

The Influence of Breeder Entrepreneurial Ability, Farmer Motivation and Partnership System on the Growth of Broiler Business in Barru Regency

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Developing a broiler farming business using a partnership system is an alternative to help farmers in running their business. Some of the risks faced by breeders are the increasing prices of animal feed and broiler chicken seeds (DOC) as well as market access so that breeders are motivated to carry out business collaborations through a partnership system. The development of a broiler chicken farming business cannot be separated from the entrepreneurial behavior of farmers. One of the entrepreneurial behaviors that farmers must have is the entrepreneurial competence needed to run a livestock business. The aim of this research is to analyze the influence of entrepreneurial ability, farmer motivation, and the partnership system on the growth of broiler farming businesses in Barru Regency. This research was conducted in Barru Regency, South Sulawesi Province using a survey approach and using a questionnaire. The type of research used is explanatory research. The results of the research show that entrepreneurial ability, farmer motivation and the broiler partnership system have a real influence on the growth of broiler farming businesses both jointly and individually and motivational variables dominate breeders in determining the growth of broiler breeder businesses in Barru Regency. The partnership is intended for farmers to provide convenience in running their livestock business, thereby increasing motivation to develop their business.

Keywords: Broiler, entrepreneurship, motivation, partnership system, Broiler farming, Partnership system, Entrepreneurial ability, Farmer motivation, Barru Regency.

INTRODUCTION

As an agricultural country, Indonesia indicates biological wealth, especially in the agricultural sector, with abundant natural resources that provide good business opportunities for growth in this field. The agricultural sector is responsible for fulfilling human food needs, from vegetable to animal protein. The livestock sub-sector produces animal protein, a main commodity for obtaining meat in broiler farming. According to [Suganda et al. \(2024\)](#), the broiler population in Indonesia continues to grow rapidly. This is due to several factors, including high market demand, increasing population, and shifting consumer preferences. This increasing demand encourages the poultry farming industry to increase production and meet the growing market needs. According to [Adeyonu and Odozi \(2022\)](#), farmers who want to invest in broiler farming can make large profits from this business. Policymakers can also formulate policies that encourage unemployed youth to start broiler farming. This is expected to

help reduce the high unemployment rate in the country and support the government's food security policy. Today, broiler farming has become a popular and growing business nationwide. The broiler chicken farming industry offers promising opportunities for growth, attracting both large-scale commercial operations and smaller, family-run farms ([Respati et al., 2020](#)). Small and medium-scale farms dominate commercial broiler production in Bangladesh, accounting for about 81% of overall production ([Hamid et al., 2017](#)). Therefore, support for small-scale production is necessary for farmers to expand their production scale. This will benefit farmers by increasing profits and achieving economic efficiency ([Kassali et al., 2022](#)). The Rwandan broiler sector's development efforts focus on increasing broiler production and supply by empowering local farmers and helping them become more efficient producers ([Gill et al., 2020](#)). According to [Beal et al. \(2023\)](#), the broiler industry is designed to maximize profits by producing large quantities of chicken meat and reducing costs, then high production of

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chicken meat at affordable prices for consumers and opportunities to improve effectiveness and environmental sustainability. Business opportunities in the poultry sector are still open, so entrepreneurs in the livestock sector are interested in getting directly involved in running this broiler farm. Developments in industrial broiler chickens align with advances in science and technology (Santoso *et al.*, 2018). Running a successful poultry business demands strong analytical skills. This is because numerous factors influence profitability, including fluctuating market prices, securing necessary production supplies, maintaining appropriate housing for the birds, and ensuring harvests happen at the optimal time. The key motivator for farmers to join partnership systems lies in the benefits they offer. These systems often provide access to essential resources such as animal husbandry facilities, expert guidance, upfront capital from the core company (nucleus), and guaranteed markets for their products. (Hidayanti, 2015). Broiler farming business partnerships can be feasible if the technical, organizational, and financial factors are good (Arrienda *et al.*, 2010).

The business strategy in broiler farming is generally to partner through an agreement between both parties, with the company as the core and the Farmer as the plasma. Inti is responsible for providing production inputs such as feed, medicines, vitamins, and, most importantly, market guarantees for farmers. Meanwhile, plasma is an actor in the growth and development of chicken livestock, from providing labor, housing, and production support equipment. The partnership pattern benefits farmers because they obtain market guarantees for their harvests, the market aspect that is the main difficulty for farmers. Then based on the findings of Abdurofi *et al.* (2017) revealed that factors related to poultry farming can vary in each region; this causes the profit obtained by farmers to be relatively small due to differences in costs and income where the operational costs of broiler farming, especially for feed, are high. In addition, Carron *et al.* (2017) stated that farmers face various barriers that hinder their business, such as lack of land, farming knowledge, market access, DOC supply, capital, training, and farmer organizations. In line with Kurniato *et al.* (2018), broiler farming businesses always encounter uncertain situations, for example, fluctuations in selling prices, DOC prices, and prices of feed and medicines that directly impact the profits received by breeders. Therefore, breeders need handling through a partnership system so that the broiler farm business can run well and increase productivity, quantity, quality, and business efficiency. Broiler livestock business with cooperative partnerships allows breeders to develop their business. They are starting from chicken marketing management by optimizing the length of fattening time (Amam *et al.*, 2019). Based on the results of research by Dahlan *et al.* (2020), they were stated that the most recommended strategy that can be applied to the partnership pattern of broiler farming is the SO (Strengths-Opportunities)

strategy, which consists of encouraging the interest and motivation of farmers, developing partnership patterns. This is because the partnership pattern is an alternative to accelerating the development of broilers. Indarsih *et al.* (2010) state that government involvement is needed to encourage the growth of the broiler poultry industry, take advantage of potential new areas, and update laws to preserve the environment. Ulfa *et al.* (2021) state that the implementation of partnership patterns carried out by core and plasma companies in broiler farming businesses needs guidance and supervision from the government to ensure equality, mutual strengthening, and benefits for both parties involved. Some farmers have successfully transitioned from independent operations to partnerships to overcome these challenges (Azmi *et al.*, 2018). These partnerships should be structured as true business ventures, built on mutual support and benefit for both the farmer and the partnering entity (Ridwan and Kasim, 2020). The ideal partnership goes beyond kinship or social ties and prioritizes a sound business foundation. However, partnerships still have many shortcomings that can be detrimental to farmers, for example, price stagnation, meaning that it is determined by the core party/company. On the other hand, partnerships are carried out as an effort for farmers and companies to share business risks, the losses that occur will be borne together. The development of the broiler farming business is related to the availability of resources. The ease of access for farmers to obtain resources will provide opportunities for farmers to develop their businesses. The participation of breeders in the livestock business aims to improve the welfare of broiler breeders (Hadi, 2020). Barru Regency is an agricultural commodity development area that improves the people's economy. With the potential of natural resources, it is assumed that the development of broiler farms still has great potential. 2019, the broiler population reached 3,081,657 heads. Based on this amount, it shows that broiler business development is still potential by capturing this phenomenon.

MATERIALS AND METHODS

This study explored Barru Regency, South Sulawesi, using a survey approach and questionnaires as material to reveal data and facts needed to support research discussions. The type of research used is descriptive and explanatory research.

The research population was all broiler breeders who implemented a partnership system in Barru Regency, namely 57 breeders. The sampling technique was carried out simply at random with the number of samples taken being 36 breeders which was determined using the Slovin formula (Sugiono, 2018), namely:

$$n = \frac{N}{1 + N \cdot e^2}$$

Slovin's formula details:



n = sample size; N = total population; e= level of precision (in this study, assumed as 10%)

$$= \frac{57}{1 + 57(0,1)^2}$$

$$= \frac{57}{1 + 57(0,01)}$$

$$= \frac{57}{1,57}$$

$$= 36.3 \text{ or } 36 \text{ people.}$$

So, the sample is 36 broiler breeders, who were taken at a simple random sampling.

Data will be gathered through focus group discussions (FGDs) and interviews. Participants will answer questionnaires designed with a Likert scale. This scale uses a range of 1 to 5, where 1 = very poor, 2 = not good, 3 = not good, 4 = good, and 5 = very good.

To achieve the objectives of this study, namely analyzing the effect of entrepreneurial ability, farmer motivation, and partnership system on broiler business growth, an analysis was conducted using multiple linear regression with the help of the SPSS program. The equation used in the analysis is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Where: Y = Broiler farming business growth; a = Constant; b₁; b₂; b₃ = Regression coefficient of variable X₁; X₂; and X₃; X₁ = Entrepreneurial ability; X₂ = Farmer's motivation; X₃ = Broiler partnership system; e = standard error (*Error*)

Using the multiple correlation coefficient, we can identify how closely the independent and dependent variables are related. The coefficient of determination determines the strength of this relationship or how much the independent variable influences the dependent variable

RESULTS AND DISCUSSION

We conducted multiple linear regression analyses to understand the relationships between farmer entrepreneurial ability (X₁), farmer motivation (X₂), Partnership systems (X₃), and broiler farm growth (Y). The findings are displayed in Table 1.

Table 1 displays the regression coefficients for variables X₁, X₂, and X₃, along with the constant term. This information allows us to construct a multiple linear regression equation

that predicts the dependent variable Y based on the independent variables X₁, X₂, and X₃ values.

$$Y = 0.273 + 0.762X_1 + 0.986X_2 + 0.854X_3 + e$$

Based on the equation, the influence constant for variables X₁, X₂, and X₃ is 0.273. This shows that if the value of entrepreneurship ability, farmer motivation, and broiler partnership system is 0 or none, the growth of the broiler farming business will be worth 0.273. The following regression coefficients for each variable will indicate how much they influence the growth of the broiler farming business:

Entrepreneurial ability (X₁): The coefficient of 0.762 suggests that a more entrepreneurial ability has a stronger influence on business growth. With other factors held constant, a one-unit increase in entrepreneurial ability is associated with a 0.762-unit increase in business growth.

Farmer motivation (X₂): The coefficient of 0.986 suggests that a more motivated farmer has a stronger influence on business growth. With other factors held constant, a one-unit increase in motivation is associated with a 0.986-unit increase in business growth.

Broiler partnership system (X₃): The coefficient of 0.854 implies that being part of a broiler partnership system is beneficial. Holding other variables constant, an increase in the partnership system's effectiveness is linked to a 0.854 unit increase in business growth. Using regression analysis, the study aimed to identify which factors (X₁, X₂, X₃) have the greatest influence on variable Y (broiler farm growth). This method compares each independent variable's regression coefficients (B) (X₁, X₂, X₃). The analysis revealed that farmer motivation (X₂) has the strongest influence (B = 0.986), followed by the broiler partnership system (X₃, B = 0.854), and lastly, Farmer's entrepreneurial ability (X₁, B = 0.762). The combined influence of entrepreneurial ability (X₁), farmer motivation (X₂), and the broiler partnership system (X₃) on broiler farm growth is substantial, as revealed by the multiple correlation coefficient (R) and the coefficient of determination (R²). Table 1 indicates a high R-value of 0.912, suggesting a strong and positive relationship between the three independent variables and the growth of the broiler business (Y). The coefficient of determination (R²) of 0.823 signifies that these three variables collectively explain 82.3% of the variation observed in broiler farm business growth. The

Table 1. Presents the results of a multiple linear regression model that investigates the impact of factors X₁, X₂, and X₃ on variable Y.

Independent Variable	Regression coefficient (B)	Correlation coefficient (r)	T Count	Sig.	Information
X ₁	0.762	0.637	3,573	0.032	Significant
X ₂	0.986	0.857	3.865	0.012	Significant
X ₃	0.854	0.745	3.683	0.025	Significant

Multiple R = 0.912; R Square (R²) = 0.823; Signs = 0.000; F Count = 19.375; Constant = 0.273

Source: Primary Data after Processing, 2021.



remaining 17.7% is likely attributable to other factors not considered in the current study. The analysis investigates the combined effect of three variables (X1: Farmer's entrepreneurial ability, X2: farmer motivation, and X3: broiler partnership system) on the growth of broiler farming businesses (Y variable). An F-test is employed to assess this. This test compares a calculated F-statistic (Fcount) with a tabulated F-value (Ftable) at a 95% confidence level (significance level of 0.05). If Fcount is greater than Ftable, it suggests a statistically significant effect of all three variables on the dependent variable (Y). According to Table 1, the Fcount value (19.375) is substantially higher than the Ftable value (1.58). This (Fcount > Ftable and significant value < confidence level) indicates that all three variables (Farmer's entrepreneurial ability, farmer motivation, and broiler partnership system) have a significant combined effect on the growth of broiler farming businesses. Having examined the overall influence of variables X1 (entrepreneurial ability), X2 (farmer motivation), and X3 (broiler partnership system) on the Y variable (broiler farming business growth) using an F-test, the analysis now delves into their individual effects. Separate t-tests will be conducted for each variable (X1, X2, and X3). These tests compare each variable's calculated t-statistic (count) with a tabulated t-value (table) at a significance level 0.05. A count exceeding table suggests a statistically significant individual effect of the corresponding variable on the Y variable (broiler farming business growth):

The Effect of Breeder Entrepreneurial Ability Variables (X1) on the Growth of Broiler Farming Business (Y): Table 1. reveals a positive correlation ($r = 0.637$) between a farmer's entrepreneurial ability and the growth of their broiler farming business. This positive relationship is further supported by a statistically significant value ($p\text{-value} = 0.032$, less than the common threshold of 0.05). In simpler terms, these findings suggest that stronger entrepreneurial skills among farmers (X1) have a real and noteworthy influence on the growth of their broiler farms (Y). The Tcount value of 3.573 likely strengthens this conclusion by indicating the magnitude of this effect.

The entrepreneurial ability of farmers to implement business management and the knowledge and skills of broiler production is helped/assisted by the existence of a broiler business partnership system. Through the partnership system, the responsibility of the core company is the technical service (TS), which is very helpful for farmers in managing the broiler farming business because it is part of the work contract between the core company and broiler farmers. According to Jumhur (2011), the problems faced by small businesses differ from those faced by large businesses; small businesses have a relatively low level of management specialization and are generally one-man management (2). Small businesses have difficulty obtaining capital allowances due to a lack of knowledge and trust from financial institutions (3). the large number and spread cause difficulties in its construction, and (4). often only used as a shelter for

workers regardless of efficiency. Moreover, according to Rasyaf (2005), the livestock growth rate is related to the passion of the livestock business. Management is the sustainability of the farm, especially excitement for the future. The more he suspects that his farm will develop in the future, the more he will develop it; for this, it is clear he must balance it with aligned management and the expansion of the business. According to Suryanti *et al.* (2019), The ability of breeders to realize a broiler farming business is highly dependent on the capacity of breeders. Capacity is interpreted as the ability possessed by breeders to be able to run a business. High business capacity will enable breeders to run their businesses well and overcome problems that arise so the business continues. Conversely, low business capacity will cause farmers to have technical and non-technical problems, resulting in an inability to overcome problems so that the business will stop.

The Effect of Farmer's Motivation Variable (X2) on the Growth of Broiler Farming Business: Table 1. reveals a positive correlation ($r = 0.857$) between farmer motivation and broiler farming business growth. This indicates that as farmer motivation increases, the growth of broiler farming businesses also tends to increase. Furthermore, the significance value (0.012) lower than 0.05 strengthens this conclusion. We can infer that farmer motivation has a statistically significant and positive influence on the growth of broiler farming businesses (Y). In simpler terms, higher farmer motivation translates to a greater contribution to business growth, as suggested by the Tcount value of 3.865, indicating this positive effect's magnitude. According to Alma (2010), motivation is the willingness to do something, while motive is the need and desire impulse. A person's motivation depends on the strength of his motives. Motives with immense power will determine a person's behavior. This strong motive is often reduced when it has achieved satisfaction or because of failure. Krisniati (2006) states that the necessary motivation is (1) desire and security; humans need spiritual, psychological, economic, and social security. Farmers are motivated to achieve broiler farming practices by assuring them that the new practices will increase income and enhance security in the family, (2) desire for new experiences. People are usually attracted to new situations, ideas, hobbies, and ways of doing things. (3) desire for response. Humans cannot live alone and need friends and a sense of belonging. (4) desire for recognition. The human need for status, prestige, and being considered is well known. The absorption of labor in the broiler farm business can be capital for building leadership and recognition for rural communities.

The Effect of Broiler Partnership System Variable (X3) on the Growth of Broiler Farming Business (Y): Table 1. reveals a positive correlation ($r = 0.745$) between the broiler partnership system (X3) and the growth of broiler farming businesses (Y). This indicates that as the partnership system strengthens, broiler business growth also tends to increase.



Furthermore, the significance value (0.025) being lower than 0.05 suggests a statistically significant effect of X3 on Y. In simpler terms, a strong broiler partnership system is a real contributor to the growth of broiler farming businesses. The Tcount value of 3.683 likely indicates the magnitude of this positive effect.

This means the broiler business partnership system pays attention to the principle of mutual need and mutual benefit between partner breeders and the core company. In addition, the broiler business partnership system is intended to increase the empowerment of broiler farming businesses, assist farmers with capital, and provide broiler production facilities. According to [Tohar \(2012\)](#), the partnership system is the cooperation of small businesses, including cooperatives with medium or large businesses, accompanied by guidelines and development by medium or large businesses by considering the principles of mutual need, mutual strengthening, and mutual benefit. The Partnership empowers small businesses in management, product, marketing, capital, and technical areas. In addition to being independent for the sake of business continuity so that they can escape from dependence. Furthermore, state that each party involved in the Partnership has rights and obligations, namely : (A) Rights that implement the Partnership, namely : 1) improve business efficiency in Partnership, 2) get easy to do Partnership, 3) make a partnership agreement, 4) cancel the agreement if one of the parties reneges, 5) Medium or large businesses that enter into partnerships have the right to know the performance of small business partnerships, 6) Small business partners, the right to obtain guidance and improvement from medium or large businesses that become partners in one or more aspects of marketing, human resources, capital, management and technology; (B) The obligation of the party implementing the Partnership to : 1) prevent partnership failure, 2) provide information about partnership opportunities, 3) provide information to the government on the progress of implementing the Partnership, 4) selection of the person in charge of the Partnership, 5) Implement and comply with the provisions stipulated in the partnership agreement, 6) improve partnership performance, 7) Small businesses that enter into partnerships are obliged to make the best use of the various forms of guidance and assistance provided by their partners. [Effendi et al. \(2023\)](#) stated that broiler farmers could work together or partner with companies to overcome some of the obstacles in broiler farming. According to [Pandey et al. \(2023\)](#), The motivating factor for farmers to join the Partnership is the availability of livestock production facilities, experts, working capital from the core, and guaranteed marketing. This kind of assistance is mostly sought by the company so that the implementation of the business can run well and both parties can achieve satisfactory goals. Studies by [Junaidi et al. \(2023\)](#) highlight that broiler business partnerships typically rely on formal contracts between parties, such as breeders and integrators. These

contracts outline the partnership's operational details. However, issues have arisen regarding partnership dynamics in broiler farms. Some argue that these problems stem from breeders' lack of involvement in crafting the partnership contracts. The integrator, often the core company, holds unilateral control over the contract terms, including the quality and pricing of inputs, live chicken selling prices, and even incentive structures. Essentially, farmers are presented with a pre-determined contract with limited options to negotiate. Based on the research results by [Wantasen et al. \(2021\)](#), the broiler partnership system is financially profitable and feasible for further development. Several factors point towards the financial success of this project/investment. These indicators include a positive net worth, a benefit-cost ratio greater than one, and a high internal rate of return (IRR).

Conclusion: From the results and discussion, the following conclusions can be drawn:

1. Entrepreneurial ability, farmer motivation, and a broiler partnership system significantly affect the growth of broiler farming businesses, either jointly or individually.
2. Breeders' motivation is more dominant than entrepreneurial ability and the partnership system in determining the business growth of broiler farmers in Barru Regency.

There are limitations of this research is the time of the research coincided with the harvest time for broiler chickens, so it was difficult for breeders to be found and to adjust the time for conducting interviews and FGDs. Several locations of broiler breeders' cages had poor telephone and internet networks, making it quite difficult for researchers to conduct virtual interviews with broiler breeders.

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