

# INTENTION TO IMPLEMENT CULINARY BUSINESS LICENSING FOR INDONESIAN MSMES: EVIDENCE FROM INDONESIAN MIGRANT WORKERS IN SINGAPURE

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## ABSTRACT

*Migrant workers in Singapore benefit from a good business regulatory system. Regulations imposed require SMEs in Singapore to obtain a business permit before being allowed to operate. This research aims to determine whether the attitudes, social norms and behavioral control of migrant workers can influence them in carrying out culinary businesses oriented towards business permits when they return to Indonesia. In this research, the permits required include NIB (Business Identification Number), and PIRT (Food Production Registration). Research Methods: The approach used is a quantitative method, sourced from primary data of Singapore migrant workers, and Smart PLS is used to analyze the data. Research findings show that migrant workers have the intention to implement good business systems and regulations by fulfilling all NIB, and PIRT requirements in the future will doing business in Indonesia. The results of this research show that there are positive attitudes, subjective norms, and behavioral control among migrant workers when they return to Indonesia. Based on the research to recommended that in the future all retired Indonesian Migrant Workers can become independent entrepreneurs with capital from working for several years as PMI. starting business activities are planned well, with an appropriate business plan accompanied by complete business permits.*

## INTRODUCTION

Indonesian Migrant Workers have a role in the economy, Tamtiari, (2016) argues the migrant worker phenomenon can increase the country's foreign exchange and solve employment problems in Indonesia. Especially, the lives of migrant workers and their families in their home areas are better because they work abroad. Therefore, some Migrant Workers carry out repeated international migration. Noveria (2017) argues there are four main factors that cause international migration to be carried out by migrant workers: 1) the income received while working abroad is only enough to meet living needs; (2) former international workers have difficulty adjusting to employment conditions in their home areas, especially low wages and job opportunities; (3) lack of entrepreneurial skills; and (4) the absence of social networks that support them.

Singapore is one of the benchmarks for Indonesian Migrant Workers (PMI) and the most important destination country of interest (Timotius et al., 2023). Indonesian migrant workers (PMI) are Indonesian workers who work in other countries (Haryono, 2017a). A strong reason for some Indonesian people to choose to take advantage of the opportunity to become migrant workers is to be able to overcome family financial problems. But in reality, Pratama et al., (2021) argues some of them are actually trapped in new problems, the new problem in question is that Migrant Workers adopt a lifestyle in the country where they work, namely a hedonistic lifestyle and poor financial management. The good news on the other hand is that some Migrant Workers have good planning, where their income while working abroad has been used for investment before or when the contract period ends. (Agustina & Mubarak, 2022).

Indonesian Migrant Workers should do is to be able to utilize the income they earn while working abroad, namely to be able to manage this relatively large income for positive things, which can provide greater benefits, namely developing it for production purposes such as entrepreneurship. Ahadi & Kasraie, (2020) argues there are three things that are significant determinants of entrepreneurial intentions, namely external, internal and personal factors, then important features that influence entrepreneurship are organizational structure, public policy, social media, education and soft skills development.

The entrepreneurial spirit in the culinary field of Singaporean migrant workers can be obtained while living and working in Singapore, especially to develop business ideas and see the changing culinary business trends. Singapore as a global culinary city, is a city where various culinary from all over the world gathers (Hidayat, 2015). In Singapore, traders are clearly grouped, classified by product quality and cleanliness. In addition to having an effective business regulation system, information and transportation infrastructure can support the rapid growth of sophisticated industries. Government regulations require Small and Medium Enterprises (SMEs) in Singapore to obtain a business license before being allowed to operate.

Licensing is an aspect of government regulation for legal protection of ownership or organizers of activities as one of the controlling aspects of negative things caused by social and economic activities. The business licensing system in Indonesia PP No. 5 of 2021 is

based on the Online Single Submission System (OSS) which regulates Licensing based on business risk, which regulates the Norms, standards, procedures and criteria for risk-based licensing. MSMEs in the food service business in Indonesia must study business licenses before starting a business. The business licensing system in Indonesia such as NIB, PIRT, and halal certificates. Halal certification is one of the business strategies (Zailani et al., 2015) implemented by producers to gain consumer trust. Understanding the intention of SMEs in applying for business permits when returning to Indonesia and starting a culinary business (Kamilah & Komara, 2022)

The Indonesian government is trying to continue to improve business licensing regulations for industry, the OSS system is not yet satisfactory. (Prasetio et al., 2021). Online Single Submission Risk Based Approach (OSSRBA), and the obstacles to migration to the Business Identification Number (NIB) are considered difficult for the public to understand, and the public lacks awareness and understanding to have a business license.(Bimaresmana et al., 2023) 68% of MSMEs do not yet have a business license because it is considered difficult to process business licenses and requires large costs. (Afriyanti, 2024) such as halal certificate, Sup et al., (2020) This is the right action taken by the government to make it easier to obtain certificates and ensure that products sold in Indonesia are halal. Moreover, this halalness is an important factor that has a significant influence on culinary purchasing decisions (Sari, 2018).

Innovative steps in the Implementation of the Risk-Based Business Licensing System through the Online Single Submission (OSS) are government efforts to improve efficiency, transparency, and openness in the business licensing process in Indonesia. MSMEs that have permits according to government regulations have more opportunities to develop and get access to training, marketing networks and get access to capital from banking or non-banking institutions.(Sane, 2019). Policies to empower Indonesian Migrant Workers post-placement must be implemented to provide more significant opportunities and support to work or start a business in their home country.(Haer & Yuniarti, 2023).

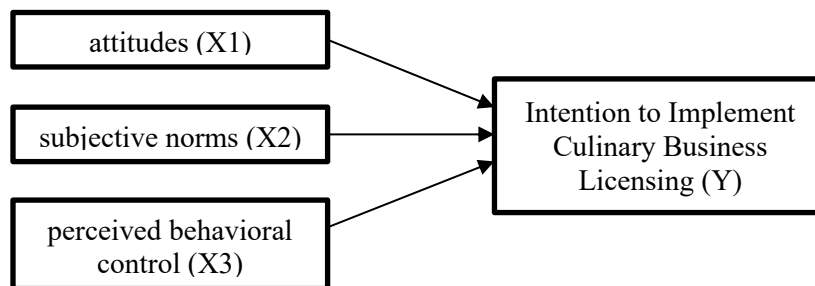
Manufacturing companies are businesses that sell their products to consumers, Small businesses are productive economic businesses that stand alone, carried out by individuals or business entities that are not subsidiaries or Micro Businesses are productive businesses owned by individuals and/or business entities. This study aims to determine whether the attitudes, social norms, and behavioral control of migrant workers can influence PMI in carrying out culinary businesses that are oriented towards business permits when they return to Indonesia. In this study, the permits required include NIB (Business Identification Number), and PIRT (Home Industry Food). The formulation of the problem of this study is whether attitudes influence the intention to adopt PMI business permits when returning to Indonesia, whether Social norms influence the intention to adopt PMI business permits when returning to Indonesia and whether Behavioral control influences the intention to adopt PMI business permits when returning to Indonesia.

## LITERATURE REVIEW

### Teori Planed Behavior

In the Theory of Planned Behavior, it is explained about individuals in the intention (intention) to carry out certain actions or behaviors. Principles of the Theory of Planned Behavior (TPB)(Ajzen, 1991) regarding the theory of Planned Behavior which examines attitude factors, subjective normative factors, and perceived behavioral control. In intention

or intention it will be indicated how much effort an individual will make to do something. (Sukmaningrum & Rahardjo, 2017). Autio et al., (2001) argues Entrepreneurship is a planned behavior, where every individual who is an entrepreneur will have hope and can assess that the behavior carried out will have the expected achievements, so this theory of planned behavior is appropriate to be used to explain the behavior of various things that require planning, such as entrepreneurship. In TPB theory, the intention to carry out various types of behavior can be predicted with high accuracy from attitudes, subjective norms, and perceived behavioral control.



**Figure 1: Research framework**

## METODE, DATA, AND ANALISIS

This study is a quantitative study that aims to test the hypothesis. The unit of analysis is the individual unit of analysis, namely Indonesian Migrant Workers in Singapore. The type of data used in this study is quantitative with a cross-section time dimension. For the data source which is primary data obtained through a survey using a questionnaire. The questionnaire was sent to Indonesian Migrant Workers (PMI) in Singapore using the sampling method. The number of respondents obtained was 31 Indonesian Migrant Worker respondents using the purposive sampling technique. The development of the Theory of Planned Behavior is based on data processing from the independent variables of the questionnaire using the least squares equation model (PLS-SEM) for data analysis. Many researchers recommend the use of PLS SEM as a good statistical path modeling tool for solving complex multivariate models(Hair et al., 2014) As a powerful, strong and flexible statistical tool, PLS can be used to perform structural equation modeling with a relatively small sample size(Jaya & Sumertajaya, 2008). To confirm the form of the latent variable model, SEM (Confirmatory Factor Analysis) analysis is used, which can test the Structural Model and Measurement Model together, thus enabling researchers to carry out factor analysis together with hypothesis testing.(Haryono, 2017b)

## RESULTS AND DISCUSSION

### Descriptive Analysis

Table 1 presents descriptive data of respondents, Respondents who filled out the google form that was distributed were 31 respondents, who are currently Migrant Workers in Singapore. The characteristics of the respondents described, working in Singapore, gender, length of service, age and education.

Regarding the Type of Work of PMI in Singapore, there are various jobs, according to the needs of the employer. The various jobs of the respondents include domestic workers, caring for the elderly, caring for animals and several other household jobs. The characteristics of the respondents who responded were all female, and were members of the Indonesian Migrant Worker community in Singapore

**Table 1: Respondent characteristics**

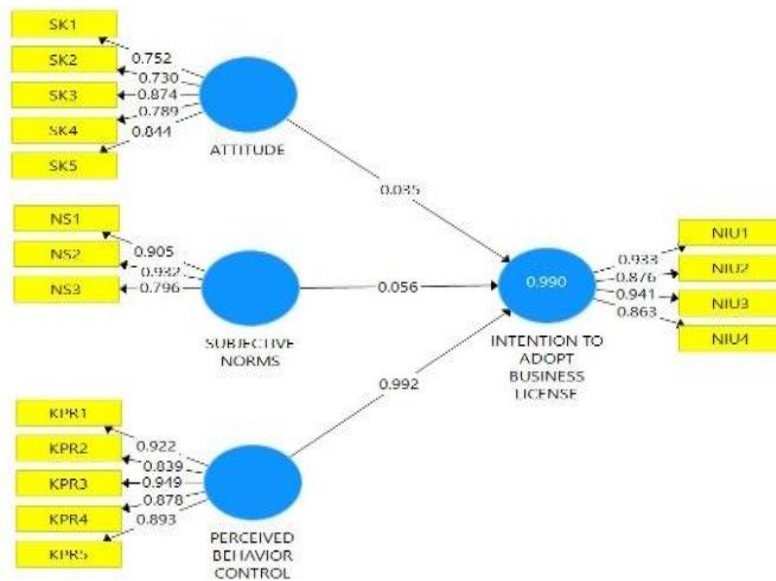
Variable	Frekuensi	persentase
Gender		100% Female
Length of work		
1-5 year	4	12,9%
6 - 10 year	8	25,8%
>10 year	19	61,3%
Age		
18 - 29 year	4	12,9%
30 - 39 year	11	35,5%
40 - 49 year	12	38,7%
➤ 50 year	4	12,9%
Education		
Junior High School	8	25,8%
High school	20	64,5%
College	3	9,7%

Source: primary data.

Most respondents, 19 people (61.3%) have worked in Singapore for more than 10 years, 8 people (25.8%) have worked for 6-10 years and 4 people have only worked in Singapore for 1-5 years. The age of the correspondents is dominated by the age of 30 - 49 years as many as 23 people (74.2%), those over 50 years old as many as 4 people (25.8%), those aged 18-29 years as many as 4 people (12.9%). For the education of the respondents, it is dominated by high school graduates as many as 20 people (64.5%), then junior high school graduates 8 people (25.8%), and bachelor's degrees as many as 3 people as many as 9.7%.

This research model uses SmartPLS, where in Smart PLS each indicator will be assessed to measure its construct with the loading factor, where the loading factor value has a high contribution in explaining the latent construct (Hair et al., 2014). The construct whose outer loading value is measured will change if the indicator decreases, because the divisor value is distributed to all indicators.

Figure 2 is the result of the outer model measurement, which shows that all factors have a value above 0.5, meaning that effectively the indicator has a strong and significant relationship with the measured construct.



**Figure 2: Results of external model measurements**

Reliability testing in this study is shown in the following table 2:

**Table 2 . Construct Reliability and Validity**

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Attitude	0,859	0,883	0,898	0,640
Intention to adopt business license	0,925	0,928	0,947	0,817
Perceived behavior control	0,939	0,941	0,954	0,805
Subjective norms	0,852	0,850	0,911	0,774

Table 2 shows that the instrument used is reliable, it is shown that Cronbach's Alpha for each latent variable is more than ( $>$ ) 0.6, for Composite Reliability all latent variables have a value of  $>$  0.7 so they are considered reliable (Sekaran & Bougie, 2016).

The value of Average variance extracted (AVE) to assess the convergent validity of all latent constructs, the results of data processing show  $AVE > 0.5$  so that the convergent validity has met the criteria and is good. The values shown are in the range between 0.70 and 0.90 so that this can be considered satisfactory. If the results show a value above 0.90 (and certainly above 0.95) it is undesirable because they indicate that all indicator variables measure the same phenomenon and therefore cannot be a valid measure of the construct.

**Table 3. Discriminant Validity (Fornell-Larcher Criterion)**

	Attitude	Intention to adopt business license	Perceived behavior control	Subjective norms
<b>Attitude</b>	0,800			
<b>Intention to adopt business license</b>	0,421	0,904		



	Attitude	Intention to adopt business license	Perceived behavior control	Subjective norms
Perceived behavior control	0,435	0,994	0,897	
Subjective norms	0,438	0,348	0,310	0,880

Table 3 shows the correlation value between variables, it must not be less than the correlation value of other variables, where the indicators in the underlying latent variables are strongly correlated. If the resulting crossloading value is  $>0.7$ , it is stated that the discriminant validity has met the requirements.

**Table 4. R Square**

	R Square	R Square Adjusted
Intention to adopt business license	0,990	0,989

The calculation results in Table 4 show that the R Square Value, the simultaneous influence of Attitude, Social Norms and Perceive Behavior Control on the intention to adopt a Business license is 0.990 with an adjusted r square value of 0.989. So, it can be explained that all exogenous constructs simultaneously affect Y by 0.990 or 99%. Therefore, the Adjusted R Square is 89.9%, the influence of all exogenous constructs of Attitude, Social Norms and Perceive Behavior Control on the intention to adopt a business license is very strong.

The results of the Bootstrapping PLS SEM direct effect analysis are as follows:

**Table 5. Output Bootstrapping Direct effects**

	Original sample	Sampel mean(M)	Standar deviasi	T Statistics	P Values
Attitude → Intention to adopt business license	-0,035	-0,024	0,040	0,880	0,390
Perceived behavior control → Intention to adopt business license	0,992	0,988	0,040	24,818	0,000
Subjective norms → Intention to adopt business license	0,056	0,044	0,050	1,103	0,271

### **The direct influence of Attitude (AT) on Intention to adopt Business license (ITA)**

parameter coefficient for variable Attitude (AT) on Intention to Adopt (ITA) of -0.035 is interpreted that the higher the AT value, the lower the ITA value, the decrease is -3.5%. Based on the calculation with bootstrap, the test results of the AT coefficient on ITA are -0.024 with a t value of 0.880 and a standard deviation of 0.040. With a p value of  $0.390 > 0.05$  so that H1 is rejected, meaning that the direct effect of AT on ITA is not meaningful or not statistically significant.

Attitude does not affect the desire to apply for a business permit for Indonesian migrant workers who will develop a business when they return to their hometowns. Low literacy and lack of knowledge of migrant workers about the legal realm (Longgarini et al., 2023) (Bimaresmana et al., 2023) become a factor that influences why attitude has a negative effect

on the intention to implement regulations in the food business. For migrant workers who are currently working in Singapore, they can learn culinary in Singapore, focus and choose clean outlets, and have business permits, but they do not know much about what a business permit is. training and education that has not been widely received regarding regulations and permits for migrant workers also makes them not understand and realize their rights and obligations in terms of law (Hidayah, 2020). So that there is no awareness to apply for a business license when starting a culinary business. The culinary industry phenomenon in Indonesia actually originates from home-based businesses that often face difficulties in fulfilling official legal provisions. So that most ignore the need to fulfill culinary business licenses. This lack of information occurs in various regions in Indonesia, including Yogyakarta and East Lombok, where small and medium enterprises contribute greatly to the local economy, but often operate informally without full legal compliance.(Masrukan et al., 2024)

### **Influence of Perceived Behavior Control (PBC) on Intention to adopt Business license (ITA)**

The parameter coefficient for the variable Perceived Behavior Control (PBC) on Intention to Adopt (ITA) of 0.992 is interpreted that the higher the PBC value, the ITA value will also increase, each increase of one unit of PBC will increase ITA by 99.2%. Based on the calculation with bootstrap, the test results of the PBC coefficient on ITA were 0.988 with a t-value of 24.818 and a standard deviation of 0.040. With a p value of  $0.000 < 0.05$  so that H1 is accepted, meaning that the direct effect of PBC on ITA is meaningful or statistically significant. For PMI, environmental factors support them in implementing business permits at the beginning of culinary business development. In addition, it is supported by the belief and ability to meet the requirements of the business permit criteria that must be met. In accordance with the ownership of a business permit, entrepreneurs have a sense of security according to the law so that the potential for innovation and growth becomes more open (Quader, 2013). Availability of raw materials and potential production facilities that meet the criteria for business permits. Of course supported by the readiness of the budget, providing workers to meet the requirements for business permits. Although in accordance with their experience as Indonesian migrant workers, in providing workers with very strict guidelines and rules (Dewi, 2019). for Indonesian migrant workers, starting a business or developing a business after they return to Indonesia as a positive contribution to their environment. Opening a business for the environment means creating jobs and supporting local economic growth (Jamaludin & Djuhartono, 2022)

### **Influence of Subjective Norms (SN) on Intention to adopt Business license (ITA)**

The parameter coefficient for the Subjective Norms (SN) variable on Intention to Adopt (ITA) of 0.056 is interpreted that the higher the SN value, the ITA value will also increase, each increase of one unit of SN will increase ITA by 5.6%. Based on the calculation with bootstrap, the results of the PBC coefficient test on ITA were 0.044 with a t-value of 1.103 and a standard deviation of 0.050. With a p value of  $0.271 > 0.05$  so that H3 is rejected, meaning that the direct effect of SN on ITA is not significant or statistically insignificant. For PMI, the experience of working and living in Singapore with a quality orderly business climate for its citizens is limited to them as connoisseurs of existing services. However, they have not yet understood the importance of fulfilling business licenses in the culinary business. Although the Government in this case is implementing simpler steps in the business licensing



application process, which has so far been considered complicated and has very strict requirements. (Fathoni et al., 2024). Indonesian Migrant Workers are still not aware that completing business permits is a formal legal strengthening for the sustainability of their business, as found by (Aisyah & Swasti, 2024) that business confidence will be strengthened by having a business license. Training and developing insight into business licensing have not been their thoughts in developing insight into its implementation. Furthermore, implementing the business license, it has not been believed to be a step for the culinary business to be developed to have good quality. Entrepreneurs who understand the importance of legalization in business are better prepared to enter business and market competition (Kusmanto et al., 2019).

## CONCLUSION

Attitude and Social Norms do not affect the Intention to Apply for a Business License (NIB) because even though they have knowledge and awareness of the Intention to Apply for a Business License, the organizational capacity has not been able to modify it at the level of implementing the Business License. Perceived Behavior Control (PBC) is positively related to the Intention to Apply for a Business License because Indonesian Migrant Workers assess that their personal capacity is able to meet the requirements for a business license, but if discussed within the scope of the company organization, there are still many more variables that must be controlled. The results of the study indicate that Indonesian Migrant Workers have the intention to implement a good business system and regulatory requirements in the future in running a business in Indonesia. Recommendations for PMI to complete the permits according to applicable regulations before starting their business after returning to Indonesia, and for the Indonesian Government, it is necessary to socialize and facilitate Micro, Small and Medium Enterprises in making business permits, so that good business regulations can be fulfilled by MSMEs before starting their business. By having a business permit, operational MSMEs can be recorded, and can have several accesses such as training, marketing links and even access to capital such as from banking or non-banking institutions.

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