

**ENTREPRENEURSHIP SPIRIT AND ENTERPRISE KNOWLEDGE  
TOWARD INDEPENDENCE ATTITUDE AND  
ENTREPRENEURIAL INTENTION AMONG STUDENTS  
INVOLVED IN INDONESIAN YOUNG ENTREPRENEURS  
ASSOCIATION OF HIGHER EDUCATION (HIPMI-PT), EAST  
JAVA**

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**ABSTRACT**

*The research is to examine if the entrepreneurship spirit and enterprise knowledge effects toward independent attitude and entrepreneurial intention among students involved in Indonesian young entrepreneurs association of higher education (HIPMI-PT) in East Java. Using descriptive quantitative measured by questionnaires of 60 students involved in HIPMI-PT, the result shows that the entrepreneurial spirit has significant negative effect towards independent attitude and entrepreneurship knowledge has significantly effect to the independent attitude. The entrepreneurship spirit does not have significant effect on the entrepreneurship\_intention. But Entrepreneurship knowledge has significant effect on entrepreneurship\_intention while the independent\_attitude does not have significant effect on entrepreneurship\_intention. Using AMOS to measure the path analysis, thus the result shows the direct effects are shown of entrepreneurship\_spirit towards independent\_attitude and the entrepreneurship\_intention towards the independent\_attitude, Entrepreneurship knowledge to entrepreneurship\_intention and independent\_attitude towards entrepreneurship\_intention. The indirect effect are shown by entrepreneurship\_spirit to entrepreneurship\_intention through independent\_attitude and the indirect influence of Entrepreneurship knowledge through independent\_attitude.*

**Keywords:** entrepreneurship spirit, enterprise knowledge, independent attitude, entrepreneurial intention

## **INTRODUCTION**

Interest in self-employment continues to increase, the actor is not only the ordinary society but also among the students. Now this Indonesian Young Entrepreneurs Association (HIPMI) seeks to guide students in Higher Education in improving the entrepreneurial skills to establish the Indonesian Young Entrepreneurs Association of Higher Education (HIMPI PT). Association seeks Higher Education established to coincide with the birthday HIPMI 39th, held at the Merdeka Building in Bandung. Through the declaration on June 15, 2011, the Association seeks Higher Education officially became an autonomous organization under the patronage of the Association seeks engaged in the process of development and empowerment of entrepreneurship within the university.

In the process of its establishment, the Association seeks Higher Education aims as a driving force in sustaining and regeneration process recruitment HIPMI entrepreneurs. With a target of creating 1 million entrepreneurs, Association seeks to have the determination to increase the number of entrepreneurs in Indonesia to at least 2% of the total population of Indonesia. Association seeks Higher Education future is also expected to be a forum of interaction among its members for business networking, interaction and distribution of information, business incubator, even farther into the container in encouraging entrepreneurship nationwide. Association seeks Higher Education as a student organization and growing on campus - the campus of the field acting and devotion Association seeks Higher Education is on the campuses and the people of Indonesia.

Researcher is interested in doing research in entrepreneurship and enterprise knowledge toward independence and entrepreneurial intention among students involved in Indonesian young entrepreneurs association of higher education (HIPMI-PT) in East Java"

## **LITERATURE REVIEW**

### **Entrepreneurship**

Hamdani (2010), stated that the entrepreneur is a person who is free and has the ability to live independently in carrying out business activities or business. An entrepreneur is free to design, define, manage, and control all business. While entrepreneurship is an attitude, spirit, and ability to create something new, valuable, and the ability to create something new, valuable, and useful to themselves and others.

According to Pinchot (Usman, 2010), entrepreneurship is the ability to internalize the talent, engineering, and opportunities. While entrepreneurs are people who dare to take risks, innovative, creative, unyielding, and is able to deal with the opportunities appropriately.

The Ministry of National Education (2010) defines entrepreneurship as an attitude, spirit and ability to create something new, which is invaluable and useful; both for himself and for the others.

Basrowi (2011) said that entrepreneurs are people who break the existing economic system by introducing new goods and services by creating new organizational forms or process new raw materials.

John J.Kao (1993) in Basrowi (2011) defines entrepreneurship is an attempt to create value through the introduction of a business opportunity, taking proper risk management, and through the communication and management skills to mobilize people, money, and raw materials or other resources required to produce a project that carried out well.

### **Entrepreneurship Spirit**

Merridith (et al.) (2002) cited by Basrowi (2011) suggests the intrinsic value and importance of the entrepreneur are as follows:

1. Self Confidence
2. Tasks and Results Oriented
3. The courage to take risks.
4. Leadership
5. Oriented to the Future.
6. Originality: Creativity and innovation.

Entrepreneurial spirit is the spirit of independence to look for a source of income by opening a business or channeling creativity possessed someone to then be used as a land for income, entrepreneurial spirit instilled a person begins to realize that money is important and that individual has their skill or something like goods or services that can be sold, someone will learn to be more independent, critical thinking, and advanced when instilled an entrepreneurial spirit from an early age, because they will think about how to process the results of the skill or learning outcomes which they do to be a work that can be sold, whether it is food, clothing, services, or other items.

Entrepreneurial spirit can expand along with the eagerness of someone in looking for earnings in terms of the economic circumstances factors do not support, so, many entrepreneurial spirit embedded in mind is a result of economic pressure. Age is not a measure to instill the entrepreneurial spirit but awareness of how valuable the money to be generated, because a lot of entrepreneurs have a strong entrepreneurial desire for signage greatest desire is to make money. Furthermore, age is not a measure for planting of the entrepreneurial spirit, but awareness of how valuable a science to serve as a field for an entrepreneur, or when economic pressures began to emerge then entrepreneurial soul deserves to be implanted in depth so that the potential of entrepreneurship from someone can arise.

A success as an entrepreneur depends on its ability to make decisions. The ability to make decisions intuitively is a treasure for a valuable entrepreneur. Ability was obtained from the experience as entrepreneurs have to make important decisions over the years.

### **Entrepreneurship Knowledge**

According to Suryana (2011) an entrepreneur will not succeed if it does not have the knowledge, ability and willingness. Some of that knowledge must be possessed entrepreneur are:

- a. Knowledge of the business that will be entered or initiated and existing business environment.
- b. Knowledge of the roles and responsibilities
- c. Knowledge of management and business organizations

Sudjono (2009: 50) defined knowledge as the ability to recall events that have been experienced, without expecting the ability to use it. According to Winkel (2004: 274) that the knowledge includes the memory of things or events that have occurred, learned, stored in memory and dug in when needed. Meanwhile, according to Djaali (2007: 77) knowledge is one factor which is the cognitive ability to memorize, remember things or doing repetitions of any information that has been impregnated or captured. It can be concluded that entrepreneurial knowledge is the ability to produce something new through creative thinking and innovative action, so as to create an idea or opportunity and can be put to good use.

From the theories above, then it can be concluded that an indicator variable entrepreneurial knowledge are:

1. Starting a business based on his own experience

2. Having ability to assess business opportunities
3. Having the competence to face risks and challenges
4. Having knowledge of the business

### **Independent Attitude**

Independent attitude according to Bernadib (2002: 19) is "Behavior which is able to take the initiative, cope limitation or problems, have confidence and can do something on own without the help of others". Kartono (2005: 71) states that independent attitude is 'eagerness to do something for himself "

Some experts agreed that self-sufficiency is a character that exists in individuals who have the ability to create their own work and do things without recourse to others.

According to Masrun, et al (2006: 77) independent attitude indicators are as follows:

- 1) Free, which is demonstrated by the actions taken or his own will not because others
- 2) Progressive and Tenacious, which is indicated by the pursuit of achievement, perseverance, planning to realize the expectations
- 3) Initiative, the Traffic think and act in an original, creative and full of initiative
- 4) Self control from the inside, being able to solve the problem, able to control his actions, and can affect the environment for his efforts
- 5) The self ability, includes aspects of their confidence in their own abilities, to accept self, and derive satisfaction from his efforts.

### **Entrepreneurial Intention**

Entrepreneurial Intention can be interpreted as the first step of a process of establishing a business is generally long term. A person's behavior can be predicted by measuring its attitude towards a particular object. This approach can be bridged by looking at the intention to show certain behavior in a person. This intention as a subjective probability (subjective probability) individuals to behave in certain ways. Intention is the subjective dimension of location probability someone who connects himself with a particular action, in other words, the intention is the magnitude of the dimensions of subjective probability that a person will be displayed in a particular form of behavior.

According Sumarno (2012), the intention of a person's consciousness can lead to their desires. Desires that arise within the individual is declared by the likes or dislikes, happy or unhappy about an object or desire that will satisfy the needs.

Andika et al. (2012), stated that the intention of entrepreneurship, namely the tendency of the individual's desire to commit acts of entrepreneurs by creating new products through business opportunities and taking risks. Entrepreneurship intention appears because it was preceded by a knowledge and information on entrepreneurship, followed by an activity in participation to gain experience, which finally comes the desire to perform these activities (Utomo et al., 2014). The decision to show this behavior is the result of a rational process directed at a specific purpose to follow the sequence of thinking.

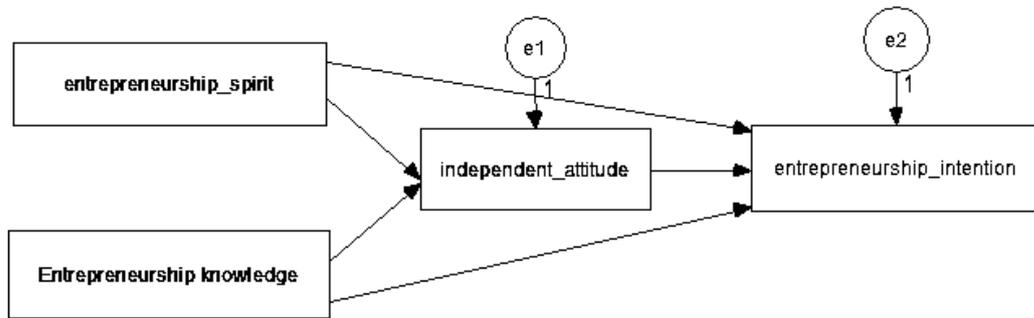
Wijaya et al. (2013) suggested that most women tend to choose entrepreneurship than working for women assume the work is not important. Because women are still faced with the demands of larger traditional being a wife and housewife. This indicates how hard a person tries, and how much effort is done so that the desired behavior can be performed. If a positive attitude and people compelled to live up to expectations of the environment to perform an act, plus people see that there is no obstacle for him to behave the possible emergence of high behavior,

intentions entrepreneurship can be defined as the process of finding information that can be used to achieve the establishment of a business.

According Pintrich and Schunk (1996: 304) Indicators of interest in entrepreneurship are as follows:

- 1) The general attitude towards activities (general attitude toward the activity) is feeling like it or not, agree to disagree with activity generally positive behavior or like activity.
- 2) specific for the love of Consciousness (specific conscious for the living or activity) that decide to enjoy an activity or object
- 3) Was pleased with the activity (enjoyment of the activity) is an individual feel happy with all matters relating to the activities of interest.
- 4) These activities have meaning or importance to individuals (personal importance or significance of the activity to the individual).
- 5) The existence of intrinsic interest in the content of the activity (intrinsic interest in the content of the activity) are pleasant emotions to focus on the activity itself.
- 6) Participate in activities (reported choice of or participant in the activity) is an individual vote or participate in activities.

**Conceptual framework**



**Figure 1. Conceptual Framework**

**RESEARCH METHODS**

This study used descriptive research with the population of Indonesian Young Entrepreneur Association (HIPMI-PT) in East Java, totaled about 400 students of higher education. Using Hair Formula, the sample used here is 60 respondents (4 variables x 15) , drawn by non probability sampling.

**Table 1. Indicators of Variables**

Variables	Indicator	Measurement
Entrepreneurship Spirit (X <sub>1</sub> )	1. Self Confidence (X <sub>1,1</sub> ) 2. Personal Result (X <sub>1,2</sub> ) 3. Risk Taker (X <sub>1,3</sub> )	Likert Scale 1 s.d 5

	<ol style="list-style-type: none"> <li>4. Leader (<math>X_{1.4}</math>)</li> <li>5. Visionary (<math>X_{1.5}</math>)</li> <li>6. Creative (<math>X_{1.6}</math>)</li> </ol>	
<b>Entrepreneurship Knowledge (<math>X_2</math>)</b>	<ol style="list-style-type: none"> <li>1. Starting up the business based on the experience (<math>X_{2.1}</math>)</li> <li>2. Able to assess the business opportunity (<math>X_{2.2}</math>)</li> <li>3. Having competency to face the risks and challenges (<math>X_{2.3}</math>)</li> <li>4. Having knowledge of the business (<math>X_{2.4}</math>)</li> </ol>	Likert Scale 1 s.d 5
<b>Independent Attitude (Y)</b>	<ol style="list-style-type: none"> <li>1. Independent (<math>Y_1</math>)</li> <li>2. Progressive and tough (<math>Y_2</math>)</li> <li>3. Initiative (<math>Y_3</math>)</li> <li>4. Inner self control (<math>Y_4</math>)</li> <li>5. Self ability (<math>Y_5</math>)</li> </ol>	Likert Scale 1 s.d 5
<b>Entrepreneurship Intention (Z)</b>	<ol style="list-style-type: none"> <li>1. General attitude toward the activity (<math>Z_1</math>)</li> <li>2. Pessimistic concious for or living the activity (<math>Z_2</math>)</li> <li>3. Enjoyment of the activity (<math>Z_3</math>)</li> <li>4. Personal importance or significance of the activity to the individual (<math>Z_4</math>)</li> <li>5. Intrinsic interes in the content of the activity (<math>Z_5</math>)</li> <li>6. Reported choise of or participant in the activity (<math>Z_6</math>)</li> </ol>	Likert Scale 1 s.d 5

Source: Authors

## RESULT AND DISCUSSION

Having analyzed using AMOS program version 5, the path analysis of exogenous variables through intervening variables on endogenous variables are as shown below:

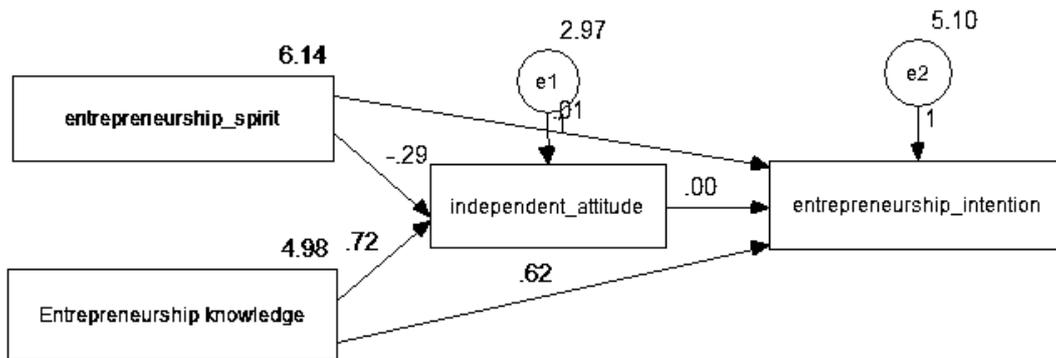


Figure 2. Path Analysis

The Figure 2 above can be described in the weight regression table below:

Table 2. Regression Weights: (Group number 1 - Default model)

			Estimate	S.E	C.R	P	Label
independent_attitude	<--	entrepreneurship_spirit	-.293	.108	-2.718	.007	par_1
independent_attitude	<--	Entrepreneurship knowledge	.720	.120	6.025	***	par_2
entrepreneurship_intention	<--	entrepreneurship_spirit	.013	.150	.085	.932	par_3
entrepreneurship_intention	<--	Entrepreneurship knowledge	.622	.199	3.122	.002	par_4
entrepreneurship_intention	<--	independent_attitude	.005	.171	.026	.979	par_5

Then based on the Figure 2 and Table 2 above, the path analysis equation is:

$$Z_{\text{independent\_attitude}} = -0.293Z_{\text{entrepreneurship\_spirit}} + 0.720Z_{\text{entrepreneurship\_knowledge}}$$

$$Z_{\text{entrepreneurship\_intention}} = 0.013Z_{\text{entrepreneurship\_spirit}} + 0.622Z_{\text{entrepreneurship\_knowledge}} + 0.005Z_{\text{independent\_attitude}}$$

Based on the analysis results the entrepreneurial spirit has significant effect (negative) attitude towards independent since 0.007 the probability is smaller than 5% with a beta coefficient of -0.293. While entrepreneurship knowledge significantly influence the independent attitude because the probability value 0.000 which is under 5% with a beta coefficient of 0.720. Variable entrepreneurship spirit is not significant as effect on the entrepreneurship\_intention with probability of 0.932 is above 5% and beta coefficient of 0.013. Entrepreneurship knowledge is considered as significant effect on entrepreneurship\_intention because the probability is 0.002 and below 5% with a beta coefficient of 0.622. The independent\_attitude is not significant to give effect on entrepreneurship\_intention because the 0.979 probability value is above 5% and beta coefficient of 0.005.

**Tabel 3. Direct Effects**

	Entrepreneurship knowledge	entrepreneurship_spirit	independent_attitude
independent_attitude	.720	-.293	.000
entrepreneurship_intention	.622	.013	.005

Source: Author

Table 3 shows the direct effects of variables - exogenous and intervening variable toward endogenous variables. The direct effect is entrepreneurship\_spirit towards independent\_attitude is -0.293 (negative) and the entrepreneurship\_intention is 0.013, the direct influence of the independent\_attitude Entrepreneurship knowledge is against entrepreneurship\_intention 0.498 and 0.632, the direct effect of independent\_attitude towards entrepreneurship\_intention is 0.622

**Tabel 4. Indirect Effect**

	Entrepreneurship knowledge	entrepreneurship_spirit	independent_attitude
independent_attitude	.000	.000	.000
entrepreneurship_intention	.003	-.001	.000

Source: Author

Table 4 shows the indirect effect of entrepreneurship\_spirit to variable entrepreneurship\_intention through independent\_attitude variable is -0.001 and the indirect influence through independent\_attitude Entrepreneurship knowledge is 0.003.

**Tabel 5. Squared Multiple Correlations**

	Estimate
independent_attitude	.511
entrepreneurship_intention	.276

Source: Author

From table squared multiple correlations can be seen in the role of a variable entrepreneurship\_spirit and Entrepreneurship knowledge is 0.511 or 51.1% in explaining independent\_attitude. While the role entrepreneurship\_spirit, Entrepreneurship knowledge and independent\_attitude are able to explain entrepreneurship\_intention with value 0.276, or 27.6%.

## CONCLUSION

The entrepreneurial spirit has significant negative effect towards independent attitude and entrepreneurship knowledge has significantly effect to the independent attitude. The entrepreneurship spirit does not have significant effect on the entrepreneurship\_intention. But Entrepreneurship knowledge has significant effect on entrepreneurship\_intention while the independent\_attitude does not have significant effect on entrepreneurship\_intention.

The direct effects are shown by entrepreneurship\_spirit towards independent\_attitude and the entrepreneurship\_intention towards the independent\_attitude. Entrepreneurship knowledge also

has direct effect to entrepreneurship\_intention and direct effect of independent\_attitude towards entrepreneurship\_intention. The indirect effect are shown by entrepreneurship\_spirit to entrepreneurship\_intention through independent\_attitude and the indirect influence of Entrepreneurship knowledge through independent\_attitude.

Variable entrepreneurship\_spirit and Entrepreneurship knowledge are explaining independent\_attitude and the variable entrepreneurship\_intention are explained by entrepreneurship\_spirit, Entrepreneurship knowledge and independent\_attitude.

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