

**COMPETITIVE, GRIT AND INNOVATIVE WORK BEHAVIOUR
AMONG SMALL-MEDIUM ENTREPRENEURS WOMAN AT BUMI
SHOLAWAT**

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Abstract

MSME actors, especially women, are the sector that contributes the most to economic growth in Indonesia. In addition, women MSME actors in Bangkalan is known as Bumi Sholawat, are seen as having quite high grit or tenacity with relatively low innovation in facing very tight market competition. Thus, the purpose of this study is to determine the relationship between competitive attitudes, grit, and innovative work behavior in women MSME actors in Bangkalan. The research method used is quantitative, involving 255 women MSME actors using a simple random sampling probability sampling technique. This study uses three research instruments, namely the Competitiveness Scale consisting of 18 items with a reliability of 0.839, the Grit-S Scale consisting of 8 items with a reliability of 0.671, and the Innovative Work Behavior Scale consisting of 10 items with a reliability of 0.855. The results of the study showed an R value of 0.428. The sig. value. F.Change obtained 0.000 which shows that $0.000 < 0.05$ which means that the competitive attitude and grit variables have a correlation with the innovative work behavior variable. The significance test is used to determine the F count, the F.Change and F.count values are obtained $> F.table$, namely $28.250 > 3.031$. The results show that the hypothesis is accepted, and there is a relationship between the competitive attitude and grit variables that have a correlation with the innovative work behavior variable.

Keywords : Innovative Work Behavior, Competitiveness, Grit, SME

INTRODUCTION

The Gross Domestic Product (GDP) of Indonesia which continues to grow and increase every year is the result of many economic sectors in Indonesia that always play their roles, one of the sectors that plays a fairly important role comes from micro, small and medium enterprises. Based on data from the Central Statistics Agency, Micro, Small and Medium Enterprises (MSMEs) provide around 60.65% of the Gross Domestic Product (GDP), this shows the role of Micro, Small and Medium Enterprises (MSMEs)



which is quite significant in economic growth in Indonesia. Micro, Small and Medium Enterprises (MSMEs) actors in 2021 were reported to have absorbed 97% of the total workforce in Indonesia. In 2021, it was known that 64.5% of Micro, Small and Medium Enterprises (MSMEs) were women, or 37 million business actors.

The dominance of women is certainly not only seen from the total number of Micro, Small and Medium Enterprises (MSMEs), this dominance is also found in East Java province which is included in the top three provinces with the largest number of Micro, Small and Medium Enterprises (MSMEs) in Indonesia. As many as 58% of Micro, Small and Medium Enterprises (MSMEs) are women with a total of approximately 736,756 businesses in East Java province. It is also known that the dominance of women in the Micro, Small and Medium Enterprises (MSMEs) sector is in Bangkalan which is known as "Bumi Sholawat", the district has the most MSMEs on Madura Island with a total of 166,580 business actors. Followed by Pamekasan district with a total of 49,185 MSME actors, then the third is Sampang district with a total of 37,117 MSME actors, and the last is Sumenep with a total of more than 2000 MSME actors.

Bangkalan Regency with the largest number of MSMEs on Madura Island also shows the dominance of women in the MSME sector with a percentage of 57.42% with a total of 95,651 business actors. This number shows that female MSME actors are relatively more numerous when compared to male MSME actors, this also shows that women can develop with a number of challenges faced by MSME actors. The large number of MSME actors in Bangkalan will create competition that requires them to continue to be able to produce different innovations and have advantages over existing products and services. This is in accordance with research conducted by Sari and Palupiningdyah (2020) which found that in facing business competition, business actors need to come up with innovations in order to maintain and develop their businesses, where innovation is the key to business success. Faizah & Suib (2019) also stated that MSME actors are required to always innovate in developing products or strategies in marketing in order to increase selling value and be able to compete with changing market conditions.

In carrying out innovation, business actors will do various things with great persistence in order to achieve competitive advantage. Persistence or *grit* has been widely studied in recent years. *Grit* is a combination of perseverance and deep awareness or desire from someone to achieve a goal, *grit* is also interpreted as working hard for a long period of time (Duckworth, 2016). In carrying out a business or business, of course, an MSME actor needs persistence in order to face various obstacles that often do not go according to plan. In a study conducted by Mooradian et al. (2016) which was conducted on 281 business actors, it was found that *grit* has a positive influence on innovation in order to achieve success.

actors in carrying out an innovation certainly want to achieve an advantage that can compete in the market, this behavior is called a competitive attitude. A competitive attitude is a person's tendency to compare themselves with others in achieving a goal



they want (Ryckman, 2004). By making comparisons, MSME actors can see the shortcomings they have and develop something in themselves that others do not have. It was found that in a study conducted by Dugan et al. (2019) a competitive attitude or *competitiveness* can develop a person's *grit in achieving success*.

This study aims to determine whether there is a relationship between the three variables, namely *grit*, *competitiveness*, and innovative work behavior. In previous studies, there has been no discussion regarding the relationship between the three variables, especially for women MSME actors in Bangkalan. With this study, it is expected to help in the sales arena which can later develop the behavior needed to achieve the desired success. This study will examine whether there is a relationship between competitive attitudes, grit, and innovative work behavior in women MSME actors in Bangkalan.

LITERATURE REVIEW

Competitive attitude

Competitive attitude is a behavior shown by individuals to achieve a superior position as a result of the social comparison they make (Garcia et al., 2006). Competitive attitude is based on a person's need to compete and achieve victory in order to avoid losses. (Menesini, Tassi, & Nocentini, 2018). According to Hitt, et al. (2014) A competitive attitude is an action taken in competition to achieve or improve one's position. Hamel and Prahalad (1995) stated the idea related to competition, namely competition to achieve the future by creating and dominating emerging opportunities. In line with this, Taylor, Peplau and Sears (2000) expressed competition as maximizing results to be better than others.

Competitive attitude according to Ryckman (2004) is a tendency of a person to compare themselves in order to achieve the desired goal. There are two dimensions of competitive attitude, namely, Hypercompetitive Attitude (HCA) and Personal Development Competition Attitude (PDCA). HCA focuses on the individual's strong desire for competition and victory with an orientation towards manipulation, exploitation, aggression, and insults towards others (Ryckman et al., 1990). Unlike HCA, in PDCA individuals focus on self-development rather than comparing themselves to others (Ryckman et al., 1996).

Grit

Grit is a variable that explains a person's persistence and not giving up easily in doing something that is their goal until they achieve long-term success (Gunawan et al., 2022). In line with that, Gough (2013) stated that *grit is not only a perseverance that is relied on*, but also a long-term commitment. *Grit* is also one of the characteristics that can help individuals change their perceptions of success not only from Intelligence (Hochanadel and Finamore, 2015). Initially, *grit* was introduced as a tendency to maintain enthusiasm and perseverance in individuals with long-term goals (Chrisantiana & Sembiring, 2017).



Duckworth (2016) stated that *grit* is a non - cognitive individual personality with two constructs, namely, perseverance of effort and consistency of interest. *Grit* has two dimensions, namely *perseverance of effort* and *consistency of interest* (Duckwort, 2016; Gonlepa, 2023; Tanoto and Soenyoto, 2024). *Consistency of interest* is the ability of an individual to maintain his/her interest in a goal. *Perseverance of effort* means that the individual is not afraid of failure in facing the challenges that exist in order to achieve the goals that he/she has set.

Innovative Work Behavior

Innovative work behavior is defined as individual behavior that leads to the emergence, application, and introduction of new things that are beneficial at all levels of the organization in terms of developing a new product or idea (Kleysen and Street, 2001). In line with this, Janssen (2000) stated that innovative behavior is interpreted as the introduction, creation, and application of new ideas intentionally to a group, job, or organization to get the best results. In addition, Carmeli et al. (2006) define innovative work behavior as an individual process in recognizing a problem in order to get new ideas or solutions that can be used to build every part of the organization to be better. In addition, Den Jong and De Hartog (2010) define innovative work behavior as an individual activity that aims to introduce new ideas, processes, products or procedures.

Innovative work behavior has four dimensions, namely, *Idea exploration*, *Idea generation*, *Idea championing*, and *Idea implementation*. *Idea exploration* is the exploration of ideas that include improving services, products, or work processes. *Idea generation* is generating ideas to improve services, products, or work processes. *Idea championing* is fighting for an idea which is a must when a new idea has been discovered. *Idea implementation* is implementing every idea that has been discovered to achieve better results than before.

RESEARCH METHOD

This study used three variables, namely *grit*, competitive attitude, and innovative work behavior. The research approach used was quantitative. The quantitative research method according to Sugiyono (2016) is a method based on the philosophy of positivism, aimed at representative populations and samples, data collection is carried out with research instruments, data analysis is statistical, with the aim of testing the research hypothesis. Furthermore, the population in this study were women MSME actors in Bangkalan.

The sampling technique used was *probability sampling*, a *non-purposive sampling* type involving 255 MSME actors in Bangkalan. The author adopted three research instruments, namely the *grit-S scale* from Duckwort (2006) which has been translated by Gonlepa (2023), the *competitiveness scale* developed by Menesini (2018) which has been translated by Muttaqin (2022), and the *Innovative Work Behavior scale* De Jong and Den Hartog (2010). On the *grit-S scale*, there are 8 items with a reliability value of 0.880 - 0.950. On the *competitiveness scale*, there are 18 items with a reliability value of 0.930. While on the



Innovative Work Behavior scale, there are 10 items with a reliability value of 0.855. Data collection using a Likert scale model questionnaire with four intervals consisting of very positive to very negative answers, including Strongly Agree (SS), Agree (S), Less Agree (KS), Disagree (TS) and Strongly Disagree (STS). The questionnaire used is an *online questionnaire* with the help of *Google form* and also *offline* in the form of a statement sheet, this is because the number of respondents is quite large and spread across 18 sub-districts in Bangkalan.

Data collection was conducted on October 25 – November 19, 2024. Then, data analysis in this quantitative study used inferential statistics, in order to analyze data from a predetermined population sample. The type of data in this study is interval, so it uses parametric inferential statistics. The data analysis process was carried out using the IBM SPSS *for windows version 20* through validity test and reliability test of research instruments; assumption test includes normality test, linearity test, and hypothesis test with multiple correlation test.

RESULTS AND DISCUSSION

In this study, Table 1 shows that most female MSME actors in Bangkalan have an average age that varies quite a lot, with the most age being in the age range of 17-25 years (38.4%), with the last education being high school/vocational school (55.3%), ethnic background being Madurese (77.6%), and marital status being married (62.7%).

Table 1. Overview of Research Subjects

Demographic Data		N	%
age	17-25 years	98	38.4
	26-35 years	48	18.8
	36-45 years	52	20.4
	46-55 years	45	17.6
	56-65 years	12	4.7
Total		255	100.0
Ethnicity	Arab	4	1.6
	Java	49	19.2
	Madura	198	77.6
	Minang	1	0.4
	Sumatra	1	0.4
	Chinese	2	0.8
Total		255	100.0
Last education	SD	16	6.3
	Junior High School/Islamic Junior High School	26	10.2
	High School/Vocational School	141	55.3
	D1,D2,D3	8	3.2
	S1	59	23.1
	S2	2	0.8
	Not attending school	1	0.4
	Didn't Finish Elementary School	1	0.4
	Total		255
Married status	Already	160	62.7
	Not yet	95	37.3



Total	25	100.0
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Validity Test

Table 2. Assumption Test Results

Normality Test			
Variables		Sig.	Information
Competitive Attitude, Grit, Innovative Work Behavior		0.111	Normally Distributed
Multicollinearity Test			
Variables	Tolerance	VIF	Information
<i>Grit</i>	0.992	1,008	There is no multicollinearity
Competitive Attitude	0.992	1,008	There is no multicollinearity

Based on the table above, it shows that the results of the normality test obtained a significance value = 0.111 ($p > 0.05$). Thus, the data is normally distributed because the significance value $p > 0.05$. Furthermore, in the multicollinearity test, the VIF values were obtained smaller or less than 10 and the tolerance value was more than 0.1, so the regression model in this study is orthogonal or there is no multicollinearity. The multicollinearity test aims to test whether the regression model finds a correlation between independent variables.

Table 3. Multiple Correlation Test Results

Multiple Correlation Test				
R	R Square	F	Sig.	Information
0.428	0.183	28,250	0,000	There is a relationship

The table above shows that the correlation coefficient value gets an R value of 0.428, which shows that there is a relationship between competitive attitudes and *grit* with innovative work behavior that has a moderate level, because the coefficient interpretation is between 0.40-0.599. The coefficient of determination (R^2) value is 0.183, indicating that competitive attitude and *grit* have a positive contribution to innovative work behavior of 18.3% together. The sig. F.Change value is 0.000, indicating that $0.000 < 0.05$, meaning that the competitive attitude and *grit* variables have a correlation with the innovative work behavior variable. The significance test is used to determine the F count, the F.Change and F.count values are obtained $> F$.table, namely $28.250 > 3.031$. The results show that the hypothesis is accepted, and there is a relationship between the competitive attitude and *grit* variables that have a correlation with the innovative work behavior variable.

The purpose of this study was to determine the relationship between competitive attitudes and *grit* with innovative work behavior. The results of the coefficient of determination from this study obtained a result of 0.183 which explains that competitive attitudes and *grit* have a contribution to innovative work behavior of 18.3% and the rest



is 81.7% meaning that there are other variables that contribute to innovative work behavior. This is in accordance with the results of previous research from Mooradian (2016) which involved 281 business actors and stated that Grit has a positive relationship with innovation that supports success. In addition, the study of Veronica and Wibowo (2023) on 105 business actors explained that *grit* and innovative work behavior have a significant positive relationship. Further research, namely in Yusnita and Wahyudin (2019) with 60 MSME actors in Bangka, showed that the capacity of innovation has a significant effect on competitive advantage in MSME actors in Bangka. From this study, it strengthens the presentation of the results of this study, namely that there is a relationship between competitive attitudes, *grit*, and innovative work behavior in female MSME actors in Bangkalan.

CONCLUSION

Based on the results of data analysis and discussion that have been described, it can be concluded that the hypothesis is accepted, namely there is a relationship between competitive attitude, *grit*, and innovative work behavior in women MSME actors in Bangkalan. The relationship between the three variables is classified as moderate as shown by the correlation coefficient of 0.428. The contribution given by the competitive attitude variable, *grit*, to innovative work behavior is 0.18 or 18.3% and the remaining 81.7% is explained by other variables.

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