

Measuring Satisfaction of Islamic Business Coaching Towards Small Business in the Post-Pandemic Era

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Abstract

This study aims to explore the effectiveness of coaching and business mentoring for business improvement. In the first year, the focus of the research aims to formulate the role of conventional and sharia coaching and mentoring on the performance of small businesses. The second year, analyzing the results of the application of conventional and sharia coaching models produced in the first year on the performance of small businesses. To achieve the goals of this first year, this study used a qualitative method with in-depth interviews as a way of data mining, then analyzed with content analysis. While the second year, analyzed with a quantitative approach. This paper further describes this questionnaire as a four-dimensional use of CFA in testing the validity and reliability of Small Business Success Satisfaction instruments in Indonesia. Quantitative analysis method for a total of 150 respondents of Small Business. The small businessman satisfaction questionnaire is a 7-point likert scale survey consisting of 16 items. The validity and reliability of the Small Business Satisfaction questionnaire was tested with CFA in second order using AMOS version 23. In the hypothesized model used the technique of analysis of affirmative factors order two with three variables latent satisfaction of small business namely financial satisfaction, organizer satisfaction and strategic satisfaction. This proves that satisfaction of Islamic business coaching is the driver of sharia small business success which is associated with nine indicators in the dimension of satisfaction, namely productivity, product quality, organizational strength, customer service, complaint reduction, sales growth rate, cost reduction, gross profit, and overall satisfaction/success. In addition, each of these indicators is valid and reliable in four dimensions. The findings of satisfaction of the small business dimension on Islamic business coaching and its construction will benefit business builder practitioners. The implications of the study is the indicators of small business satisfaction using business coaching. In addition, coaching institution who emphasizes service quality rely on small business satisfaction indicators resulting from this study..

Keywords: Cronbach's alpha, exploratory factor analysis, small business satisfaction, reliability, validity

Introduction

The presence of a strong SME industry contributes to higher economic resilience (Wang et al., 2022). Policies to strengthen small and medium enterprises are important for the stability and sustainability of the country's growth and development (Christensen et al., 2021). Islamic Business Development on the performance of small businesses shows that business coaching has a positive impact on the performance of small businesses. Coaching also has a direct, positive and significant impact on employee performance (Camci et al., 2018). Pristiani (2014) evaluating the process of a business training program for new entrepreneurs organized by Bank Indonesia, showing that 94.44% of entrepreneurs involved in registered training programs significantly increased their income.

This research is important to do in order to provide insights and insights related to business training in small businesses. Novice business people to better master and know the strategy

to business targets for profitable business success. The uniqueness of this paper is that research is carried out directly and the latest based on insights from novice business people who need coaching, this research is also carried out not only domestically but also abroad, Malaysia, so that it has quite interesting and relevant insights. Indonesia has economic strength which is derived from small and medium enterprises (Liana, 2008). Due to globalization, Indonesia cannot be separated from free trade which has advantages and disadvantages (Suryani, 2013). In Indonesia, small and medium enterprises are the backbone of the economy. The number of SMEs up to 2014 was 57.9 million. In 2020, it is estimated that the number of UKM players will continue to grow (Irawati, 2018). The reason was that after the signing of the 2010 ACFTA agreement, Indonesian small businesses could not compete with Chinese products. Based on the comments of the Minister of Small and Medium-sized Cooperatives of the Republic of Indonesia (2015) in 2013, it contributed around 60.34% to the country's gross domestic product and employed 96.99% of the total workforce. Business coaching has shown that the presence of a strong SME industry contributes to

higher economic resilience (Shinozaki, 2012). Therefore, policies to strengthen small and medium enterprises are important for the stability and sustainability of the country's growth and development (Kawai & Lee, 2015).

Based on the meta-analysis of Cripe et al.'s research, in 2022 there have been no coaching business indicators, both conventional and Sharia, from small businesses. Learning from the bitter experiences that Indonesia has experienced in the past, the Indonesian economy in the pre-crisis period, which focused more on economic development leading to large companies, has proven to have brought the Indonesian economy to the brink of a deepening crisis (Jones et al., 2020). Likewise, when Indonesia experienced the monetary crisis in 1997, what saved the Indonesian economy at that time was the largest contribution from small businesses (Taylor et al., 2019). This means that small businesses can be said to be ready and resistant to economic crises and can be a safety valve for the impact of the crisis, for example the impact of crises such as unemployment and layoffs (Alhemp, 2018).

The level of coaching satisfaction is very important in measuring the performance of a given business coaching (Grover & Furnham, 2022). The level of satisfaction can be seen from the performance or performance after coaching

(Prihananto et al., 2022). If there is a change in behavior for a better direction that can work better, of course the client will feel satisfied with the coaching provided (Nugroho et al., n.d.). However, if there seems to be no difference at all in their work and appearance after undergoing coaching, they may not be satisfied with the coaching. It is necessary to find out the cause of their dissatisfaction with coaching because the coach is less attractive or less competent. Other coaching offerings are less attractive because clients do not need the material provided by the coaching. (Irawati, 2018).

Literature Review

Spirituality in Islamic ideas can be identified in preparation Atriner (Atad & Grant, 2021). The idea and awareness of self-change, refers to the ongoing battle within oneself for self-improvement in the quest to do a better job as shown by Branine and Pollard (2006). In terms of coaching, the literature shows that the concepts and practices of business coaching based on religion and spirituality are fundamentally different from conventional secular coaching as presented in Table 1.

Not	Main Difference	Conventional business coaching	Islamic / Islamic Business Development
1.	Fundamental	Separation between religion and formation	Based on the Qur'an and the words of the Prophet
2.	The highest goal	Maximizing profit and utility costs, growth and sustainability	Seek God's blessings with growth and sustainability
3.	Principle	Government formalities are permitted and prohibited	Islam is permitted and prohibited
4.	Motivation	For material worldly pleasures	For worldly and afterlife pleasures
5.	Performance	Height, business is a worldly need	High, business is a part of non-special worship

Table 1. Key Differences Between Conventional and Islamic Business Coaching
Source: Crompton (2012) and Yusanto and Widjajakusuma (2002)

The fundamental difference between Islamic and conventional business coaching is that the majority of Muslim coaches use the sayings of the Koran and the Prophet in their approach support clients in getting the goal as perceived by God.

Clegg, et al (2005) say Business coaching is a new industry that is increasingly being used to provide learning-based interventions in organizations. To date there has been little formal research into the nature of this industry or the services it provides. This paper addresses this by examining the "state of play" of business coaching in Australia. Mosca, et al, (2010) say that "Coaching" is a top preference for supervisors and managers, as it has been shown to be more effective than conventional methods used previously (Carpio & Urbano, 2021). Coaching is the art of assessing and developing sales staff in a sustainable manner, so that they can be empowered to do a good job (Kim & Wee, 2020). Often, conventional methods include fear command function tactics and intimidation to motivate sales staff. By using a "coaching" approach, supervisors and managers have more control over their sales staff and to achieve their management objectives (Boysen et al., 2018). By developing coaching relationships, which include encouragement, listening, counseling, giving positive feedback, being supportive, resourceful, thinking with future thoughts, and modeling (Auer et al., 2022), These

supervisors can provide a foundation on which sales employees will be energized, aligned, and collectively mobilized to achieve and maintain customer satisfaction and trust (Hoe & Mansori, 2018). Thus, sales employees will also be empowered to meet management's strategic objectives (Aisah et al., 2022). Business ethics in Islam positions the notion of business which in essence is a human effort to seek the pleasure of Allah SWT (Praswati et al., 2022). Business is not aimed at short-term, individual and solely profit based on mathematical calculations, but aims at the long term Business ethics in Islam positions the notion of business which in essence is a human effort to seek the pleasure of Allah SWT. Business is not aimed at short-term, individual and solely profit based on mathematical calculations, but aims at the long term Business ethics in Islam positions the notion of business which in essence is a human effort to seek the pleasure of Allah SWT (Sholahuddin et al., 2021). Business is not aimed at short-term, individual and solely profit based on mathematical calculations, but aims at the long term.

Gray, et al (2011) The results showed that coaching had a significant impact on personal attributes such as 'Managing Self-Cognition' and 'Managing Emotional Self', while the impact on business-oriented attributes was weaker (Marrone et al., 2022). The choice of managers over trainers with psychotherapy over non-psychotherapy backgrounds was also

statistically significant. We conclude that even in a competitive SME business environment, coaching is used as a largely personal therapeutic intervention rather than for building business-oriented competencies (Setyawan Agus et al., 2015). Yu, (2007) said that sales force coaching increases job satisfaction, productivity and job satisfaction. They also found that middle managers who received intensive coaching did not necessarily train their subordinates more intensely (Williams, 2021). They also concluded that coaching may not work with a more inward-focused or more easily defined function (Cripe & Burleigh, 2022).

In the research carried out Rina, (2018) in his research entitled the effect of training and coaching on small business development states that coaching is the most important element in maximizing small businesses (Müller et al., 2020). Small businesses have a central role in the Indonesian economy (Wang et al., 2022). Small businesses support the development of the economic sector. Unfortunately, the large number is not accompanied by the maximum quality of education for UKM. To develop a small business, of course, it requires training and coaching.

Methodology Of Study

Sample and Data Collection

In the study, there were 150 coachees in Indonesia in the new normal era (post-pandemic) as respondents obtained by using purposive sampling technique, with the following criteria: The coachee have been involved in business coaching for at least 1 (one) year and all of them are small businesses. The technique is used to achieve the research objectives to determine the effect of Business Coaching on the performance of small businesses by considering the business owners or managers of small businesses in the cities of Yogyakarta, Solo and Semarang. This study used quantitative methods with

Confirmatory Factor Analysis (CFA).

Instrument

The 'drop-off and collect' technique is used where the researcher submits and collects a questionnaire as soon as the respondent has completed it. The main characteristic of this method is the absence of an interviewer, thereby eliminating the error of response due to interview bias (Lovelock, et al., 1976 and Moutinho & Evans, 1992). The design of this study uses a qualitative approach method related to the e-coaching and e-mentoring model for business actors in the pandemic and new normal era. The focus of this research is on two analyses of the experience of master coaches and MSMEs on e-coaching and e-mentoring in the pandemic and new normal era. The first year of research will produce an e-coaching and e-mentoring model in the pandemic and new normal era. Meanwhile, the second year of research confirmed the final model of e-coaching and e-mentoring. The resource persons in the first year of research were sharia-based master coaches in Indonesia, the majority of whom gathered on the island of Java where they were active. There are about 10 sharia-based master coaches in Indonesia, of which 5 people are used as resource persons to be interviewed in depth in the first year. Meanwhile, in the second year, a questionnaire will be distributed to 150 MSMEs who take part in coaching and business mentoring in the new normal era.

This study uses a Likert scale (rating), 7 points, for example from "strongly disagree", namely the number 1 to "strongly agree" with the number 7. There are three reasons for using this scale. First, it is easier to understand because no special training is required. (Amazeen, Muddiman, Graves, & Thorson, 2015). Second, the ratings are, for the most part, excellent in terms of reliability, consistency, and strong validity (Royal, Ellis, Ensslen, & Homan, 2010).

Build	Dimensions	Indicator	Question Items	Reference
Satisfaction	Coaching		To what extent are you satisfied with your training?	
		Point	The period / length of your coaching	(Clutterbuck & Megginson, 1999)
		Cost	The cost of your training session	(Fanasheh, 2003)
		Result	The results of coaching	Leedham, 2005)
		Processing	The coaching process	(Rider 2002; Stober, 2006; Witherspoon & White, 1996)
	Trainer	Delivery	Your session delivery method	Mumby-Croft and Brown (2005)
		relationship	Your relationship with your coach	(Leonard & Swap, 2005)
		style	Approach your coach	(Clutterbuck & Megginson, 1999)
		Authority	The role your coach plays	(Syme, 1999)

Table 2. Summary of Reference for Each Questionnaire Item

Study Findings

Descriptive Analysis

The respondent's description discusses the personal

background (demographics) of the respondent. The descriptions of business actors participating in business coaching are as follows:

Demographics		Business Coaching	
		Islam	
		F	%
Gender	Men	120	80
	Women	30	20
	Total	150	100
Age	<25 years	11	7.3
	25 - 35 Years	35	23.3
	35 - 45 Years	80	53.3
	45 - 55 Years	18	12
	> 55 years	6	4
	Total	150	100
Status	Single	44	29.3
	Married	104	69.3
	Others	2	1.3
	Total	150	100
education	High school	30	20
	Diploma	13	8.7
	Bachelor	99	66
	Dominant	8	5.3
	Total	150	100

Table 3. Demographics of Respondents Involving Business Coaching
Source: Primary data (tabulated)

Table 3. shows the demographic data of entrepreneurs who take part in Islamic-based business coaching. The majority of entrepreneurs are men (80%) compared to women (20%). The most dominant business sectors are manufacturing (39.3%) and others (32%). Several entrepreneurs are also engaged in finance, insurance, real estate (12.7%), trading (7.3%), and business services (5.3%). This explains that the majority of these business sectors are male entrepreneurs. Judging from the age of the entrepreneurs, the majority were 35-45 years old (53.3%), 45-55 years (12%) and 25-35 years (23.3%). The age range of most entrepreneurs is still in the productive category for work in terms of energy, thoughts, etc. The marital status of business actors is mostly still married (69.3.3%), which is much higher than that of entrepreneurs who are single (29,

For education, the majority of employers have high school education (20%) followed by undergraduate business education (8.7%). Running an education company is an important factor in determining competent, knowledgeable and highly credible human resources. The majority of business actors participating in business development activities came

from Semarang (34.7%), Solo (33.3%) and Yogyakarta (32%). With the majority of businesses aged > 10 years (42.7%) and some with a business range of 5 to 10 years (39.3%) (Ali et al., 2018). This illustrates that business customers who follow Islamic business-based coaching are business actors who have long established their businesses so that business assistance is needed to be able to advance and solve problems, etc.

Analysis and Data Findings

These results should be validated and generalized using the confirmatory factor analysis (CFA) method (Hair et al., 1999). This CFA model focuses on the extent to which the underlying latent variables produce these observed variables. The power of all regression paths of these factors against all directly observed variables (regression coefficient / factor load) is the focus of analysis. The figure below presents the results of the CFA Satisfaction Islamic Small Business, as follows:

GENERAL MANAGEMENT

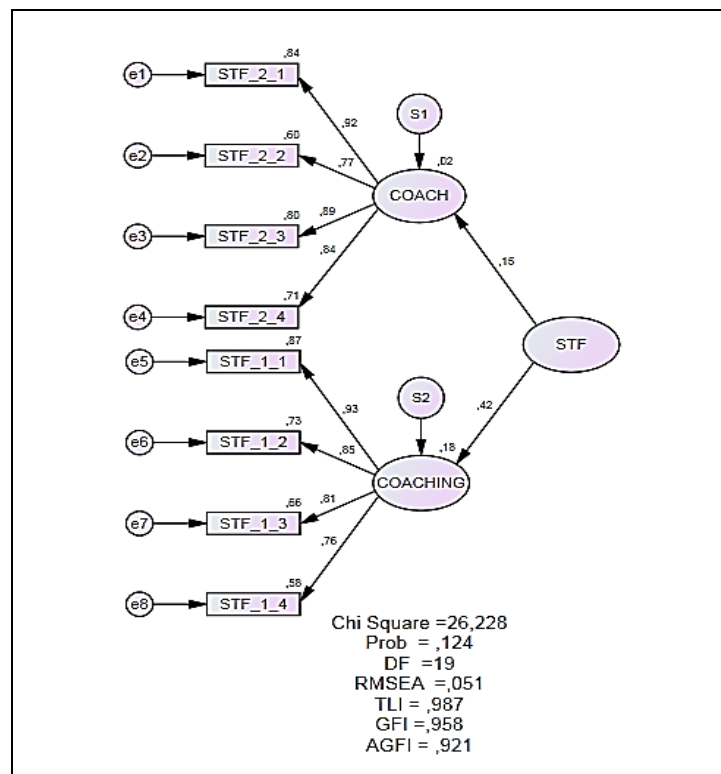


Figure 1. Confirmatory factor analysis of small business satisfaction using Islamic business coaching

Analysis began with the development of structural models. However, it was previously seen that the appropriateness of the suitability of the research model was used to test the level

of goodness-of-fit from the research model. The criteria for goodness-of-fit were as follows:

The goodness-of-fit index	Criteria	Cut-off value	Results
Islamic			
Chi-square	Must be small	26.288	Fit
Significant Probability	≥ 0.05	0.124	Fit
RMSEA	≤ 0.08	0.051	Fit
GFI	≥ 0.90	0.958	Fit
RMR	≥ 0.50	0.035	Fit
AGFI	≥ 0.90	0.921	Fit
TLI	≥ 0.90	0.987	Fit
CFI	≥ 0.90	0.991	Fit

Table 6.40 Goodness-of-fit Variable Satisfaction of Small Business Construct

Based on Table 6, the results of the suitability test of the model above showed that the majority of the goodness-of-fit criteria were in a very fit condition so that the analysis of the model was feasible to be continued in the subsequent analysis. The next step was looking at each loading factor value. The

loading factor value was used as a benchmark that a latent construct was a construct explaining or strengthening the indicator. Also, the reliability of each construct would be tested via construct reliability.

Code	Construct	Islamic-based		
		Loading Factor	Error	Information
STF_1_1	Period	0.932	0.157	Valid
STF_1_2	Cost	0.854	0.336	Valid
STF_1_3	Outcome	0.812	0.282	Valid
STF_1_4	Processing	0.761	0.344	Valid
STF_2_1	Delivery	0.918	0.132	Valid

GENERAL MANAGEMENT

STF_2_2	Relationship	0.772	0.354	Valid
STF_2_3	Style	0.894	0.183	Valid
STF_2_4	Role	0.841	0.236	Valid
Cr		0.958		
Ve		0.740		

Table 6.41 Loading Factor and Construct Reliability for Variable of Satisfaction of Islamic Small Business Construct

Based on the results of testing the CFA model in Table 6.27 the value of composite reliability of 0.958 (Islamic) and variance extracted (VE) of 0.740 (Islamic-based). Based on the calculation, it obtained variables that had composite reliability values > 0.7 and variance extracted values > 0.5. This showed that the items/indicators for satisfaction variables Islamic had

high-reliability values. This meant that eight items/indicators formed had good levels of reliability for measuring satisfaction variables. To prove the four dimensions/dimensions of the coach and coaching which were the focus of variable satisfaction can be seen in the results as follows:

Relationship				C.R.	P	Results
Islamic-based	The coach	<---	STF	2.315	0.028	Significant
	Coaching	<---	STF	2.103	0.038	Significant

Table 6.28 showed that the estimation of each dimension on the variable of result aimed to determine how much the influence of each dimension or variables factors. Islamic dimension showed CR value > 1.96 with P-value (P-value) < 0.05. It could be concluded that the dimensions of the coach and coaching were significant forming factors of Islamic variable satisfaction.

Conclusion

Satisfaction of sharia business coaching consists of two areas, namely coaching and coaching. For coaching, they are satisfied with the period / length of coaching, the cost of coaching sessions, coaching results, and the coaching process. While in the coach, they are satisfied with the method of delivering the session, the relationship with your coach, and the coach's approach. The coaches are satisfied with business coaching when the coach plays a good role, and the coaching materials delivered are useful for self-development and corporate satisfaction. The trustees emphasized that the results of business coaching with increased satisfaction and business growth make them satisfied with business coaching. The findings suggest that the trustees are satisfied with the Islamic business coaching program and their principal builders.

The findings of satisfaction of the Islamic small business dimension and its construction will benefit business builder practitioners. Especially for SME owners this is indispensable in their business. These are critical to encouraging and improving satisfaction in growing small businesses, as well as increasing competition and supporting small businesses for the better.

In conducting this study researchers have some limitations including the data of this study is very limited, in addition to the reference is also very limited, this study uses only a few variables. The advice for further research is to conduct research with a wide range of time and place so that the research can be more developed. In addition it is necessary to look for sufficient references to support research.

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