



# Analysis of Factors Influencing Interest in Entrepreneurship (Case Study on Students of the Faculty of Engineering, UNM)

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**ABSTRACT:** This study explains that entrepreneurial attention that can be shown through entrepreneurial learning is influenced by behavior and attention to entrepreneurship. This study links (family environment, campus environment, personality and motivation), as predictors of entrepreneurial attention. Based on the type of problem studied, the technique used in this research is descriptive quantitative, which according to Sugiono. The population in this study were 14 students of the Faculty of Engineering, Makassar State University through the questionnaires distributed and also several students who were interviewed directly. Based on the research results it was found that: (1) Innovation and creativity factors which most students say that this is important in an entrepreneurship where innovation can be used to find solutions to problems when a product that we offer is too much marketed by other businessmen so that our business opportunities decrease, so with innovative owned, of course, will think of ways so that the business that is being run has its own appeal for customers so that they prefer the products we offer. Then creativity, of course, is very important because with creativity, of course, the products offered have their own charm for customers, it also makes the business we run will be able to compete with other businesses; (2) The social and cultural environment is not always a factor that influences the interest in entrepreneurship because sometimes from some people the interest in entrepreneurship appears by itself; (3) The environment and sophisticated technology are factors for entrepreneurship due to environmental factors that are mostly occupied and also support from parents. Regarding sophisticated technology, it also plays an important role in entrepreneurship, because it can facilitate a business; and (4) Sufficient capital is also a supporting factor for most students to have an interest in entrepreneurship.

**KEYWORDS:** Factors affecting interest in entrepreneurship.

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## I. INTRODUCTION

The very large unemployment rate in Indonesia, few job opportunities and vacancies, and low learning are factors for everyone to set up a small and medium business. Entrepreneurship is now a trend in Indonesian society. One of the government's efforts to reduce unemployment is to produce labor-intensive jobs. But people who are educated tend not to be interested in this job (entrepreneurship), their interest in working in an office is greater. The higher their education, the greater their desire to occupy office chairs with high positions. They do not dare to take big risks like entrepreneurship. In this case, it means that they work with other people only relying on wages or salary.

Entrepreneurship is a creative and innovative skill that is used as a basis, strategy and source of energy to seek opportunities for success. Something new and different is the added value of goods and services which are a source of excellence to be used as an opportunity. So, entrepreneurship is an ability to generate added value in the market through the process of managing energy sources in new and different ways. In Indonesia, entrepreneurship is studied only in certain schools or colleges. In line with growth and challenges such as the economic crisis, the description of entrepreneurship both through formal learning and training throughout the entrepreneurial community is growing. People who carry out entrepreneurial activities are called entrepreneurs. The problem arises as to why an entrepreneur has a different way of thinking than normal humans. They have motivation, soul calling, assumptions and emotions that are closely related to values, attitudes and behavior as

superior human beings. Entrepreneurs (entrepreneurs) are sources of human energy who have creative, innovative, dynamic, and proactive skills in dealing with existing challenges.

Entrepreneurship, no matter how small its form, if it is developed with economic principles and is carried out professionally it will foster an entrepreneurial spirit within us, with entrepreneurship we will have experience that can be learned, how to manage and run a business properly and correctly and how to evaluate so that business can develop into a big business.

Entrepreneurship itself is a conception, so to implement it in business activities it must be manifested in various actions (behaviours). It is possible that someone has good entrepreneurial potential but has never realized that potential in behavior, so that potential is only potential that has no meaning in the business world. Entrepreneurial behavior and entrepreneurial factors must exist in business activities, considering that these factors are very important because they support business progress. Many companies have emerged and grown to become big thanks to the polished hands of entrepreneurs who are able to act as professional entrepreneurs. Entrepreneurial behavior can be influenced by internal and external factors. Attitudes and behavior can be changed by oneself and or by environmental pressures/influences. The existence of influence from within oneself and from the outside environment then grows specific individual attitudes and behaviors.

Entrepreneurship is a way of thinking, studying, and acting based on business opportunities, a holistic approach, and balanced leadership (Timmons & Spinelli, 2004: 31). The entrepreneurial process demands a willingness to take calculated risks so that you can overcome obstacles to achieve the expected success. In general, entrepreneurs use their ingenuity to exploit limited resources. The family environment, especially parents, plays an important role as a guide for the future of their children, so that indirectly parents can also influence children's interest in work in the future, including in terms of entrepreneurship. According to Wasty Soemanto (2008: 38) states that parents or family are also the foundation stone for preparing children so that in the future they can become effective workers.

In educating children, parents must teach their children to motivate themselves to work hard, given the opportunity to be responsible for what they do. Parents who are entrepreneurs in certain fields can generate interest in their children to become entrepreneurs in the same field. For example: parents who have a repair shop, then their children help disassemble, check, inspect or manage the business. This involvement can lead to an interest in entrepreneurship in the same or a different field. This is in accordance with the Super and Crites theory quoted by Dewa Ketut Sukardi (2000) that someone who has an interest in a particular object can be known from expressions or words, actions or deeds, and by answering a number of questions. A successful entrepreneur, one of the keys is having a superior personality. This personality sometimes sets him apart from most people. The ideal description of an entrepreneur according to Alma (2010: 21) is a person who, in any emergency situation, is still able to stand on his own ability to help himself out of the difficulties he faces, including overcoming poverty without anyone's help. Even in ordinary (not emergency) circumstances, he is able to make himself advanced, rich, successful both physically and spiritually. Therefore, students should have the potential for entrepreneurial personality so that in the future they will be able to be independent, help themselves in facing life's difficulties, and even be able to open job opportunities for themselves and others. Linan & Leon (2007) argues that an individual's decision to become an entrepreneur is sometimes assumed to depend on personality traits: "If you have the right personality profile, you will become one sooner or later".

Research results say that entrepreneurial attention is influenced by the potential of entrepreneurial personality and the environment. Motivation is considered an important factor in the interest in entrepreneurship because motivation can cause, channel and support human behavior, so that they want to work actively and enthusiastically reach the maximum (Hasibuan, 2005). In entrepreneurship motivation, it takes fighting power to succeed, wanting to learn to see other people's success, having a strong drive to overcome all obstacles in entrepreneurship. Motivation is the process of arousing, satisfying and strengthening one's goals. The role of the university in motivating students to become young entrepreneurs is very important in growing the number of entrepreneurs. The role of the university in developing an interest in entrepreneurship and exploring several factors that influence entrepreneurial behavior has been explored by some researchers (Autio et al., 1997).

These studies explain that entrepreneurial attention that can be shown through entrepreneurial learning is influenced by behavior and attention to entrepreneurship. This research links (family area, campus area, personality and motivation), as predictors of entrepreneurial attention. Researchers identified various cases to be studied and discussed further in the research, namely as follows: (1) Is there an influence of parental will on one's entrepreneurship attention in the family environment?; (2) Is there a positive influence between the campus area and students' interest in entrepreneurship?; (3) Is there any influence of gender on the interest in entrepreneurship? (4) Is there a personality influence on entrepreneurial actors to overcome problems that occur at the maturity stage of a business?; (5) Is there an influence of entrepreneurial character on the attention of entrepreneurship students at the Faculty of Engineering, Makassar State University?; (6) Does every student have a basis for entrepreneurial behavior that can be trained or is it a natural talent that is different from humans?; (7) Do students who have entrepreneurial motivation show a greater possibility of starting a business at an early age compared to students who do not have entrepreneurial motivation?; (8) Is there an influence of

entrepreneurial motivation on the interest in entrepreneurship in students of the Faculty of Economics, Makassar State University?

## **II. RESEARCH METHODS**

Based on the type of problem studied, the technique used in this research is descriptive quantitative, which according to Sugiono, where the descriptive method is a method of collecting data to test hypotheses or answer questions regarding the final status of research subjects. The nature of the research is explanatory research related to the position of the variables studied and the influence of one variable on another.

### **Population and Sample**

The population in this study were 14 students of the Faculty of Engineering, Makassar State University through the questionnaires distributed and also several students who were interviewed directly.

### **Method of Collecting Data**

The data collection method in this study was carried out in a way:

1. List of questions (questionnaires) given to students of the Faculty of Engineering, Makassar State University
2. Interviews directly with several students of the Faculty of Engineering, Makassar State University
3. Documentation Study, carried out by collecting and studying data obtained from students of the Faculty of Engineering, Makassar State University

### **Sampling Method**

According to Sugiyono (2011), the sample is part of the number and characteristics possessed by the population. The sample is a useful part of the population and its aspects research purposes. The sampling technique in this study used non-probability sampling, which is a technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. This type of sample is not randomly selected. The sampling technique used was purposive sampling where this research was not conducted on the entire population, but focused on the target. Purposive Sampling means that sampling is limited to certain types of people who can provide the desired information (Sekaran, 2006). Certain criteria have been made for objects that are in accordance with the research objectives, in this case the research was conducted on students of the Faculty of Engineering, Makassar State University whose students had taken entrepreneurship courses.

## **III. RESULTS AND DISCUSSION**

Through this research, I will describe the method of my research, namely by distributing questionnaires and also by conducting direct interviews with several students of the Faculty of Engineering, Makassar State University whom I met.

Based on research from 14 existing respondents through the questionnaire that I distributed, there are several responses from students of the Faculty of Engineering, Makassar State University regarding the factors that become an interest in entrepreneurship, as follows:

### **Innovation and Creativity**

Of the 14 respondents that I got, 92.9% agreed that innovation and creativity were important factors in influencing interest in entrepreneurship, and 7.1% said they were neutral (agree or disagree). From these results it can be seen that innovation and creativity are indeed needed in building interest in entrepreneurship, because without innovation and creativity, of course we will not have ideas about what kind of entrepreneurship we will do.

The benefits of innovation and creativity are as follows:

1. Increase sales  
Innovation and creativity are also important to win the competition in the market. Because with that we can create products or marketing systems that are different from the others, so that the business or entrepreneurship that we do has more value in the eyes of society regarding the products we offer.
2. Able to compete with business competitors  
We are able to compete with other business people, because being a businessman the competition is very tight, not only companies but also entrepreneurs the competition is quite high. That's why every businessman is required to have creative ideas about his business to maintain his business in such fierce competition. Likewise, innovation is needed so that we are able to find solutions to the problems we face later, and also find solutions regarding strategies a new strategy that has not been offered by other businessmen.

3. Creating new breakthroughs  
Innovation is also needed to create new breakthroughs according to what the community demands. So we can look for new things that have not been offered by other business people and of course those that are beneficial to society at large.
4. Attract consumer interest  
The last benefit of being creative and innovative in entrepreneurship is that consumers' interest in the products being offered is higher. One of them is by making attractive promos and also giving certain prizes.

### **Family Environment**

The family environment is the first and closest social environment that has an important role in the formation of student entrepreneurial character because the family is the first educator for the growth and development of entrepreneurial mindset and character in students which is obtained through the support and inspiration of entrepreneurship from parents. (Marini, 2014)

The entrepreneurial spirit in students is instilled in the family environment through positive interactions between parents and family members

and a harmonious home atmosphere. The cultivation of an entrepreneurial spirit that is instilled early in the family environment will improve attitudes, motivation, interest and in the end students will have the courage to try entrepreneurship.

### **Berwirausaha The Influence of the School Environment on Interest in Entrepreneurship**

The school environment is a formal institution that has an important role in the lives of students, in which it contains a social environment (lecturers & education staff, school friends & school culture) and non-social (curriculum, programs and infrastructure) that provide support for the formation entrepreneurial spirit and development of student potential (Marini; 2014).

Formation of an entrepreneurial spirit in students in the school environment through student interaction with the social and non-social environment that exists in the school environment. These interactions are in the form of the teacher's way of teaching, interaction with schoolmates, the existence of a supporting curriculum to foster an entrepreneurial spirit such as the existence of entrepreneurship subjects, and supporting school infrastructure to

entrepreneurship such as entrepreneurship labs in the form of cafeterias, cooperatives or honesty canteens which involve the active role of students directly.

### **Research by way of direct interviews**

For Zuli Purnamawati (2009) being an entrepreneur is the right choice. Very not, with entrepreneurship means providing employment for yourself and not depending on other people. An entrepreneur is someone who has the ability to create, from offering ideas to commodities in the form of products or services. An entrepreneur (entrepreneur) is someone who generates new business by taking risks and uncertainties in order to achieve profits and development by analyzing significant opportunities and combining the necessary resources so that these resources can be capitalized (Zimmerer, 2008). Winda Syafitri's research results, Dahmiri (2019) that internal aspects greatly influence the interest in entrepreneurship.

#### **1. Interview with informants 1**

The first informant is Trya Lestari.A or often called Tary, from the Economics Education Study Program, Faculty of Economics, Makassar State University, 18 years old, her parents' occupation is entrepreneurship. Regarding the interest in entrepreneurship, he already had it in his mind, he had even started doing a business at a young age, namely selling street food, this of course had many supporting factors before it was even supported by his parents' work, namely entrepreneurship, so with that Tary certainly had his own motivation to starting his own business or even later continuing his parents' business. Also supported by the learning that has been received in lectures about "entrepreneurship".

The questions I gave were of course also in accordance with the questionnaires I distributed to several students of the Economics Study Program, Faculty of Economics, Makassar State University. The question is:

- a. Do you think innovation and creativity are important factors in influencing interest in entrepreneurship?

Answers:

Informants said that innovation and creativity are important things in doing an entrepreneur, where innovation can be used to find solutions to problems when a product that we offer is marketed by too many other businessmen so that our business opportunities decrease, so with the innovation that is owned of course will think of ways so that the business venture that is

being run has its own appeal for customers so that they prefer the products we offer. Then creativity, of course, is very important because with creativity, of course, the products offered have their own charm for customers, it also makes the business we run will be able to compete with other businesses.

- b. Do you think the social and cultural environment is a factor that influences interest in entrepreneurship?

Answer:

Informants said that the social and cultural environment is not always a factor that influences interest in entrepreneurship, because sometimes some people's interest in entrepreneurship arises by itself.

- c. Does the environment you live in and the sophisticated technology make you interested in entrepreneurship?

Answer:

The informant said that from his personal experience, of course, the environment in which he is currently living has an effect on his interest in entrepreneurship, as he is currently starting to do a business, all because of the environmental factors he lives in and also the support from his parents. Regarding sophisticated technology, he also said that technology also plays an important role in entrepreneurship, where entrepreneurship does not always go through meetings between sellers and consumers, but can go through intermediaries such as grab food and others. Technology also influences the process of offering the products we sell, such as posting on social media, so people who initially don't know about the products we offer become aware.

- d. Are you willing to start a business if you have enough capital?

Answer:

The informant said that he was very willing, because with an interest in entrepreneurship coupled with sufficient capital, of course a business would run. He also said that capital is also an important thing that we must think about when we want to start a business, because without capital there will be no running business.

## 2. Interview with informants 2

The informant I interviewed this time was Resky from the Economics Education Study Program, Faculty of Economics, Makassar State University. Age 18 years, parent's occupation namely TNI.

Regarding the interest in entrepreneurship, he said that he was not very interested in entrepreneurship, he did not want his time to study on campus to be divided by opening his own business.

The questions I gave were of course also in accordance with the questionnaires I distributed to several students of the Economics Study Program, Faculty of Economics, Makassar State University. The question is:

- a. Do you think innovation and creativity are important factors in influencing interest in entrepreneurship?

Answers from informants:

Informants said that innovation and creativity are important things in doing an entrepreneur, where innovation can be used to find solutions to problems when a product that we offer is marketed by too many other businessmen so that our business opportunities decrease, so with the innovation that is owned of course will think of ways so that the business venture that is being run has its own appeal for customers so that they prefer the products we offer. Then creativity, of course, is very important because with creativity, of course, the products offered have their own charm for customers, it also makes the business we run will be able to compete with other businesses.

- b. Do you think the social and cultural environment is a factor that influences interest in entrepreneurship?

Answer:

Informants said that the social and cultural environment is not always a factor that influences interest in entrepreneurship, because sometimes some people's interest in entrepreneurship arises by itself.

- c. Does the environment you live in as well as sophisticated technology make you interested in entrepreneurship?

Answer:

The informant said that so far he has not been very interested in entrepreneurship. He said that he was afraid that if we are entrepreneurship then of course we have to divide our time

between campus and also with the business we run, he said if he divides his time with business then his studies will be neglected.

But he also said that most of what he saw today started an entrepreneur due to factors from the environment, and also from technology. Factors from the environment, namely because some of the students are interested in the business world because they receive material about entrepreneurship, also because they want to ease the burden on their parents in paying for their studies, and also want to start a business at a young age starting from small businesses. Likewise, sophisticated technology also plays a role in building interest in entrepreneurship, such as online traders, which are currently also being carried out by many students because the way the work is not so difficult.

- d. Are you willing to start a business if you have enough capital?

Answer:

The informant said that some people might be very willing to start a business if they already have sufficient capital, but again they are not very interested in entrepreneurship, because they want to focus on college.

### 3. Interview with informants 3

My third informant was Sukma, a student of the Economics Education Study Program, Faculty of Economics, Makassar State University. 18 years old. Self-employed parents. Currently, Sukma has also started a separate business, namely by opening a food and beverage shop.

The questions I gave were of course also in accordance with the questionnaires I distributed to several students of the Economics Study Program, Faculty of Economics, Makassar State University. The question is:

- a. Do you think innovation and creativity are important factors in influencing interest in entrepreneurship?

Answers from informants:

Informants said that innovation and creativity are important things in doing an entrepreneur, where innovation can be used to find solutions to problems when a product that we offer is marketed by too many other businessmen so that our business opportunities decrease, so with the innovation that is owned of course will think of ways so that the business venture that is being run has its own appeal for customers so that they prefer the products we offer. Then creativity, of course, is very important because with creativity, of course, the products offered have their own charm for customers, it also makes the business we run will be able to compete with other businesses.

- b. Do you think the social and cultural environment is a factor that influences interest in entrepreneurship?

Answer:

Informants said that the social and cultural environment is not always a factor that influences interest in entrepreneurship, because sometimes some people's interest in entrepreneurship arises by itself.

- c. Does the environment you live in as well as sophisticated technology make you interested in entrepreneurship?

Answer:

The informant said that from his personal experience, of course, the environment in which he currently lives had an effect on his interest in entrepreneurship, because initially he also had no interest in entrepreneurship but because he saw that taverns were currently a trend, he thought it would be better if he opened a tavern to earn income. In addition, because like most students nowadays, they open shops in various places, it's all because of the environment they live in and also the support from their parents. Regarding sophisticated technology, he also said that technology also plays an important role in entrepreneurship, where entrepreneurship does not always go through meetings between sellers and consumers, but can go through intermediaries such as grab food and others. Technology also influences the process of offering the products we sell, such as posting on social media, so people who initially don't know about the products we offer become aware.

- d. Are you willing to start a business if you have enough capital?

Answer:

The informant said that he was very willing, because with an interest in entrepreneurship coupled with sufficient capital, of course a business would run. He also said that capital is also an important thing that we must think about when we want to start a business, because without capital there will be no running business.

#### **IV. CONCLUSION**

Based on the results of data analysis and discussion, it can be concluded that the interest in entrepreneurship for students of the Economics Study Program, Faculty of Economics, Makassar State University is very high and from the statistical test results of several factors that influence it are:

1. Innovation and creativity factors which most students say that this is important in an entrepreneurship where innovation can be used to find solutions to problems when a product that we offer is too much marketed by other businessmen so that our business opportunities decrease, so with innovative owned, of course, will think of ways so that the business that is being run has its own appeal for customers so that they prefer the products we offer. Then creativity, of course, is very important because with creativity, of course, the products offered have their own charm for customers, it also makes the business we run will be able to compete with other businesses.
2. The social and cultural environment is not always a factor that influences the interest in entrepreneurship because sometimes from some people the interest in entrepreneurship appears by itself.
3. The environment and sophisticated technology are factors for entrepreneurship due to environmental factors that are mostly occupied and also support from parents. Regarding sophisticated technology, it also plays an important role in entrepreneurship, because it can facilitate a business.
4. Sufficient capital is also a supporting factor for most students to have an interest in entrepreneurship

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