

## Management Skills and Marketing Strategy on Business Success of Songket Weaving Fabric of Sasak Lombok

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**Abstract:** This study aims to analyze and describe the effect of management capabilities and marketing strategies on business success. This type of research is quantitative. This research was conducted in the village of voluntary and the village of Rembitan, Central Lombok district, which became the subject of this study. The sample in this study was 300 respondents who are woven cloth entrepreneurs. The data collection technique is done using a questionnaire that has been tested for validity and reliability. The data analysis technique used is multiple regression. The results of this study indicate that: (1) management ability has a positive and significant effect on the success of the songket woven fabric business by 37.3% with a significance value (p) <0.05. (2) Marketing strategy has a positive and significant effect on business success by 38.7% with a significance value (p) <0.05.

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### Introduction

Entrepreneurship is now the center of many policies in the progress of a country in economic growth, science and technology, sustainability of capabilities, poverty, human capital, endogenous resources, employment, regional and comparative benefits. With regard to policies that prioritize entrepreneurship, it can provide understanding and create an environment that supports entrepreneurship that is carried out by each individual so that it can advance the economic development of cities, regions and countries (Acs et al., 2018; Acs & Amorós, 2008).

Entrepreneurship plays an important role in the creation and growth of businesses, as well as in the growth and prosperity of regions and nations (Varbanova et al., 2016). In most countries, entrepreneurship is emerging as a key factor paving the way for economic development, having a synergistic impact through job creation, innovation, helping to increase the participation of women, ethnic and minorities in the context of labor levels and reducing poverty in cities. and suburban towns (Kariv, 2011).

Seeing the development of the number of entrepreneurs in Indonesia is still very low when compared to other countries in Asia, this can be seen from the number of entrepreneurs in Indonesia. Meanwhile, according to (Pryor, 2005) a country can be prosperous and economic growth can increase if most of the population becomes entrepreneurs. Such as the development success achieved

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by countries in Asia, where economic progress is sponsored by entrepreneurs. Unfortunately, currently the number of entrepreneurs in Indonesia is still small and the quality cannot be said to be large enough to support the economy, so this entrepreneurial problem has become an urgent issue for the success of economic development in Indonesia (Rahardja et al., 2012). According to the Ministry of Trade of the Republic of Indonesia, Creative Industries are industries that originate from the utilization of individual creativity, skills, and talents to create prosperity and employment by generating and empowering the individual's creative and creative power. The creative industry currently plays a very important role in the economy of a country, not only in developing countries such as Indonesia. This cannot be separated because the creative industry has a role in improving the economy of a country globally. The creative industry is closely related to the level of human creativity as the main source of driving the economy.

The development of the creative industry in Indonesia is always increasing and growing. In its journey, the Government of Indonesia through the Ministry of Tourism and Creative Economy has identified the scope of the creative industry which consists of 15 sub-sectors, namely Advertising, Architecture, Art Market, Crafts, Design, Clothing Industry, Film and Video Photography, Interactive Games, Performing Arts, Publishing and Printing, Computer Services and Software, Television and Radio, Research and Development and Culinary Industry.

Factors that must be considered to support business success such as management capabilities. Management according to GR Terry is a unique process, which consists of planning, organizing, mobilizing and controlling actions taken to achieve predetermined goals through the use of human resources and other resources. Management is the process of planning, organizing, directing, and controlling the efforts of members and the use of other organizational resources to achieve predetermined organizational goals. Every business or company, both small and large scale, in its management to achieve effective and efficient results, it is necessary to apply management principles, the role of the leader or business owner to understand and be able to carry out the main functions of management. is key to future business success. .

The success of a business is a condition in which a business has increased from its initial results. In general, business success indicates a condition that is better or superior to the previous one. (Ardiyanti & Mora, 2019) explained that business success is the success obtained from efforts to achieve its goals, and a business will be said to be successful if it earns a profit, because profit is a person's goal in running a business. business. Meanwhile, according to (Nadyan et al., 2021) to be a successful entrepreneur, you must have clear business ideas and goals, and have the courage and willingness to make decisions and face risks in both spare time and money.

The success of small industrial businesses is influenced by various determinants of the success of small industrial businesses, the results of his research found that the success of small businesses is characterized by innovation, risk-taking behavior (Noviana & Darma, 2020; Nugraha, 2021). The company's business performance is one of the goals of every entrepreneur. Small industry performance can be interpreted as the level of business success of a company, which can be seen from aspects such as financial performance and company image. Meanwhile, according to (Counsell et al., 2020; Permana, 2021). (Mehrizi & Zahedi, 2013) business success is a situation that describes more than others of equal or class.

So that it can be seen that the success of a business can be influenced by the ability of the business which is reflected, among others, through the knowledge, attitudes and skills of entrepreneurs. The success of a business is identified with additional profits or materials produced by

the entrepreneur, but basically the success of the business is not only seen from the physical results but the business success felt by the entrepreneur can be in the form of a personal business. calling or inner satisfaction.

The success or failure of a business activity basically does not depend on the size of the business, but is more influenced by how to manage a business. There are 10 indicators to measure management skills, namely (1) verbal communication (2) managing time and stress (3) managing individual decisions (4) recognizing, determining and solving problems (recognizing, defining, and solving problems) (5) Motivating and influencing others (motivating and influencing others) (6) Delegating (7) Setting goals and articulating a vision (setting goals and articulating a vision) (8) Self-awareness (9) Team building (team building) (10) Managing conflict.

In addition to management skills, a factor that affects business success is marketing strategy. Marketing is an all-encompassing system concerned with planning and pricing objectives to promote and distribute goods and services that can satisfy the needs of actual and potential buyers. Marketing also functions as a set of processes for creating, communicating and delivering value to customers and managing customer relationships in ways that benefit the organization and its shareholders. Meanwhile, according to (Elburdah et al., 2020; Nugraha, 2021; Riandika & Hamdani, 2020) marketing is an effort to introduce each customer more closely, create two-way communication with consumers, and manage mutually beneficial relationships between customers and companies.

In the research of (Naninsih & Hardiyono, 2019) it is shown that there is an influence between marketing strategy on business success. Another thing that shows that business networks play a very important role in the development of MSMEs is that they can open insight and increase knowledge for MSME actors so that they can encourage innovation to increase the competitiveness of their MSMEs. This is in line with the results of research conducted by (Lamprinopoulou & Tregear, 2011) which states that networks and chains of small and medium enterprises have a significant role in the performance of SMEs in the same class, so networks in different classes can increase. party business knowledge. external.

Business networks can be built by utilizing information technology that is currently developing. However, in reality, not a few MSME actors have not fully mastered the developing information technology. This was revealed by (Kshetri, 2013) who said that SMEs in developing countries have not managed to get the benefits of technology because they do not have the technical infrastructure, legal and level of capability required to adopt technology. The low level of ability to adopt the use of information technology results in a low level of product innovation and competitive ability (Adane, 2018). In fact, information technology can help MSEs and can increase their competitiveness in terms of quality, quantity and marketing of the products they produce. According to research conducted by (Dwivedi et al., 2021) that the use of technology, SMEs can transform their business through the speed, accuracy and efficiency of exchanging large amounts of information.

## **Research Method**

This research uses quantitative research methods, namely research in the form of numbers and analysis using statistics. Quantitative research aims to show the relationship between variables, test theories, and look for generalizations that have predictive value (Muri Yusuf, A., 2016).

The data collection technique used in this study is a questionnaire and documentation based on a modified research concept framework through a list of questions that are easier to understand,

where the answers to the questions asked use a Likert scale on four alternative answers that are more likely to spread the values of respondents' answers. .

Statistical analysis used is descriptive statistical analysis and data management with multiple regression analysis. Which aims to show how much influence management and marketing strategy as independent or independent variables on the success of the Sasak songket woven fabric business as the dependent or dependent variable. Descriptive statistical analysis is an analysis used to explain or provide an overview of a research subject.

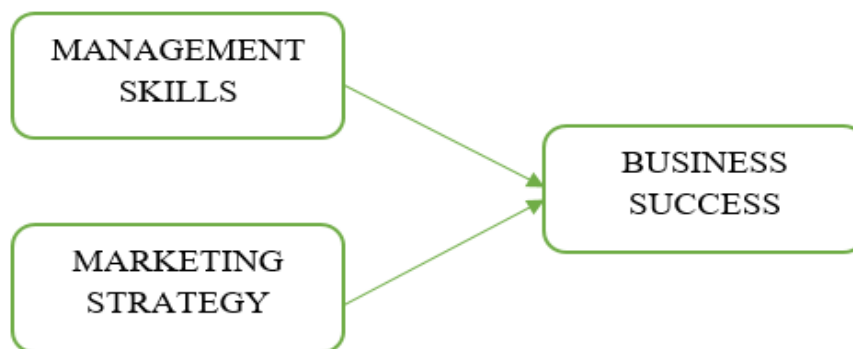
The locations used as research locations are Central Lombok Regency, Rembitan Village and Sukarara Village, NTB Province. The reason the researcher chose this research location was because the villages of Rembitan and Sukarara were tourism villages as well as centers for the Sasak Tribe's Songket woven fabric craft. Many tourists visit the villages of Rembitan and Sukarara, both local and foreign.

The sample in this study was determined using the table for determining the number of samples developed by Isaac and Michael with an error rate of 5% (Sugiyono, 2019). The total population is 2150 entrepreneurs, based on Isaac and Michael's table the sample taken is 300 entrepreneurs. The sampling formula for entrepreneurs of Sasak songket woven fabric (proportional random sampling) is:

**Table 1. Research Sample**

No	Village name	Population	Sampele
1	Village Sukarara	1450	202
2	Village Rembitan	700	98
Total		2150	300

In this study, the researcher wanted to examine the effect of management capabilities and marketing strategies on the success of the Sasak Tribe of Songket woven fabric business in Central Lombok Regency.



**Figure 1. Research Paradigma**

## Result and Discussion

### 1. The Effect of Management Ability on the Success of the Sasak Tribe of Songket Weaving in Central Lombok Regency

Based on the data that is processed using the assistance of the SPSS program, the results of the hypothesis test of the management ability of the business success are obtained.

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**Table 2. Simple Regression Results of Management Ability to Business Success**

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	8.033	2.843		2.825	.005
Management Skills	.583	.049	.569	11.955	.000

Dependent Variable: Business Success

The results showed that the variable management ability had a positive and significant effect on business success. These results are shown by the results of the t test for the management ability variable, which is obtained t count of 11,955 and a significance value of 0,000. This value is less than 0.05 ( $p < 0.05$ ), so it can be concluded that management ability has a positive and significant effect on business success.

The existence of a positive and significant effect of management ability on business success can be explained because management ability is one of the competencies that becomes the initial capital for an entrepreneur if he wants to run a business. Good management skills can assist in managing and running a business properly and precisely so that the targets that have been set can be achieved. If a business is not accompanied by good management skills, there will be disorder, both in planning and implementation so that the success of the business is hampered because the targets that have been set are not achieved.

This is important to live with because many people think that business success is only influenced by the size of the financial capital. The success or failure of a business activity basically does not depend on the size of the business, but is more influenced by how to manage a business. G.R. Terry revealed that at least management capability consists of planning, organizing, mobilizing and controlling actions carried out to achieve predetermined goals through the use of human resources and other sources (Kariv, 2011; Mukherjee et al., 2020). Therefore, increased management capability is needed to support business success. The results of this study are in line with research by Yunita Primasanti and Imam Djati Widodo which shows that management ability has a positive and significant effect on business success (Primasanti & Widodo, 2008; Widodo, 2021).

Based on the description above, it shows that if an entrepreneur has good management skills, in this case the ability to communicate, the ability to make their own decisions, the ability to solve business problems, the ability to direct and motivate employees, be able to delegate work, be able to make good strategic plans, the ability to see changes environment, able to build a reliable work team and have the ability to resolve internal conflicts, then he will get high trust both from employees and from customers. With the existence of a balance both from the internal side of the company that is conducive and the level of consumer confidence, it will have an impact on increasing business success.

## **2. The Effect of Marketing Strategy on the Success of the Sasak Tribe of Songket Weaving in Central Lombok Regency**

Based on the data processed using the SPSS program, the results of the hypothesized test of marketing strategies on business success are obtained in table 2.

**Table 3. Simple Regression Results for Marketing Strategies on Business Success**

Model	Unstandardized Coefficients		Standardized	t	Sig.
	B	Std. Error	Beta		
(Constant)	16.044	1.897		8.457	.000
Marketing Strategy	.606	.044	.622	13.719	.000

Dependent Variable: Business Success

Based on the regression results in the marketing strategy table above, the results of this study indicate that the marketing strategy variable has a positive and significant effect on the success of the songket woven fabric business. This is evidenced by the results of the t-test for the marketing strategy variable, the t-value is 13,719 and the significance value is 0,000. . The significance value is less than 0.05, so it can be concluded that the marketing strategy has a positive and significant effect on the success of the songket woven fabric business. The results of the study are supported by research (Noviana & Darma, 2020; Ntanos, Anastasios, 2015; Phong-inwong, 2013)

The results of the study are supported by research (Noviana & Darma, 2020; Ntanos, Anastasios, 2015; Phong-inwong, 2013) Marketing strategy is needed to support business success because it is seen as one of the bases used to develop a company or business plan as a whole. Another reason that can show the importance of marketing strategy is the competition faced by companies in general. Companies must be able to increase effectiveness and good selling points and get a good response to protect the market by continuing to innovate (Mukherjee et al., 2020; Setiaboedi et al., 2017).

The results of this study are in line with research conducted by (Mehrizi & Zahedi, 2013) that the influences involved in this marketing strategy include choosing target consumers, identifying consumer desires and determining the 4p marketing mix in the marketing mix. place, promotion, price, and product. Entrepreneurs of songket weaving of the Sasak tribe choose a strategic place to carry out their product trading activities, because it is one of the places that is always visited by foreign and local tourists every week. For product determination, it is said to be complete because all types of products such as songket, traditional clothes, cloth, kebaya, etc. already exist. While the price is considered affordable because the business actors of songket woven fabrics are still receiving price offers. And promotions carried out by business actors are considered good because on average business actors have carried out good promotions such as giving discounts, making offers.

Based on the results of the research above, it can be explained that the marketing strategy has an influence on the success of the Sasak tribe's songket woven fabric business. This shows that marketing strategy is very important in terms of business success because in addition to marketing products, business actors also introduce product results. The marketing strategy carried out by business actors is currently very easy, because all use technology or other e-commerce tools.

### Conclusion

Based on the research that has been done, the conclusions are as follows: 1) Management ability has a positive and significant effect on the success of the songket woven fabric business, this

is indicated by the R2 value of 0.373. The contribution of the influence of management ability on the success of the songket woven fabric business is 37.3% with a significance value (p) <0.05. 2) Marketing strategy has a positive and significant effect on the success of the songket woven fabric business, this is indicated by the R2 value of 0.387. The contribution of the influence of marketing strategy on the success of the songket woven fabric business is 38.7% with a significance value (p) < 0.000.

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