

The Influence Of Intellectual Capital And Innovative Work Behaviour To Business Performance Cigondewah Textil Bandung

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Abstract. This research was conducted on business actors in the Cigondewah Textile Bandung. This study aims to examine the effect of Intellectual Capital and Innovative Work Behavior on Business Performance. The method used in study is to use descriptive analysis. The sampling technique uses non-probability sampling which is a saturated sampling type. Data collection techniques used are techniques through interviews, literature, and questionnaires. The analysis used in this study is multiple linear analysis. The results of this study indicate that Intellectual Capital and Innovative Work Behavior on Business Performance have a significant or positive effect on Cigondewah Textile Bandung

Keywords: Business Performance, Intellectual Capital, Innovative Work Behavior

INTRODUCTION

(Wina, 2019) Said The textile industry is one of the largest industries in Indonesia, with a percentage of approximately 4% of goods trade in Indonesia. One of these textile industries is an industry that operates in the fabric sector. The fabric business is experiencing very rapid development. The growth of various businesses is happening

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everywhere. The number of fabric colors, quality and variety of fabrics makes market competition increasingly fierce. Every consumer has a wide choice of types of fabric that they want to consume according to their individual needs. Tight competition means that every business person is required to use all the abilities they have in order to compete in the market. The increasingly tight business competition with the same type of business means that every company is increasingly required to move faster in attracting consumers.

(Sari N. P., 2020) said that Indonesia is a developing country with significant intellectual capital potential. The intellectual capital phenomenon is developing along with increasing awareness of the importance of intellectual assets in creating added value for companies and the economy. There are several aspects that are relevant in the Indonesian context, such as education and training. Indonesia has a large population with high potential human resources. Investment in education and training is important to increase intellectual capital. Improving the quality of education and training can produce a skilled and knowledgeable workforce, which in turn can improve business performance and Indonesia's overall competitiveness.

LITERATURE REVIEW

Intellectual Capital

Ayas (2015) said Intellectual capital is knowledge within an organization that can be used to gain an advantage in competitive competition, which consists of managerial knowledge, skills, technology and also new experiences. Intellectual capital is also the brain of a business activity. Widyawati (2013) said intellectual capital is a very vital model because for the smooth running of a business, capital is needed which is not only in physical form such as money and so on.

Innovative Work Behavior

Spiegeleare (2014) said innovative work behavior is behavior that has a focus on generating ideas, can develop ideas, then can propose their ideas to implement and take the initiative to implement them in business activities. Berliana & Arsanti (2018) said innovative work behavior is the behavior of someone who has the aim of introducing new ideas, processes, products or procedures that are useful for a group or organization. Innovative work behavior is very important in developing an organization and can improve performance by improving efficiency in activities through channeling innovation.

Business Performance

Zulfikar (2018) said business performance is a general term used in part or all of the actions or activities of an organization in a period with reference to a number of standards such as projected past costs on the basis of management accountability efficiency and the like. Moehariono (2013) said business performance is a description of the level of achievement or implementation of an activity program or policy in realizing an organization's goals, objectives, vision and mission as outlined in an organization's strategic planning.

RESEARCH METHOD(S)

Object of research refers to certain qualities, traits, or values associated with an individual, object, or activity, exhibiting discernible variations selected by the researcher for the purpose of research and subsequent drawing of conclusions. (Sugiyono, 2017:38). This research uses an approach that combines descriptive and verification analysis. This research uses a non-probability sampling method as a sampling technique. The population studied were all printing business actors in the Cigondewah textile, Bandung

This research used saturated samples as a sampling method, resulting in a total sample of 58 respondents. The methodology used for data collection includes interviews, literature reviews, and questionnaires. The analytical method chosen for this research is multiple linear regression analysis.

FINDINGS AND DUSCUSSION

1. Multiple liniear Regression

Table 1. Multiple liniear Regression

| | | Coefficients ^a | | | | Sig. |
|-------|------------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | t | |
| Model | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.596 | .565 | | 1.055 | .296 |
| | Intellectual Capital (X1) | .565 | .062 | .584 | 9.145 | .000 |
| | Perilaku Kerja Inovatif (x2) | .384 | .058 | .424 | 6.639 | .000 |

a. Dependent Variable: Kinerja Usaha (Y)

Result multiple liniear regression equation

$$Y = a + b_1.X_1 + b_2.X_2$$

$$Y = 1,569 + .565X_1 + .384X_2$$

The interpretation can be explained, the constant of 1.596 shows that when the two independent variables have a value of zero (0) and there is no change, then Business Performance is predicted to have a value of 1.596. In other words, if a business actor in the Cigondewah textile , Bandung , does not have good intellectual capital and does not have innovative work behavior, his business performance will change. According to Ausat et al (2022), intellectual capital and innovative work behavior have a positive and significant influence on business performance. Even though intellectual capital is very effective, it alone is not enough. Intellectual capital is transferred to innovation, which leads to improved performance. In short, for many businesses, intellectual capital based on innovative work behavior is critical.

Intellectual Capital has a regression coefficient value of 0.565, indicating that increasing Intellectual Capital is predicted to increase business performance by 0.565. In other words, if a business actor in the Cigondewah textile , Bandung , has good intellectual capital, his business performance will increase. Supported by Ahmed (2019) Intellectual capital is considered to play a significant role in increasing business value. Several studies show that intellectual capital has positive value and a significant impact on business performance

Innovative Work Behavior has a regression coefficient value of 0.384, indicating that when Innovative Work Behavior is improved, it is predicted that it will increase Business Performance by 0.384. In other words, if a business actor in the Cigondewah textile , Bandung , has good innovative work behavior, his business performance will increase, as stated by Honyenuga (2019), who said that innovative work behavior is very important for long-term business survival. and also innovative work behavior has a significant impact on business performance. Innovative work behavior is the main determinant in promoting business performance, and is also a key factor influencing business performance.

2. Analysis Of Partial Coefficient Correlation

a.Coefficient Correlation Intellectual Capital and Business Performance

Table 2. Coefficient Correlation Intellectual Capital and Business performance

| | | Correlations | |
|----------------------|---------------------|----------------------|---------------|
| | | Intellectual Capital | Kinerja Usaha |
| Intellectual Capital | Pearson Correlation | 1 | .790** |
| | Sig. (2-tailed) | | .000 |
| | N | 58 | 58 |
| Kinerja Usaha | Pearson Correlation | .790** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 58 | 58 |

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the output results from data processing using the SPSS 20 for Windows program above, a correlation result of 0.790 was obtained based on criterion 109 (0.60 - 0.799), the correlation between Intellectual capital and business performance has a strong correlation level. The correlation value has a positive sign, indicating that the relationship between the two is in the same direction. This means that the intellectual capital of business actors in the Cigondewah textile , Bandung , has a strong relationship with business performance. According to (Yeni Absah, 2018) that better intellectual capital will result in better business performance. Therefore, owners or managers must focus on increasing the intellectual capital component as the company's intangible assets. That companies can achieve superior business performance by utilizing, controlling and managing strategic assets, both tangible and intangible. In this case, business owners or managers must improve employee competence, product innovation, processes and social relations to create business success.

b. . Coefficient of Innovative Work Behavior and Business Performance

Table 3. Coefficient of Innovative Work Behavior and Business Performance

| | | Correlations | |
|-------------------------|---------------------|---------------|-------------------------|
| | | Kinerja Usaha | Perilaku Kerja Inovatif |
| Kinerja Usaha | Pearson Correlation | 1 | .460** |
| | Sig. (2-tailed) | | .000 |
| | N | 58 | 58 |
| Perilaku Kerja Inovatif | Pearson Correlation | .460** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 58 | 58 |

Based on the output results from data processing using the SPSS 20 for Windows program above, a correlation result of 0.460 was obtained based on the criteria (0.40 - 0.599), the correlation between innovative work behavior and business performance has a medium correlation level. The correlation value has a positive sign, indicating that the relationship between the two is in the same direction. This means that innovative work behavior in the Cigondewah textile Bandung has a moderate relationship to Business Performance.

According to Honyenuga (2019), innovative work behavior is very important for long-term business survival, and also innovative work behavior has a significant impact on business performance. Innovative work behavior is the main determinant in promoting business performance, and is also a key factor that influences performance. business.

3. Analysis Of Simultaneous Coefficient Correlation

Table 4. Simultaneous Coefficient Correlation

| Model Summary ^b | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .796 ^a | .633 | .619 | 2.34920 |

a. Predictors: (Constant), Perilaku Kerja Inovatif, Intellectual Capital

b. Dependent Variable: Kinerja Usaha

Based on the output results from data processing using the IBM SPSS 20 for Windows program above, a correlation result of 0.796 was obtained based on the criteria (0.60 - 0.799), the correlation between Intellectual capital and innovative work behavior with business performance at a strong correlation level. The correlation value has a positive sign, indicating that the relationship between the two is in the same direction. This means that intellectual capital and innovative work behavior have a strong relationship with business performance in the Cigondewah textile, Bandung.

According to Ausat et al (2022), intellectual capital and innovative work behavior have a positive and significant influence on business performance. Because it uses intellectual capital to create the expected performance and as a performance evaluation tool to create future businesses, therefore, intellectual capital as a source of knowledge must be prepared so that it can be felt in its entirety. Although intellectual capital is very effective, it is not enough.

Intellectual capital is transferred to innovation, which leads to improved performance. In short, for many businesses, intellectual capital 112 based on innovative work behavior is essential. As a result, processes evolve, and new products and services are introduced to the market to meet client needs. Human capital's innovative work behavior, along with the contribution of structural capital, influences and is influenced by consumer capital. As a result, mutual effectiveness impacts performance development. 0.799.

4. Partial hypothesis test (t test)

a. Hypotesis test Intellectual Capital and Innovative work behaviour

Table 5. Partial Hypothesis of Intellectual Capital And Innovative work behavior

| | | Coeficientsa | | | t | Sig. |
|-------|------------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.596 | .565 | | 1.055 | .296 |
| | Intellectual Capital (X1) | .565 | .062 | .584 | 9.145 | .000 |
| | Perilaku Kerja Inovatif (x2) | .384 | .058 | .424 | 6.639 | .000 |

a. Dependent Variable: Kinerja Usaha (Y)

From the output table above, the t-count value for the Intellectual capital influence variable is 9,145, using a significance level of 5%, 116, so from the T distribution table the t-table value for $df = (\alpha : n-k-1) = 0.05 ; 58 - 2 - 1 = (0.05 ; 55)$ namely 2.004, because $t_{count} > t_{table}$ ($9.145 > 2.145$) and sig ($0.000 < 0.05$) then H_0 is rejected and H_1 is accepted, so it can be concluded that there is a positive influence between Intellectual capital on Business Performance to shareholders in the Cigondewah textile, Bandung. The results of this research are in line with research conducted by (Yeni Absah, 2018) that better intellectual capital will result in better business performance.

CONCLUSION AND RECOMMENDATION

The responses of business actors regarding Intellectual from the results of the data processing scores show that the lowest percentage score is found in the Human Capital

indicator in the not good category, this is due to a lack of knowledge to resolve the problem of cloth stock supplies in their shops. Then the responses of business actors regarding work behavior This innovation is based on the results of data processing scores that the lowest percentage score is found in the indicator of seeing opportunities in the quite good category. This is because business actors in the Cigondewah textile, Bandung, there are still those who have not seen opportunities, such as following existing trends, they are still playing it safe in running his business.

The response of business actors regarding the performance of the business from the results of data processing scores is that the lowest percentage score is in the satisfactory growth indicator in the quite good category. This is because business actors in the Cigondewah Bandung are not yet satisfied with the business they are running because there are still Other obstacles that cannot be achieved include growth in store sales. So there are still problems that need to be refined again. It can be concluded that there is a positive influence between Intellectual capital and innovative work behavior which has an influence on business performance among business actors in the Cigondewah textile , Bandung.

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