

Measurement Instruments for Superior Product Development: A Case Study of Deli Serdang Cassava in Indonesia

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Received: January 30, 2021 Revised: April 05, 2021 Accepted: April 15, 2021

Abstract

This study is aimed at developing a measurement instrument for the superior product development program of Deli Serdang cassava, Indonesia. This research population is the target population of Deli Serdang Micro, Small and Medium-sized Enterprises (MSMEs) which produces cassava. The sample was randomly selected and consisted of 300 MSMEs. The study method is research and development with confirmatory factor analysis using Amos software. The data collection technique was a questionnaire. Study results used the maximum likelihood method which showed that the validity and reliability instruments met the ideal loading factor value > 0.5 and a significance value of p (0.000). The model built also meets the fit criteria based on the Goodness of Fit Model Standard. All instruments are presented to build and measure the superior cassava product development program by Deli Serdang MSMEs. This superior product development program comprises (1) economic contribution (with a loading factor value of 0.76) (2) social aspects (with a loading factor value of 0.76) (3) cultural aspects (with a loading factor value of 0.99) and (4) institutional (with a loading factor value of 0.87). This result means that all instruments have proven construct validity.

Keywords: Measurement Instrument, Economic Contribution, Development, Superior Products

JEL Classification Code: L15, L26, I23

1. Introduction

Deli Serdang Regency is one of the largest regencies in North Sumatra Province with the capital of Deli Serdang Regency in Lubuk Pakam, Indonesia, known as one district that has a large diversity of natural resources with promising investment opportunities. Major commodities in Deli Serdang Regency are Food Agriculture, Smallholder Plantation, Large Plantation, Marine Fisheries, Aquaculture, Poultry Farming and Tourism. For the Food Crops sub-sector, cassava is one

of the major commodities in Deli Serdang Regency. Cassava is one of the carbohydrate-producing crops and ranks the 3rd largest carbohydrate provider in Indonesia, after rice and corn. This product is very promising and extraordinary, because it can be reproduced into a variety of valuable products (Sousa et al., 2018). This cassava derivative product even has a very promising economic value and is a tradable commodity.

Deli Serdang Regency is great potential regency to develop cassava farming in North Sumatra Province. Deli Serdang Regency is also one region that is preparing itself to carry out regional development to improve the level of welfare. One method used by the government is to develop areas based on Deli Serdang's superior commodities, which involves the role of Deli Serdang MSMEs. The target is to manage the development of mainstay areas to increase the competitiveness of the area and its superior products. Although from the available supporting factors such as infrastructure, the level of productivity of cassava, availability of land and mastery of technology for farmers, the great prospect expected of cassava cultivation and Agro-industry could not increase the income of the farmers and Agro-industry entrepreneurs or cassava MSMEs.

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Therefore, it takes a variety of efforts from all relevant stakeholders to encourage the cassava Agro-industry development which will increase the income of the population and regional income (Bizzuti et al., 2021; Peuo et al., 2021).

MSMEs empowerment by the Regional Government is superior commodities use, which by definition are the mainstay commodities of an area that have the potential to be developed and have profitable market potential. Even superior commodities can be a source of income for farmers/entrepreneurs who support regional economic movements (Antara et al., 2011 and Potluri et al., 2020). Sukesti and Iriyanto (2011) also stated that the development of superior commodities and the development of MSMEs are effective strategies for developing regional economies.

Therefore, an accurate measurement instrument is needed as a predictor to build a variable of superior product development for the superior commodity of cassava in Deli Serdang so that developing this superior product can achieve the desired target, specifically an increase in the income of Deli Serdang MSMEs. In order to develop this superior product successfully, it requires measuring tools that are precise and meet the requirements, specifically the correctness of the construct validity and reliability. This validity test relates to the group being measured because it will only apply to the group being tested or can apply to other groups but with the same conditions and characteristics (Suryabrata, 1984; Ginting et al., 2019).

The testing model that is comprehensive in testing the validity of the constructs in this study used is confirmatory factor analysis. This analysis is used with a structural equation model which is simply done by correlating the item scores with the total scores for test kits that have been tested first. (Ferdinand, 2006). All determined factors to be a predictor instrument for superior products development in Deli Serdang are theoretically proven to measure and build variables of superior product development for Deli Serdang cassava. Even statistically all factors have the appropriate significance to form a positive and strong relationship with superior products development.

2. Literature Review

2.1. Leading Sectors and Commodities

The leading sector is usually associated with a comparison, be it a regional, national or international comparison. A region will have superior sectors if the region can win the competition in the same sector as other regions so that it can produce exports (Suyatno, 2000, Muda et al., 2020). The leading sector is confirmed to have greater potential to grow faster than other sectors in an area, especially the presence of supporting factors for the superior sector, namely capital accumulation, absorbed labor growth, and technological

progress. The creation of investment opportunities can also be done by empowering the potential of the leading sectors owned by the region concerned (Rachbini, 2001).

2.2. Featured Commodities

According to the Agricultural Research and Development Agency, superior commodities are mainstay commodities that have a strategic position to be developed in an area whose income is based on various considerations both technically (soil and climate conditions) as well as socio-economic and institutional (mastery of technology, resource capability, people, infrastructure, and local socio-cultural conditions) (Pertanian, 2003). According to Rachman (2003), what is meant by superior commodities are mainstay commodities that have a strategic position to be developed in a region. This strategic position is based on technical (soil and climatic conditions), socio-economic and institutional considerations that the availability and capability of resources (natural, capital and human), to produce and market all commodities that can be produced in an area simultaneously are relatively limited.

2.3. Excellent Product Development

Nainggolan & AritonangJohndikson, (2012) Agricultural Development Based on Leading Commodities in the Context of Sustainable Development (Case Study of Humbang Hasundutan District), the results obtained show that the superior food commodities are in Humbang Hasundutan Regency; lowland rice, maize and peanuts, agricultural development that focuses on superior commodities will create agriculture that is appropriate, economically valuable, socially acceptable and environmentally friendly. Sustainable agriculture will increase environmental sustainability through conservation of soil, water and plants. Sukesti, (2011) Empowerment of SMEs: Increasing Export Leading Commodities of SMEs in the Context of Regional Economic Development (Study on SMEs in Central Java), research results show that Central Java commodity exports in 2010 grew 30.34%, reaching total exports of US \$3,868.59 million. The growth rate is higher than in 2005–2009 which averaged 1.27%. Almost 50% of the contribution of commodity exports from SMEs is US \$1,911.04 million. Central Java's leading export commodities include wood products, wood products, garments, textiles and processed food.

3. Method

The research sample was 300 MSMEs from Deli Serdang, which developed superior cassava products. This type of study is considered as research and development study to determine the measurement instrument for the variable development of superior cassava products in

Deli Serdang. Measurement of variables aims to get the validity and reliability of indicators that measure or develop variables for superior product development of cassava. I collected data using a questionnaire. The data analysis technique is the confirmatory factor analysis (CFA) test with a simple method of construct validity by (1) discussing confirmatory factor analysis as part of the structural equation model to test the construct validity of superior product development (2) testing the construct validity with the equation model structural using empirical test data on superior product development variables. The analysis tool is AMOS software.

4. Results and Discussion

4.1. Result

4.1.1. Descriptive statistics

The actors of MSMEs Cassava producers are dominated by male entrepreneurs (54.9%), with the largest age range 40–49 years (37%). They have relatively low education, namely, high school education (56.3%). There are more cassava processing entrepreneurs who only have high school education because after finishing school they prefer to open small businesses to take advantage of their regional potential, namely cassava, which is widely found and is easy to grow in Deli Serdang.

4.1.2. Validity Test

Validity testing uses the product-moment correlation technique by correlating the score of each item with the total score. Valid or invalid criteria is if the correlation r is less than the value of r table with a significance level of $\geq 5\%$, it means that the question item is invalid (Indrayani et al., 2019). The validity test out on all construct items that represent the superior product development variables show in Table 1 as a follows.

Based on Table 1, 4 question items from the variable of superior commodity development are stated valid because the Sig-2 tailed value < 0.05 , then next test will use all questions for these variables.

Table 1: Validity Test of the Leading Commodity Development Factors Variable

Variable	r-count	Sig-2 tailed	Information
Y1.1 Item1	0.647**	0.000	Valid
Y1.2 Item2	0.671**	0.000	Valid
Y1.3 Item3	0.991**	0.000	Valid
Y1.4 Item4	0.930**	0.000	Valid

4.1.3. Reliability Test

The results of the reliability test also show that the items on the superior product development variable are reliable to represent the measurement instrument for the superior product development variable. It is known because the value of the Sig-2 tailed $(0.000) < 0.05$ (Indriyani et al., 2019).

4.1.4. Confirmatory Factor Analysis (CFA) Test Result

This study tested the measurement instruments of the superior product development variables perform by Deli Serdang MSMEs. This measurement comprises factors (1) economic contribution (2) social aspects (3) cultural aspects (4) institutional.

Figure 1 shows that superior products development is measured by several factors, including (1) economic contribution (y1), (2) social aspects (y2) (3) cultural aspects (y3) (4) institutional (y4). This research model is then tested for the suitability of the model, so the model is fit with the Goodness of Fit Index model in Table 2:

The data is presented in Table 2 above. The superior product development model has the appropriate measuring

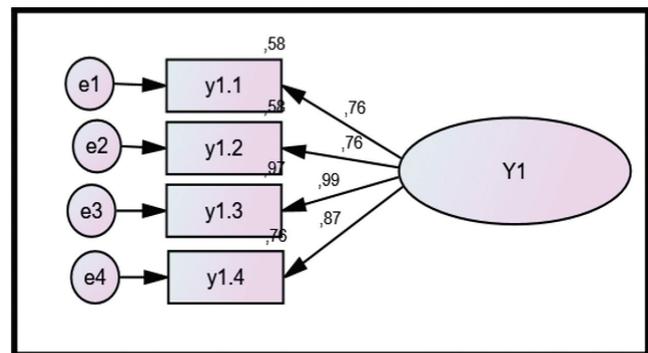


Figure 1: Superior Commodity Development CFA Test

Table 2: Goodness of Fit Index

Goodness of Fit Index	Cut-Off Value	Analysis Results	Evaluation Model
χ^2 - Chi-square	Expected to be small	52.345	Fit
Probability	≥ 0.05	0.025	Fit
RMSEA	≤ 0.08	0.050	Fit
GFI	≥ 0.90	0.955	Fit
AGFI	≥ 0.90	0.920	Fit
TLI	≥ 0.90	0.955	Fit
CFI	≥ 0.90	0.972	Fit

Table 3: Result of Regression Weight Test for Superior Commodity Development

	Estimate	P	Outcome
Economic Contribution → Superior product development	0.763	***	Significant
Social Aspect → Superior product development	0.759	***	Significant
Culture Aspect → Superior product development	0.986	***	Significant
Institutional → Superior product development	0.873	***	Significant

instrument so that the model formed shows conformity with the goodness-of-fit index. All factors that used as a predictor instrument for superior product development are stated as fit models, the factors raised are capable of measuring the variable development of superior cassava products in Deli Serdang.

Testing this instrument does not end here, the next step is to test the significance of each relationship between the factors that are a predictor instrument with the superior product development variables. This significance relationship is shown in the following results of the regression weight test:

The results of the confirmatory test show that all predictor instruments that build the superior commodity development variable for cassava in Deli Serdang have an estimated value that meets the loading factor value > 0.30 . These values describe as follows:

1. Economic contribution can significantly measure the variable of superior product development with a significance value (0.000) and a factor loading value (0.763).
2. Social aspects can significantly measure the variable of superior product development with a significance value (0.000) and a loading factor value (0.759).
3. Cultural aspects can significantly measure the variable of superior product development with a significance value (0.000) and a loading factor value (0.986).
4. Institutional can significantly measure the variable of superior product development with a significance value (0.000) and a loading factor value (0.873).

All the factors that become benchmarks for superior products development for the development of cassava as Deli Serdang's superior product are structurally effective because they meet the requirements for the loading factor value.

4.2. Discussion

Analysis results using the confirmatory factor analysis technique show that all the factors that build and measure the variable of Deli Serdang's superior product development meet the loading factor values which are the construct validity value. Economic contribution factors, social aspects, cultural and institutional aspects can be a predictor instrument that builds superior products development in Deli Serdang,

which then uses as a strategy for increasing the income of Deli Serdang MSMEs. The increase in the income of Deli Serdang MSMEs will certainly support the improvement of Deli Serdang's economy.

The cultural aspect is the factor that has the greatest influence on developing superior cassava products in Deli Serdang. Cassava as a superior product which is part of Deli Serdang's superior commodity has become a daily part of the life and is the pride of the people of Deli Serdang. Local economic development is one strategy for overcoming poverty and overcoming regional inequality. This local economic development strategy is based on the characteristics of the local economy belonging to the region in which maximumly uses regional resources (Fauzi et al., 2019). This economic development must be based on superior regional products.

The selection of regional potential as a superior product of cassava is expected to encourage MSME players to get more involved in the agricultural product processing industry (Agro-industry) which can introduce Deli Serdang further outside the Deli Serdang area through its typical cassava food. At the same time this industrial development process that uses superior products will help develop the local economy, there is a process for the public, business and community sectors working together to create better conditions for economic growth and job creation (Sovacool et al., 2016; Tambunan et al., 2018). This superior product development must provide an economic contribution to the region, with the development of MSMEs that use local culture and wisdom, the potential of the region based on good commitment and coordination between local governments, entrepreneurs and non-business institutions and local communities with positive and real support towards the development of human resources (training), technology, information, access to funding, assistance with access to marketing, access to capital must be fulfilled (Sukesti & Iriyanto, 2011).

Kusdiana and Gunardi, (2014) in their research stated that superior commodities development is the addition of added value and high selling value to their processed products, which requires a strategic role in the production process that involves the role of capital, infrastructure, technology, human resources as labor, raw materials and additives (Lee, 2014). Then there is the availability of a market that is under

consumer demand so that the product can be accepted, the existence of a potential market that makes products with high selling value will make the sales of processed products in large numbers and will increase the income of MSMEs in Deli Serdang Regency.

Regional superior products are the special focus of local governments by issuing the Minister of Home Affairs Regulation (Permendagri) Number 9 of 2014 concerning Regional Superior Product Development. The formation of superior products of MSMEs in the Agro-industry sector contributes to regional economic development and growth (Fasyah et al., 2016). Rahmanta (2015) stated in his research that the agricultural sector is a basic sector for economic improvement which contributes greatly to regional GDP, indicated by a larger LQ value. The LQ method is useful for determining whether the agricultural sector in each district is a leading or non-superior sector. This method is used by the government to determine the agricultural sector with excellent potential products to be developed so that in the end it will create economic growth in the area.

Superior product developments can increase competitiveness by developing the local economy. Local or localization connotes a limited area, where the use of various natural, human, social, physical, technological and institutional resources can be increased more intensively and interactively to increase local economic activities and a more prosperous level of life for local communities (Pramono, 2016). Research by (Zega et al., 2013) states that the potential of this agroforestry crop is contributing to community income, however, the local community still does not pay attention to agroforestry management. The results of his research prove that these agroforestry plants consist of salak, avocado, palm sugar, chilies, cloves, durian, maize, peanuts, coconut, hazelnut, coffee, turmeric, mango, petai, areca nut, banana, lemongrass, cassava and firewood has an economic value giving the largest contribution to people's income.

The cultural aspect has become a hereditary habit of the development or cultivation of certain products, which greatly determine the development progress of superior product development. This is in line with the conclusions presented by Sukesti & Iriyanto (2011) that product development through SME development must be carried out under the local culture and potential of the region concerned and is based on solid commitment and coordination between local governments, business people and non-business organizations and local communities by providing positive and tangible support in form of human resources, technology, and information, access to funding and marketing assistance development. One of the important factors is Capital. It is the foremost vital figure in agriculture particularly related to generation input and labour taken a toll. In other words, the presence of capital exceptionally decides the level or kind of innovation connected. Need of capital causes a need of input given so as

to cause a chance of disappointment or moo yields that will be acknowledged by agriculturists (Rahmanta, 2018).

The existence of the creative industry, where there are often differences in understanding of cultural products and creative products, will determine creativity for goods and services. The concept of cultural products here is articulated as a cultural representation that exists and accepted in society, it can also be a cultural product that has value for the society. The choice of plant types is based on the preferred economic value and high price, besides that these plants are also in accordance with the soil conditions of the area. Further analysis of the profitability and feasibility of the business is required (Gaol et al., 2015).

Institutions play an important role in superior product development. The government authorized institutions act as a catalyst, stimulator and regulator which is no less important in producing superior product development. The ability to use existing resources to design and develop the regional economy with an emphasis on development policies based on the specificities of the region concerned by using the potential of human resources, natural resources, financial resources and even institutional resources.

Identification of superior products in the regions cannot be separated from the concern of elites in the regions. This means that regional elites need to determine the direction of regional economic policy in the regions. The choice of local economic development strategy application is crucial to economic decentralization and regional autonomy. Regional autonomy also impacts regions to develop their ability to manage the production, allocation and distribution of several resources into a superior local product that is locally, regionally and internationally competitive. The program is part of a regional development strategy based on the concept of regional economic development (Duncan, 2017); (Feldman, 2014). Cassava as an agricultural product is quite a lot in Deli Serdang, making cassava the government's choice as a superior product for Deli Serdang.

One strategy that can be used in regional economic development through the agricultural sector in the current regional autonomy era is through regional superior commodities development. We expect regional development based on superior commodities to spur the growth of an area which can increase people's income. Utilization of the potential of superior and potential areas in an optimal and integrated manner is a requirement that needs to be considered so that they can achieve the welfare and prosperity of the community (Arsyad et al., 2011).

5. Conclusion

Based on confirmatory factor analysis results, (1) economic contribution (2) social aspects (3) cultural aspects and (4) institutional aspects prove the validity of the construct

as a predictor and measuring instrument for superior product development variables for superior commodity cassava Deli Serdang. This means that all factors are accepted as factors that build and support the successful development of superior products for Deli Serdang cassava, which will help increase the income of Deli Serdang MSMEs in particular and support the economic development of the Deli Serdang area.

Banks should disburse financing for cassava MSMEs which have the potential to be developed into superior export products and carry out promotions and marketing activities for superior products so that their products can be known to the interested parties and allow for future development. The reason for prioritizing a regional superior product is; (1) can absorb a lot of labor (2) the production value is high or high (3) the image of the product is a trade mark for the region. From the priority regional superior products can then emerge the main superior products.

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