Test Determinants of SME Performance: Relationship Between Leadership Strategy, Knowledge Management, and Business Orientation

Rukaiyah1
Faculty of Economics, Universitas Fajar
Makassar, Indonesia
Rukaiyah_st2609@yahoo.com

Muliana2
Faculty of Economics, Universitas Fajar Makassar, Indonesia
mulianafachrul@gmail.com

Abstract
In theory, there are only two types of entrepreneurs typology items, namely craftsman entrepreneur and opportunistic entrepreneur. Both of them have unique and distinct characteristics in reviewing their business running wheel. Including the techniques and strategic steps to determine sustainability in their business. In this case, the pattern of leadership and knowledge of the business, as well as business orientation, certainly plays the role which in turn will ultimately give the final confirmation of what is actually a “pioneer” or a “follower” in business activity. The purpose of this study is to analyze the extent to which the role of leadership, knowledge of management and business orientation to business performance.

This study takes 60 samples of SME’s there was operated in Makassar City. Research approach with choosing the Quantitative Analysis and Regression Analysis as a method of the analysis. The results of this study stated that the leadership strategy has a significant effect as well as a dominant factor in building a better SME performance. Knowledge management into random principal goals and objectives of a business.

Keywords: Leadership; Knowledge; Business Orientation; Business Performance

I. INTRODUCTION

SME performance can occur if it involves elements of proper management and appropriate target. One of them is the strategy of good leadership, knowledge of business management and orientation towards... Effectiveness of leadership is what will have an impact on improving the performance of the company, in this case, SMEs [8].

SME performance can be seen not only on financial factors, but also on other factors, such as customer loyalty, the company's work processes, and managerial impact on employees. Thus, the characteristics of SMEs that have a good performance is financially sound, have customers who are always loyal to the company, the work process of SMEs standardized and controlled, as well as the action leaders who affect both to its employees which is characterized by increasing innovation and knowledge [4 and 17]. Business orientation and knowledge management have also become the basis for determining that SMEs can survive or not. By objective of this study is to analyze the role that the leadership in the SME strategy, knowledge management and business orientation of SMEs.

II. LITERATURE REVIEW

Leadership Strategy
If the situation or condition in a state good enough members, accustomed to working in organizations, leaders still need to provide guidance to members about the work of responsibility. Only leaders need to build better human relationships, by providing encouragement or motivation to him to work with good, conscientious, and diligent, for example by giving praise for his work or greeting at any time.

H1: Leadership strategy on the performance of SMEs

Knowledge in Business Management

In theory, there are only two types of entrepreneurs typology items, namely craftsman entrepreneur and opportunistic entrepreneur. Both of them have unique and distinct characteristics in reviewing their business running wheel.包括技术手段和战略步骤来确定业务的可持续性。在这种情况下，领导和知识的模式对企业绩效有显著影响。

这个研究选取了60个被调查对象，他们是在麦卡萨尔市经营的中小企业。研究方法选择定量分析和回归分析作为分析方法。研究结果表明，领导策略在影响企业绩效方面具有显著效果，且在建立更好的中小企业方面具有主导作用。知识管理随机确立了主要目标和业务对象。

关键词：领导；知识；业务方向；业务绩效

I. 引言

中小企业绩效的出现需要涉及适当的管理和目标。其中之一是良好的领导策略，业务管理知识和方向等。领导的有效性将对提高公司绩效产生影响。

中小企业绩效不仅在财务因素上，也在其他因素上，如客户忠诚度、公司工作流程和管理影响员工上。因此，中小企业具有良好绩效是财务上稳健的，有客户总是忠实于公司的，工作流程标准化和控制的，以及行动领导者的行动影响其员工的，这表现为提高创新和知识。业务方向和知识管理已成为决定中小企业能否生存的基础。本研究的目的在于分析领导在中小企业策略、知识管理与业务方向的影响。

II. 文献回顾

领导策略
如果情况或条件在一定程度上良好，成员已习惯于在组织中工作，领导者仍然需要提供指导给成员关于工作的责任。只有领导者需要建立更好的人际关系，通过鼓励或激励来帮助他们工作良好、尽职尽责、勤奋，例如通过表扬他的工作或将他迎接。

H1：领导策略对企业绩效的影响

业务管理中的知识

在理论上，企业家有两种类型，即工匠企业家和机会主义企业家。他们各自具有独特的和不同的特性来审视他们的业务运行轮。包括技术和战略步骤来确定业务的可持续性。在这种情况下，领导和知识的模式对企业绩效有显著影响。

这个研究选取了60个被调查对象，他们是在麦卡萨尔市经营的中小企业。研究方法选择定量分析和回归分析作为分析方法。研究结果表明，领导策略在影响企业绩效方面具有显著效果，且在建立更好的中小企业方面具有主导作用。知识管理随机确立了主要目标和业务对象。

关键词：领导；知识；业务方向；业务绩效
1. Leadership strategy has a significant effect on the performance of SMEs. With the value of regression coefficient ($\beta = 0.596$), Value Standard Error (SE = 0.034), The value of the effect (t = 17.431) and the significance value (0.000 < 0.01).

2. Business orientation does not affect the performance of SMEs. With coefficient ($\beta = -0.020$), Value Standard Error (SE = 0.036), The value of the effect (t = -0.549) and insignificant (0.054 > 0.05).

3. Knowledge of the management of a significant effect on the performance of SMEs. With the regression coefficient ($\beta = 0.093$), Value Standard Error (SE = 0.039), The value of the effect (t = 2.372) and significant (0.018 > 0.05).

Regression test results stating that all values are very small standard error (SE < 1), and the regression coefficient ($\beta$) is positive and concluded strategic leadership and knowledge management has a direct influence except business orientation.

V. CONCLUSION

Leadership strategy has a significant effect as well as a dominant factor in building a better SME performance. Knowledge management into random principal goals and objectives of a business.

REFERENCES


