

OPTIMIZING MOMI BOBA BEVERAGE BUSINESS PERFORMANCE THROUGH ENTREPRENEURIAL LEADERSHIP

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No. Tel:

Submitted 4 Juni 2024

Accepted 9 Juni 2024

Published 10 Juni 2024

Abstract

Momi Boba Ice, which was founded in 2022, is a beverage business that was founded with the aim of building a beverage business. In this research, the observation method was used to collect information about the business. Observation results show that Momi Boba Ice is more focused on selling drinks. The superior drink variants are chocolate and cappuccino. Apart from that, Momi Boba Ice requires an average of 50 kg of sugar every month and still has 1 branch in Sumbergempol since it was founded by Rosidatul Khusna in 2022. Through entrepreneurial leadership it can help the Momi Boba Ice business optimize its performance and growth with strategies appropriate entrepreneurial leadership strategy. For example, using effective marketing strategies to increase sales of beverage products and reduce production costs through supply chain optimization. The application of entrepreneurial leadership can also help this business overcome challenges that may occur in the future, such as fluctuations in raw material prices and increasingly fierce competition in the beverage market.

Keywords: *Business Performance, Momi Boba Ice, Entrepreneurial Leadership.*

INTRODUCTION

Business performance is a tool for measuring the results of business work carried out, as long as the business is working, both in quality and quantity (Purnomo, 2010). Performance is a description of the achievement of implementing an activity program or policy in realizing an organization's goals, objectives, vision and mission as outlined through an organization's strategic planning (Lisa, Mattila, & Lee, 2016). Likewise, according to Purnomo (2010), business performance is a measure of a company's success in achieving its goals.

MSMEs are business activities or enterprises run by individuals, households or small business entities. MSME is an abbreviation for small, micro and medium enterprises. Previously, MSMEs were regulated in Law Number 20 of 2008, then later regulated in Government Regulation Number 7 of 2021 concerning Ease, Protection and Empowerment of Cooperatives and Micro, Small and Medium Enterprises or what is often called Government Regulation MSME. Not all businesses can be included in the MSME category, this is because there is also a large business category with more wealth than medium sized businesses. A large business is an enterprise or business carried out by a business entity with a greater net worth or annual sales than a medium sized business. Examples of large businesses are privately owned national businesses, joint ventures, state owned businesses, or foreign businesses operating in Indonesia.

The initial idea for establishing the Momi Boba Ice Business stemmed from the business founder's liking for boba drinks, finally the desire to establish this Momi Boba Ice

business was created. With the previous experience of the business founder in the field of entrepreneurship, namely selling online shops, accompanied by serious intentions, this Momi Boba Ice business was finally established. In a broader context, micro, small and medium businesses such as Momi Boba Ice have an important role in the national economy. However, MSMEs are faced with various problems that affect the growth and continuity of their business. One of the problems currently facing MSMEs is limited access to capital, limited knowledge and business management skills, and limited access to a wide market.

The importance of visiting MSMEs as an effort to have a deeper understanding of the problems faced by MSMEs. Through these visits, we can identify the obstacles faced by MSMEs directly and gain an in depth understanding of the challenges faced by MSME business owners. Apart from that, visits to MSMEs can also provide insight into strategies and best practices that can be implemented to improve the performance and growth of MSMEs. In theoretical studies regarding MSMEs, there are various relevant approaches and concepts. Several theories that can be considered in understanding MSME problems include resource and capability theory (resource based view), MSME financing theory, and MSME development theory. Apart from that, there is also research related to MSMEs which can provide a deeper understanding of the problems faced by MSMEs and the solutions that can be applied.

To overcome the problems faced by MSMEs, there are several solutions that can be used. One of them is strengthening financial access, both through providing easily accessible business capital and developing financing mechanisms that suit the needs of MSMEs. Apart from that, increasing business management capacity through training and mentoring is also important to improve the managerial abilities of MSME business owners. Furthermore, support in terms of marketing and market access is also needed so that MSMEs can achieve a wider market share. (Fadia, Nur, 2023)

LITERATURE REVIEW

BUSINESS PERFORMANCE

Business performance is a tool for measuring the results of business work carried out, as long as the business is working, both in quality and quantity (Purnomo, 2010). Performance is a description of the achievement of implementing an activity program or policy in realizing an organization's goals, objectives, vision and mission as outlined through an organization's strategic planning (Lisa, Mattila, & Lee, 2016). Likewise, according to Purnomo (2010), business performance is a measure of a company's success in achieving its goals.

In previous studies, it was found that the ambitious spirit of entrepreneurs has a close relationship with business performance (Stam et al., 2012).

ENTREPRENEURIAL LEADERSHIP

Roebuck, referring to Roebuck (2004), defines entrepreneurial leadership as “organizing a group of people to achieve a common goal using proactive entrepreneurial behavior by optimizing risks, innovating to take advantage of opportunities, taking personal responsibility and managing change in a dynamic environment for the benefit of the organization”.

This leadership aims to cultivate entrepreneurial individuals and teams that fully utilize their creative potential in creating value for the organization. Entrepreneurial

leadership does this by implementing leadership practices that “develop employees ability to self generate, self reflect, and self correct in their workplace”.

Entrepreneurial leadership effectively uses the skills associated with successful individual entrepreneurs and applies them in a larger organizational environment including managing human resources as an important organizational asset by providing motivation (Dian, 2019).

RESULTS AND DISCUSSION

The results of the visit to Momi Boba Ice revealed several important things related to this business. First, Momi Boba Ice focuses on selling drinks. The superior drink variants are chocolate and cappuccino which are the main attraction for customers. Apart from that, this business also offers a variety of beverage products to meet various consumer preferences. In carrying out its operations, Momi Boba Ice require quite a large amount of sugar, with an average need of 50 kg of sugar every month. This shows the high demand for their drinks and is also an indicator of potential business growth.

Momi Boba Ice has built a presence that is popular with the public by opening its business in Sumbergempol District, Tulungagung. This shows good business expansion since it was founded by Rosidatul Khuna in 2022.

In optimizing the performance of Momi Boba Drinks, strategies can be applied based on the concept of entrepreneurial leadership. Roebuck, referring to Roebuck (2004), defines entrepreneurial leadership as “organizing a group of people to achieve a common goal using proactive entrepreneurial behavior by optimizing risks, innovating to take advantage of opportunities, taking personal responsibility and managing change in a dynamic environment for the benefit of the organization”.

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Entrepreneurial leadership effectively uses the skills associated with successful individual entrepreneurs and applies them in a larger organizational environment including managing human resources as an important organizational asset by providing motivation.

In implementing entrepreneurial leadership, it can be implemented through the use of effective marketing strategies to increase sales of beverage products. In implementing the marketing strategy used, it is quite good. Apart from that, the management of resources such as sugar and other raw materials has been optimized so as to achieve production efficiency. Risk management is also important to overcome challenges that may arise in the future, such as fluctuations in raw material prices and competition in the beverage market.

The implementation of entrepreneurial leadership can be done in recruiting employees, the founder of the mobile boba drink business looks at the employee's portfolio and performance. When running a business and there are deficiencies on the part of the employees, the business founder discusses with the employees to reach a mutual agreement on running the business and achieving business goals.

Apart from that, the founder of this business also carried out in depth market analysis, efficient production cost management, implemented competitive pricing strategies, and product innovation to meet consumer needs and preferences. By implementing this, the Momi Boba Ice business can strengthen its position in the market and achieve sustainable growth.

Based on the results of these observations, it can be concluded that the Momi Boba Ice business has good growth potential with a sales strategy that focuses on drinks. The demand for Momi Boba Ice in the community shows good potential in the beverage industry. (Fadia, Nur, 2023)

CONCLUSION

Based on observations of the Momi Boba Ice business, it can be concluded that this business has good growth potential. The focus on selling drinks, especially chocolate and cappuccino variants, has become a major attraction for customers.

Based on the results of these observations, there are suggestions that can be given to Momi Boba Ice to improve their business performance and growth, namely that Momi Boba Ice can expand their online presence by utilizing drink delivery platforms such as GrabFood. By being present on more platforms, these businesses can reach a wider range of consumers and increase the accessibility of their products.

In addition, it is important for Momi Boba Drinks to continue to improve operational efficiency, especially in supply chain management and controlling production costs. Optimizing production processes can help reduce costs and increase profitability. Lastly, the Momi Boba Ice business needs to pay attention to marketing and promotional aspects. Effective marketing strategies, such as the use of social media and collaboration with influencers, can help increase brand awareness and attract consumer interest. By implementing these suggestions, it is hoped that Momi Boba drinks can continue to grow and develop in the beverage industry, expand market share and maintain their competitive position. (Fadia, Nur, 2023)

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