

THE EFFECT OF PUBLIC SPEAKING ON FINANCIAL ATTITUDE BEHAVIOR AND PERFORMANCE OF BUSINESS ACTORS IN THE MICRO, SMALL AND MEDIUM ENTERPRISES SECTOR

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ABSTRACT

The importance of Public Speaking for the business world, especially in the Micro, Small and Medium Enterprises business sector. Good public speaking makes us different from the previous situation, for example in business, community, public relations, and career. Everyone has different feelings and times, so you can adapt your speaking skills according to circumstances. Public Speaking skills, both directly and indirectly, will affect a person's level of confidence, including the performance of MSME actors and form a good financial attitude behavior in developing their business. The purpose of this study is to determine the effect of Public Speaking on the Financial Attitude Behavior of Micro, Small and Medium Enterprises Sector Business Actors and to determine the effect of Public Speaking on the Performance of Micro, Small and Medium Enterprises Sector Business Actors in the Jakarta and Tangerang Regions. The analysis technique used is simple linear regression. Hypothesis testing to determine the effect of the independent variables on the dependent variable as a whole is to use partial hypothesis testing by means of a t test. The final result of this study is that Public Speaking has a significant effect on the Financial Attitude Behavior of Business Actors in the Micro, Small and Medium Enterprises Sector in the Jakarta and Tangerang Regions. And Public Speaking has a significant effect on the Performance of Micro, Small and Medium Enterprises Business Actors in the Jakarta and Tangerang Regions

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1. INTRODUCTION

The importance of Public Speaking for the business world, especially in the Micro, Small and Medium Enterprises (MSMEs) business sector. Good public speaking differs us from the previous situation, for example, in business, community, public relations, and career. Everyone has different feelings and times, so that you can adapt your speaking skills according to the circumstances. Public Speaking is oral communication through speeches, lectures, presentations, and other types of public speaking (crowds). Public speaking in the business world is important, such as promoting products to consumers, providing information to all consumers regarding products being sold, and mentioning the advantages or advantages of products so that consumers are increasingly interested in buying these products. Improving communication skills supports not only the ability to sell products but also the ability to lead a company. For example, how to properly reprimand wrong employees and make it easier to demonstrate what you want to convey. It is normal to be nervous about speaking in front of a crowd, the more you practice it, the bolder you will be over time. The nervous factor could be due to a lack of preparation, this can be overcome by studying the topics that will be presented to the crowd so that when speaking, you will master the material.

Considering that society is a group, the communication that must be practised is public speaking. Public speaking used to be known as rhetoric, but after advances in science and technology, this rhetoric has changed to public speaking. These changes are because the need for communication is increasing and essential so that it penetrates various aspects of life. Anyone must own public speaking to support or as a provision for success in the economic, social, political and even cultural and educational fields[1].

There is one opinion about public speaking, as outlined in several books. This opinion says that individuals can become skilled speakers if they believe that they are confident enough and practice enough:

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confidence and calm result from developing several skills to complete a task successfully. Confidence is often referred to as the primary key to determining one's success. Individuals who have good self-confidence will quickly adapt to any environment. People who are smart intellectually do not necessarily have good self-confidence; sometimes, their intelligence is only sometimes able to adapt to a new environment.

Public Speaking skills, both directly and indirectly, will affect a person's confidence level, including the performance of MSME actors and form an excellent financial attitude in developing their business. Efforts to increase public knowledge about finance can be made by conducting financial education. Financial education can be carried out by providing an understanding to Indonesian people, especially the younger generation, about the world of finance and its wise management, besides that financial education also aims to spur individuals to have financial plans in the future with patterns and lifestyles lived[2]. Financial education is essential to do early on so that with early financial education, we can build positive habits that are expected to be beneficial for the future of the younger generation[3].

Financial attitude Behavior is a state of mind, opinions and judgments about finances [4][5]. So it can be interpreted that a person's attitude refers to how they feel about personal financial issues, which can be measured by responses to a statement or opinion[6][7]. Financial attitude Behavior will assist individuals in determining their attitude and behaviour regarding financial management, financial budgeting and making decisions[8][9][10].

Performance reflects achieving goals and implementing programs, efforts, and policies to realize a group or organization's organization's vision, mission, and goals[11][12][13]. In maintaining a business, an organization or company must perform in Micro, Small and Medium Enterprises (MSMEs). Wibowo [14] so that the performance of these MSMEs is good, a measuring instrument is needed to determine the performance in the success of the MSMEs themselves. The economic crisis felt by MSMEs with the Covid 19 Pandemic is a problem in the continuity of their business, which is a significant threat to the national economy[11].

In general, MSMEs often experience delays in their development. This is due to various problems conventional unresolved problems (closed loop problems), such as HR capacity issues, ownership, financing, marketing and various other issues related to business management, so that MSMEs find it difficult to compete with large companies[15][16]. According Dwitya[16], the performance of MSMEs is analyzed using an approach based on the following three assumptions, namely: 1) Measuring MSME performance is often difficult to do quantitatively due to limited resources (financial and labour understanding). 2) Performance measurement generally looks at complex financial indicators, so this only partially shows the actual conditions that occur in the business. 3) Performance measurements often used are relatively only appropriate for large companies that are structured in their management. Then a non-cost performance measures approach was formulated to measure MSME performance as a measurement of MSME financial and non-financial performance. With easy measurement (through perception), it is hoped that it will be able to show the actual condition of these MSMEs; besides that, in the future, it is necessary to educate them to calculate company performance with easy indicators such as the company's growth, the company's total revenue (sales), total orders and cash position.

In everyday life, we can communicate; every day, we chat, joke and so on, but why do feelings of anxiety, nervousness, awkwardness, tension and nervousness always come to everyone when they want to speak in front of many people? Why sometimes hands feel shaking, voice choked, language is not structured, and shortness of breath often occurs when someone is faced with speaking in public. Anxiety about appearing in public is a psychological problem that most people suffer from. That is the conclusion of a study conducted by Philip G. Zimbardo, professor of social psychology at a United States University. According to him, 3/4 of the adults he studied would feel anxious if they had to attend a meeting attended by many strangers, especially speaking in front of him [17].

The urgency of this research is to measure and analyze the ability of MSMEs in the business world to be more professional with open communication skills (Public Speaking) so that the quality of financial attitude behaviour and performance of small and medium enterprises (MSMEs) can be improved during the Covid-19 pandemic, especially in the Jakarta and Tangerang regions.

2. METHOD

This study uses a causal research method that aims to test a variable's influence (Independent/Xn) with other variables (Dependent Variable/Yn). This research requires hypothesis testing with statistical tests. The population used in this study is MSME business actors in the Jakarta and Tangerang areas. The sampling technique in this study is the Convenience Sampling technique, by distributing questionnaires to

MSME business actors in the Jakarta and Tangerang areas. The reason for choosing this sampling technique is to simplify the sampling process [18], [19]

In multivariate analysis research (such as multiple regression analysis), the sample size must be at least ten times larger than the number of independent variables. Meanwhile, Hair et al [20] and Sekaran [21] state that the minimum number of samples that must be taken when using multiple regression analysis techniques is 15 to 20 times the number of variables used. With the number of research parameters, in this case, the number of construct indicators is 20, and the ideal number of respondents is between 100 and 200.

Hypothesis testing uses a multivariate technique because it uses two independent variables. Influence testing is done by testing the effect of the independent variables on the dependent variable. The Regression model was used in this study with the SPSS version 24 tool.

3. RESULT AND DISCUSSION

Descriptive statistical analysis is used to find out the descriptive or general description of the data that has been collected in the study. This analysis is shown to make it easier to find out the respondents' responses in general to the variables examined in this study. The variables studied were Public Speaking (X), Financial Attitude Behavior (Y1) and MSME Performance (Y2). Table 4.1 below shows the summary results of the descriptive statistical analysis of each variable used in this study.

Table Descriptive Statistical Test Results

	N	Minimum	Maximum	Means	std. Error	std. Deviation
	Statistics	Statistics	Statistics	Statistics		Statistics
<i>Public Speaking</i>	200	18.00	28.00	27.3212	.37123	4.55811
<i>Financial Attitude Behavior</i>	200	18.00	25.00	25.9222	.35567	3.41223
MSME performance	200	20.00	22.00	22.6416	.33107	3.12317
Valid N (listwise)	200					

The first variable is Public Speaking (X). Of the 200 respondents who were analyzed, the minimum total score was 18, the maximum score was 28, the average score was 27.32 and the standard deviation was 4.558. The standard deviation of 4.558 below the mean means that each study sample has almost the same understanding of Public Speaking.

The second variable is Financial Attitude Behavior (Y1). Of the 200 respondents who were analyzed, they had a minimum total score of 18, a maximum score of 25, an average score of 25.92 and a standard deviation of 3.412. The standard deviation of 3.412 below the mean means that each sample has almost the same Financial Attitude Behavior value.

The third variable is MSME Performance (Y2). Of the 200 respondents who were analyzed, the total value of the minimum answer score was 20, the maximum score was 22, the average value was 22.64 and the standard deviation was 3.123. The standard deviation of 3.123 below the average value means that each sample has almost the same MSME performance value

The t statistical test is used to see the significance of the individual independent effect on the dependent variable by comparing t count and t table at a significance of 0.05. The t statistical test basically shows how far the influence of one explanatory or independent variable individually explains the variation of the dependent variable. Based on the t table with a significant level of $0.05/2 = 0.025$ (two-sided test) a t table of 0.2832 is obtained. The results of the t statistical test are as follows:

Tabel 2. Results of Public Speaking T Test on Financial Attitude Behavior

		Coefficients ^a				
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.	
		B	Betas			
		std. Error				
1	(Constant)	5.316		7.129	.000	
	<i>Public Speaking</i>	.473	.390	3,764	.002	

a. Dependent Variables: Financial Attitude Behavior

Based on the table above, it can be explained that the results of the partial test are Public Speaking Variable (X). From the results of the t statistical test, the t count value is 3.764 with a significant level of 0.002. This means t count > t table (3.764 > 2.832) and a significant level <0.05 (0.002 <0.05 means that Public Speaking has a significant effect on Financial Attitude Behavior (Y1) in MSME Business Actors in the Jakarta and Tangerang areas.

Tabel 3. Public Speaking T Test Results on MSME Performance
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	7,703	3,456		8,658	.000
	<i>Public Speaking</i>	.432	.376	.392	3,345	013

a. Dependent Variable: UMKM Performance

Based on the table above, it can be explained that the results of the partial test are the Public Speaking Variable (X). From the results of the t statistical test, the t value obtained is 3.345 with a significant level of 0.013. This means that t count > t table (3.345 > 2.832) and a significant level <0.05 (0.013 <0.05 means that Public Speaking has a significant effect on MSME Performance (Y2) for MSME Business Actors in the Jakarta and Tangerang areas

Based on the SPSS output results on data analysis in tables 4.2 and 4.3 above, the simple linear regression equation is obtained as follows:

$$\text{Financial Attitude Behavior} = 5.316 + 0.473 \text{ Public Speaking}$$

$$\text{MSME performance} = 7.703 + 0.432 \text{ Public Speaking}$$

Table 2 above shows that the constant is 5.316, meaning that if Public Speaking (X) has a value of 0, then Financial Attitude Behavior (Y1) has a positive value of 5,316. Based on this t test, Public Speaking has a positive and significant effect on Financial Attitude Behavior, which explains that the better Public Speaking, the more influential the Financial Attitude Behavior of Business Actors in the Micro, Small and Medium Enterprises Sector (MSMEs) in the Jakarta and Tangerang Region significantly.

Table 3 above shows that the constant is 7.903, meaning that if Public Speaking (X) has a value of 0, then MSME Performance (Y2) has a positive value of 7,703. Based on this t test, Public Speaking has a positive and significant effect on the performance of MSMEs, which explains that the better the Public Speaking, the more influential it is on the Performance of Business Actors in the Micro, Small and Medium Enterprises Sector (MSMEs) in the Jakarta and Tangerang Region significantly.

1. Public Speaking Influencing Financial Attitude Behavior Business Actors in the Micro, Small and Medium Enterprises Sector (MSMEs) in the Jakarta and Tangerang Regions

There is a positive relationship between the Public Speaking (X) variable and the Financial Attitude Behavior variable. Based on this t test, Public Speaking has a positive and significant effect on Financial Attitude Behavior, which explains that the better Public Speaking, the more influential the Financial Attitude Behavior of Business Actors in the Micro, Small and Medium Enterprises Sector (MSMEs) in the Jakarta and Tangerang Region significantly. This research is not in line with research Almaidah (2018) that the results of this study partially (T test) state that financial attitude, financial knowledge, and locus of control have a significant effect on financial management behavior. So the research hypothesis is H1: Public Speaking has an Influence on the Financial Attitudes of Behavior of Business Actors in the Micro, Small and Medium Enterprises Sector (MSMEs) can be accepted.

2. Public Speaking Influenced Teon the Performance of Business Actors in the Micro, Small and Medium Enterprises Sector (MSMEs)

There is a positive relationship between the Public Speaking (X) variable and the MSME Performance variable. Based on this t test, Public Speaking has a positive and significant effect on the performance of MSMEs, which explains that the better the Public Speaking, the more influential it is on the Performance of Business Actors in the Micro, Small and Medium Enterprises Sector (MSMEs) in the Jakarta and Tangerang Region significantly. This research is not in line with the research of Mukoffi, et al (2021) whose research results show that entrepreneurial characteristics have a significant positive effect on the performance of MSMEs, as well as venture capital which has a significant positive effect on performance. While technological sophistication shows no positive effect on the performance of MSMEs. Then the research

hypothesis H2: Public Speaking Has an Influence on the Performance of Business Actors in the Micro, Small and Medium Enterprises Sector (MSMEs) can be accepted

4. CONCLUSION

This study aims to determine the effect of Public Speaking on Financial Attitude Behavior and Performance of Business Actors in the Micro, Small, and Medium Enterprises Sector (MSMEs) in the Jakarta and Tangerang Regions. Based on the results of the analysis and discussion of the research, the following conclusions can be drawn *Public Speaking* positively and significantly influences the Financial Attitude Behavior of Business Actors in the Micro, Small, and Medium Enterprises Sector (MSMEs) in the Jakarta and Tangerang Regions. The results of this study provide empirical evidence that Financial Attitude Behavior is influenced by sound and structured Public Speaking skills. *Public Speaking* positively and significantly impacts the Performance of Micro, Small, and Medium Enterprises Sector Business Actors (MSMEs) in the Jakarta and Tangerang Regions. The results of this study provide empirical evidence that the performance of SMEs is influenced by sound and structured public speaking skills.

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