

Entrepreneurial Behavior Influence on Performance of Women Entrepreneurial SME Agroindustry Fisheries in Padang City

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Abstract: *The purpose of this study was to analyze entrepreneurial behavior influence on performance of women entrepreneurial SMEs agroindustry fisheries in Padang. This research was conducted in March-May 2016, with the number of respondents 168 women entrepreneurs. The analysis used is quantitative analysis using Structural Equation Modelling (SEM). Quantitative data processing using Lisrel 8.30. The results of this study indicate individual factor have positive and significant impact on entrepreneurship behavior with the influence coefficient ($\beta=0.46$). The most dominant individual factors that influence entrepreneurship behavior is the perception of the business with load factor (λ) 0.76. Environmental factors have positive and significant impact on the enterprise performance and individual factors with the influence coefficient ($\gamma=0.54$). The most dominant environmental factors that influence individual and enterprise performance factor is the support of counseling and training with load factor (λ) 0.68. Entrepreneurship behavior factors have positive and significant impact on the enterprise performance with the influence coefficient ($\beta=0.48$). The most dominant entrepreneurship behavior factors that influence enterprise performance is the responsiveness to opportunities with load factor (λ) 0.90.*

Keywords: entrepreneurial, women entrepreneurial, agroindustry, structural equation modelling (SEM)

1. Introduction

The country of Indonesia has an area of waters that have natural resource rich and varied biodiversity. Resulting from the entire territory of Indonesia, 2/3 stylized ocean. Resources of fish that live in the territorial waters of Indonesia is judged to have the highest level of bio-diversity. These resources include at least 37 percent of fish species in the world (Ministry of Environment 2015). Sub fishery was in second place in the GDP contribution in the sphere of agriculture. The optimal utilization of resources is a source of income that can enhance and support the development of State of Indonesia.

One of the areas the development of fisheries in the western part of Indonesia are in the province of West Sumatra. Precisely the city of Padang as the central fisheries in the region. Based on the data of the Central Bureau of Statistics (BPS) of the city of Padang (2014) Gross Domestic Product (GDP) of the city of Padang is sourced from 9 field effort, where the agricultural sector contributed amounted to 5.7 per cent, with the field effort fisheries to contribute the largest as much as 60 percent compared to the field of business in other agricultural areas. This shows that economic growth area of the city of Padang to agricultural business field dominated by field effort fisheries due to the location of the city of Padang is located on the coast of western Sumatra.

An area of sea city of Padang is 905.04 km² with a length of 64 km of coastline (excluding small island) and 99.63 km (including Islands), with a total of 19 of the island. That is very possible with the potential to develop the business and the arrest of aquaculture and its products have added value

and is the diversification of the fisheries, through the effort of processing results of fisheries. As for the number of capture fisheries production is seen from the data of the last 5 years shows there is an increase in the number of productions, presented in Table 1.

Table 1: Capture fisheries production Padang city in 2010-2014

Year	The number of fish production padang city (ton)
2010	18 098.1
2011	18 647.5
2012	18 585.6
2013	20 068.1
2014	20 772.8

Source: The Fisheries Agency and the Maritime city of Padang (2014)

The presence of marine fish catches of the fishermen have given odds of the existence of the processing results of fisheries in coastal regions to other regions away from coastal areas. Processing the results of the current fishery has been done by most of the community or household fisheries in Padang city. Fish processing business in the city of Padang is generally still at the scale of small and medium enterprises (SMEs). Based on data from the Fisheries Agency and the Maritime city of Padang (2014) there are 168 women entrepreneurs in SMEs agroindustry fisheries catch in Padang city. As many as 95 women entrepreneurs that do the processing in the form of penggaraman, and 73 woman entrepreneur doing other processing. However, SMEs have always been portrayed as the sector has an important role in the economic development of a region. Therefore, to achieve success, one of which is by paying attention to the factor of human resources related to

entrepreneurship. Much of the success of business, especially small business, largely determined by factors of self-employment. The entrepreneurial personality is a major factor, following afterwards factor the ability, technology, and other factors.

According to the results of research that has been done the problems faced by agroindustry fisheries trade i.e. (1) medium quality of human resources, the level of formal education respondents mostly 80.05 percent graduated from high school, (2) the availability of raw materials is seasonal, local fishermen to know the 3 seasons i.e. the peak season, the season, and the “penceklik” season (3) raw material price fluctuating, at the time of the season catching high lead prices down and vice versa (4) use of technology that is mostly still modest. However, despite these efforts have some constraints but the businessmen remained running his business until the years though business development is not significant. Development of the processing of the results of the fishery into the future, determined by human resources (HR) the superior competitive power.

As delivered Pambudy and Dabukke (2010) that in the era of competition right now, competing is not a commodity farm, but are the people who are behind the product. The next HR or a group of people who are most important in the cauldron of competition trade of agricultural products is the farmers, the seller, as well as entrepreneurs. In other words, that compete are entrepreneurial. So it needs to be seen how the entrepreneurial behavior of self-employment can affect the performance attempts to stay afloat in this business competition in order to keep developing his business. Based on existing problems then examined the influence of individual factors, environmental factors, and behavior of women entrepreneurship entrepreneurial SMEs business performance against agroindustry fisheries catch in Padang.

2. Teoritical Framework

Delmar (1996) describe a general model of entrepreneurial behavior and performance of the business which can be seen in Figure 1. This model consists of four major components, namely, individual, environmental, entrepreneurial behavior and performance of the business. Entrepreneurship is formed by the individual and the environment. Individuals include the ability and motivation, while the environmental components include lingkungan and individual environment and external environment. The individual is also influenced by the environment and the environment also has a direct influence on the performance. The company's performance depends on the environment because the business will run, if there is a demand for goods and services offered company. Based on the model in Figure 1. The performance of entrepreneurial behaviour and environmental efforts, namely in the form of actions undertaken to achieve the goal of entrepreneurship.

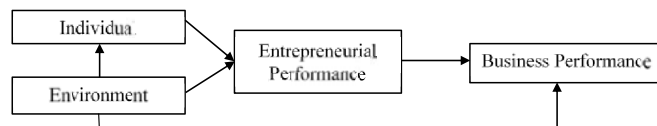


Figure 1: The general model of entrepreneurial and business performance

Source: Delmar (1996)

3. Methodology

3.1 Location and Time

This research was conducted in the city of Padang in March until May 2016. The determination of the location is done deliberately (purposive) based on the consideration that the city of Padang is the hub of business activities of sea fisheries in the province of West Sumatra.

3.2 Method of Determination of Samples

Method of respondents in this research are saturated or the census sampling technique, where all members of the population be used as samples. According to Arikunto (1998), the census done if research is meant to describe the characteristics of each element of a population. The respondent in this study is the women's entrepreneurial SMEs agroindustry fisheries catch. The number of respondents that were taken on this study as many as 168 women entrepreneurs.

3.3 Types and Sources of Data

The data collected includes primary data and secondary data. Primary data obtained through observation in the field (observation) and the enclosed questionnaire. Secondary data obtained through the study of literature, literature, journals, dissertations, thesis, internet, data, Department of marine and fisheries of Padang city, Central Bureau of statistics the city data field.

3.4 Variables and Measurements

The variable used in this study consists of an endogenous latent variables and latent variables are exogenous. Measurements of the independent variables based on the theory that has been proven to be empirically and previous research, so that it can be implemented in the field and being able to quantify as it should be.

3.4.1 Individual Factors

Individual factors are factors that are derived from the attributes attached to the nature and quality of the private and personal. Indicators of individual factors can be seen from Table 2.

Table 2: Manifest variables individual factors (Y_1)

Manifest variable	Description
Education ($Y_{1,1}$)	Education is the level of formal education and knowledge gained from formal education
Experience ($Y_{1,2}$)	Length of working
Achievement motivation ($Y_{1,3}$)	The urge or desire to achieve success in this endeavor
Capital ($Y_{1,4}$)	The level of ownership of the capital owned by businessmen to run its business
Ownership of facilities and infrastructure ($Y_{1,5}$)	The level of ownership of the infrastructure and facilities owned by businessmen to run business
Perceptions of business ($Y_{1,6}$)	View of entrepreneurial efforts against agroindustry fisheries catch

Source: Riyanti (2003), Sapar (2006), Dirlanuddin (2010), Puspitasari (2013), Sumantri (2013), Rahmi (2015), Sari (2015), Wahyuningsih (2015)

3.4.2 Environmental Factors

Environmental factors are the cause of the behavior that comes from the environment or situation. Indicators of environmental factors can be seen in Table 3.

Table 3: Manifest variables environmental factors (X_1)

Manifest variable	Description
Availability of material inputs ($X_{1,1}$)	The level of ease in getting the input materials i.e. materials raw materials and auxiliary
Extension and training support ($X_{1,2}$)	Guidance and training on fish processing business who have been followed for doing business
Capital assistance ($X_{1,3}$)	Help from the Government in the form of capital or the means of production
Marketing and promotional support ($X_{1,4}$)	Government support in product marketing and promotional activities
Government support ($X_{1,5}$)	Policies or regulations that support enterprise development
The cohesiveness between entrepreneurial women ($X_{1,6}$)	Mutual help among entrepreneurial women

Source: Riyanti (2003), Sapar (2006), Dirlanuddin (2010), Puspitasari (2013), Sumantri (2013), Rahmi (2015), Sari (2015), Wahyuningsih (2015)

3.4.3 Entrepreneurial Behavior Factors

Entrepreneurial behavior is the actions performed by an entrepreneurial (women entrepreneurs) in running his business, based on the characteristics of entrepreneurship. Entrepreneurial behavior indicators can be seen in Table 4.

Table 4: Manifest variabels entrepreneurial behavior (Y_2)

Manifest variable	Description
Diligently seek ($Y_{2,1}$)	The level of persistence in acquiring businesses, as well as patience running and face difficulties in trying to
Responsiveness to opportunities ($Y_{2,2}$)	The ability to recognize opportunities or opportunity-oriented
Innovative ($Y_{2,3}$)	The ability of the entrepreneur to create the idea, product, or process that is new
Dare to take the	The courage face risks in doing business,

risk ($Y_{2,4}$)	taking into account carefully and prepare the anticipation of completion
Independently ($Y_{2,5}$)	His own work does not depend on other people or on government agencies and are able to take strategic decisions in the conduct of its business

Source: Riyanti (2003), Dirlanuddin (2010), Puspitasari (2013), Sumantri (2013), Rahmi (2015), Sari (2015), Wahyuningsih (2015)

3.4.4 Business Performance Factors

Business performance is the result obtained in the exercise of an attempt to reach the goal. Indicators of environmental factors can be seen in Table 5.

Table 5: Manifest variables business performance (Y_3)

Manifest variable	Description
Expansion of marketing ($Y_{3,1}$)	Able to gain new market share or the wider marketing area
Increased income ($Y_{3,2}$)	Revenue increased from the previous
Competitive advantage ($Y_{3,3}$)	The resulting product has the advantage or advantages over other entrepreneurs, products not easily imitated, and not easily replaced
The volume of sales ($Y_{3,4}$)	The number of products sold increased
Profit ($Y_{3,5}$)	Profits increased from the previous

Source: Riyanti (2003), Sapar (2006), Dirlanuddin (2010), Puspitasari (2013), Sumantri (2013), Rahmi (2015), Sari (2015), Wahyuningsih (2015)

3.5 Data Analysis

3.5.1 Structural Equation Modelling (SEM) Analysis

This research uses data analysis tools of Shem (Structural Equation Model) with the help of software Lisrel 8.30. Through SEM researcher can describe all relationships between the invalid constructs build models (the dependent and independent variables) in an analysis. Phases in the use of SEM on the study, namely: (1) the specification of the model, (2) identification of the model, (3) estimation of the model, (4) goodness of fit test model, and (5) the interpretation and communication.

Structural equation model that shows the influence of entrepreneurial women entrepreneurial behavior on performance effort can be seen in Figure 1. Where X_1 is the environmental factors, individual factors is Y_1 , Y_2 is the entrepreneurial behaviour, and Y_3 is the performance of the business.

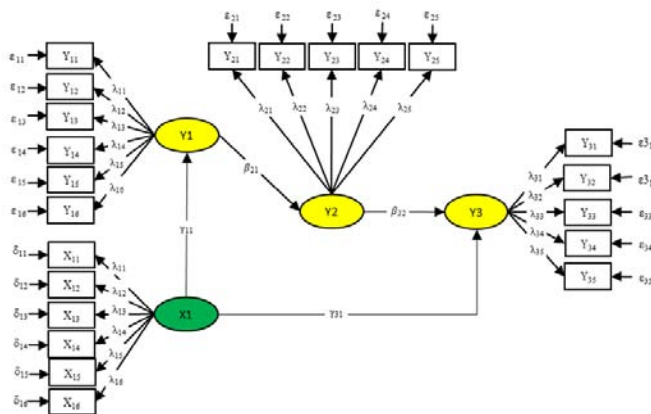


Figure 2: Model Structural Equation Modelling (SEM) entrepreneurial behavior influence on performance of women entrepreneurial agroindustry fisheries

4. Results and Discussions

4.1 Analisis Entrepreneurial Behavior Influence on Performance of Women Entrepreneurial Approach Structural Equation Modelling (SEM)

Theoretical concepts that cannot be measured or observed directly in the theories and models in the social and behavioural sciences can be found in symptoms and indicators through Structural Equation Modelling (Wijanto 2008). As for the purpose of drafting the model SEM more theoretical as well as applied fields correspond to direct later for evaluation for compliance with the data retrieved. Through the analysis of SEM, can explain the interrelationship of variables are complex and the direct or indirect effects which can be approached through the charge indicators will variables.

4.1.1 Analisis Goodness of Fit Model

Suitability test is intended to evaluate the Goodness of Fit generally (GOF). Some measure of the degree of match that can be used to support each other to show that the overall model is already good, i.e. by matching the criteria of absolute measure fit, incremental measures, and the size of the parsimonious fit measures already set. Based on Table 6 results of Goodness of Fit (GOF), illustrates that the results already fit or both with sample data and have a good match with the model of research.

Table 6: Goodness of fit results

Goodness of Fit	Cutt off Value	Results	Keterangan
RMSEA	≤ 0.08	0.06	goodness of fit
GFI (Goodness of Fit)	> 0.90	0.96	goodness of fit
IFI (Incremental Fit Index)	> 0.90	0.98	goodness of fit
NFI (Normed Fit Index)	> 0.90	0.95	goodness of fit
CFI (Comparative Fit Index)	> 0.90	0.98	goodness of fit

4.1.2 Test Validity

The validity of a test done to get proof that the observable variables meet the criteria that have been established as measurement. According to Ringdon and Ferguson has said the validity of the indicators against invalid constructs or variables latennya if the value is t loading factors greater

than a critical value or >1.96 or to practice to practice 2 and $>$ component loading factors >0.70 (Haryono and Sweets 2012). In this study all variables have valid indicators. Can be seen in Figure 3 and Figure 4.

4.1.3 Test Reability

Reliability is the consistency of a measurement (Haryono and Sweets 2012) which aims to test the consistency of any existing statements in the questionnaire as a measurement of the latent variable (Wijanto 2008). Reliability measurement model combining invalid constructs are analyzed by using the criteria of construct reability >0.70 (CR). How to calculation construct reliability (CR):

$$\text{Construct reliability (CR)} = \frac{(\sum \text{Std. Loading})^2}{(\sum \text{Std. Loading})^2 + \sum e_j}$$

Table 7: Testing reliability of measurement models

Laten variable	CR	Reliability
Individual factor	0.80	Good
Environmental factor	0.73	Good
Entrepreneurial behavior	0.90	Good
Business performance	0.85	Good

Reliability testing based on the results in table 7, it can be said that each latent variable has a value of CR that supports the reliability is good. This means that the indicators used have high's, so if done research in different times, the respondents gave answers that reliable or consistent.

4.2 Kecocokkan Structural Model

4.2.1 Analisis Model Structural

Analysis of the structural model in SEM aims to examine the significance of the coefficients being estimated that it can explain the latent variable causal between exogenous and endogenous latent variables. In this study, structural models were obtained explaining the influence of environmental factors, individual factors against individual behaviour towards entrepreneurship, entrepreneurial behavior factors on performance of business, and the influences between the environmental factors and the factors of entrepreneurial behaviors against the performance of the business.

Table 8: Evaluation of Structural Model Coefficients and relation to the research hypothesis

Hyphotesis	Variable	Loading Factor	t-value > 1.96	Conclusion
H1	$X2 \rightarrow Y1$	0.62	19.83	Significant
H2	$y1 \rightarrow Y2$	0.46	2.28	Significant
H3	$Y2 \rightarrow Y3$	0.48	6.70	Significant
H4	$X1 \rightarrow Y3$	0.54	12.04	Significant

From Table 8 it can be seen the results of hypothesis testing showed that all the t-value hypothesis calculate >1.96 means fourth hypothesis shows reject H_0 , then it can be concluded that the results of the structural model of evaluation model research: (1) hypothesis 1: environmental factors (X_1) have a positive influence toward individual behavior (Y_1); (2) hypothesis 2: individual factors (Y_1) a positive effect towards entrepreneurial behaviour (Y_2); (3) the hypothesis 3:

factors of entrepreneurial behaviors (Y_2) positive effect on performance attempt (Y_3); and (4) hypothesis 4: environmental factors (X_1) positive effect on performance attempt (Y_3). Model of causal relationships between factors that influence directly or indirectly against the entrepreneurial women entrepreneurial behavior and performance efforts can be seen in Figure 3 and Figure 4.

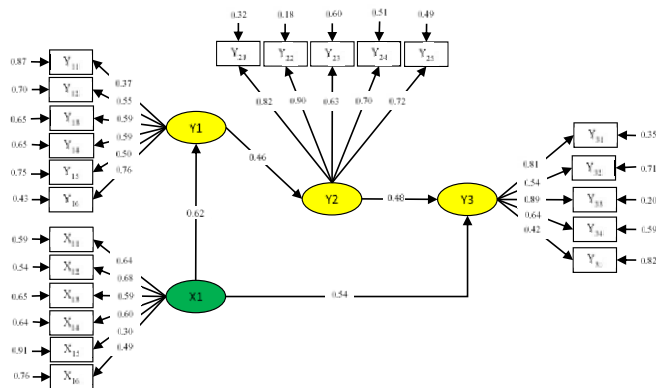


Figure 3: Standardized loading factor structural model of entrepreneurial behavior influence on performance of women entrepreneurial agroindustry fisheries

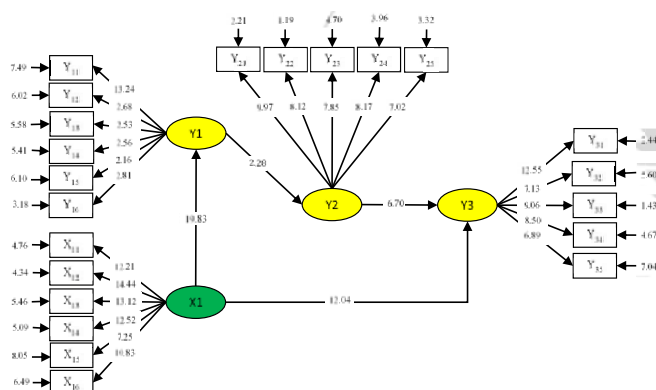


Figure 4: T-value structural model of entrepreneurial behavior influence on performance of women entrepreneurial agroindustry fisheries

From the model can be known that influence between latent variables one against the latent variable is positive and real. As it is said Wijanto (2008) that if seen from the test validity, the observed variables that have a t-value of component loading factor <1.96 , and *standardized loading factor* <0.50 atau <0.70 issued from model by way respecification model. Based on Figure 3 model goodness of fit of the model means that both categories have been good in describing the data and the actual conditions so that it can be adjusted with the theory underlying disease. The validity of the t-value calculate in Figure 4 also shows that the variable on the model able to measure what is supposed to be measured or the model was able to explain the relationships between variables.

4.3 Influential Factors Of Entrepreneurial Behavior Against Women's Entrepreneurial And Business Performance

Analysis of the influence between variables in this study uses the approach of Structural Equation Modelling (SEM) with Lisrel program 8.30. The results of the data processing shows the composition of the factors that affect the behavior of the female entrepreneurship and entrepreneurial business performance (Table 9).

Table 9: The Composition of the factors that affect the behavior of the women entrepreneurial and business performance

	<i>Direct Effect</i>	<i>Indirect Effect</i>	<i>Total Effect</i>	<i>R- Square</i>
Entrepreneurial behavior				0.21
Individual factor	0.46*	-	0.46*	
Environmental factor	-	0.29*	0.29*	
Business performance				0.67
Individual factor	-	0.22*	0.22*	
Environmental factor	0.54*	0.14*	0.68*	
Entrepreneurial behavior	0.48*	-	0.48*	

* Real influence on <0.05

4.3.1 Influential Factors of Entrepreneurial Behaviors Against Women Entrepreneurs

Based on the composition of influential factors (Table 9) may note that the individual factor effect directly against the entrepreneurial behavior. Individual factor positive and significant effect against the entrepreneurial behaviour, with the influence coefficient ($\beta=0.46$). The variable reflecting the individual factor is the perception against the business value of a charge factor of (λ) 0.76 can be seen in Figure 3. Perception towards the business has a high value for entrepreneurial women because of the presence of such perception was able to increase the confidence to continue working in this trade.

This certainly needs to be supported by the local government with creating a climate conducive to the sustainability of fisheries, agro-industries and businesses offer incentives that appeal to agroindustry fisheries trade, for example by providing information about consumer preferences and market opportunities, supplying capital, facilities and infrastructure for the development of its business.

The perception of business women towards the belief of success of businesses agro-industries, fisheries provide a value that is high enough to be seen with this business is profitable and has bright prospects. In this study, the perceptions towards efforts have directly against the entrepreneurial behavior. It is suspected, for this effort is the main job of the entrepreneurial women and an additional source of income for the family trade agroindustry fisheries. So the majority of business women made the perception towards the success of the effort as motivation in behave to improve performance, and runs her business to how to earn income to fullfill the needs of life and development of agro-industries in the future fishery.

4.3.2 Factor that Affect The Performance of The Women's Entrepreneurial Efforts

Based on the composition of influential factors (Table 9) may note that environmental factors take effect directly against the performance of the business. Environmental factors are positive and significant effect on performance, with a coefficient of influence ($\gamma=0.54$). The variable reflecting the environmental factor is the support extension and training with the value of the charge factor of (λ) 0.68 can be seen in Figure 3. Women entrepreneurs are greatly helped by the extension and training support provided. Training activities are given in the form of engineering production processes, packaging, marketing and entrepreneurship, are expected to add insight to think and be creative as well as facilitate and motivate in increased business development or by showing the behavior of entrepreneurship. Based on the State of the airy, extension and training support, allegedly because most women entrepreneurs have been applying science they received in the conduct of its business. In addition to feeling that science has been granted in accordance with the needs and circumstances in the field, women's entrepreneurship also have a high desire to try new things that are caused due to assiduously strive and dare to take risks against business failure.

Based on the composition of influential factors (table 9) may note that entrepreneurial behavior of influential factors on performance of direct effort. Influential factors of entrepreneurial behaviors positively and significantly to the performance of the business, with the influence coefficient ($\beta=0.48$). The variable reflecting the factors of entrepreneurial behavior is responsive to opportunities in doing business with the value of the charge factor of (λ) 0.90 can be seen in Figure 3. This shows that most women entrepreneurs are always looking for opportunities to develop agro-industries of fishing, one of them by doing promotional activities in order to of products known by consumers. The reality on the ground shows the entrepreneurial woman quite responsive to current opportunities, the Government also provides assistance with capital for agroindustry fisheries trade that is able to meet the specified requirements. Women entrepreneurs should utilize the opportunities given by the government for the effort. The ability to access government assistance by making use of capital assistance to develop her business is one of the entrepreneurial behavior. If all women entrepreneurial responsiveness to these opportunities, then it can contribute more to the development of agro-industries of fishing effort, it also must be followed up with creative and innovative action, and courage in taking a business risk.

While on the variable performance of the highest level of contribution to the effort, indicated by the variable competitive advantage, with the charge factor of (λ) 0.89. Competitive advantage can be defined as the ability to create superior value of a product in order to face the competition. This shows that the performance of the fishery more agro-industries represented efforts by increasing competitive advantage, because the resulting product most women entrepreneurs are quite diverse, though most still do traditional processing. However, innovations and creations

should still be owned by a woman entrepreneur in creating excellence in the form of products, presentation and marketing. Innovation is a main characteristic of entrepreneurship and the key competitive advantage to boost the growth of a business. Innovation can arise due to competition from outside and the competition with itself, namely the desire to produce a better product from the products produced before. Therefore, in order for the resulting products have a competitive advantage, the required coaching and training from the government was able to increase creativity and innovation entrepreneurial women. One effort that can be accomplished is through the competition, exhibition, and promotion. Such efforts are expected able to introduce more of the existence of the product that generated the entrepreneurial women with all the advantages and its utilization.

4.4 Policy Implications

In practice, needed the support and attention of the Government that can create a conducive business climate, which was ultimately able to motivate women entrepreneurs to continue to try and improve well-being, one of them:

- 1) Provide counseling and training as well as technical assistance in the development effort.
- 2) Provide support through provision of access to capital as well as provide assistance and infrastructure that is appropriate.
- 3) Provide assistance with developing a form of marketing that protect or favour to entrepreneurial women and creating mutually beneficial partnerships, so as to ensure continuity and ease of availability of raw materials.

The results of this research also proves that entrepreneurial behavior is a positive and significant effect on performance effort. As the main perpetrator in an attempt to capture fisheries results processing, then it needs to be done developing ability, creativity, innovation and entrepreneurial women. In fact the success of women entrepreneurs in achieving performance is not only determined by the activities in the processing of fish, but also influenced by attitudes, knowledge and skills of women entrepreneurs in running its business ranging from sub systems on farm to marketing and supporting subsystems.

5. Conclusions

The results of this study indicate individual factor have positive and significant impact on entrepreneurship behavior with the influence coefficient ($\beta=0.46$). The most dominant individual factors that influence entrepreneurship behavior is the perception of the business with load factor (λ) 0.76. Environmental factors have positive and significant impact on the enterprise performance and individual factors with the influence coefficient ($\gamma=0.54$). The most dominant environmental factors that influence individual and enterprise performance factor is the support of counseling and training with load factor (λ) 0.68. Entrepreneurship behavior factors have positive and significant impact on the enterprise performance with the influence coefficient ($\beta=0.48$). The most dominant entrepreneurship behavior

factors that influence enterprise performance is the responsiveness to opportunities with load factor (λ) 0.90.

6. Recommendations

Look at the condition of SME agroindustry fisheries catch today, to improve the performance of the business may be suggested: (1) On the individual factors can be improved, especially in terms of education, because the indicator has the lowest value in the form of individual factors, things that can be done that is doing the construction by holding trainings that can change the orientation of the women entrepreneurs who had previously just to help the needs of the everyday into the family business orientation, (2) On environmental factors can be improved especially in terms of government support, because the indicator has the lowest value in shaping the environmental factors, things that can be done that is creating a conducive business environment so that women entrepreneurs are increasingly motivated to become a successful entrepreneur and (3) On factors of entrepreneurial behaviors can be improved, especially in terms of innovation, because the indicator has the lowest value in shaping the behavior of entrepreneurship, things you can do that is by following the entrepreneurial seminars, discussions with more experienced entrepreneurial women, following the event promotion and exhibition, so bring up ideas and new thinking to create something new and different.

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