

# Improvement of Food Industry Business Continuity in Sulawesi through Islamic Business Approach

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## Abstract

Since 2012-2016 there are 124 units of food industry business unable to maintain its business survival (Department of Industry and Trade of Southeast Sulawesi Province, 2017). Besides, has not been applied consistently Islamic business morals. This study aims to know and analyze: (1) The influence of business morals on business performance, (2) Implications of business performance against business continuity, (3) Effect of government policy of Southeast Sulawesi Province in strengthening the influence of business morals on business performance. The method used in the achievement of the objective is the survey method that is to conduct field visits to the food industry as the respondents of the research of 150 business actors distributed in Kendari City as many as 86 business units and the City of Bau-Bau as many as 64 business units. Data collection using questionnaires and documentation studies. Data analysis techniques use (1) descriptive statistics, (2) quantitative analysis with professional PLS Smart program aids. The study concluded that (1) Islamic business morals can improve the performance of the food industry business but exemplary and consistency in business has not been maximized by business actors, (2) Good business performance has positive implications for improving business continuity from economic aspect, social, environmental and fiscal aspect. However, the growth of capital, profit and labor has not been optimal in business actors, (3) The Provincial Government of Southeast Sulawesi can take over the congregational prayer in the mosque or at work through regulation to strengthen the improvement of business actor business, besides maximizing the expansion of business base with mediation to syariah financial institutions and providing technical training programmed food production and free sustainable for business actor.

**Keywords:** morals Islamic business, government support, business performance, business continuity.

## 1. Introduction

Empirical facts prove much food industry can not maintain its business continuity (insustainable), including the food industry in Southeast Sulawesi Province. Based on data from the Department of Industry and Trade of Southeast Sulawesi Province, in year 2012 the number of food industry was recorded as 463 business units. This amounts to 452 business units or down 2.38 percent in 2013. Furthermore, in year 2014 the number of food industry was recorded as 465 business units or increased by 2.88 percent. Then in 2015 to 417 units of business or down 10.32 percent and in 2016 to 339 units of business or down 18.71 percent. This means there are 124 food industries are not able to maintain the continuity of its business.

Sustainability of the food industry is largely determined by the performance of the business. It is based on research results Munstermann (2010), Urban and Reggie (2012), Aggarwal (2013), Utami and Agustinus (2013) serta Mishra and Randy (2015). However, the performance of the food industry in Southeast Sulawesi Province also decreased, which was marked by the decrease of production value. Where in 2012 the value of production amounted to Rp 8.334.000.000,-. Whereas in 2016 became Rp 6.102.000.000,- (down 26.78 percent). Similarly, the absorption of labor in 2012 as much as 2,315 people while in 2016 to 1,893 people or down 18.23 percent (Department of Industry and Trade of Southeast Sulawesi Province, 2017).

The performance of business itself is strongly influenced by business morality, as the result of Saifullah research (2011), Imam (2013), Santosuosso (2013), Abdi (2014), Phatshwane (2014), Peters. (2014) Ebitu and Beredugo (2015). Business morals is a set of moral principles that distinguish what is right from what is wrong, then morals are indispensable in business especially in food industry business. Every businessperson has a tendency to collide interests (conflict of interest), mutually justifies any means of gaining as much profit as possible and even killing each other, so that strong businessmen increasingly dominate. Therefore Islam as a perfect religion provides the signs in conducting the transactions mentioned in the Qur'an. These signs have something to do with the Indonesian government's program of mental reform. But in this study called behavioral reform modeled on the business morals prophet Saw (*Siddiq, Fathanah, Amanah, Tablig and Istiqamah*).

## 2. Literature Review

Sustainability means ensuring human well being and achieving global food security without diminishing the capacity of the earth's ecosystem to support life or at the expense of others' well being (Vastola, 2015). Sustainability to create and maintain conditions, under which humans and nature can exist in productive harmony, that permit fulfilling the social, economic, and other requirements of present and future generations (Goldstein, 2011). Other experts are Andreas et al. (2011) explain a sustainable system is one that fulfills present

and future needs and not harming, renewable resources and unique humanenvironmental resources of a site: air, land, water, energy, mineral resources and human ecology. Based on expert opinion, it can be concluded that business continuity (sustainability) is ensuring the sustainability of food industry accompanied by increases in the very long period of time from generation to generation.

Setiadi (2009) explains there are three indicators of business continuity, namely financial, social and environmental sustainability. Warhurst (2002) also put forward the same thing ie: indicators: environmental, social and economic. Hamner (2008) describes in more detail the examples of each indicator: (a) Economic: total sales by market, goods, services purchased by country, total payroll and benefits by country, taxes paid by country, infrastructure spending (e.g. schools, roads). (b) Social: workforce by country, type of employment, employment creation and turnover, percent union representation, layoff notification policies, health and safety record, hours training and education for employees, child labor practices, policies to evaluate suppliers/contractors, political contributions, customer safety and health. (c) Environment: material usage, waste by type and destination, energy consumption, renewable energy sources used, water usage, biodiversity indicators, greenhouse gas emissions, discharges to water, significant spills of chemical, oil and penalties paid.

Sustainability of the food industry is largely determined by the performance of the business. It is based on research results Munstermann (2010), Urban and Reggie (2012), Aggarwal (2013), Utami and Agustinus (2013), Mishra and Randy (2015). While the performance of the business itself is strongly influenced by business morals, as the results of research Saifullah (2011), Imam (2013), Santosuosso (2013), Abdi (2014), Phatshwane (2014), Peters. (2014) Ebitu and Beredugo (2015).

Sukarno (2013) explains that Islamic business morals include: (1) Shiddiq means to have honesty and always underlying words, beliefs and deeds based on Islamic teachings. No single speech conflicting with deeds. (2) Fathanah: understanding and deeply appreciating all the duties and obligations. This nature will give rise to creativity and ability to make useful innovations (value driven). (3) Amanah: has the meaning of responsibility in carrying out every duty and obligation. Trust is featured in openness, honesty, excellent service and good in every way. (4) Tabligh is to convey God's command. Inviting while providing an example to others to implement the provisions of Islamic teachings in everyday life. (5) Istiqamah means consistent. This gives the meaning that someone in business is always istiqamah in implementing sharia, a businessman should be able to keep his promise. Istiqamah in kindness is shown in firmness, patience and tenacity to produce something that is optimal (value-added) in business.

Saifullah research results (2011) conclude that the character of business owned by Nabi Muhammad Saw is truthful, trustworthy, precise in weighing, away from gharar, not hoarding goods, not doing al-ghab and tadlis, and mutual benefit between sellers and buyers. Results of research conducted by Berrone (2005), concluded that the business morals have an influence on business performance. In line with the results of the study, Imam (2013) has researched and concluded that business morals have a significant influence on business performance. Also the results of research Abdi (2014) concluded that business morality has a natural relationship as well as with business performance. Other researchers are Hoq (2010) found that business morals may affect the company's reputation. The research results Ebitu and Beredugo (2015) concluded that business morals are very important for companies to improve business performance. Also the results of Phatshwane (2014) study concluded that business morality can expand the business so as to ensure the existence of business continuity. Further research Santosuosso (2013) found the business morals can be one of the important aspects in the budget system that can ultimately improve business performance. Then, the results of Agbim (2013) and Peters (2014) study concluded that business morality significantly positif influence on business performance so as to ensure business continuity.

### 3. Methods

This research was conducted in Southeast Sulawesi Province, namely Kendari and Bau-Bau City with the object of continuity of food industry. Food industry in this case is food and beverage industry in a small micro scale that grows naturally, then the local Department of Industry and Trade establishes as an object of coaching and facilitation in accessing capital to a bank financial institution, including the fostering of business management and provide technical training production. The population of this research is all the small micro-scale food industry recorded on the Department of Industry and Trade of the Province of Southeast Sulawesi. The unit of analysis in this study are business owners who are considered to have a direct and responsible role in decision-making. The reason for choosing the food industry is that it does not require much investment and working capital, absorb labor and potential market prospective. The number of food industry is 399 business units (Department of Industry and Trade of Southeast Sulawesi Province, 2017). Determination of sample location in this study using area sampling technique. This is in accordance with the opinion Sugiyono (2008) that the technique of sampling area used to determine the sample when the object to be researched or data source is very broad. Thus, this research determines the sample location in Kendari City and Bau-Bau City with the consideration of having a food industry with the type and number of relatively many and considered

representative. Based on predetermined locations, samples taken by census/total sampling that is taking all food industry in Kendari and Bau-Bau City which recorded at local Industry and Trade Office. Thus, the respondents of this study as many as 150 business actors distributed in Kendari City as many as 86 business units and the City of Bau-Bau as many as 64 business units. Data collection using questionnaires and documentation techniques. Data analysis using descriptive statistics and SEM-based PLS.

#### 4. Result

##### 4.1. Characteristics of Food Industry Actors

Characteristics of food industry actors are individual characteristics of each respondent observed in terms of age, gender, education level and dependents of the family. Based on the research results, the characteristics of food industry players are shown in Table 1.

Table 1. Performers Food Industry Based on Individual Characteristics.

Age (Year)	Amount of Respondents (person)	Percentage (%)
27 - 30	11	7.33
31 - 34	16	10.67
35 - 38	27	18.00
39 - 42	51	34.00
43 - 46	21	14.00
47 - 50	9	6.00
51 - 54	8	5.33
55 - 58	7	4.67
<b>Gender</b>		
Male	67	44.67
Female	83	55.33
<b>Level of education</b>		
Elementary School	11	7.33
Junior high school	13	8.67
Senior High School	96	64.00
Diploma	9	6.00
Bachelor	20	13.33
Postgraduate	1	0.67
<b>Family members (person)</b>		
1 - 2	44	29.33
3 - 4	92	61.33
5 - 6	14	9.34
<b>Amount</b>	<b>150</b>	<b>100,00</b>

Table 1 shows that in terms of the age of the majority of respondents productive. Based on sex, give an indication that business actor is woman. This is because the food industry related to the production and marketing of food and beverages. Furthermore, from the side of the level of formal education, gives an indication that the education of food industry entrepreneurs classified medium. From the side of the family member indicates that the food industry entrepreneurs have a small dependent burden and and is expected to improve his welfare and is expected to improve the performance of its business to ensure business continuity through the practice of Islamic values, especially business morals.

##### 4.2. Characteristics of Food Industry Enterprises

Characteristics of food industry enterprises in this study is business experience, the amount of labor, source of labor, the origin of the business, source of capital and the type of business or product produced. Based on the research results, the characteristics of food industry players are shown in Table 2.

Table 2. Perpetrators of the Food Industry Based on Business Characteristics.

Business Experience (year)	Amount of Respondents (person)	Percentage (%)
3 - 5	76	50.67
6 - 8	40	26.67
9 - 11	23	15.33
12 - 14	3	2.00
15 - 17	4	2.67
18 - 20	3	2.00
21 - 24	1	0.67
<b>Manpower (person)</b>		
1 - 4	110	73.33
5 - 19	40	26.67
<b>Sources of manpower</b>		
Family (husband / wife / child)	24	16.00
Relatives	36	24.00
Not Family / Relatives	90	60.00
<b>The Origin of Business</b>		
Built itself	149	99.33
Parental inheritance	0	0.00
Other (cooperation)	1	0.67
<b>Sources of capital</b>		
Personal Savings	114	76.00
Savings + Islamic Bank	12	8.00
Savings + Conventional Bank	18	12.00
Savings + Non-bank debt	6	4.00
<b>Type of business</b>		
	Amount of Respondents (person)	Percentage (%)
Bread	12	8.00
Abon	8	5.33
Chips	22	14.67
Various cakes	32	21.33
Processed seafood / agriculture	8	5.33
Tahu and tempe	3	2.00
Chocolate	6	4.00
Coconut sugar and brown sugar	2	1.33
Jipang	2	1.33
Various beans	12	8.00
Stik	2	1.33
Snack	4	2.67
Wet noodle	1	0.67
Kasoami	1	0.67
Ice cream	10	6.67
Refill drinking water	25	16.67
Amount	150	100,00

Table 2 indicates that the food industry actor already has sufficient business experience. Based on the amount of labor, it is generally a micro enterprise. Furthermore, based on the source of labor most use labor non family/relatives. Based on the origin of the business, generally built alone. Then, based on the source of capital, most use personal savings. Based on the type of business, very varied but the most is a variety of cakes. Other businesses are various nuts, abon, various chocolate, tofu business tempe. Coconut sugar marketing and brown sugar business. This industry uses raw materials from coconut, glutinous rice and brown sugar and business of refill drinking water. Variations in the type of business due to avoid the intense competition, provide many choices to consumers and facilitate business development by Department of Industry and Trade of Southeast Sulawesi Province. Besides, due to the increasing creativity and innovation in business

#### 4.3. Description of Research Variables

The variables of this research are business morality, local government policy, business performance and business

continuity. Based on the research results, descriptively perceptions of respondents to the variables studied are shown through Table 3.

Table 3. Description of Research Variables

Variable	Indicator	Mean Indicator	Mean Variable
Business morality	Honesty	5.57	5.06
	Understanding	5,51	
	Responsibility	5.53	
	Exemplary	4.43	
	Consistency	4.25	
Local government policy	Strengthening of business institutions	4.41	4.45
	Expansion of business base	3.41	
	Production technical training	4.43	
	Spiritual guidance	5.53	
Business performance	Income	4.43	4.42
	Capital	4.41	
	Profit	4.40	
	Labor	4.39	
	Consumer	4.44	
	The tranquility of business	4.43	
	Maslahah	4.43	
Business continuity	Economic sustainability	4.48	4.46
	Social sustainability	4.47	
	Environmental sustainability	4.46	
	Falah	4.41	

#### 4.3.1 Business morality

Business morals perceived well in practice with a mean value of 5.06 when observed from indicators of honesty, understanding, responsibility, exemplary and consistency. Nevertheless, separately the business moral practices in different perceptions. Where honesty is the main thing is considered and implemented in running a business. This means that business actors always intend to be honest in the business, understanding honesty is good morality in business, say the honest when selling food or drink to the buyer, always reviewing the benefits of honesty through reading material, doing evaluation, honesty makes business progress and create a watchword in an attempt to glorify oneself with honesty.

#### 4.3.2 Local government policy

Provincial government policy of Southeast Sulawesi is well perceived in its implementation with an average value of 4.50 when observed from the indicator strengthening of business institutions, expansion of business base, production technical training, spiritual guidance. Nevertheless, separately the implementation of the Southeast Sulawesi Provincial government policy in different perceptions in which the hope of praying in congregation in the mosque is best perceived if done. Nevertheless, strengthening of business institutions, expansion of business base, production technical training perceived not yet optimal in its implementation.

#### 4.3.3 Business performance

The business performance of food industry actors is generally well-marked with an average value of 4.40. Consumer growth is best perceived in its implementation. However, the growth of capital, profit and labor has not been optimal.

#### 4.3.4 Business continuity

Business continuity is included in good category with average value 4,46. Social survival is considered the best in its implementation, nevertheless the expectation of long-term gain (falah) in this world and hereafter is perceived not yet optimal.

## 5. Model Testing

Based on the research data obtained results shown in Table 4.

Tabel 4. Result of Model Testing

Path Coefficients	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	p-values* (*)
Morals Business to Business Performance	0.475	0.487	0.093	5.136	0.000
Business Performance on Business Continuity	0.920	0.921	0.012	73.740	0.000
Moderating Effect on Business Performance	-0.142	-0.147	0.087	1.639	0.102
Moderating Effect on Morals Business * Local Government Policy	1.064	1.063	0.086	12.382	0.000

Note :\*\*) p-value  $\leq 0,05$  significant, p-value  $> 0,05$  non significant.

## 6. Discussion

### 6.1. The influence of Islamic Business Morals Against Business Performance

Based on the research results, business morals significant positive effect on the business performance of the food industry. That is, the better the business morality who has is reflected from honesty, understanding, responsibility, exemplary and consistency, the better the business performance which is implemented in increased revenue, capital, profit, labor, consumers, businesses tranquility and masalahah. This is because honesty is the main thing to be noticed and implemented by business actors in running their business. This means that business actors always intend to be honest, understanding honesty is good morality in business, say the honest when selling food and drink to the buyer, always reviewing the benefits of honesty through reading material, do evaluate, Honesty makes venture forth as well as creating a motto in an attempt to glorify oneself with honesty. Besides, business actors intend to always carry out the responsibility well, be open to understanding openness in trying to improve business performance, evaluate any deficiencies in providing services to customers and create improvements over the weaknesses that arise in running the business. The other reason is business actors have a strong intention to better understand business activities, knowing that creativity is advancing business then act creatively, always analyze it turns out important innovation for business progress, an evaluation of the weaknesses that arise in business as well as creative and innovative acting in overcoming weaknesses.

Business actors also always intend to be a good example in the business, knowing that exemplary is good morality in business as well as being a good example for employees and always deliver clear orders, so it is done well by the employees and invites the employees with courtesy can drive business improvement. Besides, creating a business that can be emulated by others. Nevertheless exemplary and consistency not optimal in its practices, in this case the business actor has not fully intend to be consistent, not fully firm in business, not maximum patience, toughness, and has not maximized the practice of consistency in running a business. Therefore exemplary and consistency still need to be maximized business actor.

The results of this study are consistent with the findings of Berrone (2005) that the work ethic of Islam has an influence on stakeholder satisfaction so as to improve business performance. In line with the results of these studies, Imam (2013) has researched and concluded that the work ethic of Islam has a significant effect on employee performance. Also the results of Abdi's (2014) study concluded that performance has a relationship with Islamic work ethics. Other researchers Hoq (2010) found that brand ethics can affect the company's reputation. Similarly, the research results Ebitu and Beredugo (2015) concluded that ethics is very important for the organization to improve its code of ethics. Also the results of Phatshwane's (2014) study conclude that business ethics can expand business. Further research Santosuosso (2013) found that business ethics can be one dimension in the budget system that can ultimately improve business performance. Furthermore, the results of Agbim (2013) and Peters (2014) studies concluded that business ethics influences business performance.

### 6.2. Effect of Business Performance on Business Continuity

Business performance has a significant positive effect on the sustainability of food industry in Southeast Sulawesi Province. This means the increase in income, capital, profits, labor, consumers, business calm and masalahah can guarantee the economic sustainability of the food industry, social environment and falah. This is because the growth of consumers from business actors increases from year to year and there is business calm. Empirical facts also show that masalahah food industry business actor be perceived good in its implementation. That is, business actors believe to gain profit in the afterlife because running a business with an honest character. Then the income growth of food industry business actors is also perceived to increase from year to year in the implementation.



The results showed that the capital of food industry business actor perceived not yet maximal in its implementation. That is, the growth of business capital of food industry is low from year to year. In addition, the profit of food industry is also perceived not yet optimal. That is, the net profit growth obtained by the food industry is also low from year to year. Similarly, the increase of manpower can be employed by low food industry entrepreneurs. In relation to the not yet maximal capital, profits and labor, then the strategy that can be done to increase the capital is to borrow to the sharia bank. Then the strategy to increase profit is to streamline costs. While the strategy to increase labor is to increase the volume of business activities. Nevertheless, the implications of these business performance conditions can ensure business continuity which is implemented in the economic sustainability of the food industry, social sustainability, environmental sustainability and the existence of *falah*. This can be seen in the description of the data that shows the economic viability of the food industry is well perceived in its implementation. That is, the continuity of own capital of the food industry business is assured and increasing from year to year and obtaining bank loans in larger quantities over time. In addition, the food industry business actors are able return the loan on time, able to raise the salary of employees every year and business taxes increase from year to year.

Empirical facts indicate the social environment of the food industry is also perceived both in the implementation. That is, business actors are able to increase employee safety benefit allowance from time to time, always provide training opportunities to employees and does not get consumer claims related to safety and health consume products offered by food industry actors. The results showed the continuity of the food industry environment also perceived good in its implementation. That is, the continuity of the use of materials, electricity, telephone and water of food industry business actors increase from time to time. In addition, the food industry operators provide social assistance to the orphanage and the poor every year and provide social assistance for the construction of houses of worship each year. *Falah* is not perceived maximal in its implementation, That is, business actors have not fully gain long-term luck in this world, not yet fully bring benefit to the people and not yet fully convinced in trying to get a *falah*. In relation to that matter, then that can be done to optimize *falah* is the business actor should try to give benefit to the people and believe will someday gain good fortune in the afterlife.

The results of this study are consistent with Warhurst (2002) and Hamner (2008) studies that business performance is related to business continuity. Business survival can be maintained if the company is able to manage the various activities that lead to resources which focuses on the company's capabilities to get important resources in the environment as a determinant in business survival. Growing survival becomes easy when the environment is rich in resources (all the resources required by the company are fully available). Thus the company must appoint a responsible person to ensure essential resources which should always interact with the provider group through cooperation. Only companies can maintain sustainable access to resources which is able to maintain its survival. Based on the description, it can be known that business performance becomes an important determinant for business continuity. In addition, it corresponds to the study Waddock dan Graves (1997), Preston dan O'Bannon (1997), Munstermann *et al.* (2010), Urban and Reggie (2012), Aggarwal (2013), Utami and Agustinus (2013) Mishra and Randy (2015) that business performance affects business continuity.

### **6.3. Effect of Provincial Government Policy of Southeast Sulawesi in strengthening The Influence of Morals on Business Performance**

Based on research results, the policies of the Provincial Government of Southeast Sulawesi strengthen the influence of business morals on business performance (*pure moderation*) which is marked by the value of moderate non significant coefficient is equal to  $0,102 > 0,05$ . While the significant interaction coefficient is equal to  $0,000 < 0,05$ . This means that the policy of the Provincial Government of Southeast Sulawesi can strengthen or weaken the influence of business morals on business performance. That is, the better government policy observed from the strengthening of business institutions, the expansion of business bases, technical training of production and expectations of praying in congregation followed by significantly improved business performance which is implemented in increasing income, capital, profit, labor, consumer, business calm and *masalah*.

The results of this study correspond to the opinions expressed by Krasniqi (2009) that one of the factors affecting performance on the external environment is government policy. The results of this study are also in accordance with the results of research conducted by Yousef (2001) who in his research on 220 small businesses in the South Pacific region highlighting one of the important factors that contribute to small business success is satisfactory government support. In addition, it also supports the results of research Ruester and Michael (2010), Cailing (2013), Rafiki (2013), Ismail and Olli (2015), Wei and Yang (2015), that the government policy is very determining the development of business performance of the business.

## **7. Conclusion and suggestion**

The conclusion of this study is (1) Islamic business morals can improve the performance of the food industry

business but exemplary and consistency in business has not been maximized do by business actors, (2) Good business performance has positive implications for improving business continuity from economic, social, environmental and fiscal aspects. However, the growth of capital, profit and labor has not been optimal in business actors, (3) The Provincial Government of Southeast Sulawesi can take over the congregational prayer in the mosque or at work through regulation to strengthen the improvement of business actor business, besides maximizing the expansion of business base with mediation to syariah financial institutions and providing technical training programmed food production and free sustainable for business actor. Therefore the action that must be done is (1) Business actors provide exemplary for employees who are involved in the business for example prayers on time at the place of business, paying employees' wages accordingly and run the rules that have been set with employees. (2) Choosing Islamic banks to overcome the lack of capital but must pay attention to the ability to return with principle two compare one. (3) Local governments undertake lengthy socialization followed by strict sanctions for the community who do not follow the activities of both public prayers in the mosque and in the workplace.

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