businesses are able to show their existence even though some are unable to survive. This is evidenced by a 1998 survey of 225 units of Small and Medium Enterprises (SMEs) which during the crisis only 4% stopped business. While, as many as 64% did not experience changes in turnover, 31% of turnover decreased and 1% actually grew.

Throughout 2002 the development of SMEs increased as the real sector improved. SMEs subsequently increased by an average of 3% per year from 37,911,723 units to 41,362,315 units in 2002. In 2003 the number of the least estimated small businesses increased rapidly to 42,607,738 business units. Responding to the number of small businesses that have skyrocketed so fast, in terms of employment, small businesses still hold the biggest role by absorbing labor.

Small and Medium Industry Sector

The role of the government in the development of small industries through: 1) A cluster approach in 43 districts / cities, assistance from experts, technical and design guidance, machine / equipment assistance, trainings, exhibition participation and promotion. 2) OVOP in 62 centers in 55 districts / cities assisted by experts, technical and design guidance, machine / equipment assistance, trainings, exhibition participation and promotion of OVOP products. 3) Discounts were given in the framework of machine / equipment restructuring to 106 IKMs with value assistance of Rp. 9.32 billion and facilitation of IKM services to 19 UPTs, 4) It has been trained as many as 2.199 prospective new IKM entrepreneurs in 28 Provinces. Nationally, the mission of small industries is directed to fulfill the social mission, while the regional policy of West Java is focused on cooperative efforts and the development of regional development goals. (Bachtiar Hasan, 2003: 18).

Small industries are develop conventionally, traditionally among others that have not been touched by government assistance. This makes it difficult for small-scale industries to develop into medium-sized businesses. Field conditions are quite alarming with a variety of classic problems lacking capital, human resources, and technology in the development of small businesses. The existence of a small industry of craftsmen, especially in the midst of the economy of a country experiencing a crisis is the backbone of the community economy, because its main activities directly touch the needs of the community. But on the one hand, small industry is seen as a business activity that is less professional, limited capital, simple management, limited ability and skills, using simple technology, and the fragility of its business.

Based on preliminary research conducted by the authors collected cumulatively, the profits obtained from November 2013 to January 2014 experienced a decrease as shown in the following table 1 and 2:

Table 1. Dorokdok Crackers Entrepreneurs Profit, Banjaran District, Bandung Regency November-January 2015-2016

Name	Profit		
	November	December	January
Ndin	Rp 3,000,000.00	Rp 2.200.000	Rp 2.000.000
Maman	Rp 3,000,000.00	Rp 2.600.000	Rp 2.400.000
Irib	Rp 5.000.000	Rp 4.500.000	Rp 4.000.000
Dudu	Rp 2.500.000	Rp 2.200.000	Rp 2.000.000
Enjah	Rp 2.500.000	Rp 2.200.000	Rp 2.000.000
Atam	Rp 2.500.000	Rp 2.000.000	Rp 2.000.000
Dewan	Rp 6.000.000	Rp 5.750.000	Rp 5.000.000
Ade	Rp 3.000.000	Rp 2.400.000	Rp 1.200.000
Aep	Rp 2.500.000	Rp 2.360.000	Rp 2.000.000
Ujang	Rp 6.000.000	RP 5.600.000	Rp 2.800.000

Source: interviews in pre-research

Table 2. Dorokdok Crackers Entrepreneurs Profit at Sukaregang IKM Center in Garut District, Garut Regency from November-January 2015-2016

Name	Profit		
	November	December	January
Maman	Rp 2.500.000	Rp 1.200.000	Rp 2.500.000
Endin	Rp 3.500.000	Rp 2.600.000	Rp 2.400.000
Cecep	Rp 4.000.000	Rp 3.500.000	Rp 3.000.000
Dudu	Rp 3.500.000	Rp 3.200.000	Rp 2.000.000
Acep	Rp 3.500.000	Rp 3.200.000	Rp 3.000.000
Endun	Rp 2.500.000	Rp 2.300.000	Rp 2.000.000
Dede	Rp 6.000.000	Rp 5.750.000	Rp 5.000.000
Ade	Rp 4.000.000	Rp 3.400.000	Rp 3.200.000
Emang	Rp 2.500.000	Rp 2.660.000	Rp 2.000.000
Ujang	Rp 4.000.000	RP 5.460.000	Rp 4.800.000

Source: interview pre-research

Based on the data above, it can be seen that the dorokdok cracker entrepreneur's profit benefit has decreased from entrepreneurial behavior, experience, and marketing costs. Starting from the above problems, the author feels interested in researching about the benefits of dorokdok cracker entrepreneurs with entrepreneurial behavior, experience and marketing costs against the benefits of quality products for dorokdok crackers entrepreneurs in the surrounding in Bandung and Garut Regency.

The research purposes are to analyze a relationship between entrepreneurial behavior and the benefits of dorokdok cracker entrepreneur quality earnings, analyze the relationship of experience to dorokdok cracker business profit benefits, and analyze the relationship of marketing costs to dorokdok cracker businessman profit benefits.

In practical terms, this research is expected to provide information about entrepreneurial behavior, experience and marketing costs that can contribution to dorokdok cracker entrepreneurial profit in the district. Banjaran district. Bandung and IKM centers like to stretch the Garut district, Garut Regency such as:

- The experience of back and forth business is very important, the basis for receiving product improvements, costs, prices, and quality.
- The process quality for the basic ingredients of crackers depends on cowhide derived from the waste of IKM on tanning products.
- The quality of dorodok cracker products needs to be changed from taste innovation, color shape, size, and packaging.
- Government regulations are needed in relation to tanning cowhide (chemical cleaner) comes from the center of cow skin IKM.

THEORITICAL FRAMEWORK

Entrepreneurial Behavior

According to Buchori Alma (2005: 23) said that people who emphasize on the soul, spirit, then applied in all aspects of life. As expressed by Thomas W. Zimmerer in (Suryana, 2006: 19) that entrepreneurship is the process of applying creativity and innovation to solve problems and explore opportunities faced by everyone in each outcome. According to Buchori Alma (2005: 30) shown that the observation of entrepreneurial behavior, three types of entrepreneurship can be stated such as

Entrepreneurs who have initiatives

Entrepreneurs who organize social and economic mechanics to produce something

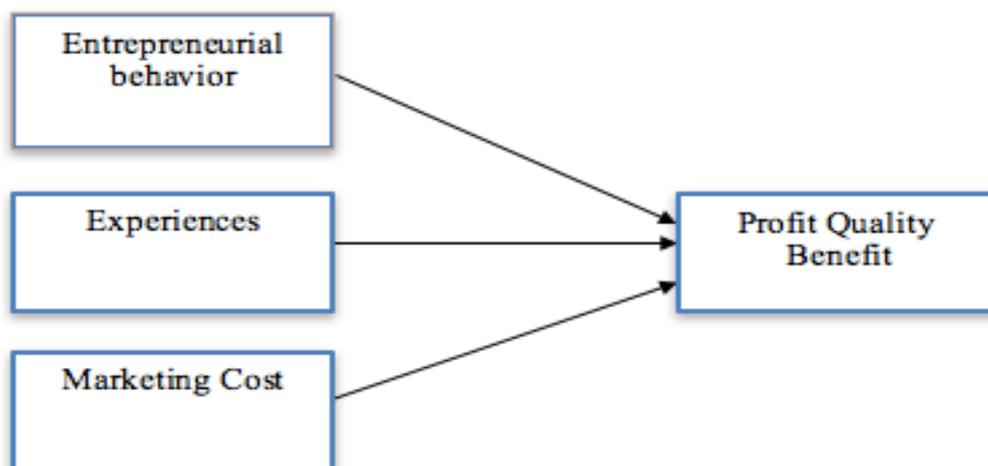
Who accepts risk or failure.

Experience is indispensable for an entrepreneur in developing his business, especially when facing problems in his business to prevent business failure. According to Hisric-Peter, in (Buchori Alma, 2005: 7) stated that formal education and the experience of small businesses owned by someone can become the main potential to become a successful entrepreneur.

Experience is a significant capital in running the wheels of the organization so that it can be more effective and efficient. Every worker is required to have a lot of practical experience, so it is hoped that later they will be able to fulfill the demands of the work better and skillfully". (Sedarmayanti 2000: 39).

Framework for theoretical thinking

Based on the theoretical studies and the concept about entrepreneurial behavior, business experience and marketing costs affect to earnings. Schematically the thinking framework that will be described in this study is as follows:



Picture: 1 Thinking Framework

The existence of a small industrial craftsmen center, especially in the midst for the economy of a country experiencing a crisis is a milestone in the economy on the community, especially the small people. Industrial development and guidance in principle is intended as an effort to change a particular condition towards good conditions. According to Stayle and More in Bachtiar Hasan (2003: 7) said that "Stating that the most productive economic structure is a combination of large, medium and small industries, which will complement and benefit each other".

Therefore, small industries are complementaries that cannot be left in the arrangement of national development. Expectations are owned by the company or a business unit in carrying out its business is to expect the profit from the business that he lives. An entrepreneur is a person who carries out business activities both buying and selling business, as well as a production business whose main purpose is to obtain profits and bear the risks that will occur in its business activities. Profit benefit is the difference between TR (Total Revenue) and TC (Total Cost). According to Billas (1990: 262) said that a total production revenue is the receipt of total sales minus the cost of sales where in order to obtain profits, TR must be greater than TC.

Based on the above opinion it appears that experience is the main factor in obtaining profits. This also means that a person's soul and abilities will be more established if the person has previously felt an old activity, because usually experience will penetrate more into a person's mental life. So, it will leave a deep impression compared to knowledge only obtained through formal education and non-formal. Furthermore, which determines the size of the small to obtain profits, such as marketing. Marketing can be defined: all activities concerned with moving goods from the first producer to the last consumer. So, marketing is the spearhead of an industry, because the industry's back and forth depends on marketing.

RESEARCH METHODOLOGY

Object of research

The objects in this study are dorokdok crackers entrepreneurs with their research variables are including entrepreneurial behavior, experience, and marketing costs. Respondents who became research centers in Bandung and Garut Regencies.

Research methods

The research method is basically a scientific way to get data for a specific purpose. (Sugiono 1999: 1). The research method used in this study is the explanatory survey research method, which is a research method that takes samples from a population using questionnaires as the main data collection tool (Masri Singarimbun 1983: 30). The objectives of the explanatory survey research are: 1) Exploration, 2) Descriptive, 3) Explanatory or confirmatory, such as to explain causal relationships and hypothesis testing, 4) Evaluation, 5) Prediction or predict certain events in the future. 6) Operational research and 7) Development of social indicators.

Population is a generalization area consisting of objects / subjects that have certain qualities and characteristics set by the researcher to be studied and then drawn conclusions. (Sugiyono, 2002: 72). The population used in this study is some dorokdok cracker entrepreneurs in Banjaran District, Bandung Regency, and Sukaregang Garut Center.

According to Suharsimi Arikunto (1998: 117) stated that a sample is a part or representative to the population under study. This study uses sampling with saturated sampling techniques, because the population is less than 100, so the sampling technique taken is all members of the population. This research was carried out in areas that have had a long historical existence of successful entrepreneurs in their time are including Banjaran district represents Bandung Regency and IKM Central Sukaregang, Garut, Indonesia.

RESULTS

Empirical Data Description

The existence of SMIs appears to be the savior of the Indonesian economy because the existence of SMIs generally uses domestic sources of capital and their products mostly use local components. So, they are not affected by changes in the exchange rate. Although, SMEs are the savior of Indonesia's economic life, the development has not been as expected, such as small SMEs grow to be medium and medium to large.

The existence of IKM Kerupuk in Banjaran District, Bandung

Based on a successful entrepreneurial interview named H successful cracker business council that pioneered from the bottom of some vendors around the village with capital of 1 million rupiah. Even now, some distribution to store in various places in the city of Bandung and surrounding areas even touching the current turnover reaches tens of millions of rupiah. The results of interviews stated that success comes from dreams, if there are big dreams, rest assured and must be accompanied by effort and prayer, God willing, that dream is successfully achieved" is the principle he used. In addition, they did not stop, even they often took part in counseling organized by the Department of Industry both in Banjaran subdistrict and even marketing concepts they also tried to learn through the experience of falling into business, imitating reaching a successful people. Eventually, the crisis impact in August 2015 has not been felt.

Business actors other than business information on non Dorodok crackers above dorodok cracker SMEs that we encountered 20 business people, his existence still survives between marketing and products under the guidance of the office of industry. The system is a business group, there are 20 UKM dorodok crackers under the coordinator 1 actor as business leader, as well as coaching, as well as dividing knowledge and skills. Indeed, during the last year this year experienced a decline in profits, due to

the difficulty of raw materials from suppliers, the number of crackers as competitors that in terms of taste, shape, and price, then formed the mindset of the people if dorodok crackers are from tanning waste skin from chemical processes.

The results of interviews with dorodok cracker SME entrepreneurs who failed there were 3 entrepreneurs, who were interviewed, whose existence had existed. It had failed in business because there were no future generations who continued their business, because the next generation was more inclined to transfer other fields, who thought the next generation had confidence to improve his profession. In addition, supporting factors are the existence of the government lacking assistance, banking, policies, and lack of interest in SMEs.

The existence of IKM dorodok crackers at the Sukaregang IKM Center in Garut District

Review from the point of view for IKMs at the Sukaregang Center, the results from interviewed by 20 IKM, dorodok cracker business is less promising for the future with the reason that the existence of SMIs is less viable. The government's partiality is still lacking, the supply of raw materials from leather depends on the IKM leather craft. The opinion of a public on the IKod crackers of dorodok is still tilted, because the raw material is waste from tanneries from IKM leather craftsmen, an assessment by the community on the IKM profession, if you want to enter the business only as a side worker.

Based on filling out the questionnaire and dialogue with entrepreneurs, the following information was obtained, entrepreneurial success more than 50 percent of advanced IKMs that survived at the time due to the high commitment of SMIs. An ability to see and assess business opportunities, collect to utilizing resources limited to meeting business needs, opportunities for seasonal time, socio-economic and religious opportunities to maintain business continuity.

Entrepreneurial work experience in the past, can help determine to the continuity of its business, habits that are considered productive such as hard work, maintaining good relationships with customers, work discipline, maintaining to the quality of its products. The success or achievement of marketing from entrepreneurship is explained from the internal environment and external from entrepreneurs. So, they can give satisfaction to creative product consumers, new innovations, responsiveness imitate other entrepreneurial products, listening to what customers want, obeying the government product quality rules. While, bankruptcy due to errors in management ranges from 30 percent, there is a tendency in the processing of raw materials from tannery waste with chemicals, the impact of public trust in dorodok cracker products are decreases. Some entrepreneurs do not motivate some next local generation and there is no hope that enlightens the future, if they are entrepreneurs of the IKod cracker Dorodok. Most entrepreneurs who still exist today are entrepreneurs who involved with legal banking, such as BRI Syariah, Bank Mandiri Syariah partners with official banking owners. The opposite is true for entrepreneurs who fall they are entrepreneurs engaged in illegal banking or the moneylenders. Eventually, it will burden the production costs as well as their opinions and have an impact on the loss, finally, the closure of their business.

Description of the Entrepreneurial Behavior Model

The research model is needed to facilitate the empirical picture compared with concepts and priorities, then inductively produce a model.

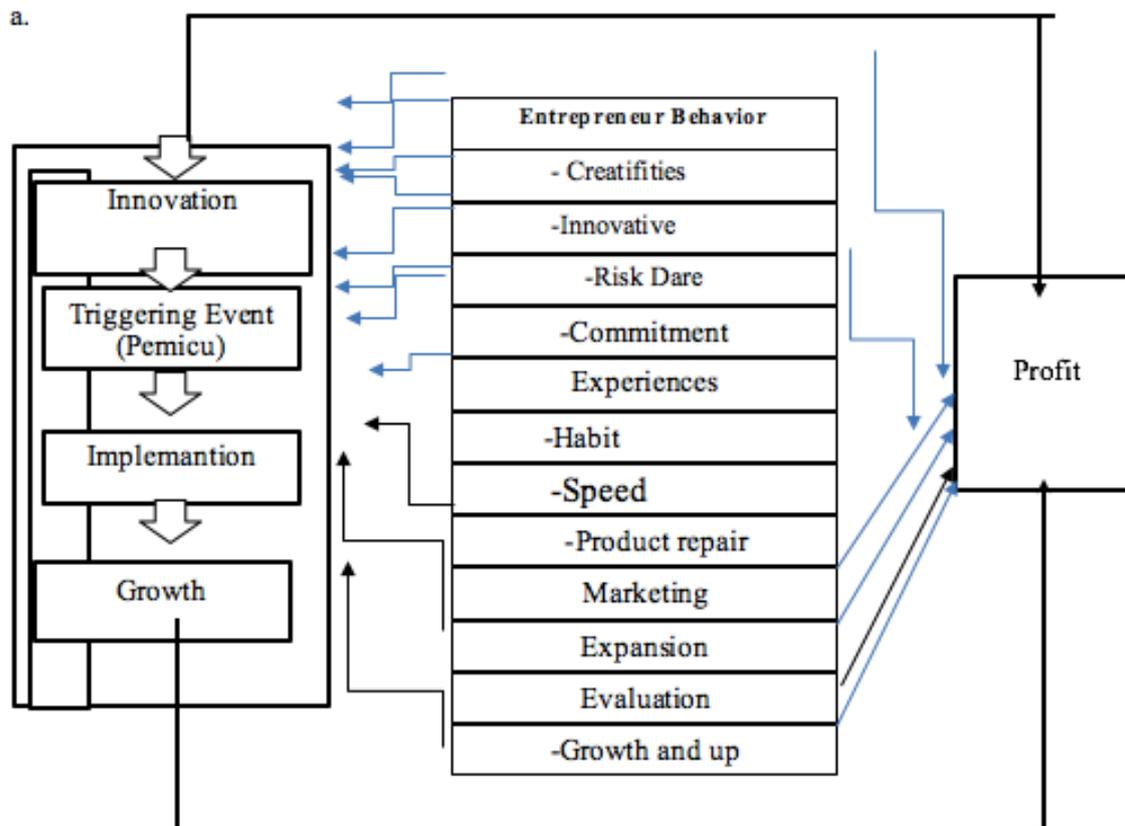


Figure 2. Entrepreneurial Behavior Model

Description of SME Entrepreneurial Behavior Model

The results of induction from empirical form the model and finally are drawn in a deduction to produce the propositions outlined below:

Proposition 1:

Human behavior is based on the presence of stimuli both coming from internal and external, an interesting attraction from which two factors are stronger that humans behave or behave.

Proposition 2:

Entrepreneurial attitude is a creative person who makes new business innovations to face the risk of uncertainty with the aim can receiving profits and growth by identifying opportunities and combining the resources needed to be used as business opportunities.

Proposition 3:

Commitments have the ability to see and assess business opportunities, collect to the resources needed and to take advantage.

Proposition 4:

Work experience in the past, can help determine the actions and habits of carrying out business activities in the present. Because, it has been experienced affects to efficiency.

Proposition 5:

Experience can encourage achievement of intrinsic, which are sourced in a person, including being tough, not easily discouraged and working spiritually.

Proposition 6

Marketing with promotion will be easily recognized by the results of the product, so that it is channeled creativity, innovation, on the product, the impact of efficiency will provide customer satisfaction.

Proposition 7:

Marketing efficiency originating from outside which also determines entrepreneurial behavior and this factor are includes interactions with the customer environment, culture, and government impact on profit benefits.

Proposition 8

The efficiency for marketing comes from within is the need to do basic work with ability, skills, new knowledge, and always willing to get achievements, the achievement of profit benefits are increases.

Proposition 9

Efficiency is needed in activities that are realized in the form of innovation, creativity, dare to bear the risk, and achieve an impetus to reduce costs, finally the tone of achievement can increased profits.

Data Estimation and Analysis Results

In this study is used parametric statistical analysis techniques with multiple linear regression analysis, how the relationship between one or several independent variables with one dependent variable. This analysis technique is used to test hypotheses to determine the effect of entrepreneurial behavior, experience and marketing costs on the profit of dorokdok crackers entrepreneurs in Banjaran Bandung and Sukaregang Garut Districts.

Model Feasibility Test

To determine whether the independent variables of entrepreneurial behavior (X1), entrepreneurial experience (X2), marketing costs (X3) are able to explain any variation in changes in the dependent variable is operating profit (Y) by UKM dorokdok crackers are tested F. The hypothesis testing is carried out with F test statistics and comparing the sig value in the ANOVA table, if $\text{sig} < \alpha$ then H_0 is rejected. The F test is uses ANOVA analysis with SPSS processing, obtained the following data:

Table 3. Test F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3419.152	3	1139.717	41.074	.000 ^b
	Residual	443.967	16	27.748		
	Total	3863.120	19			

a. Dependent Variable: Laba Usaha

b. Predictors: (Constant), Biaya Pemasaran, Prilaku Kewirausahaan, Pengalaman

Based on table 3. It can be seen that together the independent variables have a significant influence on the dependent variable. This can be proven from a significant level of $0.000 < 0.05$, so H_0 is rejected, meaning that there is a significant joint effect between entrepreneurial behavior (X1), entrepreneurial experience (X2), marketing costs (X3) on operating profit in IKM dorokdok crackers. This shows that the independent variables used in the study are able to explain variations in changes in the dependent variable, so it can be stated that the model developed in this study is feasible.

Determination Coefficient Analysis Test (R2)

To see how much capability the independent variables developed in the research model (entrepreneurial behavior (X1), entrepreneurial experience (X2), marketing costs (X3) explain that the variation of changes from the dependent variable operating profit, the coefficient of determination (R2) will be used. The results of testing the complete model using SPSS 21 software are shown in table 4 as follows:

Table 4. Uji R²

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.941 ^a	.885	.864	5.26763	.885	41.074	3

a. Predictors: (Constant), Biaya Pemasaran, Prilaku Kewirausahaan, Pengalaman

b. Dependent Variable: Laba Usaha

From table 4. It can be obtained by the coefficient of determination (R²) shows the value of 0.885 (88.5%), which means that the Operating Profit on IKM dorokdok crackers can be explained by entrepreneurial behavior (X1), entrepreneurial experience (X2), marketing costs (X3) are 88.5%. While, the remaining amount (100%-88.5%) = 11.5% is explained by other factors are not included in this research model.

Multiple Linear Regression Analysis

Table 5. Show that the results of estimation multiple linear regression between variables of entrepreneurial behavior (X1), experience (X2), marketing costs (X3) of operating profit on IKM dorokdok crackers using SPSS software:

Table 5. Test Calculation Results of t-test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-48.581	23.490		-2.068	.055
	Entrepreneur behavior	1.757	.724	.469	2.425	.028
	Experiences	1.019	.414	.479	2.465	.025
	Marketing cost	.671	.530	.109	1.266	.224

Source: SPSS processing results

For Entrepreneurial Behavior, a significant level of 0.028 < 0.05 can be concluded Ho can be rejected. This means that entrepreneurial behavior has a positive and significant effect on operating profit at IKM dorokdok crackers. These results indicate that an entrepreneurial behavior is good, so the operating profit of IKM dorokdok crackers is good too.

To experience an entrepreneurship is obtained a significant level of $0.025 < 0.05$, it can be concluded that H_0 was rejected. Meaning for the experience of entrepreneurship has a positive and significant effect on operating profit at IKM dorokdok crackers. This result shows that the experience is good, so the operating profit of IKM dorokdok is good too.

For marketing costs are obtained a significant level of $0.224 > 0.05$, it can be concluded that H_0 is accepted. This means that marketing costs have no significant effect on operating profit at IKM dorokdok crackers. These results are indicate that the marketing costs showed by transportation costs do not affect to the operating profit of the IKM dorokdok.

Structural Equations research

Based on the estimation results in table 5 above can be arranged the function of the structural equation equations and based on the value of the standardized coefficients (Beta) as follows:

$$\text{Operating profits} = 0.469 \text{ entrepreneurial behavior} + 0.479 \text{ experiences} + 0.109 \text{ marketing cost}$$

From the equation above shows that the contribution of each independent variable (entrepreneurial behavior (X1), experience (X2), marketing costs (X3)) to the dependent variable (Operating Profit (Y)). The standardized coefficient value of the independent variable entrepreneurial behavior is 0.469, while the experience standardized coefficient value of the independent variable is 0.479. This shows that the contribution of these two variables such as in explaining the operating profit of dorokdok SMEs based on this research model is almost the same, while marketing costs have the smallest contribution of 0.109.

Empirical test results show that entrepreneurial behavior variables have a significant effect on the dorokdok cracker entrepreneur's profit in line with the theory. Because some companies in the monopolistic market sell the same goods, so it must be innovation and creativity to increase sales results, which is increase the profits earned by entrepreneurs dorokdok crackers. As stated by Suryana:

The ability of small to medium-sized companies and to achieve certain maximum profits, among others, are influenced by entrepreneurship and managerial, which includes basic business competition of education, innovation, and motivation. Thus, if the dorokdok cracker entrepreneurs have high entrepreneurial behavior, they will be able to create innovative and creative products that will increase the added value of the product. With the high value of the product, the profits will be high. The results of the study are in accordance with the theory used.

Empirical test results show that an influence of business experience on earnings is an indication that the lack of business experience possessed by dorokdok cracker industry entrepreneurs in Banjara and Garut districts will affect to earnings. This shows that the experience of entrepreneurs are influences to the profit to be gained. This means that the longer the entrepreneurs wrestle their business, the more experienced they will be. Business experience is very important to be owned by the entrepreneur because in the implementation of the business skills are needed, as well as adequate attitudes as a provision to deal with various problems of community life. But, some entrepreneurs are not enough only armed with empirical experience, but must also be encouraged by intellectual experience, intellectual experience can be obtained by entrepreneurs through education and training. In line with what was stated by Soedarsono (2002: 69):

The test results empirically show that there is no effect of marketing costs on profits. This means that many marketing costs incurred by dorokdok cracker industry entrepreneurs in Banjara district do not affect to the profits. Lots of marketing activities, such as sales, promotions, transportation services, and others. In this study the author did not find any entrepreneurs who spent marketing costs to do sales promotion dorokdok crackers. In this case, if the entrepreneurs do promotions for the products produced, then the profits will be increase. As stated by Buchari Alma (1987: 184):

But, in this study researchers only saw the marketing carried out by entrepreneurs only from the aspect of transportation. Empirical testing results show that there is no influence of marketing costs on earnings, because there are other factors are more influential, such as for marketing costs seen from the wages of workers to market dorokdok crackers, then marketing costs are not only seen from the aspect of transportation. There is only a labor wage that must be taken into account by entrepreneurs to market products which in this case are included in marketing costs.

CONCLUSION

The behavior and attitude of dorokdok IKM entrepreneur is a life choice, therefore it is motivated to maintain the continuity of business. Understanding an entrepreneur of SMIs is aware that they are at risk, bankruptcy can occur at any time. Experience in business as an entrepreneur is very important as a basis for future development information. The experience of back and forth business is very important, the basis for receiving product improvements, costs, prices, and quality. A process quality of the basic ingredients are dorokdok crackers depends on cowhide derived from the waste of IKM from tanning products. The quality of dorokdok cracker products needs to be changed from taste innovation, color shape, size, and packaging. Government regulations are needed in relation to tanning cowhide (chemical cleaner) comes from the center of cow skin IKM. The entrepreneurial marketing of dorokdok crackers is limited to only the marketers that the local area of Bandung and Garut can surrounding and expanded market share. Cost efficiency in processing cracker products up to marketing also determines for competitive product prices. Building a communication opinion in the community that raw materials from dorokdok crackers are clean from chemical processing, a team is formed supervision. Entrepreneurial behavior and attitudes must be aware of the processing of clean chemicals and the process must be selective in cowhide raw materials. Empirical test results show that business experience and

entrepreneurial behavior have a positive and significant effect on the operating profit of dorokdok crackers in Banjarn and Sukaregang Garut districts. Conversely, marketing costs are not significant to operating income.

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