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AL-AMWAL

## The Impact of Business Motivation, Business Competition, and Brand Equity on Business Development with Religiosity as Moderating Variable

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### **Abstract**

*This study aimed to analyze the effect of business motivation, business competition, and brand equity on business development using religiosity as a moderating variable. This study uses quantitative methods that aim to confirm the data obtained in the field with existing theories. The object of research used is the perpetrators of the Micro and Small and Medium Enterprises (MSMEs) in Semarang Regency with a sample of 100 respondents. As for the data collection technique using the questionnaire method. The data obtained were then tested using the SPSS 16 application and used multiple linear regression models and tests moderated regression analysis (MRA). The results showed that; (1) business motivation has no significant positive effect, (2) business competition has a significant positive effect, (3) brand equity has no significant positive effect, (4) religiosity can moderate the relationship between business motivation and business development, (5) religiosity cannot moderate the relationship between business competition and business development, (6) religiosity cannot moderate the relationship between brand equity and business development.*

**Keywords:** *business motivation, business competition, brand equity, religiosity, business development*

## Abstrak

Tujuan penelitian ini untuk menganalisis pengaruh motivasi bisnis, persaingan bisnis, *brand equity* terhadap perkembangan bisnis dengan memakai variabel religiusitas sebagai variabel moderasi. Penelitian ini menggunakan metode kuantitatif yang bertujuan untuk mengkonfirmasi data yang didapatkan di lapangan dengan teori yang ada. Objek penelitian yang digunakan yaitu pelaku UMKM Kabupaten Semarang dengan jumlah sampel 100 responden. Sedangkan untuk teknik pengumpulan data menggunakan metode kuesioner. Data yang diperoleh selanjutnya dilakukan pengujian dengan menggunakan aplikasi SPSS 16 dan memakai model regresi linear berganda serta uji *moderated regression analysis* (MRA). Hasil penelitian menunjukkan bahwa; (1) motivasi usaha berpengaruh positif tidak signifikan, (2) persaingan usaha berpengaruh positif signifikan, (3) ekuitas merek berpengaruh positif tidak signifikan, (4) religiusitas mampu memoderasi hubungan antara motivasi usaha dan perkembangan usaha, (5) religiusitas tidak dapat memoderasi hubungan persaingan bisnis dan perkembangan bisnis, (6) religiusitas tidak dapat memoderasi hubungan antara ekuitas merek dan pengembangan bisnis.

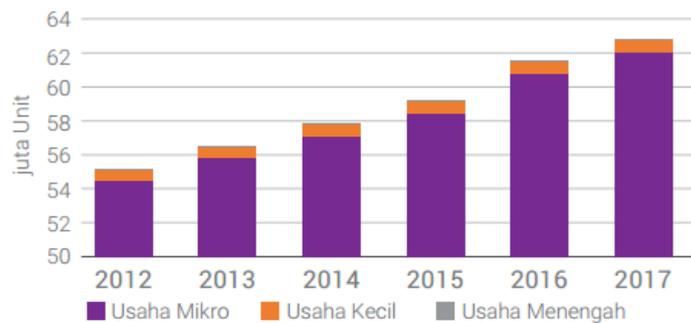
**Kata kunci:** *motivasi bisnis, persaingan bisnis, ekuitas merek, religiusitas, perkembangan bisnis*

## INTRODUCTION

Business or micro-enterprises have dominated the economy in Indonesia today. So that business can become the main pillar of the economy in Indonesia. With businesses or businesses established by the community, they can overcome several economic problems such as unemployment and poverty and can increase the level of income per capita which is then able to increase the standard of living of the community. One of the instruments is Micro and Small and Medium Enterprises (UMKM) which continue to contribute to the national economy ([www.knks.go.id](http://www.knks.go.id)).

From 2012 to 2017, the development of MSMEs reached 13.98 percent. In 2017, the number of UMKM has reached 62,922,617 units. It is much bigger than the big business which only amounted to 5,460 units. This number is dominated by micro-businesses totaling 62 million (98.7 percent), with small and medium enterprises amounting to 815 thousand units or only 1.3 percent ([www.knks.go.id](http://www.knks.go.id)).

**Table 1. UMKM Growth in Indonesia**



Source: ([www.kemenkopukm.go.id](http://www.kemenkopukm.go.id))

One of the contributions of MSMEs to the economy is to help reduce the number of unemployed. This economic sector absorbs a workforce of 116,67 people or 97.02 percent of all business sectors in Indonesia. Microbusinesses absorb 89.17 percent. Small business 4.74 percent. Meanwhile, medium-sized enterprises absorb 3.11 percent or 3.7 million workers ([www.knks.go.id](http://www.knks.go.id)).

From the internal side, seeing the increasing number of MSMEs, there will automatically be competition and strategies, as well as steps taken by MSMEs players to be able to survive and compete with other players, including; First, business motivation. Motivation is encouragement from both internal and external to someone to do work optimally so that they can realize the goals that have been set (Yusniar, 2017). Besides, business motivation creates a systematic relationship between a response and a certain state of motivation, one of which is profit. Thus, entrepreneurial motivation to get profit becomes one of the opportunities for business development and self-control (Ardiyanti & Mora, 2019). Azizah (2013), his findings reveal that business motivation has no significant contribution to business development in Indonesia, the motivation of entrepreneurs is still low in doing business, due to lack of knowledge, skills and relationships in developing their business.

Second, business competition, in the world of the economy especially in trade, there will always be competition between one entrepreneur and another. The business competition will require actors to carry out certain strategies to survive and be able to compete so that their businesses will be able to develop with all the obstacles that exist (Suhaeni, 2018). As research conducted by Pitoy et al. (2016); Yasa & Sukaatmadja (2017); Martadisastra et al. (2014), which states that business competition in the world of the economy will make business actors adopt certain strategies to defend their business from bankruptcy and obtain minimum profits by marketing targets. Yasa & Sukaatmadja (2017), expressed in his findings that business competition has not been significant in contributing to business development, this could be because business managers, especially micro and small businesses, do not really think about business development in the future. But these entrepreneurs only think that the most important thing is that their business does not die and can support needs.

Third, brand equity, a marketing strategy that is using the brand equity of a product. To increase a consumer's interest in a product, an entrepreneur must prepare good and certainly attractive brand equity. Thus, consumers can recognize and provide value in the minds of consumers themselves (Pradipta, 2016). Therefore, brand equity can be used as a marketing strategy to increase the number of product or service sales (Pradipta, 2016). As research conducted by Permana et al. (2018); Tores (2020); Pradipta (2016), stated that brand equity has a significant influence on business development, through indicators such as increased purchases of products and services. While the research conducted by Walukow et al., (2021), which states that brand equity does not affect the business development.

Fourth, religiosity, in this case, the religiosity in question is a certain intuition that becomes a person's motivation for the achievement of life goals that rely on Allah Ta'ala (Mustikowati & Wilujeng, 2016). Religiosity persons can be used as a person's foothold in running a business by justice and humanitarianism, from which business actors will gain the trust of consumers and in the long run, will increase income (Susilawati, 2019). As research conducted by Fauzan (2013); Ma'zumi et al. (2017); the state that a person's religiosity can affect business development, especially a

business that operates. While the research conducted by Lynda (2013), which states that religiosity does not affect the performance of business.

## **LITERATURE REVIEW**

### **Business Motivation**

Business motivation is defined as a drive from within a person to start realizing their potential, such as creativity and innovation in making products that are of value to fulfill needs (Ardiyanti & Mora, 2019). Indicators to measure business motivation used include (1) need for achievement (NAch), individuals who have a high NAch level will have great potential in carrying out activities with a high level of responsibility, ability, effort, and risk for the expected results, including clear feedback on performance.

(2) locus of control, one of the forms of self-control, in which a person is in control of his fate or belief in events that can affect him (3) vision, in this case, it can generate motivation and enthusiasm through the desired hopes in the future (4) desire independence, freedom is something that employers are looking for, where they can do their jobs their way (5) egoistic passion, or the enthusiasm of entrepreneurs who became a burning spirit in running a business to make a profit (6) drive, refers to the actions taken by entrepreneurs in achieving business goals (7) goal setting, a picture of good performance will result in higher motivation to do business (8) self-efficacy, which refers to the nature of entrepreneurs like something new, challenging coupled with the ability to do so (Vivin & Ratih, 2013).

### **Business Competition**

Business competition is defined as an effort to survive and compete in the market with certain strategies and steps to achieve the goals desired by consumers, market share, carried out by a company, organization, CV, or individual (Kuncoro, 2005). Indicators to measure business competition used include: (1) price and quality is a simple illustration of the success of a business, where price and quality can increase sales (2) time & know-how, entrepreneurs who have operated longer and are equipped with business knowledge both technological and administrative, will last a long time.

(3) stronghold is an illustration in limiting the number of business competitors so that it will increase profits (4) deep pocket support funds in a very crucial business, where its role covers all aspects of the business (D'Aveni, 1994).

### **Brand Equity**

Brand equity is defined as consumer awareness and ability to recognize a product brand, as well as consumer response to product marketing based on the brand (Permana et al., 2018). Indicators to measure brand equity used include: (1) brand awareness is the consumer's ability to recognize and remember a product (2) brand association, and is associated with the image of a product brand in a person's lifestyle.

(3) perceived quality is a description of consumers about the product and quality (4) brand loyalty or a representation of the level of consumer interest in the product (5) other priority asset product, in this case, includes; patents, trademarks, market access, technology and so on (Permana et al., 2018).

### **Religiosity**

Religiosity is defined as the actualization of Islamic religious values in a person as far as one knows, both in the form of speech, heart belief, and behavior in his daily life (Ma'zumi et al., 2017a). Indicators to measure religiosity used include; (1) the

dimensions of ideological beliefs a picture of a religious individual who is guided by ideology and recognizes the doctrine of his religion (2) the dimensions of religious practice, picture of the individual's compliance in carrying out his religious ritual obligations.

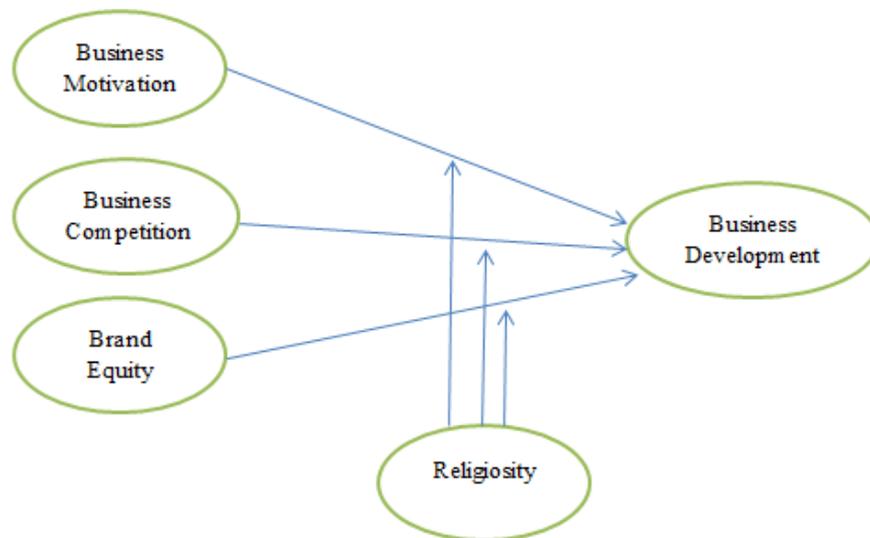
(3) the dimensions of religious experience a description of the experiences that have been experienced (4) the dimensions of religious knowledge a description of an individual's knowledge related to his / her religion which comes from his holy book, and (5) the dimensions of consequences s the level of influence of the doctrine. religion into everyday life (Ma'zumi et al., 2017a).

### **Business Development**

Business development is defined as an effort made to advance business to expand the area, profits, products, and others, and aims to meet consumer needs (Machfoedz, 2007). Indicators to measure business development used include; (1) increasing access to productive assets a description of the increase in important assets such as; capital, technology and human resources (2) increasing access to markets an overview of the increase in business reserves, market information, production assistance as well as marketing facilities and infrastructure (3) entrepreneurship, raining related to knowledge and skills needed to do business is very important (4) institutional, strengthening the market network (5) partnership is an important and path strategic for the development of people's economic enterprises (Machfoedz, 2007).

### **Theoretical Model Framework**

In this section the authors propose a research framework that is taken based on the background of the problem and the results of theoretical studies as well as from previous research. Then the research framework is as follows:



**Figure 1. Research Model**

From figure 1, it can be explained that religiosity can strengthen or weaken the business motivation, business competition, and brand equity on business development.

## **Hypotheses**

### **The Impact of Business Motivation on Business Development**

[Azizah \(2013\)](#), mentions in his research that motivation has a significant effect on increasing business success, wherein the direction of increasing business success it can be interpreted that the business has experienced significant development along with business motivation. The results of this study support the research conducted by [Yusniar \(2017\)](#), [Gemina et al. \(2016\)](#). Meanwhile [Ardiyanti & Mora \(2019\)](#), that business motivation does not have a significant influence on business success. Based on those, it is hypothesized that:

H1: business motivation has positive and significant on business development

### **The Impact of Business Competition on Business Development**

A business actor is required to be able to compete in the market, one way to do that is by applying an accurate business strategy to win the competition. For example, having product characteristics that other business competitors do not have so that it will increase its contribution to the development of the business being undertaken ([Suhaeni, 2018](#)). As research by ([Yasa & Sukaatmadja, 2017](#)) & ([Hendriyanto, 2015](#)), which found that innovation strategies in business can improve MSME performance in line with business development. Based on those, it is hypothesized that:

H2: business competition has a positive and significant on business development

### **The Impact of Brand Equity on Business Development**

[Aditya & Wardana \(2017\)](#), states that if the brand equity of a product is getting better, the consumer's purchase intention will also increase, and conversely if the brand equity of a product is getting worse, the consumer's purchase intention will also decrease. Brand Equity plays a role in mediating the influence of word of mouth on consumer purchase intentions. While research [Suchyo \(2017\)](#) & [Ida \(2019\)](#), found that brand equity does not have a significant influence on business development through its derivative indicator. Based on those, it is hypothesized that:

H3: brand equity has a positive and significant on business development

### **The Impact of Religiosity on the Relationship between Business Motivation on Business Development**

[Ma'zumi et al. \(2017\)](#), mentions that religiosity affects the attitude of business behavior towards its business so that it will also affect motivation in doing business and significantly affect the business development. This is relevant to the research of [Mustikowati et al. \(2016\)](#), which states that to improve business performance, business actors need to increase their level of religiosity. Based on this, religiosity affects business motives as well as business development either directly or indirectly through its derivative indicators. Based on those, it is hypothesized that:

H4: religiosity is able to moderate the relationship between business motivation and business development

### **The Impact of Religiosity on the Relationship between Business Competition on Business Development**

In this era, business competition is getting tougher, for that business actor are required to be able to compete fairly and pay attention to the things that make their business able to achieve success in competing with competitors. One of them is human

resources who have high religiosity which affects the performance of business people, in addition to mastering other skills, technology, and integrity which will significantly affect the development of their business. (Alfisyah & Anwar, 2018). Based on those, it is hypothesized that:

H5: religiosity is able to moderate the relationship between business competition and business development

### **The Impact of Religiosity on the Relationship between Brand Equity on Business Development**

Religiosity rationally does not have a significant effect on brand equity so far, but religiosity and brand equity have a significant influence on business development. This means that religiosity affects the attitude and integrity of business actors so that they are able to produce quality product equity that affects business development. (Mudzakir & Nurfarida, 2014). Based on those, it is hypothesized that:

H6: religiosity is able to moderate the relationship between brand equity and business development.

### **METHODS**

This research uses quantitative methods, where this method can be interpreted as a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing hypotheses that have been determined (Sugiyono, 2015).

The objects of this research are micro, small and medium enterprises (MSMEs) in Semarang district, which are spread across various districts such as; Ambarawa, Bringin, Sumowono, East Ungaran, Bandungan, Guava, Susukan, Banyubiru, Kaliwungu, Tengeran, Bawen, Pabelan, Tuntang, Bergas, Pringapus, West Ungaran, Bancak, Getasan, Suruh. And the time of this research is January to April 2019.

### **Sample Procedure**

The sample collection method in this study uses a non-probabilistic sampling type with purposive sampling as the technique. Namely, sampling is based on research objectives and sampling decisions depending on data collectors (Lupioyadi & Ihsan, 2015).

In this study, it has a population of 10,173 MSMEs that have been registered in the Department of Cooperatives, MSMEs, Industry, and Trade (Diskumperindag) Semarang Regency. The sample is calculated with an error of 10%, then the sample obtained is:

$$n = \frac{10.173}{1 + (10.173 \times 0,1^2)}$$

= 99,026574 is rounded to 100

Data collection using a questionnaire given to respondents who have been previously determined amounted to 100 respondents.

### **Analysis Technique**

This study uses multiple linear regression analysis and moderated regression analysis (MRA). Moderated Regression Analysis (MRA) is a special application of

multiple linear regression, where the regression equation contains interaction elements, namely multiplication between two or more independent variables (Ghozali, 2011).

## RESULT AND DISCUSSION

### Regression Analysis

**Table. 1 Regression Test Result**

Variable	Coefficient	Sig.
<b>Business motivation (X1)</b>	.056	.344
<b>Business Competition (X2)</b>	.348	.001
<b>Brand Equity (X3)</b>	.053	.459
<b>Religiosity (Z)</b>	-.017	.548
<b>R-Square = .236</b>	<b>F-statistic = .000</b>	

Dependent Variable = Business Development (Y)

The basis for decision making with criteria is if the sig value > alpha = 0.05 (5%), then it does not have a significant effect on the dependent variable. Based on table 1, it is known that the business motivation variable (X1) has a positive and insignificant effect, the business competition variable (X2) has a significant positive effect, the brand equity variable (X3) has a positive and insignificant effect, the religiosity variable (Z) has a negative and insignificant effect.

### Moderate Regression Analysis (MRA)

**Table 2. Moderate Regression Analysis Test Result**

Variable	Coefficient	Sig.
<b>Business motivation (X1)</b>	.056	.344
<b>Business Competition (X2)</b>	.348	.001
<b>Brand Equity (X3)</b>	.053	.459
<b>Religiosity (Z)</b>	-.017	.548
<b>Business motivation*Religiosity</b>	.040	.006
<b>Business competition*Religiosity</b>	-.061	.014
<b>Brand equity*Religiosity</b>	.018	.258
<b>R-Square = .339</b>	<b>F-statistic = .000</b>	

Dependent Variable = Business Development (Y)

Based on table 2, it is known that the significance value of the variable Business motivation \* Religiosity = .006, meaning that the mediating variable (religiosity) can strengthen the influence of business motivation on business development. The variable Business competition \* Religiosity has a significance value = 0.014, which means that the mediating variable (religiosity) can mediate the effect of business competition on business development.

### Discussion

#### The Impact of Business Motivation on Business Development

Based on table 1, it is known that the business motivation variable has a positive coefficient value of 0.056 and a significance of & 0.344, meaning that the business motivation variable has a positive and insignificant effect on business development.

Business motivation is not the main aspect that drives the development of a business. Because if someone has high motivation but is not supported by the will and good resources, then the business will not work. As research conducted by [Lorena \(2015\)](#); [Ardiyanti & Mora \(2019\)](#); stated that business motivation has no significant effect on business development.

### **The Impact of Business Competition on Business Development**

Based on table 1, it is known that the business competition variable has a positive coefficient value of 0.348 and a significance of 0.001, meaning that the business motivation variable has a significant positive effect on business development.

Business competition and business development are very closely related. An entrepreneur is required to be able to compete in market share. If someone can face business competition well, it will also have a good effect on business development. As research conducted by [Suhaeni \(2018\)](#); [Pitoy et al. \(2016\)](#); [Yasa & Sukaatmadja \(2017\)](#); [Martadisastra et al. \(2014\)](#), states that business competition can affect business development either directly or indirectly through indicators derived from business competition.

### **The Impact of Brand Equity on Business Development**

Based on table 1, it is known that the brand equity variable has a positive coefficient value of 0.053 and a significance of & 0.459, meaning that the brand equity variable has a positive and insignificant effect on business development.

This means that a brand is not important for a product. Many MSMEs develops but does not have a brand for a product, so it can be said that a brand has no significant effect on business development. A brand is often ignored by consumers because a consumer will be more interested in product quality than the product brand itself.

As research conducted by [Nazaruddin & Putra \(2013\)](#); [Rahmadhano \(2014\)](#); [Ida \(2019\)](#); [Suchyo \(2017\)](#), stated that brand equity has no significant effect on business development through derivative indicators.

### **The Impact of Business Motivation on Business Development with Religiosity as Moderating Variable**

Based on table 2, it is known that the business motivation \* religiosity variable has a positive coefficient value of 0.040 and a significance of 0.006, meaning that the business motivation \* religiosity variable has a significant positive effect on business development with religiosity as a moderating variable.

This means that the religiosity of business actors is very influential on business development attitude and behavior of a person are very influential on the results of a business. Religiosity is a vertical relationship between God and His people. If as a human being who obeys His commands, then Allah will make things easier and run smoothly. So that all business matters and difficulties in doing business will be made easy by Allah.

### **The Impact of Business Competition on Business Development with Religiosity as Moderating Variable**

Based on table 2, it is known that the variable business competition \* religiosity has a positive coefficient value of -0.061 and a significance of & 0.014, meaning that

the business competition \* religiosity variable has a significant negative effect on business development with religiosity as a moderating variable.

This means that the level of one's religiosity will reduce business competition and will reduce business development, especially in unethical business competition. Because religiosity contains religious values, which are obliged to be obeyed by followers and believe that all unethical actions will be subject to torment both in this world and in the hereafter.

### **The Impact of Brand Equity on Business Development with Religiosity as Moderating Variable**

Based on table 2, it is known that the variable brand equity \* religiosity has a positive coefficient value of 0.018 and a significance of & 0.258, meaning that the brand equity \* religiosity variable has a positive and insignificant effect on business development with religiosity as a moderating variable.

This means that a person's religiosity does not affect a brand awareness or level of knowledge about the product on product development. This is because religiosity is a person's personality trait, while brand equity is something common, so it has nothing to do with one's personality.

### **CONCLUSION**

This research found that; (1) business motivation has positive no significant effect, (2) business competition has a positive significant effect, (3) brand equity has positive no significant effect, (4) religiosity able to moderate the relationship between business motivation and business development, (5) religiosity cannot moderating relationship business competition and business development, (6) religiosity cannot moderating relationship between brand equity and business development.

The next researcher is expected to increase the number of samples and the variables used. Besides, MSMEs business actors who are developing and have the potential to advance, are expected to register their business licenses at the Semarang District (Diskumperindag), because currently there are still many businesses that are developing even though their turnover is very large they do not have a business license.

The limitation of this research lies in the number of samples that use a mini sample and independent variables which do not have a major influence on business development.

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