Research Paper

Effectiveness Of Partnership Development Micro, Small And Medium

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Abstract:- The partnership is a response to the weaknesses of the public service performed by a single actor. This study aims to reveal the effectiveness of the partnership development of Micro, Small and Medium Enterprises. This is done by using a quantitative method to research the independent variable is capital or equipment, training, promotion, and licensing. Being the dependent variable is the level of sales, profits, employment, and employee salaries. Data were obtained through a survey of the condition of Before - After Control group Micro, Small and Medium Enterprises, and Micro, Small and Medium Enterprises Target Group. The data were analyzed using t-test with three stages. The first t-test Control group, t-test two target groups, and the third t-test to compare the development of Micro, Small and Medium Enterprises and Micro, Small and Medium Enterprises Control group Target Group. The results showed that: a) the treatment of a significant effect on the level of sales, profits, employment, and employee salaries Control group, b) treatment significantly influence the level of sales, profits, employment, and employee salaries Target Group, c) development of level of sales, profits, employment, and salaries of employees of Micro, Small and Medium Enterprises Target Group, is more effective than the development of the level of sales, profits, employment, and salaries of employees of Micro, Small and Medium Enterprises Control group. Thus, the partnership showed effective results in the development of Micro, Small and Medium Enterprises. This is made possible by: a) the inclusion of support for science and technology in the development of Micro, Small and Medium Enterprises, b) the establishment of problem-solving synergy for Micro, Small and Medium Enterprises, and c) the creation of Micro, Small and Medium development simultaneously.

Keywords:- effectiveness, partnerships, and development of Micro, Small and Medium Enterprises

I.   INTRODUCTION

Partnership theory can be traced to the development paradigm as the State Administration of Public Administration as proposed by Henry (1988: 59-60). One strain of this paradigm is the relationship between the State and private organizations as well as bring together the technology and the community. In addition, as a paradigm of the State Administration of Public Administration focuses on organizational theory, management theory and public policy, with its focus on issues and public interests. One variant of the theory of the partnership built by Vigoda (2006), known as Collaboration and Partnership. Attention this theory is the multi-actor relationships in service Public. Actor are Government and Public Administration (G & PA), Citizen or a citizen who can take the form of individual or group, as well as social actors other, namely academia, the private sector and the media (Vigoda, 2006). Then, the stages of interaction between actors according Vigoda (2006) consists of 3, ie the interaction between citizens and partners, between G & PA with a partner, as well as the interaction at various levels. The third dimension of this theory is in partnership transactions. This transaction according to Vigoda (2006) takes place through participation, negotiation, and innovation. Last dimension, namely the role of each actor in the partnership is determined by the background and competence of the actor - the actor. This partnership approach has been undertaken and researched at various focus and locus. Among them, namely evaluating multi-sector partnerships for sustainable community development in Nigeria (Amadi & Abdullah, 2011). This study shows if the Partnership had a more positive impact on the people by strengthening the community members, improve the welfare of the community, and resolve community problems. The other study is Effectiveness of public-private partnerships in order to improve people's welfare

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(LAN RI, 2009). It was found that the region's economic growth to finance the majority (88%) of them come from the community, including the private sector, while the rest comes from the government.

Similarly, the development of a partnership approach has been taken Micro, Small and Medium Enterprises in Makassar, South Sulawesi Province, Indonesia. This approach is intended to respond to weaknesses in the ways of development of Micro, Small and Medium Enterprises conducted earlier that rely on a single actor, the city government alone, with unsatisfactory results. With such a background, this study aims to reveal the effectiveness of partnerships in the development of Micro, Small and Medium Enterprises.

II.   RESEARCH METHODE

Location Research

The study was conducted in the city of Makassar, the capital of South Sulawesi Province, Indonesia. From 2010 to 2013, by the Government of Makassar (Mayor and Local Government Unit linked together elements of society (Institute for Community Empowerment, Regional Ombudsman, Indonesia Retail Cooperative Association) and other social actors (academia and the private sector), has been running a development partnership program Micro, Small and Medium Enterprises called Integrated Business Clinic. The program was initiated as a response to the weaknesses of the approach to the development of Micro, Small and Medium Enterprises of the Government of Makassar in the previous period. Among the fundamental weakness, namely the workings of each Local Government Unit associated with the development of Micro, Small and Medium done individually. Related Local Government Unit is the Department of Cooperatives and Small and Medium Enterprises, Social Services, Department of Industry, Trade and Investment, Department of Marine, Agriculture Fisheries and Animal Husbandry, Community Empowerment Board, and the Office of Food Security. Another weakness lies in not building intensive and continuous cooperation in the development of Micro, Small and Medium Enterprises of the City with the community and other social actors.

Population and Sample

The population in this study is the Micro, Small and Medium Enterprises developed through the Integrated Business Clinic program involving multi-actor partnerships. Number of Micro, Small and Medium Enterprises to whom the program has developed since launched in 2010, which is 280 units of Micro, Small and Medium Enterprises, and be 1,120 units in 2013.

With such developments, the population in this study is the Micro, Small and Medium Enterprises who have been targeted for development through partnership since 2010, ie 280 unit.Ini based on the consideration that the amount of the initial data into the target program, so it is assumed if the number of the receiving optimal treatment or treatments and to obtain an optimal effect anyway.

The samples in this study are done randomly or using simple random sampling without regard to the strata of the population. As the population of Micro, Small and Medium Enterprises is indeed homogeneous, making it relevant to use simple random sampling (Sugiyono, 2008: 93).In determining the sample, often considered the time dimension by using cross-sectional and longitudinal. For how to use such a longitudinal cohort study in addition to time-series studies and panel studies. In the cohort study directed research to uncover information about a case or category of people who share the same experience at a given period along the next time period (Neuman, 2013: 51-52).

In this study, with a population of 280 Micro, Small and Medium Enterprises and error rate of 5%, then the sample size of this study is 155 units with Cohort 2010. Determination of the sample using the formula for determining the amount of samples of Isaac and Michael (Sugiyono, 2008: 99), as follows:

$$s = \frac{\lambda^2 . N.P.Q}{d\,(N-1) + \lambda^2 . P.Q}$$

Where:

λ^2 with dk = 1, the error level of 5%

P = Q = 0.5. d = 0.05. s = number of samples

Data Collection

The independent variable of this study, there are four, namely capital or equipment, training, promotion and licensing. Being the dependent variable is the level of sales, profits, employment, and salaries of employees of Micro, Small and Medium Enterprises.

To collect data on the condition of Micro, Small and Medium Enterprises developed by means of partnership and non-partnership manner, then used through the study of documents and surveys. Given that the partnership program through Integrated Business Clinic since its inception has been to collect data about the condition of the targeted Micro, Small and Medium Enterprises, the results of which are documented data collection can be a source of research data. The research data is associated with the capacity of Micro, Small and Medium Enterprises that the target group and once the data is taken as an initial condition before treatment or Before Micro, Small and Medium Enterprises condition. The data consists of the value of sales, the level of profits, employment, and employee salaries.

Survey is being conducted to collect two types of data. First data on the initial conditions and final conditions micro, small and medium enterprises control group. Second, the data on the final conditions of the target group of micro, small and medium enterprises. Data collection was done by the principal investigator using a questionnaire instrument.

Data analysis

Data were analyzed by using a comparison between the before and after conditions of micro, small and medium enterprises and micro, small and medium enterprises in the control group of the target group (Finterbusch and Monts, in Nawawi, 2000: 164). The control group is micro, small and medium enterprises developed by non partnership, the target group is micro, small and medium enterprises is being developed by means of partnership.

Data and control groups were tested using the t-test target. Variable tested was the effect of the independent variable capital or equipment, training, promotion, and licensing of the dependent variable levels of sales, profits, employment, and salaries of employees of Small and Medium Enterprises. t-test was conducted in three phases. First, the development testing of the dependent variable in the control group. Second, the dependent variable developmental testing on the target group. Third, the test that compares the development of the dependent variable in the control group and the target group.

III. RESULTS

Characteristics of Respondents

The respondents consisted of 155 small and medium enterprises control group, and 155 Small and Medium Enterprises Target Group. Characteristics of the two groups of respondents are described from aspects of age, education, type of business, and long effort.

1. Age

Managers of small and medium enterprises respondents in the control group and the target group can be seen in the following table 1.

Table 1. Age Characteristics of the Control Group and the Target Group

No.	Age	Control Group		The Target Group	
		People	**%**	**People**	**%**
1.	< 30 years	0	0,00	1	0,65
2.	30 – 40 years	27	17,42	9	5,81
3.	40 – 50 years	79	50,97	68	43,87
4.	>50 years	49	31,61	77	49.68
	Total	**155**	**100**	**155**	**100**

Source: Calculated from the results of the study, 2014

The above table shows, the control group of 155 respondents, the largest 79 or 50.97% of people aged 40 years to 50 years. Then the age of 50 years as many as 49 people or 31.61%. Furthermore, the age of 30 years to 40 years as many as 27 people or 17.42%. Similarly, of the 155 respondents of the target group, the largest 77 or 49.68% of people aged 50 years or more. Then aged 40 years to 50 years as many as 68 people or 43.87%. Furthermore, the age of 30 years to 40 years as many as 9 people or 5.81%, and as much as 1 or 0.65% of those aged less than 30 years.

2. Education

Education of the respondents was grouped into 4 categories: Primary School, Junior High School High School and Higher Education. Grouping of education of respondents and the amount of each is presented in the following table 2.

Table 2. Characteristic of control Group Eduacatioan and Target Groups

No.	Education	Control Group		The Target Group	
		People	%	People	%
1.	Primary School	0	0,00	1	0,65
2.	Junior High School	2	1,29	7	4,52
3.	High School	72	46,45	69	44,52
4.	Higher Education	81	52,26	78	50,32
	Total	155	100	155	100

Source: Calculated from the results of the study, 2014

The table above shows the 155 respondents from the control group, as many as 81 people or 52.26% are those who once occupied the university education. Then 72 people or 46.45% with high school education, and 2 people or 1.29% with secondary education. Likewise, the target group of 155 respondents, the majority ie 78 or 50.32% were those who had occupied university education. Then 69 people or 44.52% with high school education, 7 people or 4.52% with secondary education, and 1 or 0.65% of elementary education.

3. Nature of Business

From the point of business, small and medium enterprises are the target of development is grouped into 5 types. Each is a craft businesses, services, trade, industry, and aquaculture. The number of respondents with each type of business can be seen in the following table 3.

Table 3. Characteristics of Business Control Group and the Target Group

No.	Nature Of Business	Control Group		The Target Group	
		Unit	%	Unit	%
1.	Crafts	21	13,55	22	14,19
2.	Services	11	7,10	54	34,83
3.	Trade	74	47,74	33	21,29
4.	Industry	49	31,61	39	25,16
5.	Cultivation	1	0,65	7	4,52
	Total	155	100	155	100

Source: Calculated from the results of the study, 2014

The above table shows, of the 155 respondents control group, there were 74 people or 47.74% managing trading businesses. Then 49 people or 31.61% managing industrial enterprises, as many as 21 people or 13.55% managing businesses craft, 11 people or 7.10% manage business services, and 1 or 0.65% to manage the cultivation. Likewise, the target group of 155 respondents, the highest number with 54 people or 34.83% manage business services. Then 39 people or 25.16% managing industrial enterprises, as many as 33 people or 21.29% managing trading businesses, 22 people or 14.19% managing businesses craft, and 7 people or 4.52% to manage the cultivation.

4. Old Business

Grouping respondents based on their length of experience or trying to, is made in four categories. Each is less than 5 years, between 5 years to 10 years old, between 10 years to 15 years, and more than 15 years. The number of respondents to the old category of the business can be seen in the following table 4.

Table 4. Characteristic of Older Group Business Control and Target Groups

No.	Old Business	Control Group		The Target Group	
		Unit	%	Unit	%
1.	5 years <	2	1,29	7	4,52
2.	5 - 10 years	39	25,16	20	12,90
3.	10 - 15 years	33	21.29	37	23,87
4.	>15 years	81	52,26	91	58,71
	Total	155	100	155	100

Source: Calculated from the results of the study, 2014

The table above shows that the control group of 155 respondents, a total of 81 people, or 52.26% of those who seek more than 15 years. Then as many as 39 people or 25.16% are those who seek between 5 years to 10 years, 21.29% further 33 people are those who seek between 10 years to 15 years, and 2 people or 1.29% are those who attempted less than 5 years. Similarly, of the 155 respondents of the target group, namely 91 most people or 58.71% of those who seek more than 15 years. Then as many as 37 people or 23.87% are those who seek between 10 years to 15 years, 12.90% further 20 people are those who seek between 5 years to 10 years, and 7 people or 4.52% are those who attempted less than 5 years.

Development Control Group
1. Organizing
Small and Medium Enterprises development is directly the responsibility of the Department of Cooperatives and small and medium enterprises Makassar. But in Makassar City Government organization, description of duties and functions of the regional work units (on education) the scope of the Government of Makassar, and related to small and medium enterprises development programs, it appears that the development of small and medium enterprises is also included in the assignment of several related local government offices.

There are at least six good segway direct or indirect contact with SME development efforts. On education in a group of regional technical institutions (agency and office) there are two (2), the agency for community empowerment related to regional economic development efforts village, and food security office relating to the development of the food sector Small and Medium Enterprises. Being included in the group there are four regional offices (four), the Department of Cooperatives and SMEs that indeed be responsible for all aspects of the development of small and medium enterprises, social services associated with efforts to improve the welfare of society, especially the poor, the department of marine fisheries agriculture and Livestock that promote Small and Medium Enterprises marine sector, fisheries, agriculture and livestock, as well as the department of industry, trade and investment, small and medium industries nurture and fulfillment business licensing. Six local government unit this is to provide guidance to small and medium enterprises to a control group in this study.

2. Treatment
Every year treatment for the control group performed by each local government unit individually with different activities between the segway with other officials. For example by the department of cooperatives and small and medium enterprises conducting technical guidance product marketing, while Social Office equipment assistance activities for Productive Economic Business (UEP), Community Empowerment Board Case (BPM) activities Skills Improvement Guidance Appropriate Technology (TTG). These activities are intended for different small and medium enterprises, with no integration between them. Throughout the year 2010 - 2013, there were a variety of activities in each local government unit with different target small and medium enterprises between one and the other on education. In 2010 for example, with a budget of Rp. 6.249 billion held 27 events in 6 local government unit to 840 small and medium enterprises. Likewise, in 2013, with a budget of Rp. 17.320 billion held 19 events in 6 local government unit to 1,885 Small and Medium Enterprises. Overview of the development of small and medium enterprises by treatment related local government offices throughout 2010 - 2013, with a budget amount, the frequency of the program, and the number of target small and medium enterprises through non partnerships ways, can be seen in the following table 5.

Table 5. Small and Medium Enterprises Development and Treatment Control Group

No.	Commentary	2010	2011	2012	2013
1.	Budget	6.249.294.000	5.028.921.000	16.650.663.450	17.320.228.750
2.	Program (Units)	27	17	25	19
3.	SMEs Target (Units)	420	360	1.018	947

<div align="center">Source: Results of the study, 2014</div>

If accumulated, then in the period 2010 to 2013, there were 2,745 SMEs targeted development, with 84 units of the treatment program, as well as absorbing a budget of Rp. 45,249,407,200, -

Development of Target Group
1. Organizing

Partnership development of SMEs in Makassar can be traced through the integrated business clinic, which is one of the economic policy of the Government of Makassar to the strengthening of the local economy (law No. 6 of 2009). Policy implementation is then translated through Makassar's Regulation No. 14 Year 2010 on integrated business clinic Makassar governing organization's institutional Integrated Business Clinic. The Mayor Regulations governing the nature and composition of the integrated business clinic organization.

Integrated business clinic defined as an organization that is coordinated, functional and technical. Coordinative intended as a manifestation of the integration policies, programs and activities to strengthen the city's economic structure is dynamic in regional development, employment creation, income generation, economic growth, tackle poverty and unemployment as well as the improvement of women's participation (Makassar Mayor Regulation No. 14 of 2010, Chapter IV Article 8, paragraph 2).

For an organization that is both functional HPCs institutional emphasis on efforts to the solution of problems of SMEs. This is clearly stipulated that the functional properties of Integrated Business Clinic institutional organization intended as a manifestation of the duties and functions of the system of relationships Integrated Business Clinic which emphasizes unity and togetherness to overcome the problems of SMEs and cooperatives, poverty, unemployment, women's participation both from duty on education, cross on education, community participation, world businesses, donors, NGOs / Ngo, or other institutions from both within and outside the country (Regulation No. 14 Mayor of Makassar in 2010, Chapter IV, Article 8, paragraph 3).

The above provision indicates at least two functions Integrated Business Clinic institutional organizations. First, the function of the completion of the economic problems with SMEs and cooperatives as an instrument of economic actors. These issues include what is faced by SMEs and cooperatives themselves, about poverty, about unemployment and economic participation of women community lug. Second, the importance of community partnerships between actors or development of SMEs and cooperatives. It is intended to support solving problems of SMEs and cooperatives, and extend support resources.

Here are a function of institutional organization Integrated Business Clinic technical nature. It is described as an embodiment of this form of technical services to SMEs and cooperatives, the poor, the unemployed and women earning (Makassar Mayor Regulation No. 14 of 2010, Chapter IV, Article 8, paragraph 4).

To carry out the functions that have been raised, then set up the organizational structure of integrated business clinic. At the municipal level, formed Team KBT Makassar, and at the district level or sub-district formed Integrated Business Clinic Team Executive Team Field. In both organizations there Advocacy Team, which is a combination of elements of banking, academics, community leaders, business associations and the private sector / state (Makassar Mayor Decree No. 570.05 / 666 / decision / V / 2010).

2. Method Development

SME development through partnerships at integrated business clinic program involves a variety of actors as participants. Actors are the mayor and holds related as government and public administration (G & PA). Then the Institute for Community Empowerment, Regional Ombudsman, as well as the Cooperative Association of Indonesian Retailers as elements of society and academia and the private sector as social actors.

These actors to participate in the program Integrated Business Clinic in three arenas, namely planning, implementing and evaluating the output of each as in the following table.

Table 6. Arena Events and Actors Partnership Development Target Group

No.	Arena Partnership	Actor	Output
1	Planning	Mayor, Related local government unit, Institute for Community Empowerment, Cooperative Association of Indonesian Retailers, Academics, Private Sector	- The willingness of the actors to partner - Handbook Integrated Business Clinic
2	Implementation of activities	Mayor, Related local government unit, Institute for Community Empowerment, Regional Ombudsman, Cooperative Association of Indonesian Retailers, Academics, Private Sector	- Share resources Increased technical capabilities managers of SMEs - Solidity collaboration and partnership - Better service for SMEs - Certainty market - Ability evaluative

3	Evaluation	Related local government unit Institute for Community Empowerment Academics	- Overview of the process of - Overview of program achievements - Recommended follow-up

Source: Research Findings, 2014

As the embodiment on problem-based approach to the development of SMEs, the method used in developing SMEs in partnership Integrated Business Clinic program shows the multi method. Various method adapted to problems faced by SMEs.

The results showed that for the period 2010 - 2013, there are five principal activities carried out through the canal. All five of these activities absorb Rp. 16.591.355.200, - which is for 1,120 units of SMEs, with a target number of SMEs per activity can be seen in the following table 7.

Table 7. Treatment and Number of SMEs (Unit) Target Groups

No.	Treatment	2010	2011	2012	2013
1	Technical guidance	302	439	454	715
2	Obtaining Permission	36	55	62	132
3	Product Showcase	154	190	193	198
4	Product marketing	0	11	18	23
5	Capital Assistance	40	91	94	895

Source: Research Findings, 2014

IV. DISCUSSION

Development of Control Group

The development of SMEs can be seen in the control group variable sales, profits, employment, and employee salaries. After the t-test, was the treatment of the variables affecting the control group SME sales, profits, employment, and salaries of employees in the SME. In simplistic results of t-test is shown in the following table 8.

Table 8. Results of t-Test Control Group SMEs

No.	Variabel	t-Test	Description
1.	Sales	- 22,692 sig.0.000 Sig.0.000 < 0,05	- The treatments have a significant effect on sales
2.	Advantages	- 14,501 sig 0.000 Sig.0.000 < 0,05	- The treatments have a significant effect on profits
3.	Number of Workers	- 0,000 sig. 0.000 Sig. 0.000 < 0,05	-The treatments have a significant effect on the amount of labor
4.	Salaries of employees	- 3,784 sig. 0.000 Sig. 0.000 < 0,05	- The treatments have a significant effect on the employee's salary

Source: Results of t-Test Control Group

Development of Target Group

Development of SMEs Target Group can be seen in variable sales, profits, employment, and employee salaries. After the t-test, was the treatment of the SME target groups of variables affecting sales, profits, employment, and salaries of employees in the SME. In simplistic results of t-test is shown in the following table 9.

Table 9 Results of t-Test SMEs Target Groups

No.	Variables	t-Test	Description
1.	Sales	11,304 sig. 0.000 Sig.0.000 < 0,05	- The treatments have a significant effect on sales
2.	Advantages	10,705 sig 0.000 Sig.0.000 < 0,05	- The treatments have a significant effect on profits
3.	Number of Workers	9,985 sig. 0.000 Sig. 0.000 < 0,05	- The treatments have a significant effect on the amount of labor
4.	Salaries Of Employees	25,914 sig. 0.000 Sig. 0.000 < 0,05	- The treatments have a significant effect on the employee's salary

Source: Results of t-Test Target Group

Effectiveness Partnership

t-Test in the control group and the target group showed a treatment effect on the variable of sales, profits, total employment and wages of employees in both groups. To measure the effectiveness of the development in the two groups, t-Test was then performed to determine differences in the third stage of development of average (mean) of SMEs in each group with the results, as in the following table 10.

Table 10. Comparison of Results of t-test Control Group and Target SMEs.

No.	Variables	Mean Control Group	Mean Target Groups	Description
1.	Sales	281035026,3	370194114,0	Target groups are more effective than Ex. Control.
2.	Advantages	36681053,66	40196570,21	Target groups are more effective than Ex. Control
3.	Number of Workers	3,6234	4,0909	Target groups are more effective than Ex. Control
4.	Salaries of employees	1923154,362	2064177,852	Target groups are more effective than Ex. Control

Source: Results of t-test Control Group and the Target Group

The table above shows if for all dependent variables were measured at the SME target group experienced an average growth higher than the control group of SMEs. Thus, the development of SMEs by way of showing the results of an effective partnership.

From a financial perspective also occur efficiency. In the control group absorb Rp. 45.249.407.200, - 2745 for the development of SMEs. This means that the load factor per unit of input for the development of SMEs is Rp. 16.484.192, -. Moderate Target Groups absorb Rp. 16.591.355.200, - for the development of 1.120 SMEs. This means that the load factor per unit of input for the development of SMEs is Rp. 14.81371 million, -. Thus, the partnership is the development of more efficient SME 10.13%.

The effectiveness of SME development partnership supported by intensive cooperation between the participating actors. It then takes the form of: a) the inclusion of support for science and technology in the development of SMEs, b) the establishment of problem-solving synergy for SMEs, and c) the creation of SME development simultaneously.

V. CONCLUSION

The results of research and discussion leads to the conclusion:

1. Partnership shows a significant degree of effectiveness in the development of SMEs. The effectiveness of these occur in the development of sales, profits, employment, and salaries of employees of SMEs target.
2. The effectiveness of SME development partnership supported by intensive cooperation between the participating actors. It then takes the form of: a) the inclusion of support for science and technology, b) the establishment of problem-solving synergy for SMEs, and c) the creation of SME development simultaneously.

Development of SMEs supported by intensive cooperation between the participating actors. It then takes the form of: a) the inclusion of support for science and technology in the development of SMEs, b) the establishment of problem-solving synergy for SMEs, and c) the creation of SME development simultaneously.

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