

**PENERAPAN SISTEM INFORMASI MANAJEMEN DAN JIWA  
KEWIRAUSAHAAN PENGARUHNYA TERHADAP INOVASI DAN  
IMPLIKASINYA PADA KINERJA UMKM KABUPATEN BANDUNG BARAT**

**THE IMPLEMENTATION OF MANAGEMENT INFORMATION SYSTEMS  
AND THEIR ENTREPRENEURSHIP ON THE INNOVATION AND  
IMPLICATIONS IN THE PERFORMANCE OF UMKM WEST BANDUNG  
REGENCY**

**Neng Susi Susilawati Sugiana, S.Kom**

**Dr. Ir. Deden A Wahab Sya'roni, M.Si**

Fakulty Pascasarjana Universitas Komputer Indonesia (UNIKOM)

**ABSTRACT**

*West Bandung Regency is an area in the north of West Java, which has a wide business potential, so many businessmen have emerged in various fields, but this actually makes a phenomenal where a lot of business people who cannot stand competition. On the study is to determine the application of management information systems and entrepreneurial spirit, business innovation and their implications for the performance of euntrepreneurs. MSME business people in West Bandung Regency*

*Theories used in this research are Information Systems theory, Entrepreneurial Soul, Business Innovation and Business Performance. This type of research is quantitative descriptive and the nature of the research is descriptive explanatory. Data collection methods are a list of questions, interviews and documentation studies. Data analysis methods used are the Variable Categorical Index, Determination Coefficient (R<sup>2</sup>), Concurrent Test (F test) and Partial Test (t test). The object of research is the population taken randomly from various types of MSMEs in the district of West Bandung regency and various types of MSME businesses with a total of 150 correspondences.*

*The results of research variables through statistical tests namely that the application of SIM can support umkm to innovate as well as the existence of management information systems can increase entrepreneurial spirit and the influence of both also encourages business innovation to develop so that from the regression test that the higher the level of*

*business innovation will be as good as the performance of umkm in West Bandung Regency and with the hope that it will maintain business continuity.*

*Keywords: Management information systems, Entrepreneurial Soul, Innovation, Performance.*

## I. Introduction

SMEs in Bandung Regency have various businesses, they are still constrained by limited marketing, making it difficult to develop. Because marketing through modern markets is a means to introduce West Bandung Regency UMKM products. Obstacles and opportunities for West Bandung Regency UMKM products for moving the modern market are still very difficult. Through this technical guidance, West Bandung Regency UMKM wants to encourage MSME actors. From tourism information journals and creative industries using mobile application technology by Deden a Wahab, Eko Budi Setiaswan, Rahma Wahdiniwaty (2017; 2) information system applications can also help indirectly help promote. It is also expected to improve the society of the creative industries and increase the level of visits [1]

Information on how to utilize information in the community. Access that is accessible to entrepreneurs is not enough to spread the information needed can support not to quickly and greatly affect the success of the business.

Management Information Systems according to Mulyanto Agus (2009: 2) in his book the concept of information systems and applications of

people, information technology and work processes through processes, storage, analysis to provide information. [2]

The Segmen SIM space is divided into several sub-systems:

- 1) Financial
- 2) HR
- 3) Marketing and sales
- 4) Operational

Gordon B. Davis (1991: 45), Davis states that management information systems as systems that obtain data and input instructions, process data that is adjusted to the instructions and then become output information. Through an explanation of management information systems, it can be seen that management information systems are integrated systems between users and applications that provide information to support the operational operations of management functions and decision making in organizations. [3]

In a journal by Nayda Al-khowarizmi Ryiadi, Ni Nyoman Kerti Yasa (2017; 2) Innovation ability mediates the effect of entrepreneurial orientation on the performance of food

products in the food industry in denpasar city [4], discussed one of the innovating factors is the emergence of a strong desire from a person entrepreneurs to always look for and make new things

Quoted from Journal I Gusti Made Karmawan, S.Kom, MM Arta Moro Sundjaja ,. E., S.Kom (2010; 1) Analysis and Design of E-commerce PD. Garuda Jaya that an euntrepreneurship is encouraged to be able to use information technology and even information systems used in ecommerce or sales [5].

And in a journal by Nayda Al-khowarizmi Ryadi, Ni Nyoman Kerti Yasa (2017; 2) Innovation ability mediates the effect of entrepreneurial orientation on the performance of imk products [6] The obstacles of the success of a Umk can consist of:

- 1) Internal
  - a) Capital
  - b) Attitudes
- 2) External
  - a) The business climate is still not conducive.
  - b) Limited business facilities and infrastructure, technology tools.

To present the above problems for MSME entrepreneurs in Bandung

- 1) How the application of management information systems in West Bandung Regency UMKM, at the managerial level of human resources.
- 2) Access Limited access to raw materials, so that MSMEs often get low quality raw materials. Access to

technology has not been able to compensate

- 3) Facilities and infrastructure provided by related terms of funding for MSMEs.
- 4) Thera are entrepreneurial attitudes that do not want to develop themselves.

The formulation on exposure to the problem in the background, namely;

- 1) How is the application of SIM and entrepreneurial spirit, business innovation and the performance of euntrepreneurs. SMEs business people in West Bandung Regency.
- 2) How is the relationship between the application of management information systems and entrepreneurial spirit in West Bandung Regency.
- 3) How much influence the application of SIM, entrepreneurial spirit on business innovation, both partially and simultaneously
- 4) How big is the impact of business innovation on the performance of MSMEs in West Bandung Regency.

To strengthen this research, there is a study from the journal "The influence of the sophistication of information technology and entrepreneurial spirit on the quality of accounting information" by Nayda Al-khowarizmi Ryadi and Ni Nyoman Kerti Yasa (2016; 2) Information needed by all. organization for making effective decisions. [7] In addition, all organizations have certain business processes that are constantly involved.

According to Darmini and Putra (2005: 30), information technology is all forms of technology that are applied to process and transmit information in electronic form. [8] Information technology is said to help SMEs in providing the infrastructure needed to provide the right information for its users (Ghobakhloo, et al. 2012).

Making effective decisions, organizations must determine what decisions they need to make, what information they need to make decisions, and how to collect and process data needed to produce information.

As has been explained that the application of management information systems and performance is, for that it can be influenced by the influence of the values of the variable values as below

- 1) To estimate temporarily from the description above is the management information system application, the influential performance of e-entrepreneurs. UKM entrepreneurs in West Bandung Regency.
- 2) Implementation of management information systems, influential performance of e-entrepreneurs both partially and simultaneously
- 3) The impact of management information systems, influential performance of MSME e-entrepreneurs in West Bandung Regency.

## II. Method

This descriptive method aims to find out the nature and more in-depth relationships between two variables by observing certain aspects of the aspects

specifically so that the data can be obtained in accordance with the problems discussed.

Where the processing flow of the data is processed and then analyzed and further processed with the basic theory that has been studied until it can be drawn into a conclusion.

. According to Suatarna (2010) states that in the information asymmetry theory can be anticipated by doing two things, namely by supervising and improving the quality of information.

In this study there are four variables, namely Management Information Systems (X), Performance (Y). Following is the definition of an operational variable:

- 1) Management information system is a set of hardware and software compiled to process data into useful information. The scale of measurement is 1-10 points on question items
- 2) Performance, Review of performance seen from the expenditure (outcome). With a measurement scale of 1-10 points on question items to measure performance.

Hypothesis

H<sub>0</sub>: = 0 the application of information systems management, does not affect the performance of the e-entrepreneur. The entrepreneurs of SMEs in West Bandung Regency.

H<sub>a</sub>: = 0 the application of management information systems, affect the performance of the e-entrepreneur. The

entrepreneurs of SMEs in West Bandung Regency.

**III. Results**

Population According to Sugiyono (2013: 80) understanding population is: "Population is a generalization area consisting of: objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn". [11]

From the notation labeled 1, n is the minimum number of samples, the value of N is the population while the value of e is the error margin. Departing from the idea of the error margin, it is possible that the creator of this formula provides the opportunity for researchers to determine the minimum sample size based on the error rate or margin of error.

Tabel 1. Tabel Sampling

No	Keterangan	Jumlah
1.	Jumlah UMKM yang ada di Kab Bandung Barat	3.727 (N)
2.	Margin Of Error	8% €
Jumlah sample		149,96 (150 sample)

$$n = \frac{N}{1 + Ne^2}$$

Based on the Probability Solvin random sampling technique, the samples taken were 150 MSMEs in West

Bandung Regency by entering all business criteria and regions.

The data is obtained from table 2 below

Table 2. information Bussiness Scale

Business scale	Number of businesses	Number of workers
UMB (Large Medium Enterprises)	1246	69.296
UMK (Small Medium Enterprises)	3727	277.183

Resource BPS Kabupaten Bandung Barat 2018

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**IV. Discussion**

Of 150 correspondents, use of SIM in their business. The data in table 3 shows the frequency analysis here showing that the data is valid according to the number of correspondences. rapid technological innovation, focus on long-term interests, produce reliable SDA performance, and efficient use of technology. Supporting factors for business sustainability need to be improved in business activities to support the sustainability of MSME businesses.

The data mentioned earlier has proven that the magnitude of the variable variable has an effect on MSME

Table 3. Statistika frekuensi sampling

Statistics			
		TOTAL Q SIM	TOTAL Q KINERJA
N	Valid	150	150
	Missing	0	0

Correlation analysis in Table 4 is a partial analysis involving two X1 and X2. Correlation values rang., the means the relationship stronger.

Table 4. Statistika Correlations variabel

Correlations			
		TOTAL Q SIM	TOTAL Q KINERJA
TOTAL Q SIM	Pearson Correlation	1	.750**
	Sig. (2-tailed)		.000
	N	150	150
TOTAL Q KINERJA	Pearson Correlation	.750**	1
	Sig. (2-tailed)	.000	
	N	150	150

\*\* . Correlation is significant at the 0.01 level (2-tailed).

On the tabel 4total r value of the relationship between SIM and performance is 0,000 means  $0,000 < 0.05$  and thus the correlation between the two variables is significant. It can also be explored that: The total value of the SIM

relationship is positively related to performance

Can be seen from table 5 From the X1 Variable Analysis it can be seen that Umkm in West Bandung Regency has the ability to be able to make information reports and Able to forward computerized information by 82.08% although 28% of MSMEs in West Bandung Regency feel less in need of a SIM to determine their business decisions .

It can be seen that the X2 Variable Entrepreneurial Soul is valued at 71.5%. It can be interpreted enough that the entrepreneurs have come down themselves and participated in managing their business so that entrepreneurs in the West Bandung Regency UMKM have a high sense of responsibility.

There is an impact and influence of business innovation on the performance of MSMEs in West Bandung Regency by 65.75% with enough category with evidence of the use of social media to process various data and as a reference tool for the productivity of its Umkm products.

For Variable y, it looks like Entrepreneur is doing an innovation that has a distinctive characteristic in the program, ideas or ideas, order, system, products sold. by 44% in the Fair category on UMKM West Bandung Regency has not been able to be so competitive in terms of innovation outside the District. West Bandung.

In the analysis of Variable z, it can be seen the performance at UMKM Regency of West Bandung. in the

category of 70.25%. Entrepreneurs have the performance that is felt on the results of the quality of products or services. At UMKM, West Bandung Regency.

#### Regression Analysis

Regression analysis in statistics is one method of determining a causal relationship between one variable and another variable, here is a conversation about independent variables and dependent variables

With the intention of :

- 1) Making estimates of the average and dependent variable values based on the value of the independent variable
- 2) To test the dependency characteristic hypothesis Predict the average value of independent variables based on the value of independent variables outside the sample range

Explored it: The total value of the SIM relationship is positively related to performance means that the influence of the beba variable (x) on the dependent variable (y) is getting weaker, conversely if the R square value gets closer to number 1, the influence will be stronger

#### V. Conclusion

Discussion of variable relationships. Effect of SIM on performance From the results of this study it can be said that management information systems and entrepreneurial spirit, have a positive influence on innovation and improve the performance

of eentrepreneurs. 70%, 5% in SME Entrepreneurs in West Bandung Regency

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