

The Effect of Policy Implementation, Leadership, and Professionalism Apparatus against SME Development Effectiveness in Semarang District

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Abstract- The government's policy towards SME has not been an impact on the effectiveness of the development of SME, as well as a lack of leadership and professional personnel.

The purpose of the study to analyze how much influence the implementation of policy, leadership, professionalism apparatus either individually or jointly to the effectiveness of SME development in Semarang District.

The research model used in this study is a model that attempts to explain the position of explanatory variables. which investigate and influence of one variable with another variable. Collecting data using a questionnaire with a population of government officials, small business owners, employees of the cooperative department of industry and commerce and SME and 350 samples, obtained by stratified random sampling technique, data analysis using simple and multiple linear regression .

Based on the analysis, it was found that partial, Policy Implementation effect is 75.4%, 9.4% Leadership, and 74.6% of Professionalism apparatus . These three variables significantly affect the effectiveness of 79% of SME development together in Semarang District. From these results the leadership role has small support because the lack of leadership factors and is functionally relevant to the SME that has an independent nature.

Index Terms- implementation of policy, leadership, professionalism apparatus, and SME development effectiveness

I. INTRODUCTION

In Indonesia economic development SME sector which is always described as having an important role, because the majority of the population is still poorly educated and live in areas of activity in small businesses, both in the traditional and modern sectors. In February 2014 the working population in elementary schools continued to dominate the 55.5 (46.80%), junior namely 21.1 million (17.82%) (Press Release No. 38/05 / Th. XVII, May 5 2014)

SME has a strategic role in the development of the national economy, as well as contribute to the economic growth and employment also play a role in the industrial development results, as well as SME in Semarang District.

But on the other hand there are also a variety of issues in the development and empowerment of clusters in Semarang District, such as:

1. Not able to meet market demand,
2. Less capital
3. Less production facilities
4. Technology still modest
5. The lack of knowledge of the Internet, and websites information technology
6. Production costs are still relatively high
7. Weak partnership network
8. Not optimal support production facilities, etc.

This identified various issues of interest to the research, the researchers wanted to participate to contribute in overcoming the obstacle of SME that act became the backbone of the Indonesian economy, especially in Semarang regency. SME has a strategic role in the development of the national economy, as well as in economic growth and employment also play a role in industry development outcomes.

The research interested in conducting research on the Processing Industry sector, because the sector with the most potential cultivated and labor intensive compared to other sectors, in the Semarang District.

II. PROBLEM IDENTIFICATION

The issue in this study can be formulated as follow:

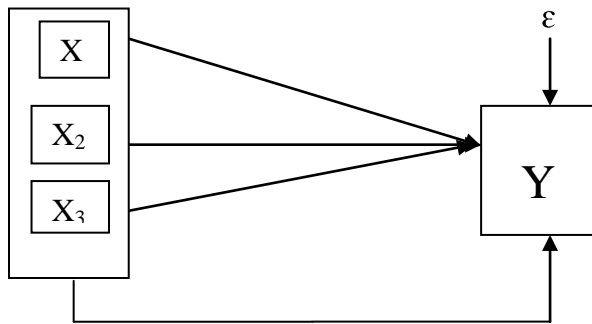
- 1) How much influence the effectiveness of policy implementation towards SME development in Semarang District ?
- 2) How much influence the effectiveness of leadership in the development of SME in Semarang District?
- 3) How much influence the professionalism of officers on SME development in Semarang District?
- 4) How much influence the implementation of policy, leadership, and professionalism of the officers on SME development in Semarang District.

III. METODOLOGY RESEARCH

A. Research Method

The method used in this study is the analysis of simple and multiple linear regression, with X as the independent variable (independent) and Y as the dependent variable (dependent). Variabel studied and analyzed are:

The independent variable is the implementation of policy, leadership, Professionalism apparatus and the dependent variable is the effectiveness of SME development.



Specification :

X_1 : Government policy, as the independent variable

X_2 : Leadership, as an independent variable

X_3 : Professionalism Apparatus, as independent variables

Y: Effectiveness of SME development, as the dependent variable

ϵ :Epsilon, that other factors outside of X_1 , X_2 , X_3 are influential, to Y, but not examined

B. Discussion

According to the analysis described above that a factor influencing the effectiveness of SME development in Semarang district is the implementation of policy, leadership, professionalism apparatus and it has proven very significant.

In the discussion of the results of this study and also the results of the analysis proved that the effectiveness of policy implementsi SME development in Semarang district which amounted to 0,782, a significant and positive impact on the effectiveness of SME development in Semarang District indicated by the coefficient of determination 0.754 or 75.4% and the remaining 24, 6% by other things that are not investigated.

Pressman and Wildavsky in their paper entitled Implementation (1973), they stated that the extent of implementation can be successful depends on the linkages between the various organizations and departments at the local level are involved in the implementation. Therefore cooperation, coordination and control plays an important role. If the actions depend on the links of the chain of implementation, the level of inter-agency cooperation is needed in order to the chain should be close to 100%,.

There is a positive and significant impact on the effectiveness of leadership development of SME in Semarang Regency. It is seen the results of variable X_2 Leadership (0.068) significant and positive impact on the effectiveness of the SME development is shown by the coefficient of determination 0.094 or 9.4% can be explained by the model variables and leadership (91.6%) by the variables studied. This shows that the real impact on the effectiveness of leadership development of SME Semarang regency.

Greenleaf (2002: 15) defines a servant leader is a leader who cares for the growth and dynamics of his followers and community life and therefore he put these things in comparison to the achievement of personal ambition and his favorite course or pattern.

From the results of the analysis showed that the variables of professionalism apparatus (X_3) of (0.91) and a significant effect on the effectiveness of the SME development positif indicated by the coefficient of determination 0.746 or 74.6 of the model can be explained by variables Professionalism and 25.4% by other things not examined.

Professionalism in view (Korten and Alfonso, 1981) measured by the expertise possessed by a person in accordance with the needs of the tasks assigned to an individual organization. Ability, innovation, and responsiveness become motivating factors profesioanailme. Professionalism is very influential forces in an effort to realize the effectiveness of SME development.

Simple linear regression line formed between policy implementation variables (X_1) leadership (X_2), professionalism apparatus (X_3) with the effectiveness of the development of SMEs (Y) in Semarang district $0,405X_1$ adalah $\hat{Y} = 0,452 + 0,405X_1 + 0,068 X_2 + 0,467X_3$. The statistical results showed that the implementation of policy, leadership, profesioalisme forces contribute significantly to the development of SME in the district efektifitas Semarang.

Recapitulation of the beta coefficient values are divided into primary factor, supporting factors and reinforcing factors. The main factor was the professionalism apparatus (X_3) is the implementation of policies supporting factor (X_1) and the amplifier is the leadership factor (X_2).

IV. CLOSING

The conclusion based on the research of results, are:

- 1) Implementation of policies significantly by 75.4% on the development of SME in Semarang Regency. This gives the meaning that the policy implementation role determines the success or failure of the development of SME in Semarang Regency. Positive influence showed that with the implementation of appropriate policies, the development of the SME will bring progress to SMEs and the public at large.

- 2) Leadership affects 9.4% of the effectiveness of SME development in Semarang Regency. This shows that the presence of leaders who have little concern for SME will have an impact on the development of SMEs in Semarang Regency. The development of SME is not only dependent on the leaders, because they have had a pretty high spirit of independence. Guidance from the government to SME remains absolutely necessary as a form of responsibility to the mandate of the 1945 Constitution.
- 3) Professionalism influential forces by 74.6% on the development of SME in Semarang Regency. This shows that the presence of Professionalism officers who have concern for SME will have an impact on the development of SME in Semarang Regency. Professionalism plays a role to further strengthen the effectiveness of the development of SME, especially in this era of globalization, competition is quite sharp should be complemented with quality professionalism.
- 4) Implementation of policies, Leadership, Professionalism influential forces for 79.1% of the effectiveness of SME development in Semarang Regency. However, the effectiveness of the development of SME is still not maximal, because to be effective it requires adequate facilities and infrastructure, as well as the role of leaders who are loyal to the job. Development of SME in the form mutually beneficial partnerships with large businesses.

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