
ENTREPRENEURSHIP: ENTREPRENEURIAL DECISION MAKING FACTORS DURING THE COVID-19 PANDEMIC

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ABSTRACT

This research aims to know the factors that cause a person to make entrepreneurial decisions during the Covid-19 pandemic. The research method in this study uses a descriptive qualitative approach. The research object in this study is the SME entrepreneurs in Batu Merah village. The results showed that covid-19 provided opportunities for people around Batu Merah village to carry out entrepreneurial activities. However, overall, Covid-19 affects all sectors of life for the people of Ambon City. Another result was that Indomaret and Alfamidi were a factor in the emergence of new MSMEs around the Batu Merah village of Ambon City. Many people take advantage of the presence of Indomaret and Alfamidi to start a business by utilizing the space in front of Indomaret and Alfamidi

Keywords: MSMEs, Covid-19, Modern Stores.

INTRODUCTION

Entrepreneurial activities significantly developed in the city of Ambon. One of the villages seen from the development of its business actors is Batu Merah village. The observations show that many new business actors have sprung up on the side of the road from the Batu Merah area to the Stain area. Even though the city of Ambon is one of the cities affected by the COVID-19 pandemic, this city shows the development of business actors.

Basically, in making a decision, everyone has different reasons. Therefore, business actors also have different decisions between one business actor and others in carrying out entrepreneurial activities. This act is called business interest. Ula (2013) states that interest is a feeling of liking and interest in something without anyone telling. This inner interest causes various factors in a person's decision to become an entrepreneur.

Previous researchers have researched the factor analysis of an entrepreneur. For example, previous research was conducted by Sukmaningrum & Rahardjo (2017) on the factors that influence students' entrepreneurial intentions using the Theory of Planned Behavior. Results show that self-efficacy positively affects entrepreneurial intentions while parents' work background does not have a positive effect on entrepreneurial interest. Furthermore, another study was conducted by Aqmala et al., (2020) about the factors that shape the entrepreneurial interest of students of the Dian Nuswantoro university

management program, with research results showing that entrepreneurial insight, environment, and motivation affect entrepreneurial interest.

The above studies use a quantitative approach with generalizable research results. The study above shows that this also applies to business actors in Batu Merah village, Ambon City. However, due to observations that show that many business actors have sprung up during the COVID-19 pandemic, we want to do research again with a different research approach to find out what factors greatly affect business actors in Batu Merah village, Ambon city. Entrepreneurial activity.

METHOD

This research done in Batu Merah village, Ambon city. This study uses a descriptive qualitative approach. Sugiyono (2017) states that descriptive qualitative research is research that describes or describes the object of research. The collecting data is by using observation, interview, and documentation techniques for business actors in Batu Merah village, Ambon city. The data in this study are primary data and secondary data. Sugiyono explained that primary data is data obtained directly from information sources, which in this study is information from business actors in Batu Merah village, Ambon city. Arikunto (2013) states that primary data is verbal data that comes directly from the mouth of the informant. Secondary data is data obtained from third parties or indirectly from sources of information.

RESULTS AND DISCUSSION

The results showed that by observing, many new business actors emerged in Batu Merah village, Ambon city. Business actors who have sprung up in Ambon are not only sellers of drinks or food, even those who sell motor vehicle fuel (retail gasoline) in bottles. The rise of retail gasoline sellers has sprung up because petrol stations (gas stations) have limited operating hours due to the COVID-19 pandemic. The results of interviews with motorists found that they did not want to queue because there were many buyers at gas stations, so they bought more often from retail gasoline sellers. Documentation results show that gasoline buyers at gas stations in Batu Merah village are very dense. The following is a picture of buyers of fuel oil at the Batu Merah gas station.



Figure 1. Red Stone Gas Station Condition

Source: Writer, 2021

The picture above shows how crowded the queue of vehicles is at the Batu Merah village gas station. Not only because of the density of vehicles queuing. The emergence of retail fuel traders is due to the reduced operating hours of gas stations due to the COVID-19 pandemic. This refueling station only operates until 20.00 WIB. The following is a picture of retail gas stations in Batu Merah village.



Figure 2. Red Stone Gas Station Condition

Source: Personal Documentation

The results above show how the impact of the COVID-19 pandemic has negatively affected gas stations due to limited operating hours. However, the COVID-19 pandemic has also impacted the surrounding community to start a business in the form of selling retail gasoline.

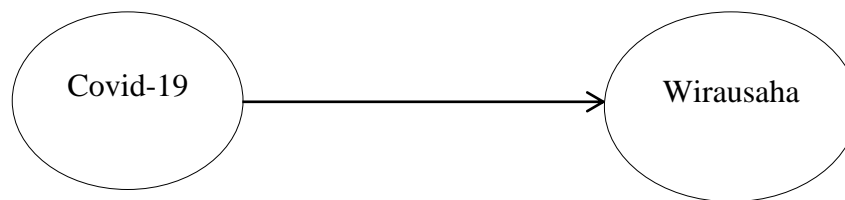


Figure 3. The relationship between the Covid-19 pandemic and entrepreneurship

Figure 1 above shows the impact of COVID-19 on entrepreneurship. Nalini (2021) stated that the COVID-19 pandemic had a relatively significant impact on the Indonesian economy, especially SMEs. Rosita (2020), his research found that MSMEs are an economic business significantly affected by the COVID-19 pandemic, especially in the automotive sector, steel industry, textile industry, electricity industry, handicrafts, heavy equipment, and tourism. Bahtiar & Saragih (2020) stated that tourism is the MSME sector that is heavily affected by the COVID-19 pandemic

Previous studies have shown the negative impact of COVID-19 on MSME business actors. However, this study shows that COVID-19 provides opportunities for the Batu Merah village community to carry out entrepreneurial activities. These findings are under the dedication (Safitri & Nurhayati, 2020) regarding the socialization of infused water business opportunities during the COVID-19 pandemic in Pengarsari village. The findings found that the enthusiasm of the residents during this socialization.

The COVID-19 pandemic has hugely impacted business actors in Batu Merah Village, Ambon City. Not only a negative influence but also a positive influence on business actors in the city of Ambon. The observation results show that many new business actors run businesses during the COVID-19 pandemic, especially in SMP 14 N Ambon road to BTN Kanawa, an Ambon city. Even though the pandemic affected business actors at a macro level, this did not scare the people of Ambon city to start entrepreneurial activities. The following is a picture of some of the businesses started during the COVID-19 pandemic in Batu Merah village, Ambon City.



Figure 4. Entrepreneurs who started during the pandemic

Source: Writer, 2021

Another factor that causes changes in creative economy actors in Batu Merah village is the emergence of modern markets. The modern market in this research is Indomaret and Alfamidi. The presence of Indomaret and Alfamidi has an impact on MSME actors. (Kurniawan & Azhar, 2019) stated that modern stores such as Indomaret and Alfamidi caused MSMEs to experience a decrease in income. However, this study is inversely proportional to research conducted by Frihatni (2020) which states that the presence of modern stores does not influence retail in the city of Pare-Pare.

The observations show that since the emergence of Indomaret and Alfamidi in the city of Ambon, many new business actors have also emerged in the city of Ambon. The emergence of these business actors is due to the availability of places for new MSME actors provided by Indomaret and Alfamidi. The observations on Indomaret and Alfamidi in Batu Merah village show that there are MSME actors around the Indomaret and Alfamidi parking areas. Here we show pictures of some MSME actors in front of the Indomaret and Alfamidi parking areas located in the Batu Merah village area.



Figure 5. Business Actors in Front of Modern Stores

Source: Personal Documentation

Figure 5 shows how things are in front of Indomaret and Alfamidi, used for MSME actors. The presence of Indomaret and Alfamidi causes creativity and innovation to emerge among MSME actors in Batu Merah village. MSME actors carry out innovation and creativity to provide quality products that are not inferior to products in Indomaret and Alfamidi. (Kurniawan & Azhar, 2019) stated that the presence of modern stores motivates MSME actors to innovate from modern stores. The partnership established by MSMEs and modern shops uses business locations provided by modern shops, as shown in Figure 5. Therefore, the conclusion is that the presence of modern shops influences entrepreneurial activities.



Figure 6. Relationship between Modern Stores and Entrepreneurs

CONCLUSION

This study found that during the covid-19 pandemic, the factors that influenced a person's decision to carry out entrepreneurial activities were due to the Covid-19 condition itself. For example, government regulations cause restrictions on the operating hours of large businesses. As a result, the Batu Merah village community uses them to carry out entrepreneurial activities, such as retail gasoline sales. Another factor that causes the entrepreneurial activity to emerge is modern stores such as Indomaret and Alfamidi.

Hopefully, the results of this research can contribute to the science of entrepreneurship to consider other factors in carrying out entrepreneurial activities. Hopefully, the results of this research to be a reference for further development by researchers using action research methods to provide an understanding of entrepreneurship to business actors or developing this research using quantitative research methods to test the concepts developed in this study. Finally, the results of this study can also be a reference for the government to maintain entrepreneurial growth in Batumerah Village even though conditions usually have been running.

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