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The Influence Innovation of Product to Entrepreneurship Development of Embroidery Small Industry Tasikmalaya - Indonesia

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ABSTRACT

The aims of the study to know the role of product innovation has an effect on the development of entrepreneurship of small embroidery industry in Tasikmalaya City - Indonesia. The research method used population technique and sample. This research used Probability sampling technique with Simple Random Sampling and used primary and secondary data. Technical data analysis using validity test, reliability test, descriptive statistical analysis, simple linear regression analysis, correlation analysis and hypothesis testing. The results showed that the variable role of product innovation in entrepreneurship development has an effect. The results of the analysis, we get a correlation of 0.692 which means there is a strong relationship between the role of product innovation in the development of entrepreneurship of small embroidery industry in Tasikmalaya - Indonesia. In simple linear regression analysis shows the value of 0.700, which means 70.0% is the influence of the role of product innovation and the other 30% are other factors. From t-table can be interpreted the biggest t value is the role of product innovation, t value = 1.760 and significance value = 0.090, can be concluded it significantly affect the entrepreneurial development.

Key Word: *Innovation, Product, Entrepreneurship*

1. INTRODUCTION

I.1 Research Background

The existence of small industries is often associated with businesses run by lower classes, limited skills, traditional technology, and the need for government assistance due to the fragility of their business. But on the other hand, small industries can be seen as the backbone of the people's economy. Because the activities directly touch the needs of people, especially the small people. Not all production activities can be carried out efficiently and effectively through large-scale enterprises. That is why in many advanced industrialized countries, the existence of small-scale enterprises becomes absolute (soekmono, 1990). In advanced industrial societies, more than 90% of businesses are small businesses (pompe, op-cit, 1990). The existence of small industry is very important for the economic stability of a country (lennox, 2013: 84). This industry has a role in facilitating the development of the global economy, as it is seen as an important contributor to the transition to a market economy, through a process of creativity, promoting technology, organizational and innovation, employment creation, income generation, economic competitiveness, and other aspects of social development in general, and industrial expansion in particular (zamberi, 2013: 217-218).Most developing countries have not been able to provide decent jobs for the workforce in general, whether in terms of income levels or from job suitability to skills. Small industries have taken an important place in employment and employment issues in developing countries. The economies of asean countries, not apart from the state of indonesia. In the indonesian economy, there is no arguing that small businesses occupy strategic positions. Because it can serve as a means of growth as well as equity, as the main goal of development. (supriyono, jakarta 1990).

Tasikmalaya city is one of the largest embroidery and embroidery production center in indonesia. The development of small and medium industry centers Tasikmalaya embroidery and embroidery has historically been running for a long time.

The following data recapitulation development of small industries embroidery Tasikmalaya city year 2011-2015: most developing countries have not been able to provide decent jobs for the workforce in general, whether in terms of income levels or from job suitability to skills. Small industries have taken an important place in employment and employment issues in developing countries. The economies of asean countries, not apart from the state of Indonesia. In the Indonesian economy, there is no arguing that small businesses occupy strategic positions. Because it can serve as a means of growth as well as equity, as the main goal of development. (supriyono, jakarta 1990).

Tasikmalaya city is one of the largest embroidery and embroidery production center in indonesia. The development of small and medium industry centers Tasikmalaya embroidery and embroidery has historically been running for a long time.

The following data recapitulation development of small industries embroidery Tasikmalaya city year 2011-2015:

Tabel 1.1 Data Recapitulation Development of Small Industry Embroidery Tasikmalaya City Year 2011-2015

Product Featured		Embodiery	a. Micro	b. Small	c. Medium	d. Big
Business unit	2011	1221	638	525	58	0
	2012	1250	639	542	69	0
	2013	1281	641	558	82	0
	2014	1315	643	585	87	0
	2015	1356	644	610	102	0
Production Value (Rp billion)	2011	664.38	90,240	38,074	19,339	0
	2012	727.56	90,447	40,926	227.85	0
	2013	799.99	90,801	425.54	283.65	0
	2014	891.76	91,086	471.07	329.60	0
	2015	977.61	91,305	502.98	383.32	0
Labor	2011	11,881	3,909	6,767	1,205	0
	2012	12,208	3,914	6,946	1,348	0
	2013	12,506	3,922	7,043	1,541	0
	2014	12.90	3,928	7,355	1,624	0
	2015	13.36	3,938	7,573	1,855	0

Source: Tasikmalaya City Industry and Trade Office in 2016

Based on Table 1.1 describes the potential that exists in the embroidery industry Tasikmalaya city, so that the commodity embroidery Tasikmalaya city can still exist in the market both domestically and abroad is very important to make innovation. Constraints Tasikmalaya embroidery crafts that still have problems among them; Tasikmalaya city embroiders often have difficulties in terms of a creative and innovative workforce; upper middle market has not been utilized; raw material prices continue to rise; the craftsmen have not realized right about the importance of innovation in the form of design, variant and technical embroidery.

In this regard, continuous coaching and development are essential for the Tasikmalaya city embroidery industry, in anticipation of the tight competition dynamics. Especially with the ease of outsourcing products into the indonesian market, our products get a pretty heavy challenge, for example, the coming of relatively cheap chinese embroidery products with a quality that is not inferior to our embroidery products. This thinking encourages researchers to study the analysis of the role of product innovation in entrepreneurship development.

I.2 Problem Formulation

Based on the research background, the researcher limits the scope of the research by identifying the problem as follows:

1. How is the relationship of product innovation in entrepreneurship development small embroidery industry in tasikmalaya city - indonesia.
2. How is the effect of product innovation in entrepreneurship development small embroidery industry in Tasikmalaya City - Indonesia.

I.3 Research Objective

1. To know the relationship of product innovation in entrepreneurship development Small industry embroidery in Tasikmalaya City - Indonesia.
2. To know the effect of product innovation in entrepreneurship development Small embroidery industry in Tasikmalaya City - Indonesia.

I.4 Research Usability

Expected to increase the knowledge of the problems that occur especially about the role of product innovation in entrepreneurship development Small embroidery industry in the City of Tasikmalaya - Indonesia.

2.LITERATURE REVIEW

2.1 The concept of Entrepreneurship

The more people realize their dream to choose and run their own business, interest in entrepreneurship is always high. The future of entrepreneurial activity looks very bright, just look for these two decades more and more entrepreneurs are launching the business. As Ferrel et al. (2014: 150) noted, "Entrepreneurship is the process of creating and managing a business to the desired objectives (Profit, Achievement, and Sustainable)". Entrepreneurship occurs when an individual develops a new company, a new approach to an old business or a unique way of developing a marketing place for a product or service through the use of new resources in risky conditions (Steinhoff & John F Burgess, 1993: 4). Then entrepreneurship is the creation of a new organization (company) (Steinhoff et al., 1993). Thus the concept of "entrepreneurship" shows the activity or what is done by the entrepreneur individually.

As noted above, many definitions of entrepreneurs, but essentially implied in them about "behavior" as follows: 1). Creation: Creation / starting a new business.; 2). Innovation: Renewal of a new product, process, market, material, or organization; 3). Risk assumption: Business owners bear the risk of possible loss or business failure.; 4). General Management: Business owners guide business and allocate business resources.; 5). Performance goals: High growth rates and/or expected profit. (Hatten, Timothy S, 1997: 31).

Byrd & Leon C. Megginson (2013: 10) points out (2013: 10) that: "... the entrepreneur starts and manages the business for many reasons, including achievement, profit, and growth. Such a person is characterized by innovative behavior and will employ strategic management practices in the business ". Or, "The goals of an entrepreneur include achievement, profit, and sustainable, achieved through innovation and strategic management". If so, the person who started the business is an entrepreneur, or founder or owner, in order to gain the achievement, profit, and sustainability. Entrepreneurs who do the activities, which is done in the creation and management of business, where entrepreneurial behavior includes individual activities related to maintenance and changes in continuous operation (innovation) of the organization that has been established, in the achievement of business goals of achievement, profit and continuous (sustainable).

2.2 Innovation Concepts

According to the dictionary of innovation means "as change", this term comes from the Latin - in and novare - meaning "to make something new", to change. Which means "making something new". It can be assumed that innovation is the process of turning opportunities into new ideas and applying these ideas into common practice. Innovation is the successful exploitation of new ideas (Tidd and Bessant, 2014: 19).

Innovation is the change in the thought process of doing something or the useful application of new inventions or discoveries. It may to incremental emergency or radical revolutionary change in thinking, products, processes or organization. Innovation is a change in the thinking process of doing things. (Wikipedia, 2010 in Bessant and Tidd, 2011: 19). The word innovation refers to an emergent incremental change or radical and revolutionary change in thinking, products, processes, or organizations. Innovation is a process by which organizations use their resources and competencies to develop new products and repair products or seek better ways to produce these products and then increase their effectiveness (Jones, 2010: 385). Product innovation is the result of the development of new products by a company or industry, whether existing or not. From the old product that has reached the saturation point in the market, it takes an innovation to replace the old product. "Releasing innovative new products and increasing customer loyalty" (Hisrich et al; 2013: 102)

Product innovation consists of four types (Schaper et al., 2014; 60;Machfoedz, 2004:24) : (1) Creative Discovery of a new product, service or process that has never been done before; (2) Development, constituting a change of goods, improvement of a product, service or pre-existing process; (3) Duplication, imitation of an existing product, service or process, but duplication efforts are not merely imitative but add a creative touch to improve the concept to be more able to win the competition; (4) Synthesis, is a combination

of existing concepts and factors into a new formula. This means that innovation involves taking a number of new ideas or products that have been discovered and shaped to be products that can be applied in new ways.

2.3 Innovation in Entrepreneurship

Entrepreneurship is a human characteristic that combines structure with great desire, planning with vision, tools and how to use those tools, strategies with how energy to execute and consideration with risk-taking tendencies. (Bessant & Tidd, 2011: 11). The idea of entrepreneurship is what encourages innovation in creating value, in this case, there are three core managing innovations. Here's an explanation below:

1. "Innovation" is a process that can be organized and managed, whether it is in a new business (start-up venture) or renewing business that is 100 years old.
2. "Entrepreneurship" is the motive force to propel this process through the efforts of individuals who are desirous, the cultivated team and the network (network) focused.
3. "Value creation" as the goal of innovation, whether it is in financial value, employment or growth, sustainability or improvement of social welfare.

Innovation encourages entrepreneurship to create social and commercial value throughout the life cycle in business. Peter Drucker (1985) says: "Innovation is the specific tool of entrepreneurs, the means by which they exploit change as an opportunity for a different business or service. It is capable of being presented as a discipline, capable of being learned, capable of being practiced ". (Bessant & Tidd, 2011: 10). Then, Innovation as a core Business process (Tidd & Bessant 2014: 59). Because of the importance of innovation. Daft, (2007: 278) states "innovate or perish". What to know about managing Innovation and Entrepreneurship? *Business innovative is a business that lives and stretches 'outside of the box'. It's not just about a good idea, it's a combination of good ideas, motivated staff, and an instinctual understanding of what your customers want.* (Richard Branson, 1998 in Bessant and Tidd; 2011: 17).

If you want to be successful in managing innovation, you need to do the following:

1) Understanding what we will manage the better understanding of what an innovation process is, the more likely it is that the structure that will create to create innovation will actually work.
2) Understand what key (key) messages make innovation management process successful.
3) Having a clear purpose and direction - the innovation formation strategy we create works well.
4) Recognizing innovation is a moving target - managing innovation equals dynamic development capability.

Innovation means, not just at the level of industrial endeavor, but increasingly a source of national economic growth. Economist William Bernard mentions that "in fact, all the economic growth that has occurred since the 18th century can ultimately be associated with innovation". Innovation is an important part of a national economic policy. The UK Department of Science and Innovation sees innovation as "a modern economic motor, turning ideas and knowledge into products." (Tidd & Bessant, 2014: 5). Companies that do not invest in innovation put their company's future at risk of failure, their business is unlikely to flourish, and they can not possibly compete if they do not seek innovative solutions to emerging problems. The concept of capability in innovation management is very important in entrepreneurship development, but often also raises the question of how this concept continues to be developed especially in business. In this case, should involve learning process in business.

Based on the above theory, the next researcher put forward a research framework that describes the relationship between research variables as shown in the picture below:

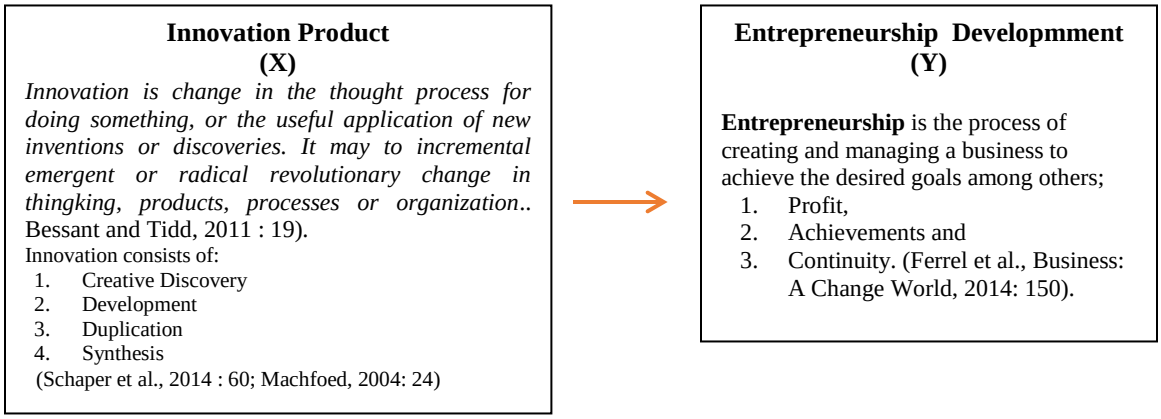

Figure 2.1
Framework of the Research
Source: Source: processed by researchers in 2016

2.4 Hypothesis

H0 = Can not influence between product innovation in entrepreneurship development Small embroidery industry in Tasikmalaya City - Indonesia.

H1 = Product innovation has a positive and significant impact on entrepreneurship development.

3. RESEARCH METHODOLOGY

The research method used population technique and sample. Sempling technique used is Probability sampling with simple Random Sampling. The population in this research is the embroidery industry entrepreneur unit in Tasikmalaya City 1. 356 people. In determining the number of samples, researchers used the Slovin formula in Husein Umar (2008: 78) as follows:

$$n = \frac{N}{1+Ne^2}$$ with e = 10%.

The number of samples taken as many as 100 respondents, the number of questionnaires spread as much 120. Techniques of data collection and information are done through interview techniques, observation, questionnaires and study literature. Technical data analysis using validity test, reliability test, descriptive statistical analysis, simple linear regression analysis, correlation analysis and hypothesis testing. (Priyatno, 2008: 99). Variables examined in this study include independent variables of product innovation (X) and dependent variable (Y) Entrepreneurship development. Ordinal scale as explained that the distance data of one with the other is not the same (Sugiyono, 2012: 70).

4. DISCUSSION

4.1 Data Discriptive Analysis

a. Product Innovation Variable

1. Dimensional of Invention Creation

After conducting a descriptive analysis of the indicators included in the inventive dimension of the invention, the following conclusions can be drawn:

Table 4.1 Dimensions of Creative Discovery

	Identification Capabilities	Accuracy of estimation	Dexterity	Responsible
Total	69%	63%	62%	57.0%

Source: processed by researchers in 2016

Table 4.1 can be concluded that the indicator of identification ability included in the dimensions of the invention of creation has the highest approval rate of 69.0%, with good enough category. In because there are some shortages of entrepreneur/craftsmen in the dimensions of the invention of a new product creation that has never been done, of course, by improving the performance of entrepreneurs/craftsmen in the invention of creations, in order to fit even exceed expectations in want.

2. Development Dimensions

After doing a descriptive analysis of some indicators included in the development dimension, it can be drawn the conclusion as follows:

Table 4.2 Development Dimensions

	Technical	Design	Manufacture
Total	84%	98%	62%

Source: processed by researchers in 2016

Table 4.2 can be concluded that the Design indicators included in the development dimension have the highest approval rate of 98%. Entrepreneurial innovation in the development dimension is expected to continue through the reduction, addition, and improvement of a product or service or pre-existing process in accordance with market development and demand.

3. Dimensional Duplication

After conducting a descriptive analysis of several indicators included in the duplication dimension, the following conclusions can be drawn:

Table 4.3 Dimensional Duplication

	Mimics identical	Better clarity and firmness	Substitute for raw materials
Total	68%	99%	87%

Source: processed by researchers in 2016

Table 4.3 can be concluded that the better clarity and assertiveness indicators included in the duplicate dimension have the highest approval rate of 99.0% included in the excellent category. While the lowest percentage is in the identical imitative indicators because the entrepreneur's own embroidery industry also wants the strength of its products through quality as well and has the characteristic to be able to compete in the market.

4. Synthetis Dimensions

After conducting a descriptive analysis of several indicators included in the sentimental dimension, the following conclusions can be drawn:

Table 4.4 Synthetis Dimensions

	An existing and a new combination	Correct Use of Improvement
Total	75%	45%

Source: processed by researchers in 2016

Based on Table 4.4 it can be concluded that the existing and new combination indicators are included in the synthesis dimension, which has the highest approval rate of 75.0% included in the good category, while

the correctness of the improvement of the bad repair. Because entrepreneurs do not want to take high risks, with the improvement of course requires a high cost, plus the lack of expertise in using technology such as computer embroidery machines, because there are still many applications that are less understood by entrepreneurs ultimately back to the traditional or manual in embroidery industry work in City of Tasikmalaya. In this synthesis dimension is a process that involves taking a number of new ideas or products that have been discovered and shaped so that it becomes a product that can be applied in a new way.

Table 4.5 Table Product Innovation(X)

	Creation	Development	Duplication	Synthesis
Average	62.7%	81.3%	84.6%	60%

Source: processed by researchers in 2016

Based on the descriptive analysis, it can be concluded that the duplication dimension has the highest approval rate of 84.6% (average per-indicator count). This is in line with observations and results Interview that small entrepreneurial industry embroidery in the City Tasikmalaya not want to speculate and take high risks, especially radical changes, which require cost and time.

b. Variable of Entrepreneurship Development (Variable Y)

5. Profit Dimension

Table 4.6 The level of sales revenue minus business expenses.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	32	32.0	32.0	36.0
	4	64	64.0	64.0	100.0
	Total	100	100.0	100.0	

Source: SPSS Program Output (processed by researchers in 2016)

Based on Table 4.6 the sample of entrepreneurs who disagree is 4 or 4.0% equal to% validity, that is 4.0%. The same% and% valid values indicate that all data is valid. Cumulative% for those who disagree is 4.0%. Entrepreneurs who consider 32 or 32.0% equal to% valid. Entrepreneurs who consider agree 64 or 64.0% equal to% valid. As a result of% sum disagree,% enough,% agree or 4.0% + 32,0% + 64,0% = 100%. Thus, the cumulative% sample to the category strongly agree is 100%.

Tabel 4.7 Profit Dimension

	The sales rate is less business expenses.
Total	64%

Source: processed by researchers in 2016

Based on the table table 4.7 the largest percentage is in the assessment agreed as much as 64.0% into the category quite well. Because of some indicator questions The level of sales results minus business expenditure on the pofit dimension of average respondents rate product innovation is still in the category enough, which resulted in the development of entrepreneurship with indicators of the level of sales results minus business expenses are in the category enough too.

1. Dimension of Achievement
   1) Level of Satisfaction

Table 4.8 Level of Satisfaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	6.0	6.0	6.0
	4	66	66.0	66.0	72.0
	5	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

Source: processed by researchers in 2016

Based on Table 4.8 entrepreners who feel enough 6 or 6.0% equal to% valid, ie 6.0%. The same% and% valid values indicate that all data is valid. % cumulative for those who feel enough is 6.0%. Entrepreneurs who consider agreeing 66 or 66.0% equal to% valid. Entrepreneurs who consider strongly agree 28 or 28.0% equal to% valid. As a result of the sum of% enough,% agree or 6.0% + 66.0% + 28.0% = 100%. Thus, the % cumulative sample to the category strongly agree is 100%.

Table 4.9 Dimension of Achievement

	Satisfaction Level
Total	66%

Source: processed by researchers in 2016

Table 4.9 The largest percentage is in the agreed assessment as much as 66.0% included in the category is quite good. This means that the level of entrepreneurial satisfaction of small industry embroidery Tasikmalaya City enough known by the public.

2. Dimension of Sustainability

1) Growth level

Tabel 4.10Questioner of Growth level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	4.0	4.0	4.0
	3	28	28.0	28.0	32.0
	4	65	65.0	65.0	97.0
	5	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Source: SPSS Program Output (processed by researchers in 2016)

Based on Table 4:10 sample of entrepreneurs who do not agree amounted to 4 or 4.0% equal to% validity, that is 4.0%. The same% and% valid values indicate that all data is valid. The cumulative% for those who feel quite is 4.0%. Entrepreneurs who consider agreeing 65 or 65.0% equal to % valid. Entrepreneurs who consider strongly agree 3 or 3.0% equal to% valid. As a result of% sum not agree% enough,% agree and% strongly agree or 4.0% + 28,0% + 65,0% + 3.0% = 100%. Thus, the cumulative% sample to the category strongly agree is 100%.

Tabel 4.11 Growth level

	Growth Rate
Total	65%

Source: processed by researchers in 2016

Based on Table 4.11 the largest percentage is in the agreed assessment as much as 65.0% included in the category good enough. This means showing that the small embroidery industry entrepreneur in Tasikmalaya City has grown although slowly but surely.

2) Growing Rate Level

Tabel 4.12 Kuisioner of Growing level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.0	2.0	2.0
	3	29	29.0	29.0	31.0
	4	67	67.0	67.0	98.0
	5	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Source: SPSS Program Output (processed by researchers in 2016)

Based on Table 4:12, the sample of entrepreneurs who do not agree amounted to 2 or 2.0% equal to % validity, that is 2.0%. The same % and % valid values indicate that all data is valid. Cumulative % for those who disagree is 2.0%. Entrepreneurs who consider 29 or 29.0% equal to % valid. Entrepreneurs who consider agreeing 67 or 67.0% are equal to % valid. Entrepreneurs who consider strongly agree 2 or 2.0% equal to% valid. As a result of the % sum disagree, % enough, % agree and % strongly agree or 2.0% + 29.0% + 67,0% + 2.0% = 100%. Thus, the % cumulative sample to the category strongly agree is 100%. After conducting a descriptive analysis of the four indicators that fall into the dimension of the developing level, the following conclusions can be drawn:

Tabel 4.13Growing Rate

	Confidence
Total	67%

Source: processed by researchers in 2016

Based on Table 4.13 the largest percentage is in the agreed assessment as much as 67.0% included in the category is quite good. This means showing the entrepreneurship of the small embroidery industry in Tasikmalaya City has so far developed slowly but surely.

Tabel 4.14 Table of Entrepreneurship Development Variables (Y)

	The level of sales revenue minus business expenses	Level of satisfaction	Growth Rate	Growing Rate
Average	64%	66%	65%	67%

Source: processed by researchers in 2015

Based on all descriptive analysis that has been done can be drawn the conclusion that from the dimensions that have the highest level of approval Development Level equal to 67% belong to level good enough, because for the dimension of variable Y difference of percentage not much different, about 66,75%.

4.2 Statistic Analysis

4.2.1 Correlation Analysis

This analysis is intended to know the relationship between variables X (Innovation) and variable Y (Entrepreneurship Development). The goal is to ascertain between the two variables whether the relationship level is very strong, strong, strong enough, low, very low. This is the result of Correlation analysis calculation:

Tabel 4.15 Correlation Analysis
Correlations

		Performance_services	Loyality
Pearson Correlation	Innovation	1.000	.692
	Entrepreneurship Development	.692	1.000
Sig. (1-tailed)	Innovation	.	.000
	Entrepreneurship Development	.000	.
N	Innovation	100	100
	Entrepreneurship Development	100	100

Sumber: Output Program SPSS (diolah peneliti tahun 2016)

Correlation analysis, Pearson Correlation number of 0.692 indicates that the correlation or relationship between innovation and entrepreneurship development is strong because it is between 0.60 to 0.799. This means that a positive relationship if the performance of innovation well and exceeds the expectations of entrepreneurs will have a positive effect on entrepreneurship development. Conversely, if the performance of innovation is not good and cannot meet the expectations of entrepreneurs will have a negative impact on the development of entrepreneurship of small embroidery industry in Tasikmalaya City.

4.2.2 Coefficient of Determination Analysis

Tabel 4.16 Table of Determination Coefficients

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.712[a]	.700	.710	.315

a. Predictors: (Constant), Inovasi (X)
b. Dependent Variable: Pengembangan Kewirausahaan(Y)

Source: processed by researchers in 2016

Based on Table 4:16 contains the understanding that the R-square on the summary table shows the value of 0.700 which means 70.0% is the effect of product innovation and the remaining 30% are other factors outside the product attributes.

4.2.3 Simple Linear Regression Analysis

This analysis is intended to know the influence of variables X (Innovation) and variable Y (Entrepreneurship Entrepreneurship). The goal is to predict or estimate the value of the dependent variable in relation to the value of another variable. The following is the calculation result of simple linear regression analysis.

Tabel 4.17 Simple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.697	.284		13.005	.000
	Variabel_X	.009	.075	.012	.117	.907

a. Dependent Variable: Variabel_Y

Based on the data processing that has been done by simple linear regression, the equation is obtained:

Y= α + Bx adalah Y=3.697+0.009X

Then it can be interpreted that as follows:

a. If Constant 3,697 states if innovation is considered constant, then the value of entrepreneurship development is equal to zero
b. The coefficient of regression of the performance of innovation 0.009 states that any increase in innovation will increase the development of entrepreneurship.

4.2.4 Hypothesis Testing

Tabel 4.18T test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.697	.284		.117	.907
	Variabel_X	.009	.075	.012	13.005	.000

a. Dependent Variable: Variabel_Y

Based on Table 4.18 it can be interpreted that:

1. It appears that t arithmetic innovation with value: 13.005 > 1.746, it can be seen that Ha: accepted H0: rejected, this indicates that product innovation has an effect on entrepreneurship development
2. Significant = If t count <0.05 means Ha: accepted, seen in Table significant product innovation with value 0.000 <0.05 means Ha: accepted H0: rejected, this indicates that innovation has a significant effect on entrepreneurship development.

The calculation results can be seen that the regression coefficient has a positive sign which means a positive change in product innovation will make a positive change in the development of small entrepreneurship industry in the city of Tasikmalaya embroidery. Likewise, on the contrary, a negative change in the innovation of small embroidery industry products in Tasikmalaya City. The acceptable level of significance that is less than 0.05. Innovation is at 0,000 meaning Product innovation has an effect on entrepreneurship development.

5. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Based on the theoretical descriptions, research results, and analysis testing concluded as follows:

1. The level of relationship indicates included into a strong relationship level, as it is between 0.60 - 0.799.
2. There is influence between product innovation performance with entrepreneurship development of small embroidery industry in Tasikmalaya City with value 0,700. This means that 70.0% is the effect of innovation and the remaining 30% are other factors.

5.2 Suggestions

Based on the results of the research that has been obtained and the findings that have been produced, the researchers stated the things as follows with the hope to provide benefits and become inputnya include:

1. Improving training for Human Resources, especially entrepreneurs who become the company's value in delivering products and satisfying consumers, with good staff performance in terms of creativity and innovative high will be very influential entrepreneurship development.
2. Entrepreneurs should also have facilities to support the quality of Human Resources such as embroidery production tools including training using the tools of the work that has the latest technology systems, so that the performance of artisans to fruition in the development of entrepreneurship.

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