THE INFLUENCE OF IT-BASED LEARNING MEDIA TOWARD ATTITUDE, SELF-EFFICACY, AND MOTIVATION OF MSMEs IN DEVELOPING ITS BUSINESS

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ABSTRACT

IT-based learning media is required today for creative MSMEs since it has a strategic role in developing the business. The purpose of this research is to test and analyze the influence of Information Technology (IT)-based learning media for creative Micro Small Medium Entreprises (MSMEs) in increasing attitude, self-efficacy, and motivation of the owner/manager of creative MSMEs in Sleman Regency in developing their business by utilizing IT. The respondent of this research is most of the creative MSMEs in Sleman Regency who have join business and entrepreneur training in which the trainer used the learning media such as audio visual, film, and games by computer with the number of 120 people. The type of the data is using filled out questionnaire and interview with some of the owner/manager of the MSMEs. The result proved that IT-based learning media for creative MSMEs can increase attitude, self-efficacy, and motivation of the owner/manager of creative MSMEs in Sleman Regency in developing their business.

Keywords: IT-Based Learning Media, Attitude, Self-Efficacy, Motivation.

INTRODUCTION

The rapid growth in entrepreneurial technology and communication become one of the instructional tools for trainers. In the last ten decade, projector, transparency, CD-ROM, and other media have been used as instructional tools. Some technologies are still used while some others are outdated. Due to the change in the learning method, most trainers need to improve participant's skills by giving the best teaching style that is effective and profitable and an innovative learning media. Technology is a potential tool for instructor or educator to motivate and involve participant in learning. This is why trainers are required to adjust an effective learning tool to be used in class (Phosuwan et al., 2013).

The introduction and use of personal computers that are almost universal has a huge effect on the evolution of instructional technology in learning media. Learning media and method are always developing with the existence of internet for interactive education unit, webinars, podcasts, remote video interaction, and web-based courses and programs (Shorkey and

Uebel, 2014). The research result shows that trainers usually have different types of media that will provide different benefits according to what each media has in learning such as increasing attention, visualizing topics, and increasing the level of class interaction (Passerini and Granger, 1999). Learners will have positive attitude toward IT-based media so that they can explore the topic that is discussed by the trainer (Williams and Adesope, 2017). Another research result also support the finding that IT-based learning media can also increase self-efficacy (Teng, 2018) and motivation of learners (Hung et al., 2017; Heafner, 2014). This research is conducted in creative MSMEs in Sleman Regency that have attended training that is organized by the Department of Cooperatives and MSMEs in Sleman Regency. Training instructors use IT-based learning media especially in providing business and entrepreneurship material in the management of MSMEs businesses. This research wants to fill the research gap by integrating the model of learning media role in increasing attitude, self-efficacy, and motivation of the owner/manager of MSMEs in utilizing IT to develop their business.

LITERATURE REVIEW

Attitude and IT-Based Learning Media

Billet (1996) in his research included three types of learning media, which is; print-based moduls, computer-based learning, and videos. While, Oxford and Moore (1982), in Oxford and Moore (1982) found that the most frequently used media in total surveys are film, transparency, maps, charts, illustrations, and display. In this research, participants are given a learning media in the form of business and entrepreneurship material through audio visuals, films, and games through computer.

The research related to IT-based learning media and student's attitude has been widely practiced in Indonesia (Padmo and Julaiha, 2007; Farida and Yuliana, 2014; Mahmud, 2017; Sugandini et al., 2018). The better the availability of internet facilities owned by students and if they have their own computer, then the better their attitude towards IT-based learning media (Farida and Yuliana, 2014; Mahmud, 2017). Most trainers do not have a formal training in procedures that is commonly used by instructional designers, so many of them find it difficult to change their thinking into Instructional Design (ID) pattern (Kerr, 1981). For example, the research that is conducted by Triyono (2015), shows a finding that the early observation result to the use of internet for learning in some vocational high school show the condition of general internet network conditions for learning are still lacking, especially in the use of e-learning. Almost all e-learning users in vocational schools have not been equipped with learning designs. However, an e-learning learning design that is compatible with vocational teaching materials will facilitate the e-learning management itself so that the teacher's role as facilitator can be more focused on developing innovative learning that is in accordance with the learning objectives. The application of e-learning as learning model requires an understanding about choosing and determining the appropriate learning design. In order to be in accordance with the choice and determination of learning objectives, criteria are needed. Criteria are the limits of an activity or system that can be functioned as a guide and allow users to determine how extent the activities have been achieved (Triyono, 2015).

The criteria of e-learning learning design cannot be separated from the instructional development that is commonly used, so that this will be the cause of students having a positive attitude. The learning design course is very important for new academician and education practitioner who learn in Higher Education (HE), because they provide expertise in the design

and development process, system, service, and instruction that effectively integrate pedagogy and technology. Learning design is based on theoretical research and practice in the fields of cognition, educational psychology, and problem solving (Merrill, 2002). More specifically, this is focused on creating instructional environments and learning materials that will bring students from a state of being unable to complete certain tasks to a state capable of achieving their tasks (Siemens, 2002). Kazanidis et al. (2018) explained the evolution of Web 2.0 in the last decade has provided opportunities for educators and instructional technology to rethink the way they teach and improve the quality of learning design course in HE through the innovation in teaching and learning. In the learning media design course, students are involved in some tasks to find the learning purposes and requirements for certain educational courses and design, develop, and test resources that meet this goal by using a variety of media sources, such as slide presentations, videos, texts, screencasts, web pages, audio files, or Open Educational Resources (OER).

H1: IT-based learning media has a positive significant effect toward the attitude from the owner/manager of MSMEs to develop their business by utilizing IT.

Learning Media, Self-Efficacy, and Motivation

Some trainers produce more passive students rather than the active, creative, and critical one. The learning process is only directed to listen and take notes, but rarely ask and discuss real business case problems that occur in the field. Trainers rarely try new learning methods and media but are quite comfortable with traditional methods (Hobbs and Frost., 1998). Some findings in the study of media in Malaysia show that educators use less media in classroom teaching. One reason that is given is that educators are lacking in training of media use (Hashim, 1997). Therefore, educators need to be involved in the media program, so that they can promote discussion, answer question, and directly connect skills with class activities (Johnson, 1977). This will be able to increase self-efficacy and motivation of the student (Teng, 2018; Hung et al., 2017; Heafner, 2014; Baidi and Suyatno, 2018; Utami, 2017). If the students have an ability and high self-efficacy, then they have the potential to make their effort to be more successful than others with lower self-efficacy. Someone will feel, think, motivated, and act positively which include cognitive, affective, and selection process (Bandura, 1983:1986:1988). Baron and Byrne (1991) also added that someone can evaluate his ability and competence in carrying out their duties to achieve the desired goals and be able to overcome obstacles. The use of technology in the learning process will increase students' motivation. Therefore, students who have access to information will learn more passionately and motivated (Fajriah and Churiyah, 2016; Heafner, 2014; Mahmud, 2017).

Oxford and Moore (1982) stated that students prefer instruction that is integrated with media, so the use of media in the curriculum can be a stimulus that is needed to motivate students. A large amount of research has proven that when new media such as programmed instruction and educational television are introduced into learning situations, students tend to reflect changes in motivation that are increasing (Neidt and Meredith, 1966). It is also expected that in the future the motivation will be increased as well as the effort to develop their business by utilizing the information technology they managed (Muafi et al., 2018). As suggested by Hirschi and Jones (2009); Muafi et al. (2018) company leader requires having a strong motivation to develop their business. It is because if the leader loses his focus and does not have a strategic vision for the future, it is feared that it will not be able to achieve long-term goals. Organization has to be agile in facing existing opportunities and has strong resistance even

though technological change has a very large speed. MSMEs must be prepared and strong to face various business challenges related to information technology in the future (Diharto et al., 2018).

H2: IT-based learning media has a positive significant influence toward the self-efficacy of the owner/manager of MSMEs to develop their business using IT.

H3: IT-based learning media has a positive significant influence toward the motivation of the owner/manager of MSMEs to develop their business using IT.

RESEARCH METHOD

In order to develop creative MSMEs in Sleman Regency, DIY, Indonesia, Department of Industry and Commerce in Sleman has a commitment to increase MSMEs performance. Even now it also has a Creative SOEs House (RKB) for the development of MSMEs. RKB was established in the collaboration with BNI 46 and it is focused on solving MSMEs problems. RKB is a synergy program of SOEs in shaping the digital economic ecosystem through coaching to improve the capacity and capability of MSMEs (https://www. republika.co.id/berita/ekonomi/makro/17/06/13/orh4k8-sleman-miliki-rumah-kreatif-untuk-kembangkan-umkm). This research is conducted with purposive sampling technique, which is only in creative MSMEs in Sleman Regency with the respondents of the owner/manager of creative MSMEs who has ever attended training that was held by Department of Cooperative and MSMEs of Sleman Regency, DIY, on August-October 2018. The type of the training is business and entrepreneur management in which the trainers uses the learning media such as audio visual, film, and game through computer. The type of the data is primary data by using questionnaire and interview with some of the owner/manager of the MSMEs. The number of respondents who returned the questionnaire in this research is 120 people. It means that it has fulfilled the requirement for survey research. The variable measurement of each variable is included and sourced from:

1. Learning Media (LM) is a media used to learning and teaching process in the IT-based training using slide presentation, laptop, and video with simulation and business play. Learning Media (LM) is measured with 5 indicators sourced and modified from Campbell (1999); Billet (1996); Mahmud (2017).

2. Attitude is the evaluation statement of training participants, which are also the owner/manager of MSMEs toward IT-based learning media. Attitude (ATT) is measured with 7 indicators sourced and modified from Padmo and Julaiha (2007); Farida and Yuliana (2014).

3. Self-Efficacy (SE) is individual belief in finishing their business activity to reach the desired result. Self-efficacy is measured with 5 indicators sourced and modified from Baidi and Suyatno (2018); Padmo and Julaiha, (2007); Farida and Yuliana, (2014); Triyono, (2015).

4. Motivation (MOT) is a process that includes intencity, direction, and perserverance of the owner/manager of MSMEs so that their business goal can be reached. Motivation is measured with 5 indicators sourced and modified from Hirschi and Jones (2009); Muafi et al. (2018).

5. The statistic technique is using Partial Least Square (PLS). The validity and reliability test result concluded that all items and variables are valid and reliable.
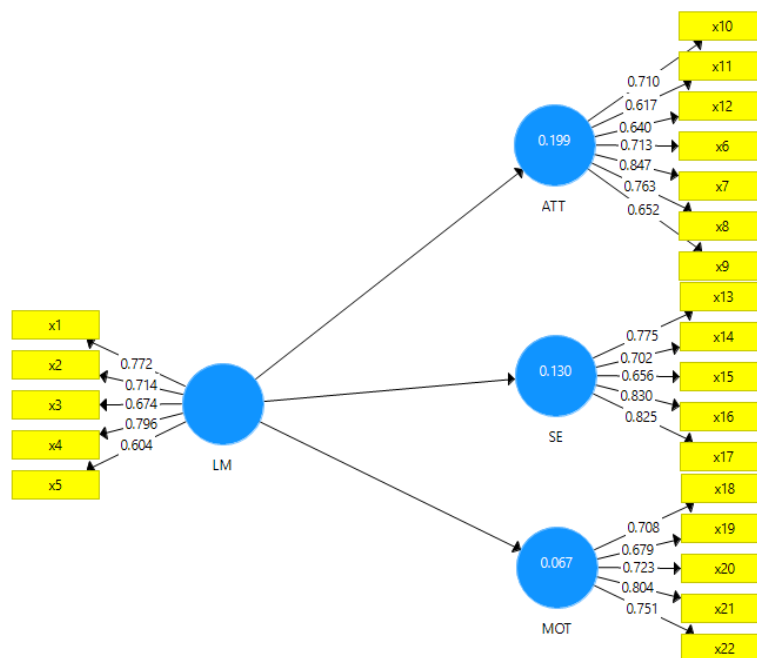
RESEARCH RESULT

Respondents' Description

The respondent of this research are mostly aged 30-40 years old (39%), have senior high school as the last education is 72%, time of the business runs ≥ 3-5 years (48%) and married 95%, have

a net income of>Rp.3.000.000 is 49%, and have information technology media, such as handphone is 88%.

Hypothesis Test

The hypothesis test result can be seen in Figure 1 and Table 1.

FIGURE 1
PLS RESULT OF THE RESEARCH MODEL

Table 1 HYPOTHESIS TEST RESULT USING PLS					
	Original Sample (O)	Sample Mean (M)	Standard Deviation (ST. Dev.)	T Statistics (O/ST. Dev.)	P Values
Learning Media-> Attitude	0.446	0.478	0.059	7.561	0
Learning Media-> Self Efficacy	0.361	0.388	0.066	5.432	0
Learning Media-> Motivation	0.258	0.3	0.093	2.787	0.006

The hypothesis test result in this research can be seen from the p value. The cut off in the p value is ≤ 0.05 or in other words, if the p value is ≥ 0.05 then the independent variable does not have any influence toward dependent variable. The analysis result in this research shows that the p value in general is below 0.05, therefore:

1. *IT-based learning media has a positive significant influence toward the attitude of the owner/manager of MSMEs to develop their business by utilizing IT.*

2. *IT-based learning media has a positive significant influence toward self-efficacy of the owner/manager of MSMEs to develop their business by utilizing IT.*

3. *IT-based learning media has a positive significant value toward the motivation of the owner/manager of MSMEs to develop their business by utilizing IT.*

DISCUSSION AND IMPLICATION

The research result explains that IT-based learning media has a positive significant influence toward the attitude of the owner/manager of the MSMEs to develop their business by utilizing IT. This result also supports the research from Farida and Yuliana (2014); Kerr (1981); Triyono (2015); Merrill (2002); Siemens (2002); Kazanidis et al. (2018). Almost all MSMEs have a positive attitude to the importance of having a media and learning design that is suitable with their needs in managing their business. This is because it eases them to be able to improve their business to a better change in the future. A good learning media without an innovative learning development and adjustment to the MSMEs needs will experience difficulties to implement it in the real world. IT-based learning media can be functioned as guides and it will be possible for users to determine how far business activities can be achieved by the MSMEs. MSMEs would love the idea since it is expected to have the ability to complete certain business tasks.

The research result proves that IT-based learning media has a positive influence toward self-efficacy and motivation of the owner/manager of MSMEs. If the IT-based learning media can be understood and absorbed properly by the MSMEs participants, then it will be able to increase a high self-efficacy and motivation. This also supports the research result from Teng (2018); Hung et al. (2017); Heafner (2014). The owner/manager of the MSMEs has potential and ability that can always be developed in the future so that the business they manage can be success both for now and in the future. This supports the statement from Bandura (1983:1986:1988) that the cognitive, affective, and conative aspects will be easier to be moved if someone has high self-efficacy and motivation. In running their business, it is expected to overcome all obstacles that will be faced.

The research result proves that IT-based learning media is capable to increase motivation to develop the business. This result supports the research from Fajriah and Churiyah (2016); Heafner (2014); Neidt and Sjogren (1968); Hirschi and Jones (2009); Muafi et al. (2018). A person who can have a better adaptation in accessing business information will have more motivation and high spirit to continue learning in developing their business. He must remain focused on pursuing his vision and mission so that the short-term and the long-term goals of his business can be achieved. If a person does not have a strategic vision for the future, it is feared that they would not be able to achieve the long-term goal of the MSMEs. MSMEs should also be critical and agile to face many business challenges in the future. Based on the interview result with some of the owner and manager of MSMEs, researcher made a SWOT analysis as seen on Table 2.

Table 2 SWOT ANALYSIS			
Strength	**Weakness**	**Opportunity**	**Threats**
Product and services will be able to be introduced widely to the community.	Low self-esteem because they do not have a high attitude, self-efficacy, and motivation to manage their business.	Attitude, self-efficacy, and motivation will be increased.	The development of IT-based business is fast and competitive.
More affordable roader market.	Tight competition between MSMEs.	Business opportunities will always be open.	The variety of imported products that enter the market.

The quality and quantity of product and services will be increased.	Lifestyle of the society that is too high.	Increased demand of products and services.	IT-based education and competence are required to be able to compete.
Creativity of the owner/manager of the MSMEs is increased.	Many imitations of the design and color of the product because of IT development.	Owner/manager of the MSMEs is motivated to keep learning.	Invasion of similar but cheaper products.
Have many relations by mastering IT.	There are too many growing information that confusing the buyers.	Support from government to do training to MSMEs using IT-based learning media.	A high investment is required for MSMEs with its capital limitation.
	The need for facilities and infrastructure related to IT-based learning.		

FUTURE RESEARCH ORIENTATION

The limitation of this research and the future research orientation are as follows:

1. This model can be widened by considering the aspects of intention and behavior of MSMEs in developing their business. Learning media can be used as a direction guide in running the business related to the adoption of information technology that is owned by each MSMEs.

2. Respondents who answer the questionnaire have been attended training using information technology media in this research is conducted by cross section. In the future, researcher should conduct experimental research.

3. Creative MSMEs that is examined is only in Sleman Regency, DIY, and it have not included all regencies in DIY, therefore it is feared that the research result have not represent all creative MSMEs in DIY Province. This research also has not done segmentation in creative MSMEs.

4. There are opportunities for the owner/manager of MSMEs based on their experience in participating in IT-based training to always developing their business. Global competition in the midst of rapid business competition in the world must be addressed with increasing attitudes, self-efficacy, and motivation. The owner/manager of the MSMEs must be open and ready to face a liberal and increasingly open international market.

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