

ANALYSIS OF FACTORS THAT ENCOURAGE STUDENTS TO MAKE ONLINE BUSINESS FOR STIESIA STUDENTS BY UTILIZING SMARTPHONE

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ABSTRACT

One of the shortcomings of the Indonesian's education is its unreadiness to get the graduates ready for independent work and business enterprise. Subsequently, causing mass unemployment, low benefit, high inflation in Indonesia, therefore, the Indonesian government always tries to increase the number of entrepreneurs, especially in universities. However, just a little rate of graduates get to be ambitious people after graduation. This study subsequently analyzed the utilization of smartphone in order to create the Online Business for the students at STIESIA Surabaya. The target population of this study are students of Indonesia School of Economics Surabaya who own the smartphones. The number of samples used was 140 students. The analysis factors are personal, sociological and environmental. The most influential factor in opening online business by using the smartphone is sociological factor because when someone who live in the family with business, therefore, students will involve in engaging their business as well.

INTRODUCTION

Entrepreneurship (entrepreneurship) is a major problem in the nation's economy is growing. Development or deterioration of the nation's economy is determined by the presence and function of these entrepreneurs group (Rachbini, 2002). Peter Drucker (1993) mentioning behold all subsequent economic change of the system depends on the resulting change was the emergence of the "entrepreneur". Generally, a company that is growing and innovative shaped gives a soul (spirit) entrepreneurs. Corporations trying to push some of their managers so few people who spirited entrepreneurs, universities amid increasing entrepreneurship programs, as well as some individual employers cause dramatic changes in people. The success of development achieved by the country of Japan in fact sponsored by some employers who number 2 Percent middle level, a small number of self-employed 20% of the total population. This is the key to the

success of the development of Japan (Heidjrachman Ranu, 1982). Unfortunately, the number of entrepreneurs in Indonesia remains a bit and have not been able to mention great quality to support the economy, to entrepreneurial problem is so pressing issue for the success of economic development in Indonesia. For our current system of government building is the main means of employment. Even the government also began to promote education about entrepreneurship for those in the print media or electronic media. On October 29, 2009 President Susilo Bambang Yudhoyono in Indonesia next in front of 1500 stakeholders in the national consultation event (National Summit) mentions the fact that there are three main tips that need to be done Indonesia, namely empowerment, entrepreneurship, and technological innovation. At the beginning or at the October 28, 2009 the President has received a letter from Dr. Ir. Ciputra and Jakoeb Oetama which explains the importance of entrepreneurship to the future of Indonesia. Starting from the statement that the 100-day program of entrepreneurship so diverse government departments, as of the Ministry of National Education. With the election of a pilot country of Indonesia to the GEP program was launched by the United States government should be used to encourage entrepreneurship in the country. Because there are government programs that, our country began to promote and disseminate knowledge about entrepreneurship with a broader way. Starting from the middle school, to college so aim to provide the motivation and knowledge about entrepreneurship major. This sort of thing has a purpose so that when they graduate and plunge immediately into people, they have enough knowledge so a person's mental and entrepreneurs. They will not be awkward to face the corporate world or work that hard to obtain. Up, the number of unemployed in Indonesia could shrink and surely some college degree will not be blamed unemployment expensive education that they passed along to sit on the bench lectures. The research was conducted on the campus of the Indonesia School of Economics (STIESIA) Surabaya and students who have a smartphone as the object of this research. This research is useful as a self-employed student motivation in fulfilling the mandate of the Indonesian government to reduce unemployment.

RATIONALE THEORETICAL FRAMEWORK AND HYPOTHESES FORMULATION

Inter-relationship aspects motivating factor is strong with interest. Aspects of motivational factors had an influence with the rise in interest to take action or achieve a purpose. In this research describes the theoretical framework about the impact of aspect-motivating factor represented by the tolerance would be a possibility, success in self-employment, as well as the freedom to work in entrepreneurial interest. According to Gerry Segal, And Borgia, and Jerry Schoenfeld (2005), tolerance would be a possibility, success in entrepreneurship and freedom in work have a positive impact on entrepreneurial interest. According

to Adi Sutanto (2000), some aspects of the factors that provide motivation a desire to be entrepreneurs that work feel free, self-success achieved, as well as tolerance would be possible. Freedom in the works is a kind of work in which a bit of work to do yet hath great results. Go to work without being tied to the provision or the official working hours, or doing business sparse but once make a profit, fortunately enough to be enjoyed for months or enough for such weeks. Success is achieved by self-employment achieving the desired purpose, which includes pleasure in work and working comfort. Tolerance would be a possibility, is how much power and creativity in completing a possibility that the size of the one taken to obtain the desired income. The greater the power of self-on, the greater the ability to obtain the result that he was confident in his decision as well as the greater of confidence to try what other people deemed at risk. Someone build a business or a business based on some aspects of the driver. Businesses that conduct On-line Business Through Android-based smartphones have most aspects of driving until they took the decision to build a new business the business by way of On-line Business through Group Blackberry Messenger (BBM) for Android. From the description, it is formulated question of this study is to analyze the factors driving someone:

Driving factor that controls whether a given motivation to build a new business that is On-line Business Through BlackBerry Messenger Group?

According to Bygrave (1994) in Buchari (2007) there are many crucial elements that act in capturing the business opportunities:

- 1 Personal, concerning aspects of personality.
- 2 Sociological, regarding problems with family ties etc.
- 3 Environmental, linkage with environmental concerns

Research Variables

On-line Business Group through BlackBerry Messenger (BBM) to Android-based smartphones classified into a new type of online business. Therefore, the variable used is a critical aspect of acting in opening a new business according to Bygrave (1994).

The variables used in this research is a critical aspect in the opening act of the new venture:

Personal Variables Impact the Motivation to Build Business through On-line Group Blackberry Messenger Personal variables have an influence on the dependent variable motivation to build new businesses.

H1: Personal variables, had an influence on the dependent variable motivation to build new businesses.

Sociological Variables Impact the Developing Motivation through On-line Business Group Blackberry Messenger (BBM)

Sociological variables have an influence on the dependent variable motivation to build new businesses.

H2: Sociological Variables, had an influence on the dependent variable motivation to build new businesses.

Impact of Environmental Variables with Developing Motivation through On-line Business Group Blackberry Messenger (BBM):

Sociological variables have an influence on the dependent variable motivation to build new businesses.

H3: Environmental aspects have an influence on the dependent variable motivation to build a new business

METHODOLOGY

Independent variable in this research is the motivation to build his online business dependent variable that is personal, sociological and environmental. These variables will be calculated effect wears multiple linear regression analysis. Each of variables are using 5 indicators with a value of 1-5 on each level of the indicator by using a Likert scale. The population used in this research that all students of the Indonesia School of Economics (STIESIA) Surabaya who have Android-based smartphone and activated using the Blackberry Messenger Group (BBM). The technique of determining the sample used in this research is purposive sampling, where this research was done in all populations, but too focused on the destination. The requirements of students who make the sample as follows:

1. Active S1 students at STIESIA Surabaya
2. Students who have a smartphone based on Android
3. Students who actively use the facilities of Blackberry Messenger (BBM)

the determination of the number of respondents (sample) run through purposive sampling technique, the researchers determine who are the members of the population which by the way happens to meet with researchers and about ready to give the required information. The number of samples themselves through steps looking for sample depends at least entirely due to ill students have entrepreneurial preferences. Total sample at least calculated by determining the number of sample techniques have Tabachnick and Fidell (1996), in which this analysis utilizes three independent variables, the minimum sample size of this analysis there are 74 people ($50 + (3 \times 8) = 74$). Hypothesis testing performed by multiple linear regression equation or function that utilizes as follows:

$$Y = b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e$$

- where:
 - Y = Motivation Establishing Online Business
 - a = constant
 - X1 = Personal
 - X2 = Sociological
 - X3 = Environmental
 - b1, b2, b3 = regression coefficient

RESULTS AND DISCUSSION

According to the results of the questioners distributed with a sample size of 142 students. Most of the students of VI semester (Regular) that have aged at 20 to 22 years old., While the rest of the students of fourth semester regular second extension. Viewed from gender, the number of men own a number of 65 people or 45, 8% and the other 77 or 54, 2% is female

Variables	Indices
Motivation Establishing Online Business (Y)	83,52
Personal (X1)	80,40
Sociological (X2)	80,62
Environmental (X3)	81,81

Source: Primary Data, 2014

From Table 1 we see behold entirely capable of index values of the independent variable or a dependent have a high value. Motivation to do business online have an average value of an index of 84. 53, it gives the student an explanation behold so respondents who have a desire to do business online. So purposive sampling in this analysis as appropriate already. Personal variables having an impact (81, 41), sociological (81, 63) and environmental (82, 82) gives the index numbers eminence as well. This indicates that the sample of students who were the responses that have both in this research. Based on the assessment Goodness of fit test of regression models in this analysis, the significant value that obtained the t-test gives behold each independent variable has an impact on the dependent variable. And the test of the coefficient of determination R² was found behold the results of calculations by 54, 5%., It is explained behold the dependent variable can be explained by 54.5% in this study. And the remaining 45, the other 5% is explained by other independent variables. From the regression equation, can be pulled summary behold success in entrepreneurship is the most powerful variable influence on the motivation of doing business online is personal factors. Being in the hypothesis testing results, that each independent variable has a significant positive value on the dependent variable. This sort of research is appropriate at

Gerry Segal, Borgia And, Jerry Schoenfeld (2005) who said behold personal factors, sociological, and environmental in building an online business positive effect on the interest for entrepreneurship.

CONCLUSION

The results of this analysis provide behold enter personal variables, sociological, and environmental has a positive effect on the desire for self-employment by utilizing their android smartphone to build an online business using a blackberry messenger group. The results of this study according to the study by Gerry Segal, Borgia And, Jerry Schoenfeld (2005) which describes the personality behold, sociological and environmental will have influence on the motivation for entrepreneurship. not just that, this study according to the study of Fang Yang (2011) and Clement K. Wang and Poh Kam Wong (2004) that if the demographic and social inequality, the inequality of family background and parents work to make the inequality in one's motivation and interest for work and choose a job. This research has limitations, the first period of the lack of research and the number of samples is limited to the student STIESIA Surabaya, the limited period of research into barrier interview and presentation of a more open-ended questions in the students who have an interest in entrepreneurship. 2nd difficulty looking beyond the respondents were willing majors in entrepreneurial management. The majority of the responses are coming from the direction of management. Therefore it is advisable to increase the research time and number of samples as well as adding other variables that student motivation can be examined more deeply. Another suggestion related to research needs, personality variables need to be noticed, as they relate to the student who has the patience answer smallest values of the indicators used in this variable. Patience is the key to face the possibility that there will be, students are encouraged in order to increase the patience and maturity in managing their emotions. The next suggestion about environmental variable for self-employed have the greatest impact in the regression model. But seen from the value of the index on the indicators, in this variable must also directed students to be more patient and persistent in moving work again. From the results of all students who wish to already have the capital to entrepreneurial success, this sort of show behold entrepreneurial education and the formation of an entrepreneurial culture within the university smoothly. STIESIA Students of Surabaya has had a majority interest in entrepreneurial spirit of the work, the purpose of the intent, meaning and competence optimism in the face of existing challenges.

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