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Determination of Business Sustainability Probability for Leading Industrial Products in Tasikmalaya City

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ABSTRACT

The leading industrial products of Tasikmalaya City are facing competition from similar products and synthetic products. It is feared that this could threaten the business sustainability. This study aims to examine the determinants of the sustainability of the leading industrial products of Tasikmalaya City. Primary data were obtained through focus group discussions (FGD), interviews and questionnaires in five locations. The analytical tool used is an ordered logit model which used to estimate equations with dependent variables that are qualitative. There are five variables were obtained that explained the three aspects of the probability for the sustainability of the leading industry in Tasikmalaya City. This research find that the biggest determination of business sustainability probability is online product promotion. The more promotion efforts from off-line to online, probability of turnover development increase by 365 times. Interestingly, the chance of business success only rose by 0.682 given the factors that determine the supply product such as certification, product development cooperation, awareness of the importance of green industries, access to financing sources, patents, technical guidance, marketing training and product promotion, price stability of raw materials, assistance of tools and machinery also determines the sustainability of the business.

Keywords: business sustainability, leading product, probability

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INTRODUCTION

The city of Tasikmalaya as a growth center in the eastern Priangan region of West Java Province Indonesia, has a distinctive leading industry as a regional identity, namely *anyaman mendong* (woven rushes), batic, *kelom geulis* (clogs beautiful), embroidery, *anyaman bambu* (woven bamboo), footwear, furniture, convection, *payung geulis* (umbrella beautiful), bags, processed foods. From 11 types of leading industries spread in 10 districs as stated in Tasikmalaya City Industrial Development Plan Year 2019-2039 [1]. Handycrafts *payung geulis* and *kelom geulis* which is legendary and exclusive. Both of them were produced before Indonesia's independence and used by society at that time. But in the journey, as the development of science and technology, competing products emerge that function more practically and more economically, so that at this time both products are limited to decoration and use in certain events.

Other handicrafts are and *anyaman bambu* for various decoration and household products. As well as *payung geulis* and *kelom geulis*, woven products have begun to be forgotten and have been replaced with other materials that are better and more durable at lower prices. In view Mahgoub dan Khalid products are becoming more and more commoditized and artisans find their products competing with goods from all over the world [2]. Meanwile, consumers buy handicrafts because they like to feel connected with indigenous traditions and cultures in a global and increasingly commoditized world. With these conditions limited demand that can threaten business sustainability.

Other leading industries that are also legendary and very wellknown are ethnic embroidery for clothing and *mukena* (Islamic prayer clothes for women). The strength of the product lies in the creation of designs as embroidered motifs. Safariah found the ability to create designs on embroidery entrepreneurs are still minimal [3]. In general, entrepreneurs who are unable to design will duplicate by giving a slight change in color, or size. So that this results in almost all embroidery products on the market having in common. This means that businesses face the structure of a competitive market close to perfect, so prices will be the main factor of demand.

Likewise with the batik industry, it was revealed that while discussing the sustainability of the leading industrial business of Tasikmalaya City with various related agencies, it had not yet found the distinctiveness of the original batik motif of Tasikmalaya.

Based on these conditions, it is feared that the leading industrial products of Tasikmalaya City cannot be sustainable. To maintain the sustainability of leading industries, businessman must continue to innovate and be fully supported by local governments. What form of support needs to be studied further, not only in the form of strategic policies, but pursed on the discovery of the main priorities of development that are based on certain types of industries, and what side of the input, process or market that must be prioritized. Efforts to find these things can be seen from the current condition of leading industrial product business which is determined by the entire process from input access to market access. To find out what factors can be relied upon to maintain the business continuity of the superior industrial products of the City of Tasikmalaya can be done through the study of its probability.

This study will identify the factors that determine the probability for the sustainability of the leading industry of Tasikmalaya City and find the main determinants of the probability for the sustainability of the leading industry in Tasikmalaya City.

LITERATURE REVIEW

In interpreting business sustainability there are a number of different approaches to the literature. First, sustainability in the context of ‘'survival' (sustainability) where companies have sufficient funds to run and develop their businesses [4]. Adequacy of company funds will depend on the

acquisition of revenue or sales turnover. The results of the analysis's Bosma show that many studies place entrepreneurial success at the same level as the concept of sustainability or business sustainability [5]. This means that business sustainability is synonymous with business success.

Second, take the view of that business sustainability is part of the concept of 'sustainable livelihood' [6]. According to them, "sustainable livelihood" shows an effort to improve their abilities through cooperation, innovation, competition, in order to survive in any condition.

Suryana further simplifies that business sustainability is the success of business in achieving its goals [7]. According to Indarti and Marja the success of small and medium industrial businesses is influenced by various factors, namely individual background (age, gender, experience, education), business characteristics (company origin, duration of operation, company size and capital sources), and contextual variables (marketing, technology, access to information, entrepreneurial readiness, social networking, legality, access to capital, government support and business plans [8]. Purnama and Suyanto [9] adopted the thinking of Algifari [10], Jane Orpa [11] and Luk [12] as a reference for making research instruments for business success variables namely; production efficiency, production expansion, profitability and public trust are influenced by business motivation and work ability.

Third, linking business sustainability within a framework of sustainable development that companies involved in 'sustainability' need to find strategies that simultaneously create economic value and integrate awareness for the people and ecosystems affected [13]. Ilma research for agricultural commodities emphasizes that business sustainability needs to be seen from the on-farm input aspect (the sustainability of input availability, capital availability, and labor), as well as the off-farm aspect, namely the added value of processing [14]. Sutanto and Hendraningsih go further by developing dimensions of business sustainability that include economic, socio-cultural, infrastructure and technology, legal and institutional [15]. Furthermore Ibrahim et.all develops sustainable indicators which include environmental, economic, social and institutional dimensions as well as entrepreneurial behavior [16].

To be in line with the Tasikmalaya City Industrial Development Plan 2019 - 2039, the researcher examines the Industrial Development Strategy, Targets, Programs and Indications of Tasikmalaya City's Leading Industrial Activities, Industrial Regional Development and Industrial Resource Development. From the literature search results above, the writer takes the position that business sustainability is a condition in which a company is able to survive and even develop, achieved by the quality and competitiveness of products in the market, good business management. Business sustainability is synonymous with the success of the company in running its business, which is reflected in the achievement of turnover and profit that gives room to take advantage of business probability going forward. So the company will prepare a business plan to respond to future business opportunities, including innovation in new products. In the industrial era 4.0, companies that can continue must master the use of information technology in managing their businesses.

Such achievements are formed from inputs, processes, outputs, institutions and markets. Inputs include the availability of raw materials, capital, labor, machinery and equipment, and technology. While the process is related to the mastery of the production process. For output, the priority is to obtain certification and patents. While institutions are more focused on product development cooperation and knowledge transfer, the importance of green industry. And for markets ranging from product promotion, market expansion agencies and marketing training.

RESEARCH METHOD

This research was conducted at industrial centers in the City of Tasikmalaya. Primary data were obtained through focus group discussions (FGD), interviews and questionnaires in five locations. In each location a number of leading industrial business players were attended by the Office of Cooperative, Small and Medium Enterprises, Industry and Trade of Tasikmalaya City. Overall research respondents numbered 57 people representing 10 leading industries.

The analytical tool used is an ordered logit model. This model is used to estimate equations with dependent variables that are qualitative. Where the probability for leading industry sustainability displays the type of ranking data, where the value chosen is not quantitative, but rather an ordering. From the results of the repeated model estimation, five variables were obtained that explained the three aspects of the probability for the sustainability of the leading industry in Tasikmalaya City. The relationship between variables is expressed by having the following equation:

$KIU = a + a_1 INPUT + a_2 PROCESS + a_3 OUTPUT + a_4 INSTITUTIONAL + a_5 MARKET + \varepsilon$.....(1)

- KIU = Aspects of business sustainability probability (business opportunities, turnover development, and business success)

The definition of leading industry sustainability probability in Tasikmalaya City, explained:

$$Prob(KIU_m=1|X_m) = \frac{1}{1+Exp(\alpha Xm-\mu 1)} \quad 1a)$$

$$Prob(KIU_m=2|X_m) = \frac{1}{1+Exp(\alpha Xm-\mu 2)} - \frac{1}{1+Exp(\alpha Xm-\mu 1)} \quad (1b)$$

$$Prob(KIU_m=3|X_m) - \frac{1}{1+Exp(\alpha Xm-\mu 2)} \quad (1c)$$

In contrast to the Ordinary Least Square (OLS) estimation procedure, the sign and magnitude of the model parameters cannot be interpreted directly from the results of the ordered logit model estimation. Signs and the magnitude of the alleged parameters that have meaning can be extracted from the odds comparison statistics. Odds ratios display information about the magnitude of the opportunities of the highest category compared to the categories below in responding to changes there is an explanatory variable, so that the estimation results are ready to be used in analyzing the probability for the leading industry of Tasikmalaya City.

RESULTS AND DISCUSSION

A summary of the significance test results by looking at the p-value (Pr> ChiSq) is presented in Table 1 below. Because the data is not quantitative but perceptions that are ranked, the author grouped the significance of the effect when Pr> ChiSq = 0 - 0.3, enough to influence 0.31 - 0.6, and no effect if above 0.61. Point Estimate is the result of the calculation of the odd ratio which shows the amount of probability.

Business sustainability is quantitatively proxy by variable turnover development, business success and business opportunities. Although all input, process, output, institutional, and market variables are raised in the three equations based on aggregation data of all types of industries, it turns out that the results of the processed data using the probit logit equation show interesting things that the three equations have somewhat different results. However, these differences are treated as complementary results for analyzing business sustainability probability.

The behavior of the three proxies needs to be discussed first to find the determinant phenomena. For proxies for turnover development, the majority of respondents namely 56% revealed decreased turnover, 42% were stable and only 2% responded to increased turnover. Along with the decline in turnover, the majority of respondents felt their business was less successful. This was revealed by 53% of respondents who were scattered in the *mebeul, kelom geulis* and *mendong* woven industries. But interestingly, 40% of respondents said they were successful, namely in the batik industry, bamboo crafts, and the majority of respondents in the embroidery industry. So even if the turnover decreases, they feel the business is

successful because there is still demand, can produce, and cash flow continues to run.

For the proxy of business sustainability, the majority of respondents are optimistic about the probability going forward. As many as 44% of respondents said that the business probability in the future are large, they are business people in the batik, processed food, mebeul, embroidery and bamboo industries. 40% of respondents stated that business probability in the future were moderate, namely in the *kelom geulis, mendong* and footwear industries. Only 16% stated that it was low in the convection industry and the *payung geulis*. Thus there is consistency between feeling successful with optimism about the sustainability of the business going forward.

Table 1. Significance Tests and Opportunities for Business Sustainability

Independent Sub Variables	Business opportunities		Turnover Development		Business Success	
	Point Estimate	Pr > ChiSq	Poit Estimate	Pr > ChiSq	Point Estimate	Pr > ChiSq
Availability of raw materials (A1)	1.251	0.9062	0.110	0.9288	0.790	0.8381
Price of raw materials (A2)	1.130	0.9566	0.011	0.1723	0.174	0.1048
The many types of tools & machines (A3)	0.918	0.8373	0.033	0.2716	0.903	0.9765
Access to financing sources for investment loans (machinery) & working capital loans (A4)	1.359	0.5593	267.397	0.9170	0.312	0.2853
Participation in technical guidance (B6)	0.502	0.5750	6.400	0.9979	1.123	0.6338
Product patent registration (C7)	1.089	0.9179	1.285	0.5046	0.075	0.2170
Halal product certification registration (C8)	0.608	0.5354	37.245	0.9931	21.817	0.0247
Supervision of raw materials (D9)	1.142	0.8279	10.088	0.9981	0.615	0.9863
Inter-association product development cooperation (D10)	1.739	0.5441	0.004	0.9592	5.711	0.2535
Knowledge transfer related to awareness of the importance of green industry (D11)	2.400	0.4972	0.053	0.7740	1.810	0.9046
Product promotion (E12)	0.830	0.9585	365.389	0.4696	0.682	0.4654
Market expansion agency (E13)	0.763	0.9622	0.036	0.9084	0.496	0.7742
Product Marketing & Promotion Training (E14)	1.048	0.9738	1.460	0.9360	0.257	0.3399

Source: processed primary data

This optimism is built from confidence that the quality and competitiveness of their products is good. In addition, optimism is manifested by the capacity of businesses to adapt to economic dynamics in this era of disruption. The survey results showed that as many as 49% of business operators were sufficient to master the use of information technology in managing their businesses. The mastery of technology is closely related to the education level of businesses. Those who are sufficient and good in mastering IT are predominantly high school educated.

A high sense of optimism shows the souls of tough entrepreneurs who have been tested by various business situations at the regional, national and global levels. This is very reasonable considering that most entrepreneurs engaged in the leading industry in the city of Tasikmalaya have been in business for more than 10 years. The survey results inform, 58% of respondents have tried for more than 10 years. The rest varies between 1 year and 7 years. Long experience in running a business, of course, equip valuable learning lessons especially best practice managing business with the right approach.

The current decline in turnover does not make them pessimistic, but encourages efforts to maximize probability going forward. As many as 40% of respondents said they were preparing a business plan and 14% had prepared it. One form of planning efforts is to identify new product innovations. Consistent with the answers to the previous points, 40% of respondents are identifying new product breakthroughs and 16% have done so.

Determination of sustainability probability taken from the status is quite influential and influential with the magnitude of the probability reflected in the point estimate (odds ratio estimates). The first input sub variable studied is the availability of raw materials. For this sub-variable in the three sustainability models, it has no effect. This can be interpreted that raw materials are relatively available for each production activity, although it is not always easy for certain industries. This was confirmed by most business operators in all industries. Based on survey results it is known that 23% of respondents answered easily, 56% were not always easy and 21% were difficult. In the *payung geulis* industry all respondents stated the ease of obtaining raw materials. Likewise in the processed food industry, because the material used is widely available in the market. Not so in the *batik* industry, *mebeul* there is little difficulty. While in the *mendong* industry, respondents said it was difficult to get raw materials because farmers preferred to plant rice compared to planting *mendong.*

Even though the availability of raw materials has no effect, it turns out the price of raw materials has an effect. This is portrayed in the equation of business success, turnover development, but the business opportunity equation has no effect. The stability of raw material prices can increase the chances of sustainability of leading industrial businesses in turnover development indicators by 0.011 greater than if raw material prices are not stable. In addition, the stability of raw material prices can also increase the chances of the sustainability of leading industrial businesses in the indicator of business success by 0.174 greater than if raw material prices are not stable. This fact indicates that although raw materials are relatively available, entrepreneurs feel ‘disturbed’ with the price. This is naturally raised, considering that the cost of raw materials is the largest variable cost that must be spent by entrepreneurs in most industries. As in the processed food industry, mebeul, convection, embroidery. While in the woven industry, the biggest variable cost is labor costs.

Furthermore, the authors display sub-variable the number of types of aid tools and machines, as a form of city government affirmative towards the sustainability of leading industry businesses. The number of machinery and equipment assistance can increase the probability of sustainability of leading industry businesses in turnover development indicators by 0.033

greater than without assistance. Tools and machines are part of the production process that integrates with the level of technology. The more appropriate the tools and machines will speed up the process and can reduce unit costs, so that in turn will determine turnover.

The author also raises the input sub-variable which is often the main focus as an obstacle to the development of MSEs, namely access to financing sources for investment and working capital. The processed data shows that this sub variable has an effect on business success and has quite an effect on business opportunities, but has no effect on turnover development. Logically the economy seems to be anomalous because access to finance should determine turnover. However, the real anomaly did not occur because most of the respondents' responses, 46%, stated that opportunities and access to financing sources were difficult. This is experienced by businesses in the *payung geulis* industry, processed food and convection.

Access to financing sources can increase probability of sustainability of leading industry businesses on indicators of business success by 0.312 greater than if there is no access to it. For the next sub-variable, which is participation in technical guidance for improving the quality of the production process, it turns out that it does not affect the three equations. The results of the study showed that 58% of respondents had never followed technical guidance to improve the quality of the production process.

In the context of copyright protection, to maintain business continuity needs to be proven with product patents (trademarks, packaging, labels, SNI/ISO). However, it seems that this is still far from the orientation of businessman. Most of businessman do not know and suspect that the process is difficult. This was confirmed by 67% of business operators. Apart from the above conditions, the sub-variable registration of product patents has an effect on business success. If a business actor registers his product patent rights, it can increase probability of sustainability of leading industrial businesses on the indicator of business success by 0.075 greater than if the business actor does not register product patent rights. This is very logical, because the achievement of product patents shows a guarantee of product quality and safety for the market so that it can maintain the stability of demand. So naturally it is also quite influential on the development of turnover. The easier process of patents, the opportunity to increase turnover increases by 1.28. The same thing happened for the process of registering halal product certification, influencing business success. If a business actor registers halal product certification, it can increase probability of sustainability of leading industry businesses on the indicator of business success by 21.817 greater than if the business actor does not register halal product certification.

The next sub variable is the supervision of raw materials by the government. It turns out that dominantly there has never been supervision of raw materials from the government. The next sub variable under study is product development collaboration. Cooperation in this case can be in the form of sharing market information, using technology, facilitating raw materials or product innovation ideas. Collaboration can be established with research institutions, between associations, or universities. The survey results showed that 58% of respondents said there was no collaboration at all. This is experienced by businessesman in the *payung geulis* industry, processed foods, mebeul, and embroidery. Even though there are already cooperating with 19% of respondents, it doesn't work. This happens in the convection and *mendong* industries. They need movers and mentors so that the association can run and facilitate their efforts. However, it is good, 23% of respondents said that the partnership had been established and that it was going well. They are entrepreneurs engaged in the batik industry. With this fact, this product development collaboration does not affect the turnover development, but affects the success of the business and quite influential on business opportunities. The existence of

collaborative product development between associations can increase probability of sustainability of leading industry businesses in the indicator of business success by 5.711 greater than if there is no inter-association product development cooperation. Effective collaboration can produce an ongoing branding image, opening business opportunities through variant products and markets so that sustainability can be maintained.

Talking about business sustainability, environmental impacts must be internalized. The authors bring up the transfer of knowledge by institutions related to the awareness of the importance of green industry. But apparently the majority of respondents namely 75% said there was no knowledge transfer at all and 19% of respondents revealed that knowledge transfer is rare. This was conveyed by businesses in the *batik* industry and several processed food businesses. But there are respondents who convey knowledge transfer is done periodically. This was revealed by 5% of respondents engaged in the bamboo handicraft industry and one respondent in the batik industry. This naturally happens because the industry tends to produce by-products in the form of dye waste that can pollute water. Based on this fact, it is reasonable that this knowledge transfer sub-variable does not affect either the turnover development or business success. But interestingly enough to affect business opportunities, because implicitly behind the transfer of knowledge there is an urgent matter in the form of efforts to innovate environmentally friendly products that will create new products so that there is an opportunity to create new markets. Knowledge transfer related to the awareness of the importance of industrial green can increase probability of sustainability of leading industrial businesses in the business opportunity indicator by 2.400 greater than the absence of knowledge transfer related to awareness of the importance of green industry.

The last discussion about the market. The product promotion sub variable is quite influential on the turnover development and business success. This can be explained because the majority of businesses carry out promotions. Most respondents namely 54% said the promotion was done offline. They are business people engaged in the *mebeul*, *mendong*, convection, footwear and embroidery industries. With this promotion pattern, they have not been able to do online promotions. While 25% of respondents have done online promotion. They market through instagram, facebook, and some already sell through market places. They are businesses in the *payung geulis* industry, batic, *kelom geulis*, bamboo, and several other players in the processed food, *mendong* and footwear industries. The promotion is quite influential on the development of turnover and business success. As promotion efforts increase from offline to online, probability of increasing turnover increases by 365.389 times and probability of business success by 0.682.

When asked about market expansion institutions, the majority of respondents (75%) said that there were no market expansion institutions, 16% of market expansion institutions were formed but did not work. This is experienced by most business people in the *batik* industry. However, there were 9% of respondents who revealed that market expansion institutions were formed and running. They are entrepreneurs engaged in the *mendong*, footwear and bamboo industries. Based on this fact, it is natural that the market expansion sub-variable does not affect the sustainability business of any proxy variable.

When we asked about marketing training and product promotion, the majority of respondents ie 61% had never received training. This is felt by businesses in the *mebeul*, *mendong*, convection, footwear and embroidery industries. As many as 26% stated that marketing and promotion training is rare, meaning they have never followed it. This is experienced by businesses in the batik industry and only 12% admit that marketing and promotion training is

obtained periodically. This was conveyed by businesses in the bamboo industry. Though this training is quite influential on business success. Periodic product marketing and promotion training can increase probability of sustainability of leading industry businesses on an indicator of business success by 0.257 greater than if there were no marketing and product promotion training.

CONCLUSION AND RECOMMENDATION

The biggest determination of business sustainability probability is online product promotion hich is followed by halal product certification, product development cooperation, awareness of the importance of industry green, access to funding sources, patents, technical guidance, marketing training & product promotion, price stability of raw materials, assistance tools and machines.

Economically, it is difficult to find opportunities for the sustainability of the *payung geulis* industry, because in addition to decreasing turnover, businessman feel less successful and view business opportunities as low. The craftsmen are old and there is no regeneration. The same thing happened for the *kelom geulis* industry. In addition to decreasing turnover, businessman feel less successful, but look at medium business opportunities. Opportunities for business sustainability are more visible in the batic, *anyaman bambu* and embroidery industries. Even though their turnover is currently declining, they feel successful and look at big business opportunities. Still giving hope for business sustainability economically is the *mendong* handicraft industry. Although the current turnover of the handicraft industry is declining, less successful, but the business opportunity is enough good.

Based on the conclusions above, the Tasikmalaya City Government should encourage and facilitate:

a. Development of product variations between the present and the classics that will create new markets for industry which is the icon of the City of Tasikmalaya, that is *payung geulis* and *kelom geulis*. The creation of young entrepreneurs who are equipped with current knowledge and technology through rigorous selection and business incubation.

b. Collaboration with external parties in the use of technology that ensures higher quality products for the bamboo handicraft industry.

c. The functioning of the entrepreneur group as a vehicle for sharing information on raw materials, markets and product innovation for the embroidery industry.

d. The value chain approach starts from upstream (guarantee of raw materials) to the creation of a new middle class market to maintain the existence of the *mendong* handicraft industry.

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