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Increasing Competitiveness and Expanding the Market for the Business of Tangan di Atas Community: A Study Case on Members of the Tangan di Atas Community

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ABSTRACT

Community businesses aim to grow the entrepreneurial spirit of the community in general and, in particular, to foster the entrepreneurial spirit of its members, so community businesses need to be maintained and developed. This study aims to determine the effect of increasing competitiveness and market expansion on community business. This research was designed quantitatively with the research sample being members of the above hand community business. The research data collection techniques consisted of observation, questionnaires, and documentation. This research data analysis uses multiple linear regression. The results of this study indicate that simultaneously increasing competitiveness and market expansion has a significant effect on community business, while partially the two variables have no effect. It shows that increasing competitiveness and market expansion must be implemented together to improve community business because these two things cannot be done separately as the results of this study.

INTRODUCTION

Increasing competitiveness and expanding markets in the challenging era of globalization, are the main keys to business survival and progress, a deep understanding of business challenges and opportunities in entrepreneurship development in the business sector is essential (P *et al.*, 2024). Globalization also encourages many young entrepreneurs to start by increasing the growth of young entrepreneurial businesses, for this reason, entrepreneurial communities are needed as a gathering place for youth entrepreneurs to be able to accommodate the needs of youth entrepreneurship development themselves (Zana, 2020).

There are various communities in Indonesia, one of which has the widest network spread throughout Indonesia, namely the business community with the name Tangan Di Atas or TDA. This community is a platform for the association of entrepreneurs throughout Indonesia. So, it is not surprising that the TDA community is known as the largest entrepreneurial community in Indonesia. As one of the largest entrepreneurial communities widespread in Indonesia, the TDA community has a vision to become entrepreneurs who like to take social care actions to grow entrepreneurship in Indonesia.

TDA comes as an innovative solution to help SMEs improve competitiveness and expand markets. This non-profit organization provides a platform for SMEs to learn business, organize, and manage HR teams (Widyaningrum, 2022). SMEs greatly influence society's welfare, visible through the role played in the Indonesian economy, namely promoting equality, fighting poverty, and generating income for Indonesia (Triagita *et al.*, 2024). Based on data collected from the Ministry of Cooperatives and Small and Medium Enterprises, the SME business has reached 62.9 million units, of which 89% of SMEs in Indonesia are engaged in the micro

sector, this then has a considerable impact on reducing unemployment due to labor absorption (Purbadharmaja & Widanta, 2023).

A necessary step to develop a business is to develop a well-thought-out plan and strategy. One of them is through collaboration from various parties, not only establishing relationships with people inside the company such as business owners and employees but also with outsiders, such as vendors or suppliers. This is why establishing business relationships is very important if you want your business to survive and thrive. Once the business is considered successful, the next step is to expand the market share. Expanding market share means enlarging the business because demand will increase, which means the number of products produced and production personnel must also increase (Silvia, 2023). In the face of globalization, increasing product competitiveness is very important. In business, SMEs must quickly adapt and innovate to gain a superior position in the international arena in the increasingly fierce global market competition. SMEs must adapt to the business environment and be able to develop business networks among fellow SMEs and other business actors more broadly by having the ability to be competitive (Zuhri, 2018). High competitiveness is also very necessary in conditions of competing with the market, especially the global market such as the implementation of the ASEAN Economic Community (Nuryanto & Farida, 2019). In addition, business actors are increasingly required to develop their products following market demands and needs. Business actors need to expand the market network in developing their products. It should be noted that in expanding the market, business actors must be able to conquer the market, one of which is through product development (Zulfalillah *et al.*, 2022).

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LITERATURE REVIEW

Increasing Competitiveness

In general, competitiveness is an effort to utilize and manage human resources, technology, capital, and natural resources to achieve added value commonly called value per unit of input. Competitiveness is closely related to productivity, which determines the success of increasing the living standards of business actors. Efforts to increase competitiveness are expected to produce micro, small and medium enterprises that can improve business capabilities through increased creativity and innovation (Irawan, 2020). Eliason stated that competitiveness depends on economic flexibility both in adjusting relative prices and reducing industrial structure by eliminating unnecessary economic activities and freeing up capital and labor to facilitate new business development (Zaelani, 2019).

Conceptually, competitiveness is divided into two, competitive advantage and comparative advantage. The concept is based on the ability to shift the supply curve to the right as a way to lower prices. However, the concept of competitive advantage and the ability to reduce prices are not the only way but must be followed by various other related strategic aspects, both in terms of production, consumption, market structure, and industrial conditions (Basuki & R.T., 2023). To build competitiveness, companies or business actors must use special advantages through four levels of customer involvement, namely customer awareness, customer sensitivity, customer alignment, and customer partnership (Sianturi, 2020).

Competitiveness has four dimensions, including cost, quality, time and delivery, and flexibility:

1. Cost is one of the dimensions of competitiveness which is the main capital for companies that include financing, consisting of production costs, and production capacity.

2. Quality is a very important dimension, consisting of product appearance, product acceptance period, and product durability.

3. Time and delivery is a dimension of competitiveness that includes production time, and reduction of production lead time.

4. Flexibility is a dimension of operation competitiveness that includes various indicators including the variety of products produced, and the speed of adjusting to environmental interests. (Feranita & Setiawan, 2019; Arbawa & Wardoyo, 2018).

Expanding Markets

One of the problems that SMEs must face and one of the opportunities to develop SME businesses is to expand market access, both at home and abroad. The opportunities in the retail market as well as the opening of market opportunities in the ASEAN region, it is hoped that SMEs can develop their businesses through market expansion. Several marketing strategies must be developed to enter the modern retail market, one example is product development through packaging (branding) which can increase product attractiveness and

competitiveness (Dewi & Hubeis, 2020).

Several ways can be used to increase product competitiveness and sales volume, namely by conducting sales promotion, improving product quality and diversity of products sold (Abriyoso *et al.*, 2023). A way to expand the market is by doing digital marketing. According to Rozina in her research, it states that the use of digital marketing has helped MSME players in marketing their products, expanding their market share and minimizing the promotional costs they incur, as well as shortening the interaction distance between MSMEs and their consumers (Rozinah & Meiriki, 2020). This research supports the idea that digital marketing provides many advantages in the marketing process, including convenience in the production process and also the costs, which are smaller than those of traditional businesses (Arfan & Hasan, 2022).

Tangan di Atas Community

According to Iriantara, a community is a collection of several individuals who gather with similar interests and then inhabit a certain environment. For example, needs, beliefs, intentions, interests, talents, hobbies, and other similarities, so that they feel comfortable when they unite themselves because they feel at home in the same thing. Even if it is considered unique or even odd by others (Zaelani, 2019). A community is built for a specific purpose. In achieving this goal, it is necessary to build towards a better A community is built for a specific purpose. In achieving this goal, there is a need for development towards a better A community is built for a specific purpose. In achieving this goal, there is a need for development for the better (Umar, 2019).

In Indonesia, there are many communities, one of which has the widest network spread throughout Indonesia, namely the business community with the name Tangan Di Atas or TDA. This community is a community that serves as a forum for the association of entrepreneurs throughout Indonesia (Suprianto *et al.*, 2021). Currently, there are many entrepreneur communities formed to become a forum for entrepreneurs to continue to improve their knowledge all the goals they want to achieve are to improve their performance (Rahmanto *et al.*, 2018). TDA members are people who have similarities and interests in the business world, both those who want to start and those who already have a large business (Lestari *et al.*, 2023).

MATERIALS AND METHODS

This research was designed using a quantitative approach. This approach is considered to be able to answer this research question. In addition, this approach is used to determine the impact of the independent variable on the dependent variable. This research focused on the Tangan di Atas community which was used as the research sample. Data collection in this study included observation, questionnaires, and documentation. Research data were obtained from

primary and secondary sources, while data analysis used multiple linear regression analysis. The consideration of using this analysis is because this study has more than one independent variable, so to find out the test results, multiple linear regression analysis can be used to answer the hypothesis or this research question. As for the independent variables in this study is Increased Competitiveness (X1) and Market Expansion (X2), the dependent variable is Community Business (Y).

RESULTS AND DISCUSSION

Result

The results of this study present the test results using multiple linear regression which can be seen from the simultaneous results (F test) and partial test results (t test), as well as the results of testing the coefficient of determination to determine the effect of the independent variable on the dependent variable in this study. Simultaneous test results can be seen in table 1.

Table 1: ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	389.441	2	194.720	14.533	.000b
	Residual	348.352	26	13.398		
	Total	737.793	28			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

The results of the F test can be seen in the table above, the value of F count (14,533) > F table (3,328) with a significance level of 0.000. These results indicate that simultaneously, the independent variable has an effect on the dependent variable, which means that simultaneously

increasing competitiveness and expanding the market has an effect on community business. The effect is highly significant, as indicated by the significance value obtained. Furthermore, to find out the results partially, it can be seen in table 2 below.

Table 2: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.504	9.620		1.300	.205
	X1	.459	.379	.478	1.210	.237
	X2	.487	.745	.258	.653	.519

a. Dependent Variable: Y

The table above presents the increased competitiveness and market expansion of community businesses. Analysis of the results reveals that the significance value of increasing competitiveness (X1) is 0.237 > 0.05 with a t table value of 1,210 (1,210 > 1,699), meaning that increasing competitiveness (X1) has no effect on community business (Y). furthermore, the significance value of market expansion (X2) is 0.519 < 0.05 with

a t table value of 0. 653 (0.653 > 1.699), meaning that market expansion (X2) does not effect community business (Y). These results indicate that, partially, each independent variable does not influence the dependent variable. Furthermore, to determine the magnitude of the influence of the independent variable on the dependent variable it can be seen from the results of the following determination coefficient test.

Table 1: ANOVA^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.727a	.528	.492	3.66035

a. Predictors: (Constant), X2, X1

Based on the test results in the table above, it is known that the R Square value is 0.528. This shows that the effect of Increasing Competitiveness (X1) and Market Expansion (X2) on Community Business (Y) is 52.8%, while the remaining 47.2% is explained by other factors not examined in this study.

Discussion

Economic development in a country, especially in

Indonesia, will be more specific if it is supported by entrepreneurs who can provide a variety of business opportunities and can provide employment to Indonesian citizens who are unable to rely solely on the government with limited resources. Therefore, the main factor in encouraging economic growth is entrepreneurs, so the existence of entrepreneurs in Indonesia mainly needs to be supported by various parties including the government so that it can continue to grow. The entrepreneur referred

to in this research is a community business. In Indonesia, there are many communities, one of which has the widest network spread throughout Indonesia, namely the business community with the name Tangan Di Atas or TDA.

The TDA community is a community that is a forum for the association of entrepreneurs throughout Indonesia. So no wonder the TDA community is known as the largest entrepreneurial community in Indonesia. As one of the largest entrepreneurial communities widespread in Indonesia, the TDA community has a vision to become entrepreneurs who like to take social care actions to grow entrepreneurship in Indonesia. For this reason, community businesses need to be developed. Development can be done through various things, including studies so that the business community can evaluate its business performance when carrying out its activities. In this study, the business community was studied by knowing the variables that influence it. The variables that are considered to influence it are increased competitiveness and market expansion.

The test results show that these variables affect the community business. This means that in running their business, the hand community above needs to increase competitiveness and expand the market. This is done so that the community business can survive and thrive in the increasingly growing onslaught of other businesses. However, increasing competitiveness cannot be done alone by the community business, nor can market expansion. Both of these must be done simultaneously to influence the community business, especially the community optimally.

CONCLUSIONS

Based on the results of the research and discussion carried out, the results of this study conclude that simultaneously increasing competitiveness and market expansion has a significant effect on community business, while partially the two variables have no effect. This shows that increasing competitiveness and market expansion must be done together to improve community business because these two things cannot be done separately as the results of this study.

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