



The Effect Of Knowledge Transfer And Family Environment On Business Sustainability Family In Cemara Asri Medan

Mellisa Angelie^{*1}, Inneke Qomariah Lubis²

Management, Economy and Business Faculty, Universitas Sumatera Utara, Medan, Indonesia

Mellisa.angelie@yahoo.com

ABSTRACT

The difficulty of building a new business is a must for business owners to get a successor. The problem of family business sustainability from the beginning is often the business that was painstakingly established by the first generation to be lost in the second or third generation so for now the sustainability of family businesses has always been a special concern for families.

With the transfer of knowledge, of course, it will be an added value in advancing the family business and it is not surprising that many families try the knowledge of their successors first before actually giving up their business to the successors. In addition, in continuing the business, support from the family environment is very important for the successor because in addition to being able to provide encouragement, the family environment can also provide a sense of security for the successor to study well because there is still supervision from the family before it is actually managed directly by him. alone.

This research uses quantitative descriptive research. The data analysis technique that will be used in this research is multiple linear regression analysis. The measurement scale used is a Likert scale. Simultaneously or partially there is a significant influence between the variables of knowledge transfer and family environment on business sustainability in Cemara Asri Medan.

Keywords: Knowledge Transfer; Family Environment; Business Sustainability.

INTRODUCTION

At this time, entrepreneurship is not a new thing. The existence of an entrepreneur is very important because they are the drivers of economic development. Over the past few years, entrepreneurship has developed quite rapidly. Advances in technology and science have contributed to encouraging entrepreneurial practices which in turn are able to create the latest product and service inventions.

For an entrepreneur, building a new business is not an easy thing because the entrepreneur must pay attention to various aspects that exist and the opportunities they have in order to successfully maintain the business. Because of the difficulty of building a new business, it has become a must for business owners to get a successor. The problem of family business sustainability from the beginning

is often the business that was painstakingly established by the first generation to be lost in the second or third generation so that for now the sustainability of family businesses has always been a special concern for families.

Every business, including family businesses, definitely wants to survive, especially in the midst of globalization which results in increasingly fierce competition between businesses. The existence of a sustainability strategy will provide a competitive advantage for the business because it will affect every value created in the business. Although continuing a family business looks difficult, if it is managed properly and appropriately, it is not impossible if the family business can survive in the long term.

Medan is one of the largest cities in Indonesia and is the capital of the province of North Sumatra where the city has fierce competition, it is not surprising that there are many businesses which are unfortunate to have to close the curtain. However, there are also many new businesses that continue to develop over time, while the rest are family businesses that have survived from generation to generation. There are various areas in the city of Medan that have many family businesses and one of them is Cemara Asri which has been widely known by various circles of society because it has many business fields in it. In the table above, it can be seen that there are at least 52 businesses run by families where build upon on the initial observations that the researchers did, the business was run well by the family and the initial establishment was the ideas and ideas of the first generation so that it was carried out well by the successors. The sustainability of the family business can occur, of course, due to good processing on the part of the family and has various factors that influence it.

One of the factors indicated to support the sustainability of the business is the transfer of knowledge. The transfer of knowledge from the family is very much needed by business successors because there is a lot of experience and knowledge in running a business that is not yet known by the successors because so far, the successors only look at business management in general. The transfer of knowledge provided by the family and previous management makes the successor of the business more confident in continuing the business because in addition to the knowledge he has from his own learning and experience, the successor also gains experience and knowledge from his family. With the combination of these two knowledges, it will certainly be an added value in advancing their family business. Therefore, it is not surprising that many families try the knowledge of the successor first before actually relinquishing their business to the successor.

Another factor that also provides support for business sustainability is the family environment where the role of the family is very important in growing their interest in entrepreneurship. Education and knowledge of entrepreneurship in the family environment will inspire and encourage their children to become good entrepreneurs. In continuing the business, support from the family environment is very important for the successor because apart from being able to provide encouragement, the family environment can also provide a sense of security for the successor to study well because there is still supervision from the family before it is actually managed directly by himself. This of course made his successors confident that they could succeed in continuing their business and decided to start studying it well.

LITERATURE REVIEW

Definition of Knowledge Transfer

As senior entrepreneurs/leaders have held high positions for a long period of time, and reached retirement age, it leads to the problem of aging of the business's senior management as a whole. At this time, whether the founders will let their family members, or people other than family members take over the business or even appoint professional management to organize the business will not only affect the main areas of business operations in the future, but will also affect the main drivers of their economic development. (Wang et al 2019)

Knowledge Transfer Indicator

According to Sutiah (2019: 18), the components of education that can form patterns of interaction or influence each other are:

1. Purpose
2. Educator
3. Students
4. Material
5. Educational Methods, Media, and Tools

Definition of Family Environment

According to Dinar, et al (2020:33), family circumstances can affect the success of one's business. Tension in family life will reduce one's work productivity. A harmonious family environment in their interactions will help motivate success and increase work productivity.

Family Environment Indicator

According to Lestari (2016: 23), family functioning can be assessed from the following:

1. Family Resilience
There are 3 factors that are key to family resilience, namely:
 - a. Belief system
 - b. Family organizing pattern
 - c. The process of communication in the family
2. Family Strength
There are 6 characteristics for a strong family, namely:
 - a. Have commitment
 - b. There is a willingness to appreciate
 - c. Can gather together
 - d. Develop spirituality
 - e. Resolve conflicts and crises effectively
 - f. Have a rhythm

Definition of Business Sustainability

According to Kurniati (2015: 72), interest in entrepreneurship will be formed if the family has a positive influence on these interests because the attitudes and activities of fellow family members influence each other both directly and indirectly.

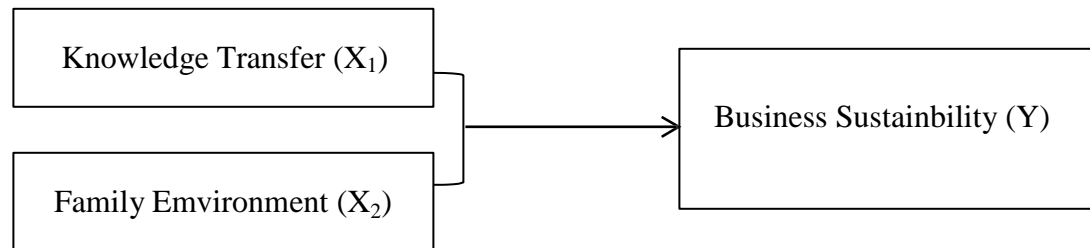
Business Sustainability Indicator

According to Jalil (2013: 53), a person's decision to enter and choose a profession as an entrepreneur is driven by several conditions, including:

1. Confidence Modality
Where the person was born and raised in a family that has a strong tradition in the field of business.
2. Tension Modality
Where the person is in a pressing condition so that there is no other choice for him but to become an entrepreneur.
3. Emotion Modality
Where a person prepares to become an entrepreneur.

Conceptual Framework

Build upon on the description above, the conceptual framework that will be used in the research can be formulated as follows:



- H1: Knowledge Transfer has a positive and significant effect on the Sustainability of Family Business in Cemara Asri Medan.
- H2: Family environment has a positive and significant effect on the Sustainability of Family Business in Cemara Asri Medan.
- H3: Knowledge Transfer and Family Environment have a positive and significant effect on the Sustainability of Family Business in Cemara Asri Medan.

METHODS

Type of Research

The research design used is descriptive quantitative method. The purpose of a descriptive study is to observe, describe and document aspects of a situation that occur naturally, and sometimes serve as a starting point for hypothesis generation or theory development. Descriptive design includes

identification of interesting phenomena, identification of variables in the phenomenon, development of operational definitions of variables, and describing variables. The description of the variables leads to the interpretation of the theoretical meaning of the findings and the development of hypotheses.

Location and Time

This research will be conducted at Maju Bersama, located in Medan Mall at M.T. Haryono No.8 Medan. In February 2020 to June 2020 research time is planned

Population and Sample

The location of the research is the family business of Cemara Asri Medan which is located at Komplek Cemara Asri, Medan. The research time starts from March 2021 to June 2021.

Data Collection Method

Questions are made to related parties on the problem studied through a questionnaire. Likert scale is used to assess respondents responses, the authors uses several question items to measure individual behavior by responding to 5 choice points on each question item.

Validity and Reliability Test

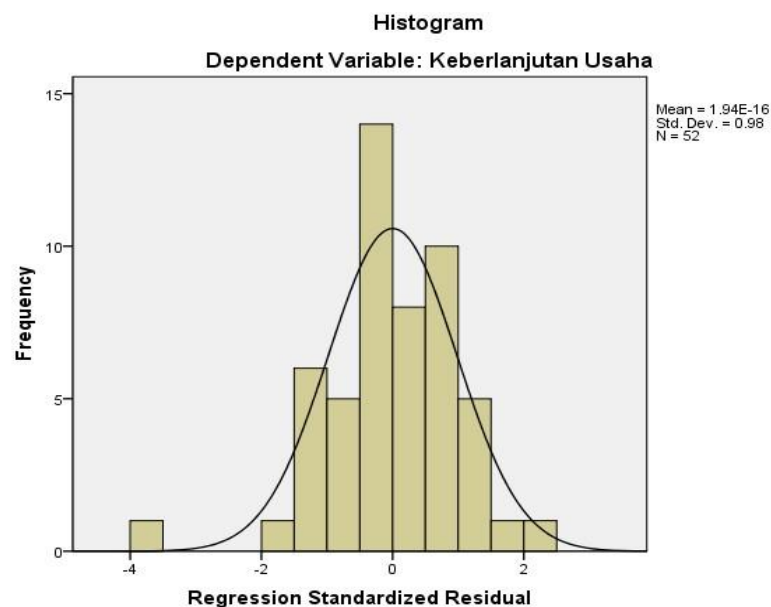
Based on this study, every variable item that tested its validity, all questionnaires have met valid criteria and are eligible for use as questionnaires in future studies. While in the reliability test, all items are reliable variables and can be used as research instruments.

RESULTS

Normality Test

Here are the test results:

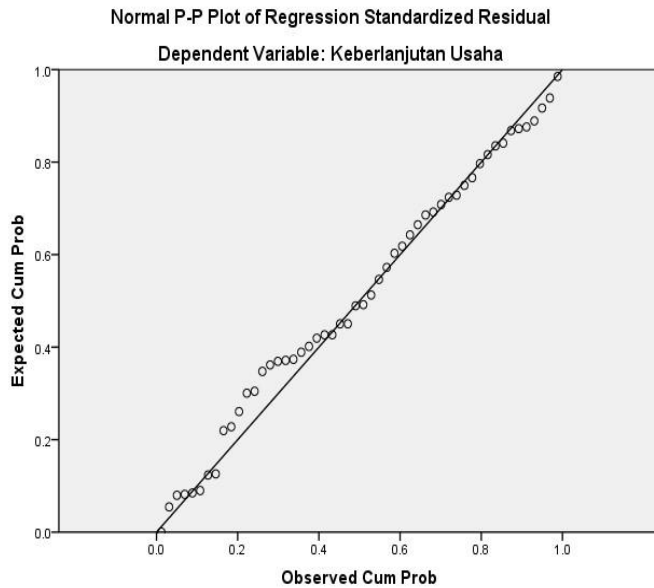
Figure 1. Histogram Graphic



Based on the image above, it can be seen that the line forms a bell, i.e. not to the left or to the right. And this shows that the data is normal distribution and meets the assumption of normality.

Multiple Linear Regression Analysis

Figure 2. Normal Probability Plot of Regression Graphic



In the image above, it can be seen that the data (dots) spread around the diagonal line and follow the diagonal line. So from the image it was concluded that the residual regression model is normal distribution.

Table 1. One-Sample Kolmogorov Smirnov Test

		Unstandardized Residual
N		52
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.99897034
Most Extreme Differences	Absolute	.095
	Positive	.049
	Negative	-.095
Kolmogorov-Smirnov Z		.682
Asymp. Sig. (2-tailed)		.742

a. Test distribution is Normal.

b. Calculated from data. Source: Research Result, 2021

The table above describes the results of the Kolmogorov-Smirnov normality test by proving that the significance value greater than 0.05 is 0.742, it can be concluded that the data is classified as normal distribution.

Multiple Linear Regression Analysis

Table 2. **Multicollinearity Test**

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Knowledge		
	Transfer Family	.399	2.506
	Environment	.399	2.506

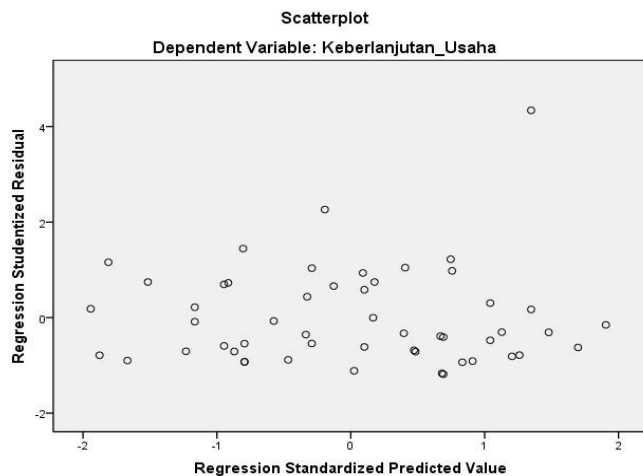
a. Dependent Variable: Business Sustainability
Source: Research Result, 2021

Based on the table above, the test showed that all variables had a tolerance value of more than 0.1 and a VIF value of less than 10 which can be concluded that no problems were found in the multicollinearity test.

Heteroscedasticity Test

Here are the test results:

Figure 3. **Scatterplot Graphic**



Based on the scatterplot graph presented, it is seen that the dots spread randomly and do not form a clear pattern and spread both above and below zero on the Y axis.

Multiple Linear Regression Analysis

Table 3. **Multiple Linear Regression Analysis Test**

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)		
	Knowledge	3.548	1.475
	Transfer Family	.414	.118
	Environment	.373	.073

a. Dependent Variable: Business Sustainability
Source: Research Result, 2021

Based on the equation above, then: Constant (a) = 3,548. Where if there is an increase in knowledge transfer, there will be an increase in business sustainability of 0.414. Likewise with the family environment where if there is an improvement in the family environment, the sustainability of the business will increase by 0.373.

Coefficient Determination

Here are the test results:

Table 4. **Coefficient Determination Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.880 ^a	.774	.765	2.039

a. Predictors: (Constant), Family Environment, Knowledge Transfer

b. Dependent Variable: Business Sustainability

Source: Research Result, 2021

Based on the table above, the coefficient of determination of R Square is 0.765. This shows that the variable ability to transfer knowledge and the family environment explain its effect on business continuity in Cemara Asri by 76.5%.

Simultaneous Hypothesis Test (F Test)

Here are the test results:

Table 5. **ANOVA Test**

Model		F	Sig.
1	Regression	83,873	,000 ^a
	Residual		
	Total		

a. Predictors: (Constant), Family Environment, Knowledge Transfer

b. Dependent Variable: Business Sustainability

Source: Research Result, 2021

Based on the table above obtained the values Of Ftabel (3.19) and significance = 5% (0.05), namely Fhitung (83,873) and sig.a (0.000a). This suggests that the results of the study accepted Ha and rejected H0. Comparison between Fhitung and Ftabel can prove that simultaneously the transfer of knowledge and the family environment has a positive and significant effect on the continuity of business in Cemara Asri.

Partially Hypothesis Test (t Test)

Here are the test results:

Table 6. Coefficient Tes

Model	t	Sig.
1 (Constant) Knowledge	2.406	.020
Transfer Family	3.522	.001
Environment	5.143	.000

a. Dependent Variable: Business Sustainability
Source: Research Result, 2021

Based on the table above, it can be concluded that the price, location, store atmosphere and sales promotion partially have a positive and significant effect on consumer buying interest in The Maju Bersama Medan Mall which can be seen at a thitung value greater than ttabel (2,009) and its significance is smaller than 0.05.

DISCUSSION

Build upon on the finding of the research that has been done, in this discussion the researcher will discuss the effect of knowledge transfer and family environment on business sustainability.

1. The Effect of Knowledge Transfer on Business Sustainability

Build upon on the finding of partial hypothesis testing using the t-test, it is known that the knowledge transfer variable has a value of tcount (3.522) > ttabel (2.009) with a significant level of 0.001 < 0.05 so it can be concluded that there is a partially significant effect between knowledge transfer on business sustainability in SMEs Cemara Asri Medan.

The finding of this study are in line with the opinion of Dinar, et al (2020:33) where when someone works, of course, they need more knowledge about the work they will do. While the experience arises after the individual finds out about the work he does as much as possible. Experienced entrepreneurs are keen to see many ways to develop their business potential.

The finding of this study are in line with previous research conducted by Fitriana and Irhandyaningsih (2019), where the finding showed that the variable transfer of knowledge partially and simultaneously had a positive and significant effect on the sustainability of the family business.

The finding of this study are in line with previous research conducted by Wibisono (2018), where the finding showed that the variable transfer of knowledge partially and simultaneously had a positive and significant effect on the sustainability of the family business.

Transfer of knowledge is very important for MSME entrepreneurs Cemara Asri Medan where the transfer of knowledge determines the level of success that will continue the business so that without good knowledge transfer, business successors need time to evaluate and also seek their own information about the business they will continue.

2. Influence of Family Environment on Business Sustainability

Build upon on the finding of partial hypothesis testing using the t-test, it is known that the family environment variable has a value of $t_{count} (5.143) > t_{table} (2.009)$ with a significant level of $0.000 < 0.05$ so it can be concluded that there is a partially significant influence between family environment on business sustainability in SMEs Cemara Asri Medan.

The finding of this study are in line with the opinion of Jalil (2013: 51), several studies have attempted to reveal the influence of the family environment on the formation of the entrepreneurial spirit. Some of the conclusions found are that children with the first birth order prefer entrepreneurship. Likewise, the influence of parents' work on the growth of entrepreneurial spirit turns out to have a significant influence.

The finding of this study are in line with research conducted by Wiani, et al (2017) where the finding of the study show that the family environment partially or simultaneously has a positive and significant effect on interest in entrepreneurship.

The finding of this study are in line with research conducted by Serving (2017) where the finding of the study show that the family environment and education partially or simultaneously have a positive and significant effect on interest in entrepreneurship.

The family environment is one of the keys for business successors to be successful where a family environment that is full of support and can work well together will generate a special enthusiasm for business successors because family is the most important thing for a person.

3. The Effect of Knowledge Transfer and Family Environment on Business Sustainability

Build upon on the finding of simultaneous hypothesis testing using the F-test, it is known that the variable Knowledge transfer and family environment has a value of $F_{count} (83.873) > F_{table} (3.19)$ with a significance of $0.00 < 0.05$ so it can be concluded that there is a significant effect between the transfe of knowledge and the family environment simultaneously on business sustainability at Cemara Asri Medan SMEs.

The value of R Square (R^2) obtained is 0.765, meaning that the business continuity variable can be explained by the knowledge transfer variable and family environment of 76.5% while the remaining 23.5% is influenced by other factors originating from outside this research model such as behavior, intelligence, self-efficacy, motivation and various other variables.

The finding of this study are in line with research conducted by Agusmiati and Wahyudin (2018) where the finding show that family environment, entrepreneurial knowledge, personality, and motivation partially or simultaneously have a positive and significant effect on entrepreneurial interest and self- efficacy.

The finding of this study are in line with previous research conducted by Wang et al. (2019), where the finding showed that the transfer of knowledge and will variables, either partially or simultaneously, had a positive and significant effect on leader approval and continuous innovation.

In reducing the risk of failure for the successor of the Cemara Asri Medan MSME business, usually business holders will transfer their knowledge to the successors first and give them a training period before actually giving up their business for the successor. Likewise, family support is

very much needed in providing confidence and confidence for successors to be able to succeed in continuing their family business.

CONCLUSION

After discussing the problem of the influence between the transfer of knowledge and the family environment with business sustainability, it can be concluded that:

1. Knowledge transfer has a significant influence on the business sustainability of Cemara Asri Medan SMEs.
2. The family environment has a significant influence on the business sustainability of Cemara Asri Medan SMEs.
3. Knowledge transfer and family environment have a significant influence on the business sustainability of Cemara Asri Medan SMEs.

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