
The Linkage of Migratory Culture and Entrepreneurship Through Information Acquisition

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Abstract

This research intends to analyze the linkage of migratory culture and entrepreneurship through information acquisition. The research population is migrant Madura entrepreneurs in East Java, Indonesia, with a sampling technique using a proportional random sampling at three locations: Surabaya City, Malang City and Jember Regency. The number of respondent are 170 Madura migrant entrepreneurs. The consideration is that there are relatively many Madura migrants in those cities. This research was carried out by designing questionnaires first and then validity and reability test of the research instrument. Further, the questionnaire was broadcasted to Madura migrant entrepreneurs who were randomly selected. The primary data was analyzed by structural equation model with the Partial Least Square (PLS) data processing program. The research result demonstrate that migratory culture significantly affects entrepreneurship and information acquisition mediates the effect of migratory culture toward entrepreneurship. It means that information acquisition plays an important role to encourage entrepreneurship of madura migrants.

Keywords: Migratory Culture, Information Acquisition, Entrepreneurship

INTRODUCTION

Madura community can be found in various parts of Indonesia. That is because of migratory culture has caused Madura tribe everywhere. There are not too many Indonesian ethnic groups who have a migratory spirit. The Minangkabau tribe, the Batak tribe, including the Javanese, especially the Wonogiri and Gunung Kidul people, are examples of other ethnic groups who have a migratory spirit. Generally, the economic pressure and the scarcity of natural resources, which encourage these people to live in overseas. Likewise, the encouragement of the Maduranese left their hometown because of the desire to improve their socio-economic life, considering that their natural resources are very minimal. On the overseas side, Maduranese work more in the private sector especially as entrepreneurs.

The majority of people know that Madura community as a group that is very open in expressing feelings, spontaneity, expressiveness and tend to extrem. The uniqueness and characteristics of the Madura community are very historically unique (Kuntowijoyo. 2002: 60). The characteristics of the Madura community are patterned from legal ecology which is different from the characteristic patterns of Javanese society. So that, this society is grouped on family ties. There stereotype is a madura is hard, brave, resilient and frugal (Susanto, 2003) and estimated that 75% of Madurese live in overseas regions.

These characters manifest when they have to respond to everything they face in their daily lives. In this context, it means that Madura values open up opportunities for more transparent individual expression. Maduranese can be grouped into two groups, namely chaplain and ordinary people. Ordinary society consists of santri and not santri, while the community is also grouped into three groups, namely the lower layer which is usually called *oreng kenek* (small people) who usually work as farmers, *pengarjin*, traders, laborers even including people who do not have jobs (unemployment) . The middle class is a group of employees, both working in government and private offices, and entrepreneurs. While the upper class are chaplain 'groups and intellectuals. So that, the highest group in Madura community is clerics, government officials (Kuntowijoyo, 2003: 472). A character to succeed in becoming rich must be adventurous, while the negative character is not mannersed, rude, open and familiar with violence (Mutmainah, 1998: 29). The decision to enter and choose a profession as an entrepreneur is driven by several conditions, first persons born or raised in a family that has a strong tradition of business (confidence modalities), second are people in a depressing condition, so third are is no other choice for him in addition to being an entrepreneur (tension modalities), the three people who indeed prepare themselves to become entrepreneurs (emotion modalities). Based on the results of the study revealed that 95% of Madurese migrants work as entrepreneurs.

The majority of Madura businessmen who are successful migrants come from families with strong traditions in the business field. So that, it can be underlined that entrepreneurial culture of a family or tribe or even a nation is very influential on the emergence of new entrepreneurs. Additionally, the characteristics of the Madura community are described as individuals who are resilient and hardworking, this typology is not only Maduranese but also the people of Padang who are monitored (Sabarinto, 2004). The community considers business as an opportunity that must be utilized, sometimes the behavior of Maduranese is considered an irrational act, because of their courage in taking risks as entrepreneurs. This entrepreneurial spirit is hereditary, and very primordial so that the existing business network is very strong among Madura entrepreneurs.

Meanwhile, another research result reveals that the ability to think critically influences the migratory culture (Hwang and Han, 2018). This finding is reinforced by Hondzel & Gulliksen (2015) which states that critical thinking influences culture and creativity. Besides that, it is also increasingly emphasized by Solik et al (2016) that the culture of migration is triggered by critical abilities as well as acquisition information. Meanwhile, information

acquisition affects the decision of moving. Colombo, Femminist, & Pavan (2014) also stated that information acquisition effect toward moving to get welfare. The same opinion expressed by Ardilla & Arisnaldi that migratory culture is triggered by several things such as information acquisition, economic pressure and desire to develop. Therefore, this study intends to reveal how the cultural linkages of migrating Madurese with entrepreneurship also in addition to the role of culture in migrating to the linkages of critical thinking and information acquisition of entrepreneurship.

The cultural dimensions traditionally related to entrepreneurial activity and entrepreneurship include individualism, power distance and uncertainty avoidance. However, for many authors, the empirical evidence for such relationships is weak and often contradictory (Hayton et al., 2002). For example, power distance was positively related to innovation in a previous study of Shane (1992), but this relationship was negative in a later study (Shane, 1993). Thus, Zhao et al. (2012) suggest that there are moderators that affect the relationship between culture and entrepreneurship. For this reason, these authors conducted an empirical study arguing that national wealth measured as GDP per capita is a moderating variable in this relationship, and may influence the effects of culture on entrepreneurship. Subsequently, depending on the country's wealth, the culture can have a positive or negative effect on entrepreneurial activity. This study is based on some of the cultural dimensions raised by the GLOBE project (2002, 2004), which are closely related to entrepreneurship in theory: the dimensions of a traditional society in group collectivism, humane orientation and power distance and the dimensions related to modernism performance orientation, future orientation and uncertainty avoidance, excluding the three cultural dimensions: institutional collectivism, gender egalitarianism and assertiveness. On the other hand, Ozgen (2012) presents a theoretical and conceptual article, a study about the influence of cultural dimensions proposed by the GLOBE project (2002, 2004) to support the recognition of opportunities in the emerging economies and how these cultural aspects create an impact on the recognition of opportunities by the entrepreneur and the entrepreneurial activity. His approach focused on female entrepreneurship and business activities motivated by opportunities rather than necessity. The research program Global Leadership and Organizational Behavior Effectiveness (GLOBE) House et al. (2002), House and Javidan (2004) suggest nine cultural dimensions to analyze culture: power distance, uncertainty avoidance, institutional collectivism (collectivism I), ingroup collectivism (collectivism II), gender egalitarianism, assertiveness, future orientation, performance orientation, human orientation, and distinguishes between two types of cultural

manifestations: cultural practices and cultural values. This approach was developed out of the psychological tradition and behavioral study of culture, and assumes that members of a particular culture should study its interpretations (Segall et al., 1998; House et al., 2010).

Based on the review literatures and several previous research, it can be formulated four research hypotheses are (a) migratory culture affects significantly toward entrepreneurship, (b) migratory culture significantly affects information acquisition, (c) information acquisition significantly affects entrepreneurship and (d) migratory culture indirectly effect toward entrepreneurship through information acquisition.

METHOD

This study was carried out by survey with a questionnaire as a primary data collection tool. Identification and definition of the research variable are (a) migratory culture is the behaviour of moving from one place to others to find work or better living conditions (b) information acquisition is an activity carried out to actively seek new information using various media and make it as an analysis material for decision making (Feith, 2017), and (c) entrepreneurship is the ability to find and obtain several business opportunities using a lot of information which arises from the dynamics of change (Kolb, 2014).

The research population are all Madura migrant entrepreneurs in East Java, Indonesia. Based on the Population Department of Indonesia, there are 1.5 million Madura migrants in various regions in Indonesia. The sampling technique uses a proportional random sampling of 170 Madura migrants. Primary data was analyzed by structural equation modeling techniques with Partial Leasquare (PLS) data processing program, which began with the parameter test. In the quality test, the measurement model aims to determine the validity and reliability of the measurement by considering several aspects namely convergent validity test, the validity test and the reliability test. The rule of thumb is shown in the following table.

Table 1. Parameter of Validity Test and Reliability Measurement

Test	Parameter	Rule of Thums
Convergent Validity	Loading factors	>0.70
	Average Variance Extracted	>0.40
Discriminant Validity	Cross Loading	>0.60
	Communality	>0.50
Reliability	Cronbach Alpha	>0.60
	Composite Realiability	>0.60
GoF: small = 0,1, GoF medium = 0,25 dan GoF besar = 0,38.		

Source: Harkiolkakis (2017) & Kock (2013)

Furthermore, after the measurement test is carried out and after all parameters of the measurement model are declared robust, then proceed with testing of Good of Fit (GoF) index

and hypothesis testing. The Good of Fit index test on PLS-SEM uses the Tenenhou standard (2014), if the value of GoF is small = 0.1, GoF medium = 0.25 and large GoF = 0.38. Then proceed with the hypothesis test. Hypothesis testing uses the SmartPLS 3 Professional data processing program, with hypothesis acceptance/rejection criteria. Probability (P) coefficient is less than 0.05 and t-statistic is greater than 1.96 (Harkiolakis, 2017) & (Kock, 2013).

RESULT AND DISCUSSION

The result of this research will be explained in detail as follows: As demonstrated in figure 1, loading factors of X4 and X11 are less than 0.600. It means that these indicators have to be dropped from research variable. This is because it does not represent of the research variable. Therefore, it must be recalculated and the result can be seen at figure 2 as follows.

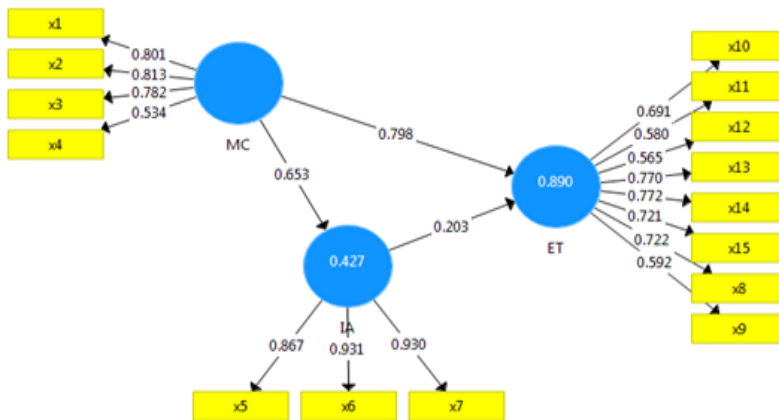


Figure 1. Path Diagram (first calculation)
Source: Processed Primary Data, 2019

Based on the second calculation, the reserach instrument used in this study has been valid and reliable. This is due to the values of loading factors, corvergent validity, discriminant validity and reliability are relatively high and robust.

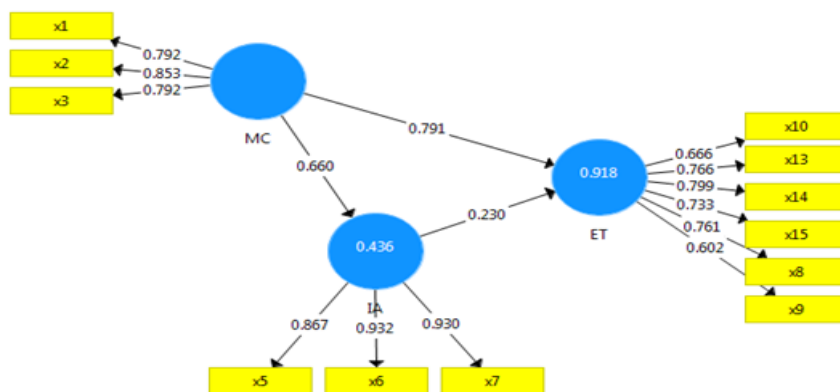


Figure 2. Path Diagram (second calculation)

Source: Processed Primary Data, 2019

Therefore, primary data analysis can be continued and the result is demonstrated at table 2 as follows:

As shown in table 2, information acquisition significantly effect entrepreneurship, migratory culture significantly effect toward entrepreneurship, and migratory culture effects information acquisition. This is due to the p values are less than 0,05. Further, migratory culture significantly effect toward entrepreneurship through information acquisition. This is due to the p value is $0.00 < 0.05$. It means that information acquisition mediates the effect of migratory culture toward entrepreneurship. However, it is only quasi-mediating. That is due to the p value of total effect of migratory culture toward entrepreneurship is 0.00. It is shown in table 2 as well.

Table 2. Path Coefficient

	Orginal Sample	Sample Mean	Standard Deviation	T Statistics	P Value
IA → ET	0.230	0.225	0.048	4.742	0.000
MC → ET	0.791	0.796	0.040	19.807	0.000
MC → IA	0.660	0.665	0.061	10.900	0.000
MC → IA → ET	0.152	0.149	0.032	4.669	0.000

Source: Processed Primary Data, 2019

The research findings that information acquisition effects entrepreneurship support several previous researches. First, the research finding support Gibson, J. Et al (2015) that information flows effect toward entrepreneurship. In fact, it is also in line with the results of research by Solik et al (2016) that the culture of migration is triggered by critical abilities as well as acquisition information. Newell, et al. (2016) also provides the same clarification that information acquisition is one of the triggers of migration desires. Wajdi et al(2017) also revealed that internal migration in Indonesia is triggered by various factors, one of which is interesting information at the destination. Similar opinion was also expressed by Ardilla & Arisnaldi (2018) that migratory culture was triggered by several things such as information acquisition, economic pressure and desire to develop. The research findings show that critical thinking skills influence migratory culture. The findings of this study were also strengthened by Hondzel & Gulliksen (2015) who stated that critical thinking influences culture and creativity.

The second research finding that states the migratory culture effect toward entrepreneurship also supports by several previous researches. Firstly, Rante, Y., (2010) that Ethnic culture contributes to motivation for entrepreneurship. Yuniarto, P.R., (2012) also supports the results of his research that the culture of migration indeed influences entrepreneurship. It is also supported by previous research conducted by Hastuti et. al., (2013) that the migration culture of Minangkabau is ethnic effect toward entrepreneurship in Indonesia. Further supported by Yulanda, V., (2015) that there is an influence of cultural values on entrepreneurial behavior. Also supported by Naude, et al. (2017) and event support Jacqueline et all. (2017) that migration effect toward social entrepreneurship. It means that migration culture plays an important role in supporting entrepreneurship. Interestingly, this research found that migratory culture indirectly effects entrepreneurship through acquisition of information. It is means that the acquisition of information mediates the effect of migratory culture toward entrepreneurship.

CONCLUSION

Based on the hypotheses test, it can be concluded that there are linkage among migratory culture, acquisition information and entrepreneurship. This is due to information acquisition significantly effects entrepreneurship and also migratory culture significantly effects toward entrepreneurship. Also, migratory culture indirectly effect toward entrepreneurship through information acquisition. Of course, the research findings enrich science management. So, further research should be focused on the factors affecting information acquisition. By conducting this study, it can be found new research findings that enrich management science.

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Notes:

- Good paper
- The Score is 85