

THE INFLUENCE OF SOCIO-DEMOGRAPHIC FACTORS ON INTENTION ENTERPRENEURIAL STUDENT'S OF UNIVERSITAS PGRI ADI BUANA SURABAYA

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ABSTRACT

Universities as a tools to cultivate an entrepreneurial spirit. Because college graduates are expected to become young entrepreneurs who can pioneer his own business. After graduation has the intention of entrepreneurship so as to create a new business environment to make a young enterprenuer able to compete in the global market. Factors influencing intention interpreneur one of them is social demography. The purpose of this study is to determine the effect of socio-demographic on intention enterpreneur. The instrument used in this study are questionnaire contain 23 questions. Questionnaire consist of demographic background college students. The data was collected then analyzed by SPSS to answers purpose this study. The results of this study indicate the demographic factors affect the intention of entrepreneurs in the students of PGRI Adi Buana University Surabaya.

Keywords: influence, socio-demographic, intention enterpreneur

INTRODUCTION

The economic development of a country certainly will undergo changes, surely this would lead to changes in the life of the community in accordance with the needs of the households in the nation and the country. To compensate for the rotation of the phenomenon of the current economy surely needed contributions from the entrepreneur, this also resulted in research on entrepreneurship also flourishes. Research on entrepreneurial education has done some researchers, such as Suharti & Siren (2011), Koranti (2013), Sinarasri & Hanum (2012), Jusmin (2012) and many other researchers. Entrepreneurship is the key to a number of social components, such as unemployment, economic stabilization, improved employment, modernization of technology and economic growth.

From studies above, it appears that it is still the existence of limited opportunity work from college graduates are increasingly growing in number of years. If looking at the conditions that exist now, then it can worsen the situation of competition in the global economic community. Surely this can be overcome through a supply science that is able to make college graduates as a vehicle to foster entrepreneurial soul. Novian (2012) explained that the entrepreneur as to the nature, character, and attributes attached to someone who has the will to realize innovative ideas into real business world and can develop it.

Entrepreneur is a person who is free and has the ability to live independently in the exercise of its business activities or his business or his life. He is free to design, specify, manage control all his efforts. Entrepreneurship is the mental attitude and spirit which is always active or creative

power, bercepta, berkarsa and unpretentious in trying in order to increase revenue in its business activities (Amen, 2008). Therefore, college graduates are expected to be a young entrepreneur who was able to pioneer his own business. This is in accordance with the vision, the Mission of the University PGRI Adi Buana Surabaya which makes the graduates have a soul enterpreuner. Entrepreneurship courses is compulsory subjects for students who are currently studying in University PGRI Adi Buana Surabaya. As articulated Zimmerer (2002) that universities have a role for the organization of entrepreneurial education, including fostering the entrepreneurial soul. The University party responsible in educating and providing entrepreneurial capabilities to its graduates and provide motivation to dare to choose entrepreneurship as their career. College parties need to apply entrepreneurial learning patterns are more concrete based empirical input to equip students with knowledge.

Lee & Wong (2004) describes the entrepreneurial intention as the initial step of a process is the establishment of a business which is generally long term. According to Krueger (1993), entrepreneurial intentions reflects the commitment of a person to start a new venture and is a central issue to note in understanding the process of establishment of entrepreneurship new venture. Basically the formation of entrepreneurial soul influenced by internal and external factors (Priyanto, 2008). Internal factors that originate from within entrepreneur can be either personal traits, attitude, willingness and ability of the individual that can give the power of individuals to entrepreneurship. While external factors come from outside themselves perpetrators of an entrepreneur who can be an element of the environment such as family environment, the environment of the business world, the physical environment, socio-economic environment and others.

In this study, researchers will use a factor of external perpetrators entrepreneur of gender, employment of older people, entrepreneurial experience, and courses the student attended. Researchers have hypothesized that the socio demographic factors i.e., gender, parental employment, entrepreneurship courses and experiences influence on intention entrepreneur student's University PGRI Adi Buana Surabaya.

RESEARCH METHODS

This study was conducted at the Faculty of Economics University PGRI Adi Buana Surabaya. The naming of the Faculty of economics because the largest faculty has the intention of entrepreneurship for students. In addition, as well as students who have the intention of entrepreneurship and entrepreneurs appeared after acquiring the theory of entrepreneurship in semester v. Object in this research is the external factor concerns the student's behavior against the intention enterpreneurial. He took the research object due to the ever increasing student learning the entrepreneurial opportunity gave rise to material to invest himself in the entrepreneurial sector and indirectly may contribute to tangible development to the nation.

The population in this research in the form of a student who had graduated courses in entrepreneurship. The technique used is the collection of documentation is the technique of data collection conducted with noted or retrieve data in the form of writing as well as numbers, i.e., the number of students. The now is a method of data collection by providing or distributing a list of statements to respondents in hopes of giving a response to the list of such statements. Now this method is used to collect primary data from respondents.

RESULT AND DISCUSSION

The data collected enterpreuner intention from students of the Faculty of Economics University PGRI Adi Buana Surabaya. The data is distributed to the students ahead of the final exams of the Semester to obtain valid data. Every student is given a question for accounting and management courses.

Based on the results of the analysis of the factors for the variable gender (X1), employment of older people (X2), entrepreneurial experience (X3), and the program of study (X4). Based on the results of data analysis on the variable gender (X1) obtained the value of means that is $0.05 < 0.000$. It shows that gender effect was significant with the enterpreuner intention in student faculty of Economics University PGRI Adi Buana Surabaya. It is shown that from the student-sex women have ideas that more markedly compared with male students. Such as research conducted by Johnson, et al. (2010).

For parent's job (X2) obtained significance means there is a $0.05 < 0.001$. It shows that influence among influential parents significant work with the enterpreuner intention in student faculty of Economics University PGRI Adi Buana Surabaya. From the results of the now show if her parents' job background the entrepreneurial propensity of his son then also have a desire for entrepreneurship. Such as research conducted by Gerry et al. (2008) and Nishanta (2008).

For the entrepreneurial experience (X3) gained means $0.015 < 0.05$ that shows entrepreneurial experience effect significantly with the enterpreuner intention in student faculty of Economics University PGRI Adi Buana Surabaya. Students who have experience self-employment tend to have high enterpreuner intention. This is because when a person already had experience in entrepreneurship so that someone will be better prepared and more confident in setting up new ventures because previously already have skills (Leon et al., 2007).

While, course (X4) gained significance $0.101 > 0.05$ means the course has no effect in a significant way with the enterpreuner intention in student faculty of Economics University PGRI Adi Buana Surabaya. At the Faculty of Economics University PGRI Adi Buana Surabaya consists of courses in accounting and management. Of course it turns out not to have significant influence towards enterpreuner intention. Each course has the same intention when enterpreuner entrepreneurship.

CONCLUSION

Entrepreneurial intention as the initial step of a process of establishment is basically the formation of entrepreneurial soul influenced by internal and external factors (Priyanto, 2008). The conclusions from the results of this research show that the socio demographic factors effect on enterpreuner intention in student faculty of Economics University PGRI Adi Buana Surabaya. This is shown from the significant effect of gender with a enterpreuner intention, an influential parents' jobs significantly with the enterpreuner intention, the entrepreneurial experience significant effect with the enterpreuner intention,

In order to grow the enterpreuner intention among the younger generation, in particular students so that young entrepreneurs created the intellect, then suggested giving the knowledge entrepreneurship for students in all courses. In addition, the improvement of students' belief that they are capable of starting and running a business as a reflection of self-efficacy of college students also need to be improved through various development programs. If a student has a high intention enterpreuner then the student is able to take advantage of opportunities new ventures and increasingly dare to take the risk that comes along.

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