

Humanities & Social Sciences Reviews eISSN: 2395-6518, Vol 8, No 1, 2020, pp 913-919 https://doi.org/10.18510/hssr.2020.81108

SUPPORTING FACTORS FOR THE SUCCESSFUL IMPLEMENTATION OF CORPORATE GOVERNANCE IN HANDICRAFT SMES

Nizar Alam Hamdani^{1*}, Sukma Nugraha², Asep Suparman³
¹Universitas Garut, Indonesia, ^{2,3}Institut Pendidikan, Indonesia.
Email: *nizar_hamdani@uniga.ac.id

Article History: Received on 16th September 2019, Revised on 11th February 2020, Published on 03rd March 2020

Abstract

Purpose of Study: This research is to analysis and study factors that influence the successful implementation of good corporate governance in handicraft SMEs based on several factors related to business ethics, public information, and the company's ability to develop, be sustainable and compete. This study also aims to create a new element from several groups of factors that can be categorized based on grouping in a component matrix.

Methodology: This research was conducted using a descriptive correlational design. The samples were 54 handicraft SMEs that have implemented corporate governance principles in five regencies in West Governance. The sampling technique uses simple random sampling in 5 districts in West Java Province. Data processing used Exploratory Factor Analysis (EFA).

Main Findings: The results show that the four factors support the successful implementation of Handicraft SME's corporate governance. The first factor is profitability, financial report integrity, and competitiveness, this primary factor is called competitiveness. The second factor is decision making, business ethics, and planning and organizing aspects, and this factor is called leadership. The third factor is sustainability and access to banking and this factor is called the bankable factor. The fourth factor consists of growth and public information, and these factors are called growth factors.

Applications of this study: The results of this study can be used as a reference by handicraft SMEs to develop business management to improve leadership factors and maintain growth so that it becomes bankable and competitive. This information is also useful for investors and financial service providers to provide capital to handicraft SMEs.

Novelty / Originality of this study: First, this research formed a new factor that supports the success of governance in handicraft SMEs; these factors are leadership, competitiveness, bankable, and growth. These four factors are the main factors determining the successful implementation of corporate governance in handicraft SMEs. Both of these studies combine several concepts from previous research the characteristics of SMEs in West Java, Indonesia.

Keywords: Corporate Governance, Competitiveness, Growth, Bankable, SMEs.

INTRODUCTION

The implementation of good corporate governance can help SMEs get alternative funding from investors and financial institutions (Gü & Apak, 2014). Corporate governance deals with the management of relationships among different parties in a company, both formal and informal. The purpose is to effectively maintain a balance between the interests of different parties in a company (Lashgari, 2004; MudashiruI & Bakare, 2014; Narwal & Jindal, 2015). The adoption of good corporate governance in a company was found to improve operational transparency, ensure accountability, and improve profitability. This also helps protect the interests of shareholders by aligning their interests with those of the managers. Generally, cooperate governance was found to have positive impacts on organizational performance (MudashiruI & Bakare, 2014; Narwal & Jindal, 2015).

Small and medium-sized enterprises (SMEs) play a considerable role in the national economy. Their contribution to GDP reached 60.34 percent. This shows how good their performance is (<u>Hamdani & Susilawati, 2018; Hamdani, 2018</u>). Some studies show that corporate governance was not well-implemented in SMEs in Indonesia. They were too focused on profit rather than the implementation of good governance principles (<u>Ilyas & Rafiq, 2012</u>). There are two conflicting views on the implementation of corporate governance principles in SMEs (<u>Abor & Adjasi, 2007</u>). The first view sees no urgency in implementing good corporate governance because there is no agency in SMEs. There is no such thing as an owner-management mechanism usually found in big companies (<u>Hanifah, 2015</u>). On the other hand, there have been many pieces of evidence of the successful implementation of corporate governance in SMEs in developed countries (<u>OECD, 2018</u>). SMEs can learn from how big companies implement the principles of an effective governance system (<u>Jaswadi, 2017</u>).

SMEs are frequently constrained by capital limitation, owner's limited education, poor competitiveness, poor management, financial access difficulties, and so on (Suyono, 2018). Several studies have shown that the implementation of corporate governance can make a company perform better. Research on the implementation of corporate governance in the country of Malaysia supervised by the role of the Malaysian Company Commission, which ha to the duty to ensure compliance with corporate governance standards in Malaysian state-owned SMEs. (Umrani, Johl, & Ibrahim, 2015). SMEs in African countries have implemented corporate governance so they can easily get financial access (Lekhanya, 2015).



Good corporate governance (GCG) can be implemented in SMEs to improve their management system even though GCG comes from practices of big companies where ownership and control management are separated.

LITERATURE REVIEW

Corporate governance is derived from the separation of ownership from control frequently termed as an agency. Corporate governance is required to help minimize conflicts of interests between agents and principals (Yusof, 2016; Khan, 2011). Corporate governance is a series of structured processes used to manage and direct or lead corporate businesses to improve corporate values and ensure business continuity. In short, GCG can be defined as a set of systems to govern and control a company to create added value for the stakeholders. GCG can encourage clean, transparent, and professional management (Komite Nasional Kebijakan Governance, 2006) Its implementation in a company can attract both domestic and foreign investment (Gill, Sharma, Mand, & Mathur, 2012).

World Bank defines good governance as a solid and responsible management that is in line with the principles of democracy and an efficient market, avoidance of misallocation of investment funds and prevention of corruption both politically and administratively to carry out budgetary discipline and create legal and political frameworks for business activities (Iskander & Chamlou, 2000; Umrani et al., 2015). Corporate governance is a system consisting of a set of structures, procedures, and mechanisms designed for the management of a company based on the principles of accountability to improve the company value in the long run (Velnampy, 2014). The corporate governance system is used by the management to direct and monitor business activities. Therefore, good corporate governance can improve company profitability and value (Umrani et al., 2015). According to the Indonesian Institute for Corporate Governance (IICG), good corporate governance is encouraged by (1) rapid changes in the environment that lead to changes in global market competency and (2) the complexity of ownership structure that influences the management of stakeholders (Sunarto, 2010).

The key to successful SME management and the implementation of its strategy is to design a performance management system that enables leaders in the company to monitor the implementation of the GCG framework optimally (Yacuzzi, 2005). Corporate social responsibility, risk management, transparency, internal control, and internal audit are things SMEs take into account to deal with competition (Ateba, Ohei, Maredza, Deka, & Schutte, 2015). The strengthening of SMEs implies strengthening the country's economy because SMEs occupy more than 90% of businesses in Indonesia (Suyono, 2018).

Some factors that encourage the implementation of corporate governance include the desire for transparency, business ethics, disclosure of SME information to the public, better management system, strong internal audit, opportunities to grow (Afande, 2015). Studies have shown that there is a positive correlation between the implementation of corporate governance and SME profitability (Afande, 2015; MudashiruI & Bakare, 2014). Corporate governance should be urgently implemented in SMEs, especially to present credible and reliable financial statements to investors or banks (Amoako, Marfo, Gyabaah, & Gyamfi, 2014). Corporate governance is required for risk management, better decision making, better principle application and better financial statement (ASX, 2006).

RESEARCH METHOD

This research was conducted using a descriptive correlational design. The samples were 54 handicraft SMEs that have implemented corporate governance principles in five regencies in West Governance. Data were analyzed using Exploratory Factor Analysis (EFA) by means of SPSS 22. EFA was conducted to figure out a new concept and the latent variable.

RESULTS AND DISCUSSION

Table 1 presents the results of KMO and Bartlett's Test in SPSS. Using the significance level of 0.05, the suggested correlational coefficient was higher than 0.5. The MSA value was 0.584 and the significance was 0.000, meaning that further analysis process was feasible.

Table 1: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampl	ing Adequacy.	.584
•	Approx. Chi-Square	205.976
Bartlett's Test of Sphericity	df	66
	Sig.	.000

Anti-Image Matrices in the appendix shows which variable was feasible for further analysis and which was not. The marking (a) indicates the MSA value of a variable. The MSA value of variables Business Ethics was 0.532, Transparency was 0.348, Public Information was 0.835, Planning & Organizing Aspect was 0.685, Internal Audit was 0.463, Growth was 0.568, Profitability was 0.586, Financial Report Integrity was 0.581, Decision Making was 0.556, Access to Banking was 0.619, Competitiveness was 0.694, and sustainability was 0.512. Since the MSA value of the variables



transparency and internal audit were lower than 0.5, these variables were removed and data analysis was redone without them.

Table 2: Communalities

	Initial	Extraction
Business Ethics	1.000	.779
Public Information	1.000	.554
Planning & Organizing Aspect	1.000	.324
Growth	1.000	.766
Profitability	1.000	.894
Financial Report Integrity	1.000	.859
Decision Making	1.000	.635
Access to Banking	1.000	.753
Competitiveness	1.000	.714
Sustainability	1.000	.663
Extraction Method: Principal Component Analy	rsis	

Table 2 shows that business ethics has the extraction value of 0.779, meaning that 77.9% of variance of this variable can be explained by the established factors, that planning and organizing aspect has the extraction value of 0.324, which means that 32.4% of variance of this variable can be explained by the established factors, and so forth.

Table 3: Total Variance Explained

	Initial E	igenvalues		Extraction	Loadings	
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.086	30.862	30.862	3.086	30.862	30.862
2	1.734	17.341	48.203	1.734	17.341	48.203
3	1.094	10.939	59.142	1.094	10.939	59.142
4	1.026	10.263	69.404	1.026	10.263	69.404
5	.895	8.951	78.356			
6	.703	7.026	85.382			
7	.673	6.735	92.117			
8	.441	4.406	96.523			
9	.317	3.168	99.691			
10	.031	.309	100.000			
Extraction Me	ethod: Prin	ncipal Component A	Analysis.			

Table 3 shows that there were four factors established out of 10 input variables, indicated by the eigenvalues higher than 1. The eigenvalues of Factors 1-4 were 3.086, 1.734, 1.094, and 1.026 respectively. The total variance was 69.4%. The figure shows the Scree Plot which shows the relationship between established factors in the form of a graphic.

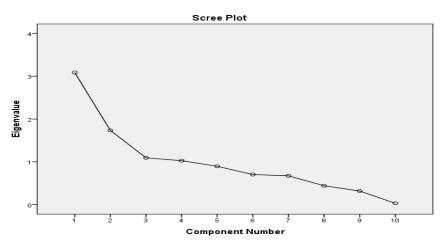


Figure 1: Scree Plot



Table 5 shows the component matrix where each of the independent variables is put in Factors 1-4.

Table 5: Component Matrix

	Component			
	1	2	3	4
Profitability	.918	.106	187	074
Financial Report Integrity	.870	.149	277	053
Competitiveness	.778	.293	.098	115
Decision Making	.294	.679	.191	.226
Business Ethics	227	.593	.528	309
Planning & Organizing Aspect	.059	.560	.013	.086
Sustainability	.349	501	.425	331
Access to Banking	.382	305	.681	.224
Growth	.541	310	.059	.611
Public Information	424	.219	.097	.563
Extraction Method: Principal Comp	onent Analysis.			
a. 4 components extracted.	•			

The input variable depends on the correlational value between the variable and the factor. What follows is the established factors and their variables:

Factor 1:	Factor 3:
1. Profitability	1. Sustainability
2. Financial Report Integrity	Access to Banking
3. Competitiveness	
Factor 2:	Factor 4:
Factor 2: 1. Decision Making	Factor 4: 1. Growth

Factor 1 consisted of the variables profitability, financial report integrity, and competitiveness. Factor 1 was then called competitiveness since profitability, finance, and competitiveness are business performance establishing factors. Business performance is said to be a driving factor in the implementation of corporate governance (Hamad, 2011). The implementation of corporate governance was found to improve business performance (Arosa, Iturralde, & Maseda, 2013). Other studies showed that corporate governance had a positive influence on business performance (Hove-sibanda, Sibanda, Pooe, West, & Africa, 2013; Amoateng, Osei, Ofori, & Gyabaa, 2017). Factor 2 consisted of the variables. Factor 2 consisted of the variables decision making, business ethics, and planning and organizing. This factor was then named the leadership factor. This factor is established internally to encourage better SME management(Nainawat & Meena, 2013; Patrick, Paulinus, & Nympha, 2015). Factor 3 consisted of the variables sustainability and access to banking and was then called the bankable factor. Access to banking is one of the reasons for implementing corporate governance(Gill et al., 2012; Hove-sibanda et al., 2013). Factor 4 consisted of the variable's growth and public information and was then called a growth factor. Credibility is very important for creating quality, capability and for obtaining public trust. Credibility is the key to the success of SMEs in Thailand(Chittithaworn, Islam, Hasliza, & Yusuf, 2011).

CONCLUSION

Four factors were encouraging the implementation of good corporate governance in handicraft SMEs in West Java. The reasons for the implementation of good corporate governance were to improve business performance, to prepare better business planning, to gain banking access, and to improve growth and to disclose information to the public. Based on this reasoning, it can be concluded that the four factors were business performance, management, accessibility, and credibility.

LIMITATION AND STUDY FORWARD

This study only analyzes the supporting factors for the successful implementation of Handicraft SMEsbased on several concepts without connecting with the business performance of SMEs Handicraft. Another limitation is the relatively small number of samples of 54 HandicraftsSME. Future research should also examine the linkages of governance with SME business performance, and the number of samples should represent each region in the province of West Java. Future research that leads to digital business, with the 4.0 Revolution changing the way in doing business, so this is important in the future to be studied.





ACKNOWLEDGEMENT

We want to thank the West Java Provincial Government for providing information on SME handicraft data and locations. We would also like to thank the owners of Handicraft SMEs, who have provided information on the application of governance and competition conditions.

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Appendix: Anti-Image Matrices

An	ti-image Matrices												-
		Busines s Ethics		intorm	Plannin g & Organizi ng Aspect	Inter nal Audi t	Grow h		Financia l Report Integrit y	on	to	Comp	
	Business Ethics	.690	129	011	053	.138	.260	.010	007	165	141	001	027
	Transparency	129	.815	136	112	067	.054	053	.048	120	.042	.106	044
•	Public Information	011	136	.820	.074	.114	003	.012	.001	024	.008	.004	.080
	Planning & Organizing Aspect	053	112	.074	.867	.084	025	.010	004	056	.063	088	.070
-	Internal Audit	.138	067	.114	.084	.657	.195	.020	037	017	028	.070	258
a)	Growth	.260	.054	003	025	.195	.594	011	006	125	211	.063	122
nic.	Profitability	.010	053	.012	.010	.020	011	.052	053	.027	029	059	037
ovariance	Financial Report Integrity	007	.048	.001	004	037	006	053	.062	026	.030	.033	.054
e C	Decision Making	165	120	024	056	017	125	.027	026	.677	.037	196	.119
imag-	Access to Banking	141	.042	.008	.063	028	211	029	.030	.037	.776	007	078
Anti	Competitiveness	001	.106	.004	088	.070	.063	059	.033	196	007	.393	117
∀	Sustainability	027	044	.080	.070	258	122	037	.054	.119	078	117	.584



Anti-image Matrices												
	Busines		Public Inform ation	Plannin g & Organizi ng Aspect	Inter nal Audi t	Grow h		Financia I Report Integrit y	on	to	Comp	
Business Ethics	.532 ^a	172	015	068	.205	.405	.051	036	241	193	002	043
Transparency	172	.348 ^a	166	133	091	.077	260	.215	161	.053	.187	064
Public Information	015	166	.835 ^a	.088	.156	005	.058	.006	032	.010	.006	.115
Planning & Organizing Aspect	068	133	.088	.685ª	.112	035	.045	019	073	.077	151	.098
Internal Audit	.205	091	.156	.112	.463a	.313	.110	184	026	040	.138	416
Growth	.405	.077	005	035	.313	.568ª	060	034	197	311	.130	208
Profitability	.051	260	.058	.045	.110	060	.586°	940	.147	143	414	210
Profitability Financial Report Integrity	036	.215	.006	019	184	034	940	.581ª	128	.136	.213	.287
Decision Making	241	161	032	073	026	197	.147	128	.556 ^a	.052	379	.189
Access to Banking	193	.053	.010	.077	040	311	143	.136	.052	.619ª	014	116
Competitiveness	002	.187	.006	151	.138	.130	414	.213	379	014	.694 ^a	244
	043	064	.115	.098	416	208	210	.287	.189	116	244	.512 ^a
a. Measures of Sampli	ng Adequ	acy(MSA	A)									