THE EFFECT OF ENTREPRENEURSHIP ON SALT BUSINESS PERFORMANCE IN JENEPONTO DISTRICT, SOUTH SULAWESI

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Abstract: Salt is one of the strategic commodities as a component of human nourishment and raw material for sustainable industries. Like other agriculture and food business, developing entrepreneurial skills and behavior among salt producers is very important. This study aims to describe the characteristics of salt producers and examine the effects of entrepreneurial behavior on salt business performance. This study used a primary data of 120 salt producers in Jeneponto regency. The data were analyzed using Microsoft Excel and Partial Least Square-Structural Equation Model (PLS-SEM). The results showed that salt farmers in Jeneponto Regency had entrepreneurial characteristics seen from their experience and motivation in doing business. Entrepreneurial behavior had a positive and significant effect on the performance of the salt business. In addition, individual characteristics also have a positive and significant effect on entrepreneurial behavior, but the environment has no significant effect on salt entrepreneurial behavior in Jeneponto Regency. This study implies that improving entrepreneurial behavior of salt produces in Jeneponto Regency will increase their salt business performance.

Keywords: business performance, entrepreneurial behavior, PLS-SEM, salt

Abstrak: Garam merupakan salah satu komoditas strategis sebagai bahan pangan manusia dan bahan baku kegiatan industri secara berkelanjutan. Kabupaten Jeneponto merupakan kabupaten dengan produksi garam terbesar di Pulau Sulawesi. Hal ini menjadi peluang dalam pengembangan usaha garam rakyat melalui pengembangan perilaku kewirausahaan garam. Tujuan dari penelitian ini untuk mengidentifikasi karakteristik petani garam dan menganalisis pengaruh karakteristik individu dan lingkungan usaha terhadap perilaku kewirausahaan, serta pengaruh perilaku kewirausahaan terhadap kinerja usaha garam rakyat di Kabupaten Jeneponto Sulawesi Selatan. Responden pada penelitian ini adalah pelaku usaha garam rakyat di Kabupaten Jeneponto dengan jumlah 120 orang yang ditentukan dengan metode multistage sampling. Analisis data dalam penelitian ini menggunakan software computer Microsoft Excel dan Partial Least Square (PLS-SEM). Hasil penelitian menunjukkan bahwa petani garam di Kabupaten Jeneponto memiliki karakteristik wirausaha yang dilihat dari pengalaman dan motivasi dalam berusaha. Perilaku kewirausahaan memiliki pengaruh secara positif dan signifikan terhadap kinerja usaha tambak garam. Selain itu, karateristik individu juga berpengaruh positif dan signifikan terhadap perilaku kewirausahaan, namun lingkungan usaha tidak berpengaruh signifikan terhadap perilaku kewirausahaan usaha tambak garam di Kabupaten Jeneponto. Hal ini berarti setiap peningkatan perilaku kewirausahaan akan dapat meningkatkan kinerja usaha tambak garam di Kabupaten Jeneponto.

Kata kunci: *kinerja usaha, perilaku kewirausahaan, PLS-SEM, garam*

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INTRODUCTION

Indonesia is a maritime country with 17,504 islands and the world's biggest archipelago, with a total ocean area of 6.40 million km^2 and a land area of 1.92 million km^2 (BPS, 2021). This demonstrates that the maritime industry, particularly in salt-related sectors, has a lot of room for entrepreneurship to grow. Salt is a critical commodity as a human diet and a raw material for long-term industrial activities. The national salt need, according to the Ministry of Industry, is 4.20 million tons, which is divided into numerous categories, including industrial, domestic, animal, and other requirements. Indonesia produced 2,089,824.25 tons of salt from domestic production and 2,595,397.30 tons from imports in order to meet national salt needs (BPS, 2020). This demonstrates that the country's salt production capacity can only meet half of the country's needs. The province of South Sulawesi with Jeneponto Regency as its production center, is one of the significant contributors to national salt production.

Jeneponto Regency is the regency with the most significant salt production on the island of Sulawesi. South Sulawesi people's total share of salt production in the national salt production is 5.35%. The entire salt production is distributed among Pangkep, Takalar, and Selayar Islands (KKP, 2019). The potential for using these natural resources is enormous. However, the possibility of these natural resources must be directly proportional to the skills of their human resources so that they can best manage the wealth of these resources. However, Burhanuddin (2018) stated that the main human resource potential problem that causes farmers to lag in improving their economy is low, namely low entrepreneurial skills. This medium is because most farmers do not have a priority in business development that they direct to business development.

The salt workers are the leading players in salt production activities. Salt producers are expected to have high entrepreneurial skills to have the characteristics of enterprising farmers. An entrepreneur farmer is a farmer and, at the same time, an entrepreneur in the agricultural sector who takes advantage of business opportunities through his commercial activities. Limited access for farmers in rural areas is also an obstacle to the formation of entrepreneurial agricultural actors, so farmers need solutions to achieve the capacity to become entrepreneurial farmers. The ability of farmers to develop entrepreneurial aspects in commercial salt farming activities by increasing productivity can be supported by promoting human resources and natural resources that resources can adequately manage. Several previous studies have shown that the concept of entrepreneurship can stimulate business actors in improving business performance.

The increase in the salty area of Jeneponto Regency did not positively impact the rise in the quantity of production each year. The size of salt land in 2017 compared to 2016 increased by 23.12%, but an increase in production did not compensate. Data by 2017 shows that the production quantity decreased by 7.43% and the following year increased by 12.34%, the production increasing significantly up to 96.48% compared to 2017. However, with a fixed area in 2019, the total output increased by 85.60%. The need for national salt has not been met because most national salt production cultivated by the population has limited production activities. This medium is linked to the quality of human resources (people) and the environment.

The research on entrepreneurial behavior on the performance of salt enterprises is the first research conducted. Research regarding the influence of individual and environmental characteristics was conducted by Zainura (2016) on entrepreneurial behavior on the features and behavior of producers of gayo arabica coffee, which showed that gayo arabica coffee farmers had entrepreneurial characteristics. Individual and environmental factors also influence the entrepreneurial behavior of gayo arabica coffee producers, and entrepreneurial behavior has a positive and significant impact on the performance perspective of gayo arabica coffee production. In line with this, Amir et al. (2018) and Syam et al. (2020) found that entrepreneurial behavior positively affects firm performance. Entrepreneurial behavior is reflected in four indicators: responsiveness to opportunities, innovation, courage to take risks, and business activities (Amir et al. 2018). Thus, research is needed on analyzing the influence of entrepreneurial behavior on the performance of the famous salt enterprise in Jeneponto Regency, South Sulawesi. The characteristics of the farmers and the environment are essential aspects to support maximum production for commercial salt activities. Therefore, an in-depth study is needed to see the entrepreneurial behavior on the salt business performance of the residents of Jeneponto Regency, South Sulawesi.

METHODS

The research location was purposely chosen in Jeneponto Regency, South Sulawesi Province. The selection of research sites was based on the highest level of salt production on the island of Sulawesi. As the largest salt producer in East Indonesia and the central supplying district for salt consumption satisfaction in the whole province of South Sulawesi, a community with enormous potential in agriculture, fisheries, and maritime affairs. However, Jeneponto Regency is still included in the underdeveloped districts of South Sulawesi Province. Time conducted this research from March to June 2021.

The type of data used is quantitative data derived from primary data. Primary data were obtained from interviews and questionnaires to salt farmers in Jeneponto Regency. The population in this study were salt farmers in Jeneponto Regency, South Sulawesi. The sample of the research area was taken from four sub-districts selected using the multistage area sampling method, which produced salt from 11 sub-districts in Jeneponto Regency. Respondents in this study were farmers who worked in the people's salt business. The number of samples in this study was 120 respondents. The selection of respondents using the snowball sampling method. Research variables are concepts that have value and can be measured. The variables used in this study consisted of latent variables and manifest variables (indicators) (Table 1).

This study measured observed variables or manifest variables in the research questionnaire using a Likert scale. The Likert scale is known as the summed scoring method. The Likert scale used in the study is divided into five scales/scores. The characteristic of the Likert scale is that the higher the score obtained, the more positive the evaluation of an object, and vice versa.

The model used is a causal or relationship or influence model. To test the proposed hypothesis, the analysis technique used is Microsoft Excel and Partial Least Square-Structural Equation Model (PLS-SEM) by using SmartPLS 3 software. PLS is an analytical method that does not rely on many assumptions. For example, the data should be normally distributed, and the sample does not need to be significant. Besides being used to confirm the theory, PLS can also explain if there is a relationship between latent variables. PLS can simultaneously analyze formed constructs with reflective and formative indicators. The test based on the average value of the average variance extracted (AVE) and the reliability test model based on the composite reliability (CR) was performed on the PLS-SEM model.

Table 1. Identification of latent variables (exogenous and endogenous) and manifest variables

Latent variables		Manifest variables
Latent exogenous characteristics	Individual (KI)	Formal education (KI1)
		Experience (KI2)
		Business motivation (KI3)
		Land tenure (KI4)
	Business Environment (LU)	Availability of inputs (LU1)
		Land area (LU2)
		Popularization and training (LU3)
		Market conditions (LU4)
		Support for business regulation (LU5)
		Cohesion between farmers (LU6)
Latent endogenous	Entrepreneurship behavior (PK)	Innovative (PK1)
		Risk-taking (PK2)
		Perseverance (PK3)
		Respond to opportunities (PK4)
		Be independent (PK5)
	Business performance (KU)	Income level (KU1)
		Marketing area expansion level (KU2)
		Competitive ability (KU3)
		Commitment to agriculture (KU4)

The hypothesis of this research is based on previous research that shows that individual and environmental characteristics have a positive effect on entrepreneurial behavior and that entrepreneurial behavior has a positive effect on firm performance. This type of influence is more common in agricultural commodity businesses. Siahaan and Martauli (2019), Saragih and Harmain (2021), and Puspitasari et al. (2018) found that individual factors can increase entrepreneurial behavior and that entrepreneurial behavior has a significant effect on firm performance. As a result, the hypotheses tested in this analysis are (1) individual have a positive and significant effect on entrepreneurial behavior (2) Environmental characteristics have a positive and significant effect on entrepreneurial behavior, and (3) entrepreneurial behavior has a positive effect on firm performance.

The operational framework can be explained that the success and development of a salt pond business in terms of business performance is determined by business actors who have entrepreneurial behavior on business performance using two method approaches (Figure 1). The method approach used is descriptive analysis method regarding the general description and characteristics of salt farmer entrepreneurs and the PLS-SEM analysis tool method. In analyzing PLS-SEM, there are two exogenous latent variables, namely the exogenous latent variable of individual characteristics and the business environment and two endogenous latent variables, namely entrepreneurial behavior and business performance. The results of these two methods produce policy implications in an effort to improve the performance of salt pond business in Jeneponto Regency, South Sulawesi.

RESULTS

Individual Characteristics

The characteristics of salt producers in the Jeneponto Regency use four approaches: formal education, work experience, business motivation, and land tenure. Education in this study is the last formal education followed by salt pond entrepreneurs. The level of education of commercial salt mining actors in the Jeneponto regency is still relatively low. In total, 67% reached only primary school, and 14% did not complete primary school or did not go to school, the remaining 19% of commercial actors had an education up to college level, 9% of them have reached high school level. Only one percent have received an education up to the university level. Although the hope is that proper education will improve the way of thinking of these actors in the salt business towards a more developed and advanced direction, education is also considered capable of meeting challenges, particularly in the management of their business.

Another indicator is experience. The need for business experience is increasingly necessary with the increasing complexity of the environment. In contrast to education, the indicator of experience running a salt business, 47% of offenders have run a business for more than 10 years or are classified as high or experienced. 37% have been in business for 6-10 years, and 16% are less than 5 years old, both in the upstream process and in the land preparation process to the downstream marketing and sales process. In addition to experience and education, age is also one of the factors that can affect working capacity; as the older you get, the lower your level of work productivity decreases. The average age of small-scale salt producers in Jeneponto is a middle adult or over 40 years old. The age at this level is the age to achieve peak performance in running a business. Entrepreneurs at this age level should have sufficient experience running their salt business. Apart from this, another thing also shows that the Jeneponto salt farming business is still lovely to young people, where it can be seen that 28 percent of the business players are under the age of 40. Land tenure indicator that 100% of salt producers run their business with a land lease system.

The results of the descriptive analysis of research by Syam (2020) show that the entrepreneurial characteristics of market gardeners are characterized by a business orientation that tends towards profit and a robust agricultural experience that influences the entrepreneurial character of market gardeners. The contribution of indicators to individual variables shows that the experience indicator variable is the one with the highest influence on the individual characteristic variables with a loading factor of 0.83. This is in accordance with the condition of salt farmers where salt farming activities have become their routine from childhood and become the main source of income for their families so that the experience of trying to form naturally based on daily habits. The indicator of experience is reflected in the three measurement focuses which consist of duration of salt farming activities, skills in high pond activities and decision making in good pond activities.
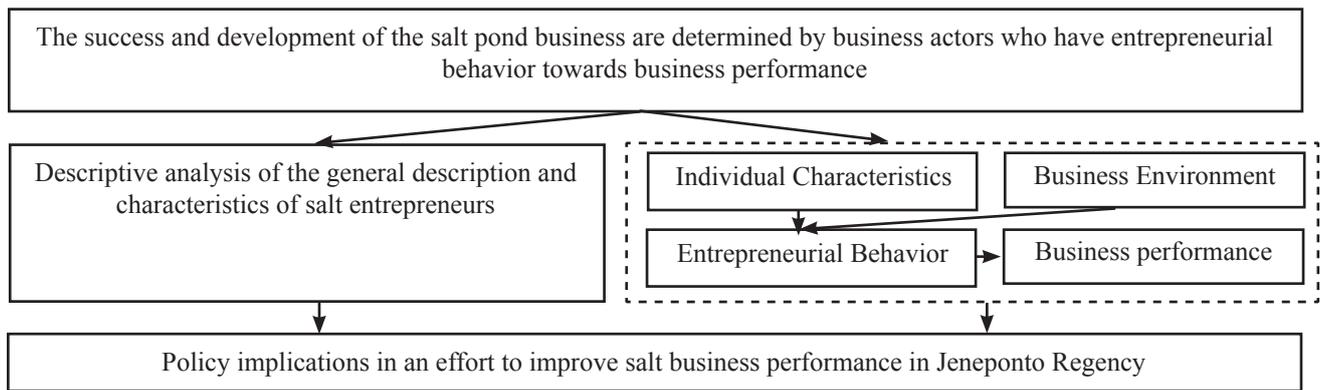
Figure 1. Research Framework

Iskandar (2020) suggests that business experience has a positive and significant role in entrepreneurial success. The need for business experience is increasingly necessary with the increasing complexity of the environment. The indicator variable for salt effort motivation is the next highest indicator variable with a loading factor of 0.79. The motivation to try salt from farmers grows based on their sense of family in meeting family needs. This salt business motivation is still related to the experience indicator, where farmers in Jeneponto Regency always try to develop themselves based on the experience they have. Business indicators are measured based on the ability to meet family needs and satisfaction with the results in the salt pond activities they run.

In addition to experience and education, age is also one of the factors that can affect working capacity; as the older you get, the lower your level of work productivity decreases. According to Syahroni (2021), the average age of salt smallholders in Jeneponto is a middle adult or above 40 years. The age at this level is the age to achieve peak performance in running a business. The indicator variable of individual characteristics with the lowest percentage with a loading factor value of 0.51. The low land ownership of salt farmers in Jeneponto Regency is due to the condition of the land ownership status of farmers who generally use non-private land with a profit-sharing system. The profit sharing system used has a ratio of one to three. In addition, some salt farming business activities of farmers are not able to be independent in development with the conditions of activities being supported by land owners so that farmers find it difficult to develop and explore the business they are running.

Salt Business Environment

A conducive and supportive business environment will encourage farmers to accelerate desired goals. A favorable environment can help improve the performance of their salt production business. The existence of environmental support will enable farmers to learn, collaborate, and be more productive to achieve the business performance of Jeneponto Regency salt producers. Priyono and Burhanuddin (2020) found that the business environment that needs attention is counseling or training support, the availability of production facilities, and government policy support. The latent business environment variable has six reflective dummy variables: availability of inputs, land area, advice and training, market guarantees, farmer cohesion, and business regulations.

The average value of the environmental variable indicators for the salt ponds of Jeneponto Regency is 3.52. The business environment latent variable consists of five dummy variables: availability, land area, advice and training, market guarantees, farmer cohesion, and business regulations. The dummy variable with the highest average value for the business environment island area is 4.25. The majority of the salt workers in the field believe that the amount of land they own is directly proportional to their production. This medium is also in line with the use of labor, where the more significant the land held, the more work will be required to implement the fish pond business.

Availability of inputs is the second-highest indicator after land area according to the response of salt producers in Jeneponto district, which is 4.21. This medium is based on the information that farmers need, which is generally available. Most of the equipment used by farmers can be used multiple times. Usually, there are only repairs,

which lead to depreciation costs. Other indicators such as trade regulations have not worked effectively. The state of the salt producer's business environment is on the ground with the existence of government institutions and policies and the capital available. Still, the obstacle is that the institutional conditions and policies applied are not optimal for reducing problems in the commercial environment of the salt producer. The cohesion between farmers in their influence on the business environment shows the number 3.75. This medium is indicated by the cohesion in the relationship between the farmers, which works quite harmoniously. This medium can be seen in the information sharing between salt producers, both related to business activities and other complementary information. Cohesion between farmers is also manifested by cooperation in production activities. This condition is supported by the state of the common destiny of the salt workers so that the affective relationship between them is vital.

Another dummy variable is the extension and training dummy variable with a value of 2.24 and includes results from the response category, which is relatively low. This value is indicated by the intensity of extension activities obtained by farmers. The benefits of research and training activities can be a solution to solve the problems but extension and training indicators have not been effective. As with business regulation institutions, outreach activities on the ground are not yet optimal. The extension and training activities carried out were not well-targeted and could not be obtained by some farmers in the field due to limited information on the activities, which is known only to certain parties. Extension and training activities are rarely carried out programs. When training is provided, the data is usually unavailable to all farmers. The formation is represented only by certain people close to certain elements, so this activity is not very effective.

The market collateral dummy variable scores 3.15 on its effect on the business environment in this study. This is influenced by the conditions of salt production on the island of Java with abundant yields, so these conditions result in low market prices and are not in line with farmers' expectations in certain seasons. The application of fees at the research site varied greatly from the four sub-districts studied; Arungkeke district has the best production quality in Jeneponto regency, so it has a higher price higher than other sub-districts. Another barrier faced by salt producers in the tight

market segmentation they have and the lack of market guarantees in the field of activity managed by the farmers.

Entrepreneurial Behavior of Salt Farmers

Entrepreneurial behavior is entrepreneurial actions in running their business, including information management activities, opportunity observation, risk management, and various other inputs. Ramadhan research (2017), which studies broiler breeders and finds that entrepreneurial behavior and entrepreneurial competence affect the success of broiler farming business. Wirasasmita (2011) concluded that firms with entrepreneurial behavior that apply innovative nature in production can minimize costs or prevent cost increases and maximize output due to a combination of new inputs that produce more excellent production than before. It is measured by assessing business actors' responsiveness to innovativeness, courage to take risks, business perseverance, responsiveness to business opportunities, and business independence. This assessment is based on the attitude of strongly disagree, disagree, somewhat agree, agree and strongly agree with the entrepreneurial behavior of business actors. The latent variable of entrepreneurial behavior has five reflective indicator variables: innovation, willingness to take risks, diligence in trials, responsiveness to opportunities, and independent attitude.

Perseverance attempts to be the indicator with the highest average value in the endogenous variable of entrepreneurial behavior, namely 3.01. Jeneponto Regency salt producers tend to run their business like a daily routine. The primary income comes from salt trading activities, so there is an impetus to increase the training to become a community farming profession carried out for generations. This is also driven by the state of the business environment, which has time regulations and risk opportunities due to uncertain weather conditions, so it becomes a demand for farmers to continue their salt business. Daring to take risks is the second-highest indicator after diligently trying the dummy variable on entrepreneurial behavior with an average value of 2.99. Risk-taking can be seen with a bold attitude in making production uncertainty and price uncertainty that farmers always face with uncertain weather conditions. Farmers who engage in salt production activities are also willing to bear the risk of commercial losses resulting from adverse trade regulations and market conditions. Then in business

capital, farmers could not muster the courage to make money because of the uncertainty of the income derived from their business activities.

Innovative behavior as an indicator variable of entrepreneurial behavior occupies the third position in the average score with an average value of 2.35. The creative behavior of salt workers is measured based on the criteria of producing products with a variety of technology, high curiosity, dissatisfaction with the methods used, and the application of creative ideas in salt business activities. The results of Hoiriyah's research (2019) suggest that technology has a significant effect on the quality and quantity of salt production. The technology in question is geomembrane technology used in business processes. However, farmers in carrying out their actions are still constrained in applying innovation in business activities due to weak government involvement and supporting activities from related agencies to sustain the spirit of the invention. Farmers. Farmers also have limited access to the implementation of innovations related to the means to support the commercial activities they carry out due to the low competence of humans and still conventional resources in carrying out commercial activities and the unequal mobility of farmers. Business support structures.

The independent attitude of farmers is also evident in their experience and ability to understand the regulatory conditions of their business environment when they wish to start doing business in salt. The farmers of Jeneponto Regency have a responsive attitude to opportunities and an independent attitude based on their efforts to improve their abilities at every opportunity they have. Responding to opportunities has the lowest mean value of 2.01 for the endogenous latent variable of entrepreneurial behavior. This happens because the average salt producer in Jeneponto Regency only views his business as a very traditional conventional business. It is also because the level of education of the farmers is still shallow, so it is tough to see the opportunities and the lack of literacy in the businesses they run.

Business Performance of Salt Farm in The Regency of Jeneponto

Performance is a description of the level of achievement of the implementation of activity in realizing the goals, objectives, mission and vision of the organization contained in the strategic planning of an organization.

The results of Akbar's research (2021) suggest that business performance is positively and significantly influenced by entrepreneurial behavior. The latent variable of salt pond business performance in the Jeneponto district has four reflective indicator variables: income level, marketing area expansion, competitive ability, and business commitment.

The highest average level of the indicators observed is found in the business commitment indicator. This is based on the demands of farmers who run their businesses as their primary source of income to meet the needs of their families. The dummy variable is salt's business commitment with criteria measured from awareness in the industry and an optimistic attitude in managing a business in the face of problems that arise. The dummy variable has a score of 4.18 on company performance. Other indicators such as the income level of farmers are measured by the income conditions used to support the family and the continuity of production from the income from the salt activity. However, the obstacle for farmers is that most salt producers cannot trade salt as their sole source of income and force farmers to seek side jobs when they enter the rainy season. This is based on the characteristics of the salt trade, which is effective throughout the dry season.

The expansion of the marketing area has an average value of 3.08. This is because most farmers' selling is still in the production area. Meanwhile, farmers who expand their production areas need enough capital to sell to collectors who are at the place of production of the salt company. Farmers using a profit-sharing system with land leases have more significant constraints when the landowner purchases the salt production at a price given by the landowner and different from the price in the general market. Riyanto (2018) suggests that competitive advantage significantly influences business performance. However, in this study, the average value of the competitive ability indicator is in the lowest order. The ability to compete in the lowest average score can be attributed to a superficial level of education, despite the ability to compete in salt trading activities with a good flow of management with production activities conducted every two to three days for most salt trading areas of Jeneponto regency such as Bangkala, West Bangkala, and Tamalatea. However, the running business model tends to be very conventional, and there is usually no innovation related to the resources used. The business system implemented is different from time management for production activities in the Arungkeke

district every six to seven days. The highest average level of the indicators observed is found in the business commitment indicator. Meanwhile, the average value of the Competitiveness Indicator is in the lowest order. The ability to compete in the lowest average score is associated with a shallow level of education.

Measurement Model

The evaluation of the load factor value measurement model is the first step in assessing the measurement model. The reference for the inverse of the model can be seen from the load factor value in the analyzed model. A load factor value less than 0.5 will be excluded from the model. The reflective measure is high if it has a correlation greater than 0.7 with the construct to be measured. However, for research in the early stages of development, and external loading measurement scale of 0.5 to 0.6 is considered sufficient (Ghozali 2014). This study uses a reflective measure of 0.5 because it is early-stage research.

The algorithm process has been improved, where the results obtained are also reliable with the requirements of the PLS-SEM of Figure 2. All indicators in this study are reflective (external model). The analysis of the construct measurement model with thoughtful hands aims to see the validity of each indicator and test the research construct's reliability (Table 2).

All latent variables measured in this study have a mean-variance extracted (AVE) value of 0.5, while the composite reliability has a value greater than 0.7. It can therefore be concluded that all the variables used are reliable. Based on the results of model reliability analysis with AVE value and composite reliability, it shows that the overall value of the analyzed latent variables is reliable. The entrepreneurial behavior latent variable has the highest AVE value and composite reliability with values of 0.646 and 0.901, respectively. While the lowest value is found in the latent variable value of individual characteristics with AVE and composite reliability values, each consisting of 0.524 and 0.760. The evaluation of the structural model (internal model) is obtained if the analyzed model is reliable and valid. The assessment of the structural model aims to determine the relationship between the latent variables. The latent variable is obtained from the results of the significance level and the estimated coefficients of the path parameters. The significance test is the last stage of the structural model evaluation test. The tests obtained will be used to answer the research hypothesis.
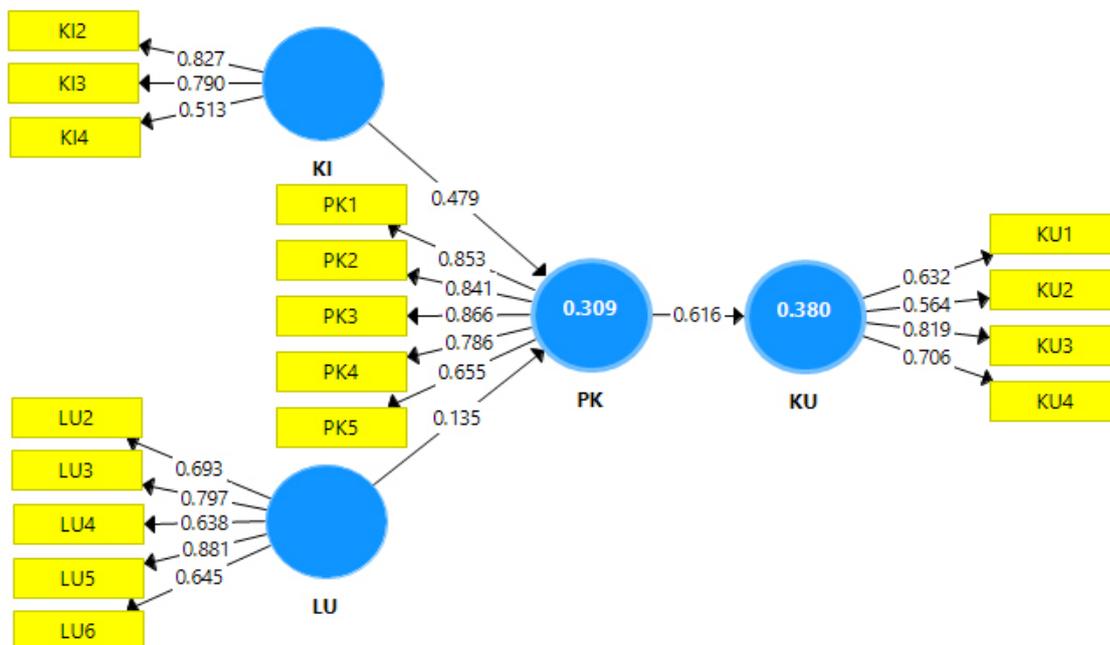

Figure 2. Model modification test results

Table 2. Model reliability based on AVE and CR values

Latent variables	AVE (average variance extracted)	CR (composite reliability)
Individual Characteristics (KI)	0.524*	0.760**
Business environment (LU)	0.542*	0.854**
Entrepreneurial Behavior (PK)	0.646*	0.901**
Business performance (KU)	0.575*	0.800**

*Reliable at the AVE>0.5; **Reliable at the CR>0.7

The coefficient of determination (R-Square) is a way to assess how much an exogenous construct can explain an endogenous construct. The value of the coefficient of determination (R Square) is expected to be between 0 and 1. R-squared value of variables that affect business performance. The value of firm performance is 0.336 (Table 3), which means that latent variables of individual factors, environment, and entrepreneurial behavior can explain athletic performance by 34%. In contrast, the rest is explained by other variables not included in this firm performance research.

The Effect of Individual Characteristics and Business Environment on Entrepreneurial Behavior and The Effect of Entrepreneurial Behavior on Business Performance

The results of the PLS-SEM analysis of the model show that individual factors have a significant effect on entrepreneurial behavior. In contrast, environmental factors do not substantially influence entrepreneurial behavior. This matter is in line with Siahaan (2019) and Syam (2020) research that individual factors have a significant effect on entrepreneurial behavior, but the business environment elements from each of Siahaan and Syam's research have no substantial and negative impact on entrepreneurial behavior. However, the central hypothesis of this study is that entrepreneurial behavior has a positive and significant effect on the performance of salt ponds in Jeneponto Regency, South Sulawesi. This matter is shown in the value of the variable used with a value greater than 1.96. The results of this study are in line with the results of Apriyanti's research (2021), where entrepreneurial behavior has a significant effect on business performance in the corn business in Takalar.

The value of the trajectory coefficient of entrepreneurial behavior on the performance of the salt firm where the original sample value of this study is 0.616 with a t-value of 10.050 (Table 4). this shows that the influence of entrepreneurial behavior on the performance of

the salt activity has a positive and significant effect. Meanwhile, the impact of the exogenous latent variable of individual characteristics and business environment has substantial and non-significant results with original sample values of 0.479 and 0.135 and t-values of 4.785 and 1.327, respectively.

Managerial Implications

Jeneponto Regency salt trading players generally still apply the conventional trading system. The research model is built based on the theory of Delmar (1996), according to which the entrepreneurial behavior is made from two main variables, namely the exogenous latent variable of the individual and the latent variable of the exogenous environment. In addition, entrepreneurial behavior affects firm performance. In this study, individual characteristics only significantly influenced entrepreneurial behavior and that entrepreneurial behavior had a positive and significant effect on the performance of pond activities in Jeneponto Regency, South from Sulawesi.

Research findings on respondent farmers related to entrepreneurial behavior formed from individual characteristics identified that education is one of the most critical indicators for government consideration. The results show that the level of education of the actors of the salt trade in the regency of Jeneponto was still shallow. At the same time, it is necessary to support the socialization of the importance of education to stimulate better conduct of business activities. Also, land ownership is usually controlled by a particular group of people he referred to as *karaeng*. The authority granted to farmers is deficient, even if autonomy is essential to shape the character of farmers in the construction of their entrepreneurial behavior. Thus, special rules are needed from the government regarding the salt trading system, which concerns freedom to innovate and price certainty from landowners to farmers before being given to collectors.

Table 3. R-squared Value (R2)

Latent variables	R-Square
Entrepreneurial Behavior (PK)	0.308
Business performance (KU)	0.336

Table 4. Coefficients of entrepreneurial behavior trajectory parameters on firm performance

	Original Sample (O)	T Statistics (|O/STDEV|)
Individual Characteristics (KI)	0.479	4.785**
Business environment (LU)	0.135	1.327*
Entrepreneurial Behavior (PK)	0.616	10.050**

The next indicator concerns the business environment. Extension and training are fundamental aspects for the government to consider. Field conditions indicate that the advice and training are still not optimal, with the intensity of extension time being very minimal and unfocused. Hence the need to increase extension and training that is more effective in paying attention to the distribution of farmers who need to increase their capacity and who are right on target. Field extension workers should survey undertaking extension activities so that the material presented is consistent with farmers' needs and complaints. This aims to support business regulation so that the policies issued by the government are in line with the problems that exist on the ground. Market conditions are no less critical as a post-harvest activity for this small salt company. The government should revise the prices obtained by farmers to increase the exchange rate for farmers to get the right price.

This study is limited to assessing the perception of salt farmers in Jeneponto Regency in seeing the influence of individual and environmental characteristics on entrepreneurial behavior and entrepreneurial behavior on business performance, so the results of this study cannot conclude conditions in other areas. The salt farmers in question are farmers who carry out salt business in Jeneponto Regency, South Sulawesi.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

There are three conclusions that salt farmers in Jeneponto Regency have the characteristics of an entrepreneur, including having experience, education, and motivation in trying to farm salt. Individual parts have a positive and significant impact on the entrepreneurial behavior of salt farming enterprises, such as innovation, boldness to take risks, diligence in business, responsiveness to opportunities, and independence. However, the business environment has a positive but not significant effect on the entrepreneurial behavior of Jeneponto Regency salt basin firms. Entrepreneurial behavior has a positive and significant impact on the performance of the salt pond business in Jeneponto Regency, such as income level, ability to be competitive, and commitment to running a salt pond business.

Recommendations

The Government in Jeneponto Regency should be a facilitator to support salt trade regulation in Jeneponto district from upstream to post-harvest, including preparation of inputs, advice, training, access to market information, price certainty, and support for other trade regulations. For further research, it is necessary to conduct a more comprehensive analysis in improving the performance of pond business so that better results are obtained.

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