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## Factors Influencing the Effectiveness of Group Contribution in Student Businesses

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### Abstract

This research aims to determine the factors that influence the effectiveness of group contributions in student businesses carried out in groups at STIE Ciputra Makassar, which implements an entrepreneurship-based curriculum to support students in developing their businesses. This study focuses on identifying four key factors that influence group effectiveness: effort, initiative, responsibility, and backup behavior, especially in the context of courses requiring students to create and manage a start-up business. The method and scope of this research involved using confirmatory factor analysis (CFA) to analyze the influence of these four factors on group contribution effectiveness, with data collected from 100 respondents who are students actively involved in group business projects. The results of this study show that all four factors significantly affect the effectiveness of group contributions. Still, the most influential factor is backup behavior, as it reflects the importance of having group members who are reliable and willing to help each other to ensure the smooth operation and success of their joint business.

**Keywords:** Group Contribution Effectiveness, Effort, Initiative, Responsibility, Backup Behavior

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## INTRODUCTION

Sekolah Tinggi Ilmu Ekonomi (STIE) Ciputra Makassar is a campus that uses an entrepreneurship curriculum to produce graduates with an entrepreneurial spirit according to each student's passion. Entrepreneurship is the ability of a person to make business activities based on continuous creativity and innovation to produce something beneficial to the public (Dennett, 2022; Echdar and Si, 2013; Moore, 2023; Priyadi and Mulyani, 2024). The university helps its students to develop their own entrepreneurial spirit by providing courses that focus on building startup businesses in groups with 2-5 members. Companies can operate freely according to the wishes, creativity and passion of each group and its members. The advantages possessed when having many members is that each member can exchange thoughts and opinions and the resulting ideas can vary due to the various perspectives and experiences held within the group (Joe and Dennen, 2017; Khuc et al., 2021, Lippold et al., 2024).

However, if there is even one single member who does not actively participate and assist in business operations, then the business project will be inefficient in its performance process. As such, operational activities within the business can be delayed due to members not completing their duties by the given due date. This results in less efficient outcomes that must be redone and taken over by other members, thereby hampering the performance goals that have been determined. Additionally, members who are not present on time as scheduled can hinder the start of the business' productive process, which will result in the business being unable to achieve the target desired for the production results for the period. Therefore, the overall performance of said business will not be effective.

Based on the background, the formulation of the problem in this study is related to the factors that influence the effectiveness of group contribution to the business of students who have business projects conducted in groups. Furthermore, this study determines the factors that influence the effectiveness of group contribution to the business of students who have business projects in groups. The scope of this research is all undergraduate students in Indonesia who are involved in a business project. The sample from the study is students majoring in Business Management who started university in 2021. The novelty of this study lies in exploring the specific factors that affect group contributions in business projects among Indonesian students, providing new insights into teamwork dynamics in the context of business education.

## LITERATURE REVIEW

Teamwork is a work group where each work produces better performance and provides positive synergy through capabilities that are designed simultaneously and provide more positive results compared to the total work done if done individually (Sandrang and Mustaqim, 2023). So, the performance produced through teamwork produces better performance and results than working alone. However, teamwork can only run smoothly if members do their part to the best of their capabilities and show mutual support consistently. If cooperation in the team runs smoothly, the performance of the team can increase significantly as well as productivity and overall business growth (Sandrang and Mustaqim, 2023).

Several factors influence teamwork. The first is communication, which is essential in running a successful business. Effective communication ensures a smooth exchange of ideas and information, reducing the risk of misunderstandings that could lead to failure (Weimar et al., 2017). The second factor is coordination based on each member's skills. Assigning tasks that match individual capabilities boosts productivity and team performance. The third factor is trust, which encourages openness in sharing ideas, giving feedback, and managing time effectively. Teams with strong trust communicate better and work more harmoniously, leading to higher satisfaction and performance (Weimar et al., 2017).

Team Behavior or Organizational Behavior is the conduct or actions someone takes in a business environment (Mulyadi, 2015). Behavior in a team is critical because it can directly affect team performance. If the team has good organizational behavior such as having motivation and enthusiasm in carrying out tasks for the sake of the business to be able to run smoothly and also so that the company can develop well, then all members in the team will have the same goal and will be more enthusiastic in carrying out their respective tasks. Thus, it positively affects team performance (Rivai, 2023). This behavior addresses the impact that one's actions have on other members and the business in which that person is in. Thus, the person's behavior can affect the efficiency and effectiveness of a company (Robbins and Judge, 2019).

Contribution refers to participation in an activity in the form of material contribution, ideas, energy and action. In this context, an action is defined as measures carried out by an individual which has a positive or negative influence on other parties. The scale of group contributions can be measured in four categories: effort, initiative, responsibility, and backup behavior. These four categories are key to measuring the team's contribution (Joo and Dennen, 2017). Effort plays the most crucial role in motivation. Effort can also be interpreted as the amount of energy that becomes a behavior or part of a behavior (Handayani, 2014).

Meanwhile, Brown and Leigh (1996) define effort as the way motivation is applied to work. In business, effort using each individual's talents must come from every group member to ensure task completion. Working on projects together and assisting team members are examples of effort that support team success. The more effort members put into their assignments, the more effective the group contribution. This is because greater effort increases productivity and task completion (Tavoletti et al., 2019). Therefore, a hypothesis is proposed. **H1.** Effort has a significant effect on group contribution effectiveness.

Initiative is a person's capability to take an action or make a decision without having orders from a higher up in management. Thus, initiative is when someone can make decisions by themselves and out of their own conscience and will. The essence of initiative is to actively participate in group discussions (brainstorming and exchange of ideas) and also actively express individual opinions to achieve better group results. The initiative's benefits have contributed to creating a healthy and safe work environment (Gusman, 2020). Teammates with high initiative are more likely to contribute more to the group. This results in high participation to solve problems which may result in a more effective contribution (Frese and Fay, 2001).

Initiative is also an attitude to express our thoughts through action. This attitude reflects proactivity and leadership. An attitude of initiative is also a basis that can show our true character, such as craftsmanship, creativity, punctuality, and responsibility at work. Initiative is not only from within but to seize opportunities that exist outside. It helps to drive solutions and improvement. Initiatives are often just ignored because it is considered that initiative is the responsibility of a leader or superior. However, both leaders and subordinates must have this attitude of initiative (Yasmeardi et al., 2020). Therefore, a hypothesis is proposed.

## **H2. Initiative has a significant effect on Group Contribution Effectiveness.**

Responsibility can be interpreted as the condition of accomplishing a certain task. There are several types of responsibilities such as personal responsibility and organizational responsibility. Organizational responsibility is the responsibility or commitment a team member must ensure that their assigned task can be completed in a timely manner with results according to the standards that have been set in the business (Hamidah and Palupi, 2012). Responsibility is very important to implement in a team. It is necessary for each individual to have responsibility for each job so that the business may run smoothly. Being responsible in a team requires a commitment from each member to be able to achieve common goals. While the team itself is responsible for the overall completion of the tasks, each team member is responsible to shoulder part of the workload and contribute equally.

Apart from that, a high sense of responsibility from each team member can help them not only achieve their respective given tasks but also ensures group contribution effectiveness. This is due to the fact that they contribute to the overall group's goals and make sure that it can be achieved effectively. The bonding through shared responsibility helps team members to develop communication with each other and build the trust needed to ensure the business' continued success (Lasmi et al., 2022). Therefore, a hypothesis is proposed.

## **H3. Responsibility has a significant effect on Group Contribution Effectiveness.**

Backup behavior is the ability of each member to adapt to the needs of other team members, fostering collaboration. As well as the ability to be able to reduce the burden of each teammate's workload. With backup behavior, the team is able to achieve workload balance among other colleagues. So that each work unit in each team has the same responsibility. Members can show support for one another by providing feedback to improve performance, helping each other to complete tasks successfully, and providing support when a member feels overloaded with tasks that need to be completed in a rush (Anderson et al., 2019).

The benefit from having backup behavior is that each business can reduce the workload of each member. Helping team members who need to address temporary challenges is the cornerstone of effective teams. Responsibilities allow the team to shift workload among members to achieve balance during times of high workload or stress. This includes helping team members with taking actions or accepting assignments. To engage effectively in support behavior, team members must have an understanding of their team members' jobs and seek help when needed. Examples of backup behavior could include replacing a team member who is unable to fulfill their role or helping a fellow team member correct the mistakes they have made

in trying to fulfill their role (Luong, 2021). Thus, showcases of backup behavior in teams can help improve the group's overall performance (Marks et al., 2001). This results in the increase of effectiveness in the group's contributions. Therefore, a hypothesis is proposed.

**H4.** Backup behavior has a significant effect on Group Contribution Effectiveness.

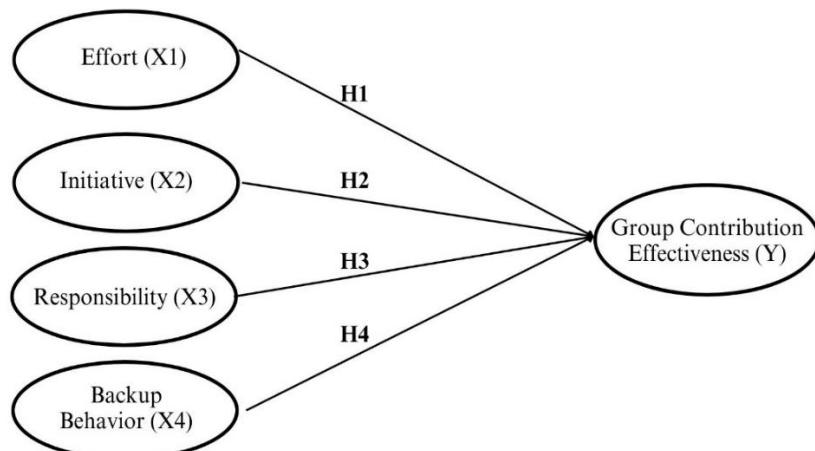


Figure 1. Research model

## METHODS

The research approach is carried out in a quantitative form (Little, 2013). Quantitative research techniques produce data presented in numeric form (Neuman and Wright, 1999). Population is an element such as a group of individuals or objects that fit the research criteria. The sample is a sub-group or in subset of the population (Mustikarini et al., 2022). This study used purposive sampling for non-probability sampling, meaning each population has a different chance. Therefore, not everyone in the population will be taken as a sample. Purposive sampling uses various conditions according to the researchers' criteria and considerations to determine the number of samples they want to take (Sugiyono, 2020).

The criteria for the population in this study are students in Indonesia whose population is unknown, so it can be said that the research population is infinite. According to Sugiyono (2020), to determine samples and populations that cannot be known, the Lemeshow formula must be used. Based on this formula, the amount of sample size that will be used in this study is 97 samples, which will be collected through an online questionnaire using the Google Forms software. The data analysis method used in this study is to use factor analysis. Factor analysis is an analytical technique that summarizes and reduces large numbers into smaller ones. The factor analysis used in this research is confirmatory and exploratory order confirmatory factor analysis using the SmartPLS software, which helps provide reliable and valid results.

## RESULT

### Samples Characteristics

The research was conducted by spreading a questionnaire online through google forms. Respondents were undergraduate students in Indonesia who have businesses in any field in groups. This research requires a minimum of 97 samples, which is equivalent to a percentage of 100%. The respondents who were collected were 100 people (103%). The questionnaire examines four factors: effort, initiative, responsibility, and backup behavior. These four factors reflect the contributing factors in a group business. Based on Figure 2, the number of students in the Food and Beverage business field is 76 people, equivalent to 78.3% of the respondents. The second line of business is engaged in Fashion, with 11 people (11.3%). The third and fourth business sectors are Services and Accessories, with the same frequency of 6 people, with a percentage of 6.2%. The fifth sector is Beauty and Cosmetics with one person and a rate of 1%.

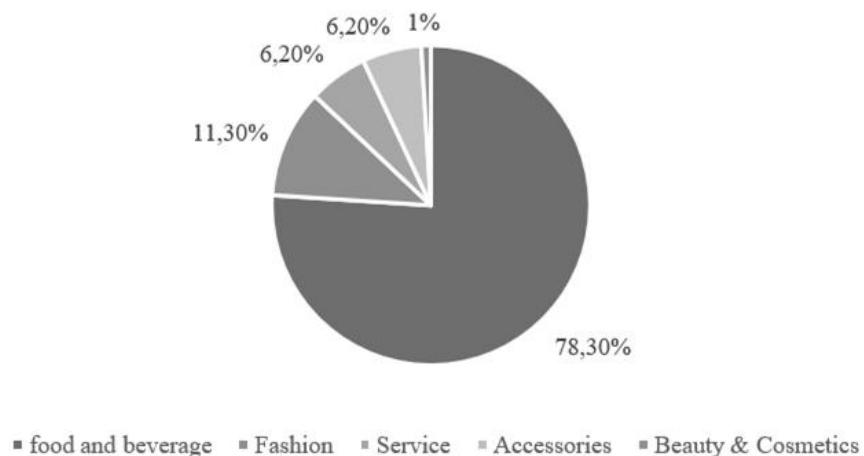


Figure 2. Respondent results diagram

### Validity and Reliability Test

The data obtained needs to be tested for validity and reliability. Valid and reliable data are recommended to have a confirmed Average Variance Extracted (AVE) value above 0.5, Cronbach's alpha reliability above 0.7, and composite reliability above 0.7 (Ghozali and Latan, 2015; Hasan, 2023). The following graphs are obtained after conducting a convergent validity test through the first factor loading test. After reviewing the factor loadings, it was found that some indicators did not meet the required thresholds. Based on the tests carried out, there is an AVE factor that does not reach the standard of 0.5. So, reducing indicators that do not meet the requirements is necessary because they are not significant (Ghozali and Latan, 2015). Thus, after reducing several indicators, the graphical models are as follows.

Table 1. Construct reliability and validity (after elimination)

Construct	AVE	Cronbach's Alpha	Composite Reliability	R Square
Group contribution effectiveness	0.512	0.904	0.906	
Backup behaviour	0.656	0.828	0.841	0.747
Effort	0.564	0.741	0.764	0.657
Initiative	0.579	0.821	0.834	0.675
Responsibility	0.658	0.826	0.829	0.743

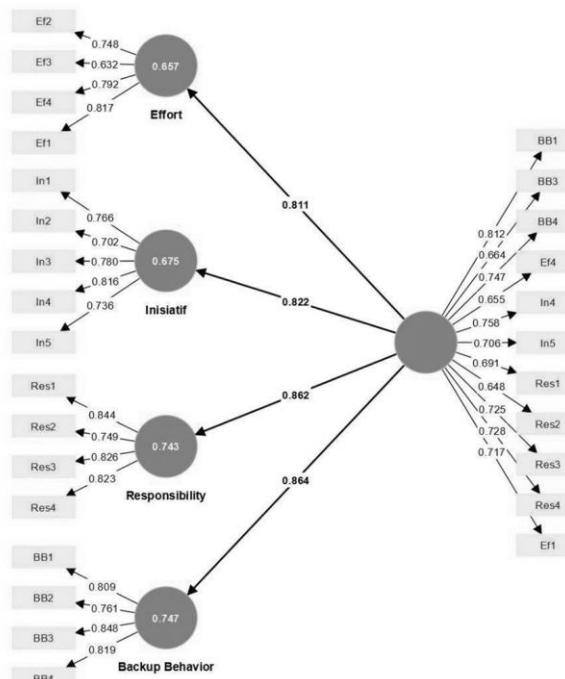


Figure 2. Outer model

Hair et al. (2019) state that the minimum acceptable AVE value to confirm convergent validity is 0.50. Furthermore, reliability is supported when Cronbach's alpha and composite reliability exceed 0.70 (henseler, 2020). Therefore, based on these thresholds, the measurement model in this study is considered valid and reliable. Specifically, the backup behavior factor has an AVE value of 0.656, the effort factor has a value of 0.564, the initiative factor has a value of 0.579, and the responsibility factor has a value of 0.658. Thus, the data is valid because after looking at Cronbach's alpha for each factor, all factors are above the standard of 0.7.

The backup behavior factor has a value of 0.828, the effort factor has a value of 0.741, the initiative factor has a value of 0.821, and the responsibility factor has a value of 0.826. Therefore, data validity is increasingly supported. Moreover, composite reliability also supports data validity for each factor, which is above the value of 0.7 where the backup behavior factor has a value of 0.841, the effort factor has a value of 0.764, the initiative factor has a value of 0.834, and the responsibility factor has a value of 0.829. So, the overall data can be considered valid and reliable after going through various validity tests, and all factors have a value above

the recommended standard. The coefficient of determination ( $R^2$ ) measures the proportion of variance in the outcome explained by the model (Berggren, 2023). The coefficient of determination (R Square) value explains each factor's value. The value obtained shows how much the factors reflect the effectiveness of the group's contribution to student business.

Also, composite reliability 1 shows the factor that is considered the most influential in ensuring the effectiveness of student business groups is the backup behavior factor with a value of 0.747, followed by the responsibility factor with a value of 0.743, then by the initiative factor which has a value of 0.675 and the last factor is Effort with the lowest score of 0.657. According to Hair et al. (2019),  $R^2$  values are classified as substantial when  $> 0.75$ , moderate when  $> 0.50$ , and weak but acceptable when  $> 0.25$ . Based on these standards, backup behavior (0.747) and responsibility (0.743) demonstrate strong explanatory power, nearing the substantial range, while effort (0.657) and initiative (0.675) fall within the moderate category, indicating a good level of explanation. Furthermore,  $R^2$  values are commonly used to assess the model's predictive accuracy, where higher values indicate that exogenous variables provide better explanatory power for the endogenous construct (Wong, 2019).

Table 2. Model testing results

Path	t-statistics	p-values	Result	Effect
H1. Effort → Group Contribution Effectiveness	11.499	0.000	Supported	Direct
H2. Initiative → Group Contribution Effectiveness	25.407	0.000	Supported	Direct
H3. Responsibility → Group Contribution Effectiveness	16.972	0.000	Supported	Direct
H4. Backup Behaviour → Group Contribution Effectiveness	28.091	0.000	Supported	Direct

To determine the effectiveness of each task's contribution in a business, there are several factors that reflect the overall effectiveness of group contributions to undergraduate students, namely effort, initiative, responsibility, and backup behaviour. These factors help determine the effectiveness of group contributions in the business. At a significance level of 0.05 (5%), the critical t-statistics for a two-tailed test is  $\pm 1.96$ , and a p-value below 0.05 is commonly regarded as the standard threshold for statistical significance. These factors play a pivotal role.

Four factors have an essential role in determining the effectiveness of group contributions. Thus, we must carefully evaluate the t-statistics to see which factors have the most significant and smallest effect. It can be seen from Table 2 in the t-statistics section that the factor that contributes most to the effectiveness of group contributions to student business is backup behaviour with a value of 28.091. A company in which each member mutually backs up each task will be far more effective. To operate better, each member can provide valuable feedback so that the business can be more efficient and successful in the future. Backup behaviour is required of each group member to achieve a successful process and teamwork (Joo and Dennen, 2017; Michel and Luvison, 2024; Zhou and Pazos, 2021).

The second factor after backup behaviour is initiative, which is 25.407. Initiative greatly helps improve business effectiveness. One way to show initiative is by actively engaging in discussions. This involvement ensures members can contribute in all aspects, making the business more effective. According to Haris (2018), initiative reflects sensitivity in processes, expresses sincerity, and delivers good team results. It is also a key element of proactive behaviour, positively influencing individual and group performance (Bin Tahir et al., 2021; Nkirote and Ngure, 2023). Initiative encourages members to take more substantial and meaningful responsibility beyond assigned tasks and adapt to dynamic business environments (Putra and Setiawan, 2020). Ultimately, this creates a culture of continuous improvement and growth within the team and strengthens long-term success.

The third highest factor is responsibility, with a value of 16.972. Every task given by group members can be carried out correctly and will be more effective if each member is responsible for their own assigned tasks, especially if it is completed promptly. It will also encourage and raise effectiveness. Responsibility can be a motivational boost because there is a sense of empathy for every job or something that is important to complete, both in the form of work or personally. Thus, every member performs tasks effectively (Mohammed, 2024; Sundah et al., 2018). Moreover, responsibility significantly increases individual performance and commitment within a group setting (Fitriani and Fauzan, 2021). The existence of responsibility encourages members to complete their tasks independently while maintaining cooperation to achieve group goals (Wibowo and Astuti, 2020).

The smallest value is effort with a value of 11.499. Each group member can make good use of individual abilities in every situation. This is due to the fact that, should members use too much individual ability, it can result in less effectiveness in a group. If there is a person who dominates each job, the other group members will be considered not effective in that category (Karatepe et al., 2006; Rodriguez-Santiago et al., 2020). A P Value below 0.001 reflects the effectiveness of the group's contribution. It can be seen in the Table 2 above that each factor can reflect the group's contribution clearly and effectively. Because the results of each factor in the Table 2 are stated as 0.000, it can be concluded that each factor accurately reflects the effectiveness of group contributions.

## DISCUSSION

The findings from the research emphasize the necessity of effective team dynamics. Backup behavior plays an important role in the effectiveness of a group's contribution. Backup behavior plays a crucial role that is vital for collaborative success as the factor emphasizes the importance of mutual support among team members in their roles. As Joo and Dennen (2017) supported, mutual support can lead to improved outcomes in group settings, fostering an environment where team members feel empowered to contribute effectively. This collaborative approach not only enhances individual performance but also contributes to a more cohesive group effort. Encouraging a culture of support can lead to improved outcomes.

Furthermore, the research shows that initiative plays an important role in teamwork. The strong emphasis on initiative reflects its role in encouraging proactive engagement among team members. Students who take the initiative in discussions and project contributions help create a dynamic and responsive group environment. Haris (2018) posits that initiative is indicative of sensitivity to group dynamics and an eagerness to contribute, which are essential in business settings. This proactive behaviour encourages a sense of ownership and responsibility within the team, which is crucial for driving business success. On the other hand, lower individual contribution suggests that excessive reliance on personal effort can lead to inefficiencies and potential pitfalls within a group. Karatepe et al. (2006) note that group dynamics can suffer when one member dominates tasks, potentially diminishing the effectiveness of others and disrupting team cohesion.

## CONCLUSIONS

Based on the results procured in this study, the factors that influence the effectiveness of group contribution to the business of students who have business projects in groups are effort, initiative, responsibility, and backup behavior. The most influential factor is the backup behavior factor because teamwork requires behavior where team members must always be ready to back up each other's tasks when that person is unable to finish their respective tasks. So that the business can continue to run normally without any hindrances. Meanwhile, the lowest factor is the effort factor. Even though it is the lowest factor, the results do not have significant differences from the other factors. It is still considered an essential factor that should not be looked down upon, as it is still crucial to maintaining effectiveness in a group business. Thus, all the factors can be said to reflect the overall effectiveness of group contributions in student businesses, with backup behavior being the most influencing factor in the effectiveness of group contributions to the business of students. Consequently, the research highlights the importance of a balanced approach in fostering effective teamwork, ensuring that all factors contribute to a collaborative and productive environment.

## LIMITATION

The limitations encountered in this study include the fact that the questionnaire was distributed online rather than face-to-face, which caused several challenges in the respondents' process of filling out the questionnaire. One such challenge is the possibility that some respondents felt the questions were unclear, requiring further clarification. However, because the questionnaires were distributed online, no additional explanation of the questions could be provided. As a result, it is possible that some respondents answered without fully understanding the questions, leading to potential misunderstandings or misinterpretations. Another limitation is that the majority of respondents were from Makassar City, which means the results may not be representative of Indonesian students. Further research is needed to more accurately represent students across Indonesia and reflect diverse perspectives.

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