

## **ANALYSIS OF ENTREPRENEUR INTEREST AND BEHAVIOR OF STUDENTS IN STIE MAHARDHIKA SURABAYA**

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### **ABSTRACT**

*This research aims to see "how are entrepreneur interests and behaviors of students in Mahardhika STIE Surabaya" and to see if there are differences in interests and behavior of students in semester IV (not yet taking the Student Entrepreneurship Practices) and semester VI (after taking Student Entrepreneurship Practices). The results of the research is that students are interested in becoming an entrepreneur, but not in the near future. There is no difference in the entrepreneurs' behavior of students who have already and not yet taken an Entrepreneurship Practices. Students need efforts and programs to improve the entrepreneur interest and behavior, especially in the ability for rational decision-making and provide motivation to have the interest in entrepreneurship in the short term.*

**Keyword:** behavior, entrepreneur interest, human resources,

### **INTRODUCTION**

Human resources is an important part in the development of Indonesia's economy. And many people who have been and are trying to develop quality human resources is one example of a print entrepreneur. Because the entrepreneur is an important part of the economic progress, as indicated by Ciputra, (2008) "The more Entrepreneur owned a country becomes more affluent countries because they can transform the economy and the future" (Thobi Ahmad, Dian Trihastuti, Johan K. Runtuk , 2013).

According to David McClelland, a psychologist from the US (Ciputra 2008), a country can be said to be prosperous when there are at least 2% of entrepreneurs of the total population. With a population of around 240 million people, Indonesia can become a prosperous country when it has a minimum of 4,800,000 entrepreneurs. The data contained in the field precisely explained sad fact, said that Indonesia only has about 1% entrepreneur, a very small amount of the total population (Julia , 2012) .

The question is, "How to make an entrepreneur?". According to McMullan and Gillin (1998), about 87 % of entrepreneurial graduates will start a business. So someone needs to be educated in a system of entrepreneurial education and has great potential to become an entrepreneur (Thobi Ahmad, Dian Trihastuti, Johan K. Runtuk , 2013) .

Thus, based on the background of the study, the issues that this study wants to examine are about the entrepreneur interest and behavior of students of STIE Mahardhika Surabaya and if there is a difference in entrepreneur behavior of student semester IV and semester VI STIE

Mahardhika Surabaya. The objectives then to know the entrepreneur behavior of Students at STIE Mahardhika Surabaya and the differences of entrepreneur behavior between students in semester IV and semester VI.

### **LITERATURE REVIEW**

Entrepreneurship is the process of creating something new or giving new value by using the time and effort required to bear the financial risk, physical and social risks that accompany, receive monetary rewards generated and satisfaction and personal freedom. (Hisrich & Peter, 2005). While John Kao (1991) says that Entrepreneurship is the attitude and behavior of entrepreneurs. Entrepreneur is someone who is innovative, anticipatory, initiative, risk-taking and profit oriented (Sudjana 2004: 131).

While the behavior itself), a person's response or reaction to the stimulus or stimuli from the outside (Skinner, as quoted by Notoatmodjo; 2003). Therefore, this behavior occurs via the process of the stimulus on the organism, and the organism then responded, then Skinner's theory is called the theory of "S-O-R" or Stimulus - Organism - Response.

Individual characteristics of entrepreneurs have the ability to identify opportunities and mobilize resources to achieve its goals (Izedonmi & Okafor, 2007).

Some experts' opinion earlier about the characteristics possessed by an entrepreneur, as follows:

1. Requirement (motivation) achievement (McClelland, 1961),
2. Locus of control (Rotter, 1966),
3. Taking Risks (Brockhaus, 1980),
4. Proactive (Crant, 1996),
5. Tolerance to uncertainty (Betaman and Grant, 1993), and
6. Creativity (Drucker, 1985)

Every entrepreneur who are successful has four basic elements,:

- a. Ability ( to do with IQ and skill)
- b. Courage ( to do with Emotional Quotient and mental )
- c. Courage ( to do with self-motivation )
- d. Creativity requires an inspiration as a forerunner to the idea of finding opportunities based on intuition (to do with experience) (Peggy A Lambing & Charles R Kuehl [ in Hendro and Chandra , 2006 ] ).

The list of characteristics and properties profiles as entrepreneurial are as arranged in

Table 1.

**Table 1. Character traits and Entrepreneur**

Feature Feature Character	Confidence, independence, individuality, optimistic.
A task-oriented and results need for achievement	Profit-oriented, perseverance, fortitude , determination, hard work , has a strong drive and initiative.
Risk -making	Ability to take risks, like the challenge.
Acting Leadership	behavior as a leader, sociable, responding to suggestions and criticisms
originality	Innovative and creative, flexible, knowing a lot .
Future-oriented	View to the future.

Source: Geoffrey G.Meredith et al , 2002: 5-6

Successful entrepreneur according to Barringer & Ireland (2008) has the main characteristics as mentioned below:

1. Eagerness to business.

These characteristics describe the entrepreneur confidence that the business will positively affect people's lives and make the world a better place to live. This also explains why many executives who have established leave his job and start his own business.

2. Focus on product and customer.

This characteristic emphasizes the importance of an entrepreneur to understand two important elements in business is a business and its customers. Entrepreneur has an obsession to offer products that can satisfy the needs and desires of customers.

3. Tenacity despite the failure.

Failure is common in business, especially if entrepreneurs start a new business. Some types of business requires a series of successful experimentation before achieved. Failures and setbacks are parts of the process that must be faced. Successful entrepreneurs have the tenacity and perseverance to deal with the situation.

4. Skill in execution.

Successful businesses cannot be separated from the ingenuity of entrepreneurs to implement various plans when businesses start running. Ancient Chinese proverb states that " business is easy, but in order to keep open, is difficult. Entrepreneurs must be able to integrate a variety of activities: executing ideas into real business model, build the team together, build partnerships, managing finances, lead, motivate employees, and so on.

Lestari & Wijaya (2012) said that Entrepreneurship education has influence on entrepreneurial intention. Entrepreneurial intention is also reinforced by the demographic variables of gender, work experience, and parent's occupation. Entrepreneurial intention of men is higher than women. Students who have work experience also have a higher entrepreneurial interest. Students whose parents work as farmers have a higher entrepreneurial interest.

### RESEARCH METHODS

This type of research used is a qualitative and quantitative descriptive. The sources of data are primary and use questionnaires.

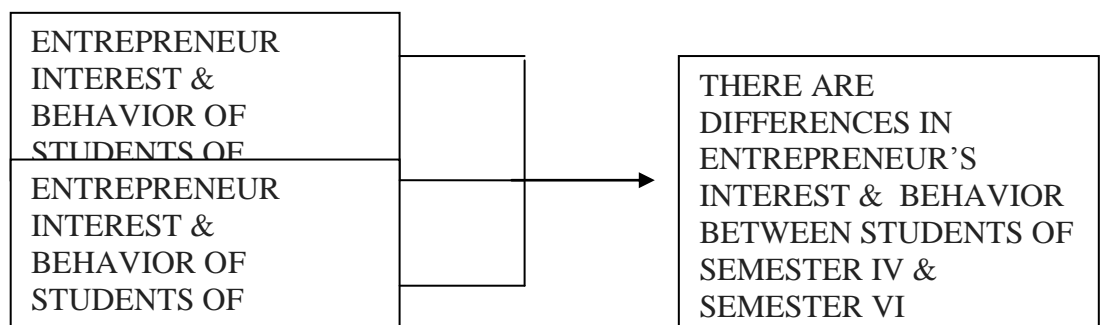


Figure 1. Conceptual Framework

Source: The author

The conceptual framework in this research is arranged based on theoretical background and previous research results as shown in Figure 2. The first looking about interest & entrepreneur

behavior of student at semester Iv and VI . In the end looking about differences interes & entrepreneur behavior of student semester IV and semester VI.

**RESULTS AND DISCUSSION**

This study was conducted to see how the student entrepreneur behavior in STIE Mahardhika Surabaya. The course is given entrepreneurship with material delivery methods and direct application in the field in semester VI. Research on methods of teaching entrepreneurship has resulted in findings that by applying the method of learning entrepreneurship in the field, students become more creative to find business opportunities , look for a theory that can be applied to their business , and learn more excited even felt better understand the existing theories when directly applied (Parwita, 2015).

This research showed that students of STIE Mahardhika have entrepreneur behavior as they have targets, always endeavor to satisfy, resolve any issues immediately and always keep a good name, but unfortunately students are quickly to settle on the work while the behavior of the entrepreneur should tend to be dissatisfied with they do.

Students have average of honesty behavior. Honest to work, honest to introduce the work, honest service, honest in the work of promising and honest with that has been done. The students STIE Mahardhika are average of fun looking for ideas/new ideas, happy to try ideas, happy to create new things that are different from other people, able to work independently, resolve problems on their own and try to decide rationally, always trying objectively weeks to make a decision, and Students are interested to start self-employment in the future (Results from respondents' answers shown in figure 1).

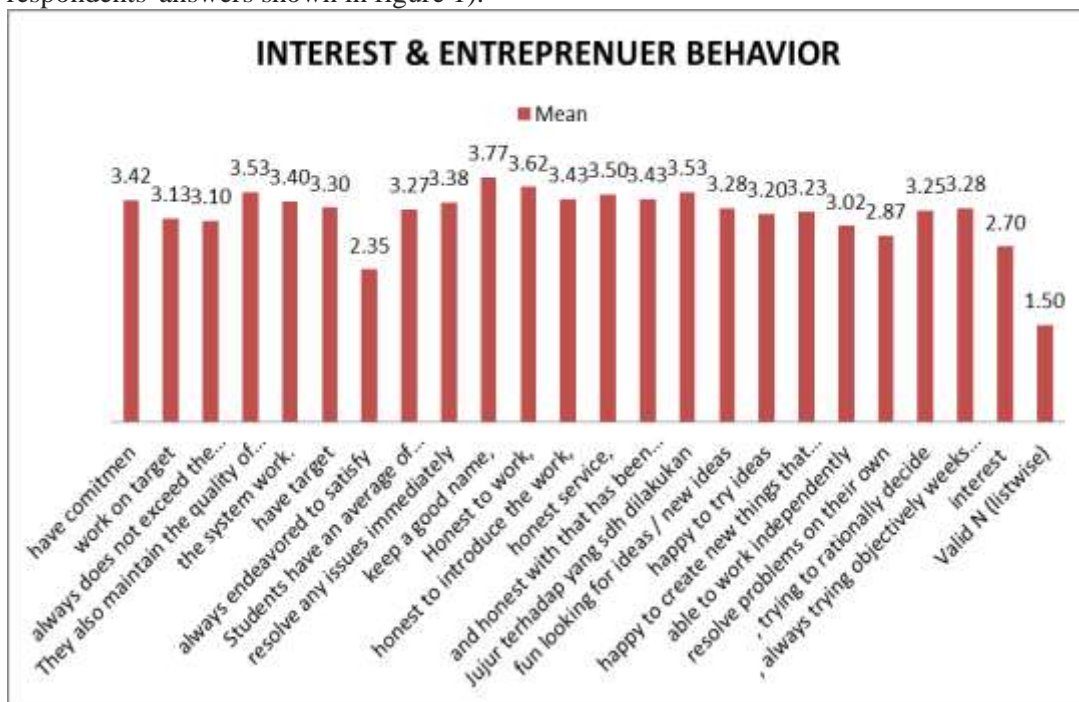


Figure 1. Entrepreneurs' Interest and Behaviour among Students

Source: Author

**Table 2. Descriptive Statistics**

	N	Mean	Std. Deviation	Minimum	Maximum
Breaking indeterminate commitment	60	3.4167	.61868	2.00	4.00
Work On target	60	3.1333	.62346	2.00	4.00
No beyond to limit	60	3.1000	.65613	2.00	4.00
Always wanted quality	60	3.5333	.50310	3.00	4.00
Following the system work	60	3.4000	.58802	2.00	4.00
Have target in life	60	3.3000	.64572	2.00	4.00
Disgruntled work	60	2.3500	.84020	1.00	4.00
Satisfying others	60	3.2667	.75614	1.00	4.00
Immediately solve the problems	60	3.3833	.61318	2.00	4.00
Always wanted quality	60	3.7667	.46456	2.00	4.00
Maintain the good name	60	3.6167	.52373	2.00	4.00
Trying honest	60	3.4333	.53256	2.00	4.00
Hhonestly to introduce worked	60	3.5000	.50422	3.00	4.00
Honestly to employment serviced	60	3.4333	.56348	2.00	4.00
Honetsly that promises	60	3.5333	.62346	2.00	4.00
Honestly to generated	60	3.2833	.58488	2.00	4.00
Glad to search new idea	60	3.2000	.54617	2.00	4.00
Glad to try oput new ideas	60	3.2333	.62073	2.00	4.00
Glad to create new ideas that different that others	60	3.0167	.79173	2.00	4.00
Ability to self work	60	2.8667	.81233	1.00	4.00
Being able to self solve the problem	60	3.2500	.50840	2.00	4.00
Rational To decide something	60	3.2833	.49030	2.00	4.00
Objective To take decisions	60	2.7000	1.12446	1.00	4.00
Interest	60	1.5000	.50422	1.00	2.00

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Source: Author

Table 2 shows that on average students answered with a value above 3, which means they agree with statements that indicating an entrepreneurial behavior. Only a statement that indicates they always work not exceeding the time limit (or timely) is valued 2.35, which means that the average students have completed their work beyond the planned deadline.

The result of statement which showing interest in entrepreneurship, the average response of students shows the low value of 2, indicates that students may have an interest in entrepreneurship but not in the near future.

**Table 3. Mann-Whitney Test**

	Group	N	Mean Rank	Sum of Ranks
Breaking indeterminate commitment	1.00	30	32.42	972.50
	2.00	30	28.58	857.50
	Total	60		
on target	1.00	30	31.37	941.00
	2.00	30	29.63	889.00
	Total	60		
no beyond the limit	1.00	30	31.77	953.00
	2.00	30	29.23	877.00
	Total	60		
Always wanted quality	1.00	30	29.50	885.00
	2.00	30	31.50	945.00
	Total	60		
Following a working system	1.00	30	30.30	909.00
	2.00	30	30.70	921.00
	Total	60		
Target in life	1.00	30	31.10	933.00
	2.00	30	29.90	897.00
	Total	60		
Disgruntled work	1.00	30	27.35	820.50
	2.00	30	33.65	1009.50
	Total	60		
Satisfying others	1.00	30	31.22	936.50
	2.00	30	29.78	893.50
	Total	60		
Immediately solve the problem	1.00	30	30.03	901.00
	2.00	30	30.97	929.00
	Total	60		
Maintain the good name	1.00	30	29.90	897.00
	2.00	30	31.10	933.00
	Total	60		

trying Honest	1.00	30	30.68	920.50
	2.00	30	30.32	909.50
	Total	60		
Honestly to introduce worked	1.00	30	34.22	1026.50
	2.00	30	26.78	803.50
	Total	60		
Honestly to employment serviced	1.00	30	33.50	1005.00
	2.00	30	27.50	825.00
	Total	60		
Honest work that promises	1.00	30	29.97	899.00
	2.00	30	31.03	931.00
	Total	60		
Honestly to generated	1.00	30	29.03	871.00
	2.00	30	31.97	959.00
	Total	60		
Glad to search new ideas	1.00	30	32.55	976.50
	2.00	30	28.45	853.50
	Total	60		
Glad to try out new ideas	1.00	30	33.10	993.00
	2.00	30	27.90	837.00
	Total	60		
Glad to create new ideas that different than others	1.00	30	29.83	895.00
	2.00	30	31.17	935.00
	Total	60		
Ability to self work	1.00	30	30.87	926.00
	2.00	30	30.13	904.00
	Total	60		
Being able to self solve the problem	1.00	30	33.90	1017.00
	2.00	30	27.10	813.00
	Total	60		
Rational To decide something	1.00	30	34.60	1038.00
	2.00	30	26.40	792.00
	Total	60		
Objective To take decisions	1.00	30	31.83	955.00
	2.00	30	29.17	875.00
	Total	60		
Interest	1.00	30	27.97	839.00
	2.00	30	33.03	991.00
	Total	60		

	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-
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Breaking indeterminate commitment	392.500	857.500	-.953	.341
on target	424.000	889.000	-.440	.660
On time	412.000	877.000	-.630	.529
Always wanted quality	420.000	885.000	-.513	.608
Following a working system	444.000	909.000	-.100	.920
Target in life	432.000	897.000	-.296	.767
Disgruntled work	355.500	820.500	-1.506	.132
Satisfying others	428.500	893.500	-.350	.726
Immediately solve the problem	436.000	901.000	-.232	.817
Maintain the good name	432.000	897.000	-.372	.710
trying Honest	444.500	909.500	-.097	.923
Honestly to introduce worked	338.500	803.500	-1.894	.058
Honestly to employment serviced	360.000	825.000	-1.536	.124
honest work that promises	434.000	899.000	-.269	.788
Honestly to generated	406.000	871.000	-.753	.452
Glad to search for new ideas	388.500	853.500	.296	.296



Glad to create new ideas that differ than others	372.000	837.000	1.394	.163
Glad to create new ideas that different than others	430.000	895.000	-.335	.738
Ability to self work	439.000	904.000	-.173	.863
Being able to self solve the problem	348.000	813.000	-1.608	.108
Rational in deciding something	327.000	792.000	-2.241	.025
Objective in taking decisions	410.000	875.000	-.731	.465
Interest	374.000	839.000	-1.187	.235

Source: Author (2016)

The Z-test showed that entrepreneur behaviour of student at semester IV and semester VI just different to rationally decide. Students who are already taking entrepreneur practice more rationally to decision-making between students who are not already taking entrepreneur practice (Sig = 0.025).. These results can be seen at Table 3.

### **CONCLUSIONS**

The results of this study shows that students of STIE Mahardhika have behaviour as entrepreneurs regardless in which semester they study in and those who are interested in being entrepreneurs do not tend to begin in the near future.

### **LIMITATION OF THE STUDY**

1. This study does not discuss the correlation between entrepreneurship education and behavior.
2. This study does not discuss the correlation between entrepreneurship interesting and entrepreneur behavior

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