

# The Integrated Silk Business Development

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# The Integrated Silk Business Development, The Weavers Evaluation, and the Silk Development Model

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**Abstract---** The silk business is demanded to be more aggressive in the entrepreneurship activities of silk development. This study aims to determine the growth of the silk business, to analyze the business development that has been applied by silk weavers, and to discover the proper model of silk business development by silk weavers. The result showed that positive and significant leverage on the expansion of silk business towards the development model and the evaluation of the silk business; positive and significant impact on the assessment of weavers' silk business towards the development of silk business. There is an indirect impact on the development of the silk business through positive and significant evaluation at the business growth. However, business development must be constantly encouraged to create marketing orientation, customer relations, consumer decisions, and market control in order to generate integrated business development model.

**Keywords---** Business Development, Silk Development Model.

## I. Introduction

Toward the current industrial era 4.0, the trade and industry sectors have an important role in contributing to the growth of the national economy. Indonesia realizes that to win the free competition in the world of trade and industry, it requires smart efforts to develop higher order thinking skills (HOTS). These include endeavor to develop silk business in Indonesia.

Regarding the development of the business, the current problem faced by Indonesia is the decline in Indonesian silk production since 2012, making the Ministry of Industry strive for improvements through the Directorate of Small and Medium Industries (IKM) by proposing the concept of the Material Center in synergy with the domestic textile industries. Based on data from the International Sericulture Commission (Inserco), Utarianingrum (2018) pointed out that Indonesian silk production in 2012 reached 20 tons and continued to decline. In 2015, the production was only 8 tons and by the end of 2018, it touched 7.5 tons.

The indication of the cause of the decrease in the development of the silk business is inseparable from the low domestic production, due to the fact that since 2012 silk imports, especially silk yarn and fabric products have been on the increase. In the last seven years, the import value of silk yarn and cloth has increased by 31.9% from US \$ 1.06 million to US \$ 1.39 billion. On the other hand, imports of silkworms decreased significantly from US \$ 32 thousand to US \$ 1 thousand. The fact denotes that while the downstream sector is highly motivated, the upstream sector tends to diminish. This threatens the domestic natural silk industry.

Regarding the issues, it is necessary to consider the marketing management of the Indonesian silk products. In particular, it is imperative that business development carried out by silk business actors be improved in terms of determining the variety of raw materials, price fluctuations, and annually declining production in the downstream sector, due to the low quality of local cocoon leading to poor quality of yarns and fabrics. Thereafter, silk weavers need to be evaluated in conducting business development by paying attention to the quality of the silk they produced to awaken the national business of natural silk industry, in which Indonesia has great potential to develop.

It is essential to identify that based on the 2016 Trade Map, Indonesia is the ninth silk producer and the sixty-third silk importer country in the world, with an import value of 1.39 million US dollars. The bases of the natural silk industry of Indonesia lie in the Provinces of South Sulawesi (Soppeng, Wajo, and Enrekang), West Java (Garut, Sukabumi, Majalaya, and Cianjur), Gorontalo, and Central Java (Pati). The identification is key to the continuous improvement of marketing oriented businesses, in which business actors develop fair and customers' satisfaction oriented businesses by generating perceptions of quality silk products in accordance with the evaluation of product values offered in the global markets, and local markets in line with business feasibility, and business prospect.

The Equity Theory of Valarie S in Hasan (2013), highlights business development as determined by fair exchanges between the enterprises involved. This theory suggests that every company in business development must be oriented to justice in order to realize a business development model. Likewise, the silk business must be fairly developed in accordance with the dynamics of the business. The Attribution Theory proposed by Weiner (2018) holds that business development is largely determined by the attribution process carried out to influence satisfaction. Business development activities are identical to the marketing of products and services in terms of the creation of mutual needs and satisfactions between the producers and the consumers.

The Theory of Value Perception put forward by Hall (2018) suggests perception as a way for consumers to see and attach meaning to information that can be captured in conducting business development. The implications of customer perception greatly affect the attractiveness of marketers in perceiving ways or methods that can be done continuously to communicate ideas relating to customer perceptions of the value and quality of business development. Customers' perception of value is the customer's perspective in connecting various product attributes that are relevant to their needs. While value perception can be an evaluation of business development in making a decision, customers' perception of quality is an effort to create value for customers, which depends on the company's commitment to the quality needed by consumers.

The Value Evaluation Theory from Wuebben (2016) suggests that business development is largely determined by the value of excellence trigger as a driver of business success. The value itself is not something real, very abstract, derived from consumers' perceptions of how reasonable a product is value for money based on its quality. Therefore, the product value incorporates the predictive value, the perceived value, and the product value component.

The Business Feasibility Theory is an important consideration in business development evaluation. It is a process of assessing the extent of the benefits that can be obtained from a business activity after being evaluated. The results of the analysis are determinant in making decisions whether to accept or reject a business idea. The Theory of Feasibility put forward by Hall (2018) suggests that business feasibility is vital to evaluating business development as well as making decisions to business headway. The objectives of the Business Feasibility Theory, therefore, is to 1) find out the level of profits against alternative business investments; 2) conduct an assessment of alternative business investment policies; and 3) determine investment priorities, so as to make business resources used efficient and effective.

The Business Feasibility Theory can be juxtaposed with Business Prospective Theory proposed by Weiner (2018). This theory suggests that a goal-oriented business depends on the evaluation and business development model applied. It illustrates that business development evaluation is always assessed from the five prospective business objectives implemented by business actors; namely: 1) avoiding the risk of business loss, 2) facilitating business planning, 3) facilitating business implementation, 4) facilitating business supervision, and 5) facilitating business control.

The elaboration above becomes an important consideration in determining: 1) whether the silk business development directly influences the evaluation of the silk weavers' business development; 2) whether the evaluation of the silk weavers' business development directly influences the silk business development model; and 3) whether the development of the silk business, through the evaluation of the silk weavers' business development, indirectly influences the development of the silk business model.

## II. Research Method

A three-year study (2017 – 2019), located in the silk industry in Wajo, South Sulawesi Province, the research evaluated silk business development in the regency. It is an exploratory research, trying to explore relatively new relationships, and explanatory research, attempting to interpret the symptoms caused by an object of research. From the aspect of data, it is an ex post facto research, which means that the investigation starts after the facts have occurred, a systematic empirical search. From the perspective of the goal, it is a causal study that seeks to explain entrepreneurial perceptions and strategies for developing silk business in that particular area. The population of this

study were 544 silk weavers. A collection of sampling units selected from a sampling frame, the sample of 235 respondents was taken from the population using the Slovin's Formula and a questionnaire as the primary data collection tool.

This research employs descriptive analysis and inferential analysis. Descriptive analysis is used in data presentation, central size and spread size. Descriptive data analysis is made in the form of a distribution table with the central size as the mean. The spread size is the standard variance and deviation. Inferential analysis is used to test hypotheses using SEM AMOS analysis preceded by validity, reliability, and regression analysis tests.

### III. Results

Based on the method of determining values in the model, the first model testing variables are grouped into exogenous variables and endogenous variables. Exogenous variables are variables whose values are determined outside the model. Whereas endogenous variables are variables whose value is determined through equations or from established relationship models. Included in the group of exogenous variables is the measurement of business feasibility and business behavior, while those classified as endogenous variables are satisfaction and business development models.

A model is said to be good when the development of hypothetical models is theoretically supported by empirical data. The complete SEM analysis results can be seen in the following figure:

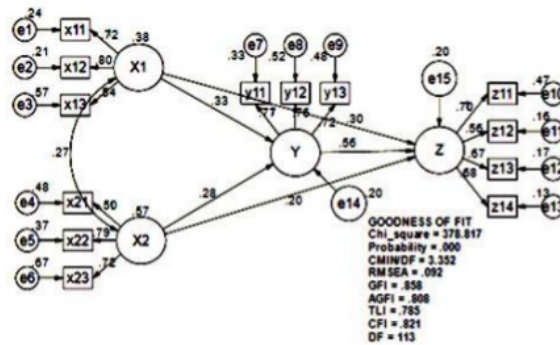


Fig. 1: Measurement Variable Relationship Model for Initial SEM

The evaluation of the model shows that of the eight criteria for goodness of fit indices, the chi-square value is still large and it appears that some criteria do not match the cut-off value specific and so the model is modified by correlating indicator errors following the modification indices recommendation. After the final model is obtained the analysis results are as follows.

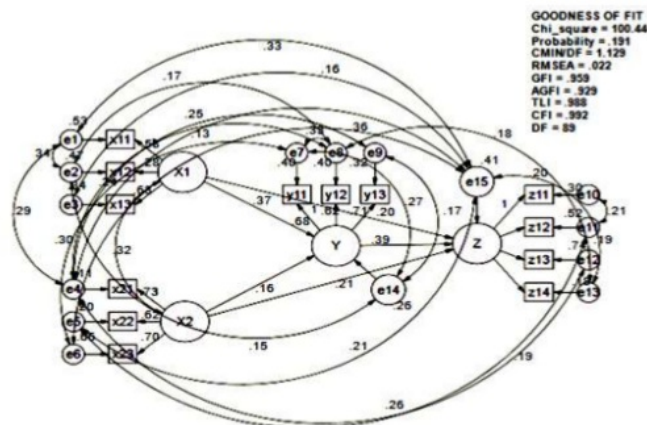


Fig. 2: Measurement Variable Relationship Model for Final SEM

The model test result presented in Figure 2 is based on the Goodness of Fit Indices in Table 1 with the model criteria and their critical values that have the data suitability.

Table 1: Criteria Evaluation of the Goodness of Fit Indices Overall Model criteria

Goodness of fit index	Cut-off Value	Initial Model	Desc.	Final Model	Desc.
Chi_Square	Diharapkan kecil	378.817	Marginal	100.440	Good
Probability	≥ 0.05	0.000	Marginal	0.191	Good
CMIN/DF	≤ 2.00	3.352	Marginal	1.129	Good
RMSEA	≤ 0.08	0.092	Marginal	0.022	Good
GFI	≥ 0.90	0.858	Marginal	0.959	Good
AGFI	≥ 0.90	0.808	Marginal	0.929	Good
TLI	≥ 0.94	0.785	Marginal	0.988	Good
CFI	≥ 0.94	0.821	Marginal	0.992	Good
DF		113		89	

Source: Data after being processed

The results of the evaluation of the model for the initial stages showed that the eight goodness of fit indices criteria did not meet the cut-off value criteria, namely starting from the Chi-Square value, probability, CMIN / Df, RMSEA, GFI, AGFI, TLI and CFI; therefore, it was necessary to modify the model according to modification indices recommendation. Modification Indices is a calculation to make changes to numbers, where the numbers below indicate the minimum value of the chi-square that will decrease if the corresponding variable is connected. After the modification of the model, the final stage shows that the eight criteria for goodness of fit indices meet the criteria or cut-off values, so the model is said to be in accordance with the criteria for goodness of fit indices for analysis.

Based on the empirical model proposed in this study, testing of hypotheses can be conducted through path coefficient testing on structural equation models. Table 2 is the hypothesis testing by observing the p value. If the p value is less than 0.05, the relationship between variables is significant. It also explains the direct effect, meaning there is a positive influence directly between variables; the indirect effect, meaning that there is a positive influence indirectly between the variables; and the total effect, that is, the accumulation of direct and indirect effects. The test results are presented in the following table:

Table 2: Direct Effect Hypothesis Testing and Indirect Effect based on SEM AMOS Analysis

HIP	Independent Variable	Dependent Variable	Standardized Regression				Description	
			p-value	DE	IE	TE		
H1	Business Feasibility (X1)	Business Development Evaluation (Y)	0.000	0.368	0.000	0.368	Positive and Significant	
	Business Behavior (X2)	Business Development Evaluation (Y)	0.043	0.158	0.000	0.158	Positive and Significant	
H2	Business Feasibility (X1)	Business Development Model (Z)	0.044	0.199	0.000	0.199	Positive and Significant	
	Business Behavior (X2)	Business Development Model (Z)	0.016	0.206	0.000	0.206	Positive and Significant	
H3	Business Development Evaluation (Y)	Business Development Model (Z)	0.000	0.392	0.000	0.392	Positive and Significant	
HIP	Independent Variable	Intervening Variable	Dependent Variable	p-value	DE	IE	TE	Description
H4	Business Feasibility (X1)	Business Development Evaluation (Y)	Business Development Model (Z)	0.044	0.199	0.144	0.343	Positive and Significant
	Business Behavior (X2)	Business Development Evaluation (Y)	Business Development Model (Z)	0.016	0.206	0.062	0.268	Positive and Significant

Source: Data after being processed

The whole model of five direct paths and two indirect paths hypothesized using SEM AMOS analysis appeared to have positive and significant effects. The indirect value in the fourth hypothesis (H4) for business behavior variables (X2), through the evaluation of business development (Y) to the business development model (Z) of 0.062 based on standardized indirect effects from SEM AMOS analysis, demonstrated very low values. To prove the overall indirect

effect of independent variables through intermediate variables on the dependent variable, the Sobel test was conducted. The calculation result from the Sobel test was as follows:

Sobel Test of X1 through Y to Z.

Results	
Indirect Effect ( $a \cdot b$ ) =	0.120
Sobel's SE = $\sqrt{[(a \cdot SE_b)^2 + (b \cdot SE_a)^2]}$ =	0.143
Z = Indirect Effect + Sobel's SE =	0.834
p =	0.405
Standardized Indirect Effect = $(\beta_a \cdot \beta_b)$ =	0.112
Portion of (X → Y) due to M = $(c - c')/c$ =	100.0%

The Sobel test results showed the value of indirect effect. Through the Sobel test the value obtained was 0.112 <1.98 with a significance level of  $p = 0.405 > 0.05$ , meaning business feasibility (X1) through business development evaluation (Y) had no significant effect on business development models (Z).

Sobel Test of X2 through Y to Z

Results	
Indirect Effect ( $a \cdot b$ ) =	0.041
Sobel's SE = $\sqrt{[(a \cdot SE_b)^2 + (b \cdot SE_a)^2]}$ =	0.053
Z = Indirect Effect + Sobel's SE =	0.786
p =	0.432
Standardized Indirect Effect = $(\beta_a \cdot \beta_b)$ =	0.048
Portion of (X → Y) due to M = $(c - c')/c$ =	100.0%

The Sobel test results indicated the value of indirect effect. Through the Sobel test, the value obtained was 0.048 <1.98 with a significance level of  $p = 0.432 > 0.05$  meaning business behavior (X1) through business development evaluation (Y) had no significant effect on the business development model (Z).

Based on the analysis of the research results above, each effect of the observed variables can be interpreted. Business feasibility has a positive and significant direct effect on the business development evaluation with  $p = 0.000 < 0.05$  and a coefficient value of 0.368. This coefficient indicates that the feasibility of the silk business has a positive and significant effect on the evaluation of silk business development. Business behavior has a positive and significant direct effect on the evaluation of business development with  $p = 0.043 < 0.05$  and a coefficient value of 0.158. This coefficient demonstrates that the silk business behavior has a positive and significant effect on the evaluation of the silk business development.

Business feasibility has a positive and significant direct effect on the business development model with  $p = 0.044 < 0.05$  and a coefficient value of 0.199. This coefficient highlights that the feasibility of the silk business has a positive and significant effect on the development model of the silk business. Business behavior has a positive and significant direct effect on the business development model with  $p = 0.016 < 0.05$  and a coefficient value of 0.206. This coefficient points out that the business behavior in silk sector has a positive and significant effect on the silk business development model. Evaluation of business development has a positive and significant direct effect on the business development model with  $p = 0.000 < 0.05$  and a coefficient value of 0.392. This coefficient indicates that the evaluation of business development has a positive and significant effect on the development model of silk business.

Furthermore, business feasibility through the evaluation of the silk business development based on SEM AMOS analysis results shows a positive and significant indirect effect on the business development model with an indirect effect coefficient value of 0.144 and p-value 0.044. However, the Sobel test calculation generates a standardized indirect effect of 0.112 <1.98 with a significance level of  $p = 0.405 > 0.05$  which means business feasibility through the evaluation of business development is not significant. Hence, it still needs to be improved in accordance with the application of the silk business development models. Meanwhile, business behavior through the evaluation of business development based on SEM AMOS analysis demonstrates a positive and significant indirect effect on business development models with indirect effect coefficient values obtained at 0.062 and p-value 0.016.

Nonetheless, the Sobel test calculations results in a standardized indirect effect of 0.048 <1.98 with a significance level of  $p = 0.432 > 0.05$ , which means business behavior through the evaluation of business development is insignificant, and so it still needs to be improved by applying business development models in the silk sector.

#### **IV. Discussion**

##### **4.1 Silk Business Development to Evaluation of Silk Weavers' Business Development**

From the perspective of business feasibility and business behavior, realizing successful development of silk business requires the support of various parties to provide assistance to silk entrepreneurs in managing and developing their businesses, which in turn needs to be evaluated in the development of silk weavers' businesses. Silk business development is inseparable from the business feasibility owned in the form of supports to obtain business capital for the purpose of business expansion and maintain silk business innovation to continue surviving and developing. This requires direct government support, including business policies to protect the silk business activities, ensure the raw materials availability, and provide access to product direct sales and online. In addition, silk business development is also supported by the silk business actors' behavior, which is determined by their knowledge of silk business, skills in managing silk business, and mastery in promoting silk sales online. These are the important points of assessment in evaluating the development of the silk weavers' business.

The elaboration above is certainly relevant to several theories and concepts that can be used to maintain business development towards the evaluation of the silk weavers' business development. The theories in question is the theory of perception and the theory of value evaluation, and some supporting concepts include the concept of business driver value and the concepts of product portfolio analysis. Theory of Value Perception proposed by Hall (2018) defines perception as a way for consumers to see and attach meaning to information that can be captured in conducting business activities. The value evaluation theory from Wuebben (2016) states that business development is largely determined by the value of excellence as a driver of business success. Based on these two theories, the concept that can be used for business development towards the evaluation of silk weavers' business development is the concept of business driver value. According to Slegelmich (2016) business drivers can be triggered by eight business leadership value behaviors, namely: strategic focus, executional excellence, control of destiny, trust based relationships, investment in employees' success, acting small, brand cultivation, and generosity. Based on the concept of business drivers value, silk weavers can evaluate their business development by conducting portfolio analysis. According to Hynes (2018) products can be marketed by business actors having received various silk business training programs, financial literacy support, and technological mastery in organizing and promoting silk business in an integrated manner. Analysis of product portfolios, ranging from generic products, expectations, and potentials can serve as consideration for the silk weavers to make evaluations.

##### **4.2 Silk Business Development to Silk Business Development Model**

The success of silk business development implemented so far has been actualized through prospective entrepreneurial activities for economic progress. The development of the silk business can be done based on the business feasibility, observed from the amount of venture capital owned for the needs of silk business, the development of silk business innovation, and policies for silk business. In addition, the development of the silk business is also determined by the business behavior based on the knowledge of the silk business, skills in managing the silk business, and competence in promoting silk sales online. Efforts to develop silk business are very important in influencing silk development model oriented towards collaborative activities with the government, communities, and stakeholders in the framework of developing silk business, which in turn generate an effective and efficient business model, availability of raw materials, participation of national and multinational entrepreneurs to introduce silk products, as well as supports of various parties in the silk business, banks, and cooperatives to strengthen the development of silk business.

It can be understood that the above issue is relevant to some theories and concepts that can be employed to maintain silk business development towards silk business development model. The theories in question is Equity Theory and Attribution Theory, and the supporting concepts include Market Penetration, Product Development, and Diversification.

In the Equity Theory, Valarie S in Hasan (2013) highlights that business development is determined by fair exchanges among enterprises. Meanwhile, in the Attribution Theory, Weiner (2018) points out that business development is largely determined by the attribution process carried out to influence satisfaction. Business development activities are identical to the marketing activities of products and services, in which producers and

consumers need each other, creating interdependent relationship, whose sustainability is largely determined by the satisfaction felt by both parties.

In addition to the two theories above, a number of concepts also complement and strengthen the importance of developing the silk business, market penetration, product development and diversification, which makes the silk business actors able to develop a competitive silk business development model. The concept of market penetration according to David (2017) is a change or development growth where the company focuses on the competitive proposition in achieving targets. Market penetration becomes important for business actors in developing their businesses to create advanced and cutting edge business development models. The concept of product development proposed by Porter ME (2018) states that it takes 8 (eight) steps or stages in creating and developing quality products, namely: creating ideas, soliciting ideas, making and testing ideas, developing marketing strategies, doing business analysis, developing products, testing market and commercial. This concept is very important for business actors in conducting business development towards the formation of a state-of-the-art development model for a product.

Likewise, the concept of diversification plays an important role in the silk business development. The concept of diversification introduced by Ali Hasan (2013) broadly divides business diversification into three categories, namely: single industry company, related company, and unrelated company to the previous business. Business diversification is needed for business development, so it is necessary to explain the existence of this diversification concept in business development assistance to make a needed business development model.

#### **4.3 Evaluation of Silk Weavers' Business Development to Silk Business Development Model**

Making a business development is inseparable from the results of the evaluations, a carried-out assessment on silk weavers' business. Efforts to develop business and promote silk business have been in line with the implementation of training programs for the workforce of silk business. Obtaining a variety of financial literacy and mastery in technology in the field of silk, they can actualize their business activity and promote or introduce it as a prospective business. Based on this evaluation of business development, it is expected that business actors will be able to create a representative silk business development model under the supervision of the government who provide assistance for effective and efficient business capital management, supply silk raw materials, and involve many national and multi-national companies to introduce silk products and attracted the interest of many associations such as silk business, banks and cooperatives to support the development of the silk business.

It can be understood that the elaboration above is certainly relevant to a couple of theories and concepts that can be used to maintain business development to the evaluation of the silk weavers' business development. The theories in question is Business Feasibility Theory and Business Prospective Theory, and the concepts applicable are Business Planning and Business Development Model. Business feasibility theory is an important consideration in evaluating business development. This theory is an activity to assess the extent of the benefits that can be obtained in carrying out the business activity. The results are taken into consideration when deciding whether to accept or reject a business idea after being evaluated. The feasibility theory put forward by Hall (2018) highlights that business feasibility is an important consideration for evaluating business development and making decisions to advance business. This theory can be juxtaposed with prospective business theory, which illustrates that in carrying out business, development evaluation is always assessed from the prospective business objectives applied. The prospective business theory proposed by Weiner (2018) suggests that goal-oriented business depends on the evaluation and business development model applied. This prospective theory in evaluating the development of the silk business points out that every business person must be able to avoid business risks by minimizing the undesirable risks of silk business activities and making various breakthroughs that provide benefits and advantages in developing the silk business.

Both of these theories have relevance to several concepts including business planning concepts and product development model concepts. The concept of business planning proposed by Hynes (2018) states that business success is evaluated based on the business-development-oriented planning. There are eight processes in making a business plan, namely: 1) evaluating the current status by questioning where the current business position is, 2) analyzing the business objectives, i.e. where they want to go and what they want to achieve in developing business, 3) analyzing the business environment to determine the supporting environmental factors and the business to focus on; 4) finding business opportunities and issues, i.e. are there any opportunities and problems encountered; 5) making alternative strategies by determining what is needed and how to handle it; 6) evaluating alternative business strategies, i.e. whether or not it requires investment; 7) implementing programs, i.e. what to do, how to do it and how much should it cost; and 8) monitoring business programs, by determining how the results will be and how they will be sustained.

Furthermore, the business development concept proposed by Wuebben (2016) states that there are several approaches that are often used in evaluating the value of a product for the product development model: 1) marked based model; 2) royalty based model; 3) formulary based model; 4) income based model; and 5) cost based model. The third, fourth and fifth models are referred to as economic use based models. This model approach is used because the focus of the study lies in how much return can be obtained from product ownership or how much the net contribution of the brand to the business being run both now and in the future.

#### **4.4 Silk Business Development through the Evaluation of the Silk Weavers' Business Development to the Silk Development Model**

The results of SEM AMOS analysis and the Sobel Test demonstrate that based on business feasibility and business behavior, the silk business development still needs to be improved because it plays an important role in stimulating the silk business management activities to be able to expand access to business needs, increasing efforts to make key innovations for business success supported by the government's attention complying with regulations, and seeks to continue to determine the availability of raw materials and access to sales of silk products in order to become a profitable business development. Through this business development evaluation, silk business actors can participate in various entrepreneurial programs focusing on training and increasing the workforce of business people, financial literacy support, and technology competence in order to create various silk products that are introduced and promoted to consumers. On this basis, models of silk development are developed being oriented to the formation of various partnerships among the business actors, the government, and stakeholders to conduct supervisions on efficient and effective silk business management, provide silk raw materials, and involve national/multinational companies to market silk products, as well as involving SME associations, banks, and cooperatives as supporting silk marketers.

It is apprehended that the elaboration above is certainly relevant to several theories and concepts that can be used to enhance business development through the evaluation of the silk weavers' business development. The theories in question are the Theory of Marketing Orientation and the Theory of Customer Relations, and some supporting concepts include Customer Decision and Market Control.

The Marketing Orientation theory was proposed by Schlegelmich (2016), who points out that marketing activities change according to market orientation. There are nine developments in marketing orientation that must be addressed by business actors in developing their business through evaluation to formulate the right model for their business development. Marketing orientation theory is relevant to Customer Relations Theory proposed by David (2017). This theory illustrates customer relations as efforts in marketing a product to prevent sales from decreasing. Customer relations are very relevant to business development through evaluation to find out the right business development model. This theory shapes five interrelated relationships in business development through evaluation to produce a model.

Both theories are supported by the Concept of Consumer Decisions and the Concept of Market Control. The concept of consumer decisions, put forward by Hall (2018), states that consumer decisions largely determine the development of business evaluation models. The concept of market control, proposed by Weiner (2018), points out that business development must be controlled in accordance with the business development evaluation plan. Certainly, the success of business development through the evaluation of the development conducted by silk weavers on business development models is in accordance with the concept of consumer decisions and the concept of market control. In essence, the concept of consumer decision considers that the decision made by the consumers must be taken by business actors as an important consideration, utilizing the stages of problem recognition, information search, alternative evaluation, purchasing decision making, and post-purchase evaluation. Likewise, it is vital that silk business actors apply the concept of market control in accordance with controlled business development based on annual plans, profitability, efficiency, and strategy as an effort in realizing the evaluation of the silk business development.

## **V. Conclusion**

Based on the results of research and discussion, it can be concluded that: 1) directly, the development of the silk business based on business feasibility and business behavior has a positive and significant influence on the evaluation of the silk weavers' business development. Business development is determined by the feasibility of the business according to business capital, business innovation and business policies, as well as business behavior based on knowledge, skills, and competence as assessments for the development of a silk weavers' business; 2) directly, the development of silk business based on business feasibility and business behavior has a positive and significant

influence on the model of silk business development. Business actors must be able to develop silk businesses in accordance with the business feasibility and business behavior they have in running silk business towards a model of integrated silk weavers' business development; 3) the evaluation of the silk weavers' business has a direct, positive and significant effect on the model of silk business development. The evaluation of silk business development is directed to silk business feasibility, business prospective, business planning, and business development, whose effect determine the right business development model to be applied by silk business actors; and 4) silk business development in the form of business feasibility and business behavior indirectly, through the evaluation of silk weavers' business the development has a positive and insignificant effect on the model of the silk business development. Silk business feasibility and business behavior still needs to be improved by keeping on encouraging business actors to create marketing orientation, customer relations, consumer decisions and market control, so that through evaluation of business development it will be easy to create a more model of integrated business development.

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