

THE DETERMINING FACTOR OF ENTREPRENEURIAL INTEREST: STUDENT CASE STUDY OF UNIVERSITAS PGRI ADI BUANA SURABAYA

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ABSTRACT

Entrepreneurship is one of the right solutions to solve the problem of unemployment and poverty in Indonesia (Ciputra, 2009). The purpose of this study is to describe the determining factor of entrepreneurial interest from the students. This is a qualitative descriptive study involving PGRI University students Adi Buana Surabaya which programs entrepreneurship courses. Data collection is done in several ways, (1) observation, (2) questionnaire, and (3) documentation. The results showed that two factors were internal and external. Internal factors can foster responsible character, dare to take risks, honestly. Students whose greatest interest is dominant are male students, but most who run entrepreneurship are women. While reviewed from external factors indicates the surrounding environment affects the student's interest in conducting an entrepreneurial. The surrounding environments can come from parents, friends, and surrounding areas. Students have confidence if being entrepreneurial can improve their social status and have a guaranteed old day.

Keywords: entrepreneur, factors, internal, external.

INTRODUCTION

Promoting the growth of the national industry, it is necessary for reliable and creative human resources to anticipate various inhibitory factors. Obviously, this requires the support of raw material availability, competitive energy price, human resources competent, as well as the ease of access to markets and financing. In fact, the limitations of the working opportunities of college graduates are increasing in number.

To overcome this, it is necessary to print a reliable young entrepreneur in number and quality to face the challenge. Entrepreneurship is one of the right solutions to solve the problem of unemployment and poverty in Indonesia (Ciputra, 2009). The supply of entrepreneurship in college is an attraction to foster entrepreneurship.

Entrepreneurship is a passion, attitude, and behavior in dealing with businesses and or activities that lead to business and seeking, creating, implementing new technologies and products by increasing efficiency. The goal is to provide better service and or to gain greater profit. One of the driving factors of entrepreneurial growth lies in the role of the university through education in entrepreneurship. The university is responsible for educating and providing entrepreneurial skills to its graduates and motivating them to dare to choose entrepreneurship as a further career (Zimmerer, 2002; Arianto, 2018).

The university needs to implement a concrete pattern of entrepreneurial learning based on empirical inputs to equip students with meaningful knowledge to encourage student spirit for entrepreneurship (Wu & Wu, 2008). Entrepreneurial interest (entrepreneurial intention) can be interpreted as the first step of the establishment of a business that is generally long term. Several factors have been predicted to affect one's interest in a career as an entrepreneurial; such as socio- demographics (Rasheed, 2000), attitudes, and contextual (Arianto, 2019). The issue, growing entrepreneurial interest among students and factors that influence to choose an entrepreneurial career, is a question in this research.

RESEARCH METHODS

This research is a qualitative descriptive research to describe the factors that determine the interest of students entrepreneurial University of PGRI Adi Buana Surabaya. Primary Data is collected from interviews with students using a questionnaire about nature or behavior to measure entrepreneurship level. The subject in this study is a student at PGRI University Adi Buana Surabaya which programs entrepreneurship courses.

Data collection is done in several ways, namely: (1) observation, i.e. data collected through direct observation of the Students University of PGRI Adi Buana Surabaya, (2) dissemination questionnaire, which is giving questionnaires on Students who will be used as respondents, and (3) documentation, which is collecting data by recording the data that has been available in the sub- section of the Student University of PGRI Adi Buana Surabaya.

Data analysis is based on the assessment of questionnaire traits that characterize an entrepreneur. Students can be categorized as a potential to implement student entrepreneurs if they have a minimum value of entrepreneurship B, have participated in entrepreneurship training, derived from an entrepreneurial family environment or have attempted entrepreneurial.

RESULT AND DISCUSSION

The entrepreneurship course is a compulsory course to be pursued by students at PGRI Adi Buana Surabaya University. The results of a short interview conducted by researchers before to completing the questionnaire were obtained that most students had not yet conducted entrepreneurship training activities or such. Many factors that influence students have not participated in the activity, due to information that the students received less and familiar socialization in student environment. Besides, some students have participated on entrepreneurship training despite the training carried out in internal campuses.

From the data obtained by the researchers, the majority of students are in the background as employees and only a small part of the self-employed. Entrepreneurial interest factors are classified into three major parts, which are internal factors and external factors. The following is discussed about each of the factors that are the determinant of entrepreneurial interest.

1. Internal factor

From the results of a data analysis conducted by researchers, most of the students who pursue entrepreneurial subjects dare to accept challenges for entrepreneurship and to try business opportunities. This is where the student has a responsible character, dare to take risks, honestly (Arianto, 2018). If a review of gender shows the dominant greatest interest is the male student (Rasheed, 2000). But, in fact, female students do not show the dominant interest in the enterprise. Whereas most female students have run entrepreneurship both in small, medium and large scale. For that, it is necessary to repair from the learning methods, teaching strategies, and interests of each.

2. External factors

From the results of the analysis of the data, researchers showed that some students have good time management skills. Reviewed from a parent's background, the majority of students have an entrepreneurial interest even though parents are set in the workforce. The student is trying to run an entrepreneurial that is influenced by the environment, such as selling credits that serve friends on campus. This suggests that the surrounding environment affects the student's interest in conducting entrepreneurial. Students have confidence if being an entrepreneurial can improve their social status and have a guaranteed old day. From the survey, 48% of students who program entrepreneurship courses stated that.

Of the two factors above, one important component of growing the entrepreneurial interest of students in the presence of role models. Role models can come from parents, relatives, friends and the

environment around the student. The Entrepreneurial role model establishes a child's interest in entrepreneurial in the future (Galoway, et al., 2006). A fairly dominant factor chosen by the respondent stated that 53.2% agreed that formal education should be supported by training, workshops and seminars to foster entrepreneurial spirit.

The knowledge of students about an entrepreneurship is still theoretical-practical because planting only emphasizes the concept and still less than the implementation. Lecturers should be role models for students. The educational approach saw that this condition occurred because of the weakness of entrepreneurial education in school and college. Whether viewed from the curriculum aspect, teaching, learning, learning resources, and evaluation, the implementation of entrepreneurship education still needs attention.

CONCLUSION

From the results of data analysis and discussion shows that entrepreneurial factors are derived from internal and external factors. Internal factors bring out the positive character of the student who has a responsible character, dare to take risks, honestly. While the external factors of students have an entrepreneurial interest even though parents are set in the employees. The student tried to conduct an entrepreneurial environment influenced by the surrounding area. Students have confidence if being entrepreneurial can improve their social status and have a guaranteed old day.

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