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FACTORS AFFECTING STUDENTS' ENTREPRENEURIAL INTEREST IN INFORMATICS AND BUSINESS INSTITUTE DARMAJAYA

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ABSTRACT

The objective of this research was determining the factors affecting the students' entrepreneurial interest in Informatics and Business Institute (IBI) Darmajaya. The type of this research was the quantitative descriptive research. The number of population of this research was 3,881 students who took the Technopreneurship course in 2014 –2017. The number of sample of this research was 98 students determined by Slovin formula with 10% of standard error. The sampling technique used in this research was the purposive random sampling. The research instrument used in this research was a questionnaire used to measure the variables of this research (Capital, Innovation, creativity, Income, Education, Feelings of Pleasure, Environment, and Technological Environment). Data analysis techniques used in this research was Multiple Linear Regression Analysis. The result of this research was that the students' entrepreneurial interest was affected by Income, Environment, and Technological Environment; while, Capital, Creativity, Innovation, Education, and Feelings of Pleasure were not significant.

Keywords : Entrepreneurial Interest, Factors Affecting, and IIB Darmajaya

INTRODUCTION

Indonesia has experienced an ever-growing number of population every year. Based on the data from the Central Statistics Agency (BPS), the population growth increases by 5% annually. Until 2010 the growth of the Indonesian population reached 237,641,326 people. The increasing number of population which continues to increase is inversely proportional to the availability of employment, resulting in higher unemployment rates. The

unemployment in Indonesia is mostly state college graduates. Based on the data from the Central Statistics Agency (BPS) until August 2017,it showed the number of the unemployed in Indonesia was almost entirely dominated by universitygraduates. From the available data, the number of the unemployed reached 861,695 people consisting of 618,758 graduates and 242,937 Academy or Diploma graduates.

Reducing the number of the unemployed in Indonesia is a key task for the government and universities that has never been resolved. Various efforts have been made by the the government and universities to reduce the number of unemployed, including developing entrepreneurial programs as a solution that is expected to provide solutions for the many unemployed. Therefore, it is expected that the independence carried out by college graduates can help reduce unemployment while increasing the economy. Because with entrepreneurship someone has the freedom to work and be independent. Besides, entrepreneurship is able to create new jobs for himself and others.

Darmajaya is a private university that strongly supports government programs to create generations that are smart, creative and independent. Through the Darmajaya Technopreneurship program, Damajaya equips the students with the theories and practices of entrepreneurship, entrepreneurship seminars and the provision of capital through several competitions. One of them is the Darmajaya Startup Competition which is a business competition that provides gifts in the form of business capital assistance, but of the number of students from 2014-2017 there were 3,881 students only 112 students took part in the competition, meaning that only 2.9% of students had interest in entrepreneurship.

Based on the above phenomenon, the students' entrepreneurialinterest is still far from expectations. Therefore, IIB Darmajaya requires students to take Technopreneurship courses with a load of 4 credits as a means of learning and practice in entrepreneurship. This course is aimed at developingthe students interest in entrepreneurship and providing convenience for them to understand and practice business or entrepreneurship. With the hope of being able to explore the interests and potential of students in entrepreneurship and if students have graduated, then they are able to become agents of development and the economy and small and medium enterprises (SMEs).

The formulation of the problem in this study are what factors that affect the students'entrepreneurialinterest? And what are the most dominant factors affectingthe students'entrepreneurialinterest?

Based on the formulation of the problem, the objective of this research is to

find out what factors affectthe students'entrepreneurialinterest. And to find out what are the most dominating factors in affecting the students'entrepreneurialinterest.

LITERATURE REVIEW

Entrepreneurship is a person who is able to create new business and people who are usually directly dealing with the risk of being able to identify in achieving success. Entrepreneurship is able to identify a variety of agreements and devote all the resources he has to change the opportunity that is profitable (Nurain, 2011). Entrepreneurial interest is the desire, interest, and willingness to work hard or are strong-willed to strive optimally to fulfill their needs without feeling afraid of the risks that will occur, and strong will to learn from failure. Interest is basically the acceptance of a relationship between yourself and something outside yourself.

RESEARCH METHOD

The research method used in the preparation of this research is an associative method. Associative research is a research that is aimed at determining the relationship of two or more variables. Therefore, in this study a theory can be built that can function to explain, predict and control a symptom. (Sugiyono, 2014: 55).

1. POPULATION AND SAMPLE

According to Sugiyono (2014: 148) population is an area of generalization consisting of objects and subjects that have certain qualities and characteristics and are applied by researchers to be studied and then drawn conclusions. In this study, the population wasthe students ofDarmajaya informatics and business institute in the academic year of 2014-2017 as many as 3881 students who had taken or were taking the technopreneurship courses.

Tabel 1. Number of IIB Darmajaya Students in the year of 2014-2017

No	Academic Year	Number of Students
1	2014/2015	944
2	2015/2016	1215
3	2016/2017	1722

Source: New Student Admission Section (PMB) IIB Darmajaya

2. METHOD OF COLLECTING DATA

2.1 Documentation

By reading other books / literature / scientific works and other data sources derived from electronic media such as the internet that have a relationship with this research.

2.2 Questionnaire

According to Sugiyono (2006) is a data collection technique that is done by giving a set of questions and written statements to the respondent to answer. Questionnaire is the main technique used for data collection in this study.

2.3 Data analysis technique

Data analysis method is the process of grouping data based on variables and responses, tabulating data based on variables and all respondents, presenting data for each variable under study, performing calculations to test the hypothesis that has been proposed. The data analysis techniques performed in this study used the technique of Multiple Linear Regression Analysis. Multiple Regression Analysis is used to test the influence of more than one independent variable and one dependent variable is Capital (X1), Innovation and Creativity (X2), Income (X3), Education (X4), Feelings of Pleasure (X5), Environment (X6)), Technology Environment (X7) towards Entrepreneurial Interest (Y) and the concern of the researcher using the help of SPSS program 21.00 multiple linear regression equation (Rambat Lupiodi, 2015: 152)

$$Y = a + bx1 + bx2 + bx3 + bx4 + bx5 + bx6 + bx7 + e$$

Note:
Y = Entrepreneurial interest
A = Constant Value
B = Regression coefficient
X1 = Capital
X2 = Innovation and Creativity
X3 = Revenue

FINDINGS AND DISCUSSION

1. Profile of Respondents

Respondents in this study were Darmajaya students who had taken or were taking Technopreneurship courses. The number of samples used consisted of 98 respondents. In the description of this data, the researcher tried to describe the condition of the respondents who were sampled in this study seen from the characteristics of age, sex, department and year class.

2. Instrument Requirements Test Results

Test requirements for the research instruments were divided into two, namely validity and reliability testing. The results of the validity test and reliability test are described as follows:

2.1. Validity Test Results

Every research was conducted using questionnaire or questionnaire method needs to be tested for validity. Validity test is useful to determine the validity or suitability of questionnaires or questionnaires that researchers use to obtain data from respondents. Validity test of Pearson Product Moment Correlation uses the principle of correlating or connecting between each item score with the total score obtained in the study.

Decision Making Criteria:

1. If $r_{count} > r_{table}$ then the instrument is valid
2. If $r_{count} < r_{table}$ then the instrument is invalid

The following data processing results can be seen in the table below:

Table 2. Variable Capital Validity Test Results (X1)

Statement	r_{count}	r_{table}	Condition	Remarks
1	0.615	0.167	$r_{count} > r_{table}$	Valid
2	0.688	0.167	$r_{count} > r_{table}$	Valid
3	0.725	0.167	$r_{count} > r_{table}$	Valid
4	0.602	0.167	$r_{count} > r_{table}$	Valid
5	0.611	0.167	$r_{count} > r_{table}$	Valid

Source: Data processed in 2018

Based on table 2 the results of the statement of the validity of the Capital (X1) has a condition $r_{count} > r_{table}$, where the highest value is 0.725 and the lowest is 0.602. Thus all items of capital statements are declared valid and meet the instrument validity criteria.

Table 3. Results of the Validity of Variables of Innovation and Creativity (X2)

Statement	r_{count}	r_{table}	Condition	Remarks
1	0.698	0.167	$r_{count} > r_{table}$	Valid
2	0.714	0.167	$r_{count} > r_{table}$	Valid
3	0.824	0.167	$r_{count} > r_{table}$	Valid
4	0.702	0.167	$r_{count} > r_{table}$	Valid

Sumber : Data diolah tahun 2018

Based on table 3 the results of the validity test of the Innovation and Creativity statement (X2) have the condition $r_{count} > r_{table}$, where the highest

value is 0.824 and the lowest is 0.702. Thus all items of statement of innovation and creativity are declared valid and meet the instrument validity criteria.

Table 4. Revenue Variable Validity Test Results (X3)

Statement	r_{count}	r_{table}	Condition	Remarks
1	0.633	0.167	$r_{count} > r_{table}$	Valid
2	0.819	0.167	$r_{count} > r_{table}$	Valid
3	0.613	0.167	$r_{count} > r_{table}$	Valid
4	0.699	0.167	$r_{count} > r_{table}$	Valid
5	0.736	0.167	$r_{count} > r_{table}$	Valid

Source: Data processed in 2018

Based on table 4 the results of the validity statement of Revenue statement (X3) have a condition $r_{count} > r_{table}$, where the highest value is 0.819 and the lowest is 0.613. Thus all income statement items are declared valid and meet the instrument validity criteria.

Table 5. Educational Variable Validity Test Results (X4)

Statement	r_{count}	r_{table}	Condition	Remarks
1	0.787	0.167	$r_{count} > r_{table}$	Valid
2	0.792	0.167	$r_{count} > r_{table}$	Valid
3	0.711	0.167	$r_{count} > r_{table}$	Valid
4	0.705	0.167	$r_{count} > r_{table}$	Valid

Source: Data processed in 2018

Based on table 5 the results of the Education statement validity test (X4) have a condition $r_{count} > r_{table}$, where the highest value is 0.792 and the lowest is 0.705. Thus all education statement items are declared valid and meet the instrument validity criteria.

Table 6. Feeling Variable Validity Test Results (X5)

Statement	r_{count}	r_{table}	Condition	Remarks
1	0.785	0.167	$r_{count} > r_{table}$	Valid
2	0.796	0.167	$r_{count} > r_{table}$	Valid
3	0.711	0.167	$r_{count} > r_{table}$	Valid
4	0.631	0.167	$r_{count} > r_{table}$	Valid

Source: Data processed in 2018

Based on Table 6 the results of the validity statement (X5) test validity has a condition $r_{count} > r_{table}$, where the highest value is 0.796 and the lowest is 0.631. Thus, all statement items of pleasure are declared valid and meet the instrument validity criteria.

Table 7. Results of Environmental Variable Validity Test (X6)

Statement	r_{count}	r_{table}	Condition	Remarks
1	0.740	0.167	$r_{count} > r_{table}$	Valid
2	0.795	0.167	$r_{count} > r_{table}$	Valid
3	0.684	0.167	$r_{count} > r_{table}$	Valid
4	0.493	0.167	$r_{count} > r_{table}$	Valid
5	0.773	0.167	$r_{count} > r_{table}$	Valid
6	0.646	0.167	$r_{count} > r_{table}$	Valid

Source: Data processed in 2018

Based on table 7 the test results of the validity of Environmental statements (X6) have a condition $r_{count} > r_{table}$, where the highest value is 0.795 and the lowest is 0.493. Thus all items of environmental statements are declared valid and meet the instrument validity criteria.

Table 8. Test Results of Technology Environment Variable Validity (X7)

Statement	r_{count}	r_{table}	Condition	Remarks
1	0.607	0.167	$r_{count} > r_{table}$	Valid
2	0.770	0.167	$r_{count} > r_{table}$	Valid
3	0.752	0.167	$r_{count} > r_{table}$	Valid
4	0.741	0.167	$r_{count} > r_{table}$	Valid
5	0.653	0.167	$r_{count} > r_{table}$	Valid
6	0.748	0.167	$r_{count} > r_{table}$	Valid

Source: Data processed in 2018

Based on table 8 the results of the test of the validity of the Technology Environment statement (X7) have a condition $r_{count} > r_{table}$, where the highest value is 0.770 and the lowest is 0.607. Thus all items of the technological environment statement are declared valid and meet the instrument validity criteria.

Table 9. Results of Variable Validity Test for Entrepreneurial Interest (Y)

Statement	r_{count}	r_{table}	Condition	Remarks
1	0.592	0.167	$r_{count} > r_{table}$	Valid
2	0.560	0.167	$r_{count} > r_{table}$	Valid
3	0.557	0.167	$r_{count} > r_{table}$	Valid
4	0.595	0.167	$r_{count} > r_{table}$	Valid
5	0.782	0.167	$r_{count} > r_{table}$	Valid
6	0.519	0.167	$r_{count} > r_{table}$	Valid
7	0.557	0.167	$r_{count} > r_{table}$	Valid

8	0.757	0.167	$r_{count} > r_{table}$	Valid
9	0.664	0.167	$r_{count} > r_{table}$	Valid
10	0.605	0.167	$r_{count} > r_{table}$	Valid

Source: Data processed in 2018

Based on table 9 the results of the validity of the statement of the Entrepreneurial Interest (Y) has a condition $r_{count} > r_{table}$, where the highest value is 0.782 and the lowest is 0.519. Thus all items of statement of entrepreneurial interest are declared valid and meet the instrument validity criteria.

2.2 Reliability Test Results

After testing the validity, the researcher then test the reliability of each variable instrument. Reliability test aims to determine the level of reliability of the statement items from each variable contained in the questionnaire by using alpha croanbach with the help of SPSS 21.0 program. The results of the reality test after being consulted with the list of interpretation of the coefficient r can be seen in the following table:

Table 10. Reliability Test Results

Variable	Cronbach's Alpha value	Remarks
Capital (X1)	0.654	High Reliability
Innovation and Creativity (X2)	0.706	High Reliability
Income (X3)	0.744	High Reliability
Education (X4)	0.739	High Reliability
Feeling of Pleasure (X5)	0.713	High Reliability
Environment (X6)	0.783	High Reliability
Technological EnvironmentX7)	0.807	Very High Reliability
Entrepreneurial Interest (Y)	0.823	Very High Reliability

Source: Data processed in 2018

Based on table 10 the results of reliability test cronbach alpha value of 0.654 then Capital (X1) with a high level of reliability, 0.706 for the Innovation and Creativity variable (X2) with a high level of reliability, 0.744 for the variable income (X3) with a high level of reliability, 0.739 for variables Education (X4) with a high level of reliability, 0.713 for the variable Feeling of Pleasure (X5) with a high reliability level, 0.783 for the Environment variable (X6) with a high reliability level, 0.807 for the Technological Environment (X7) variable with very high reliability levels, and 0.823 to label interest in entrepreneurship (Y) with a very high level of reliability.

3. Hypothesis Testing Results

3.1 F test Results (Fisher)

Statistical F test is a simultaneous test (whole, together). In the concept of linear regression is a test of whether the regression model obtained is truly acceptable. Simultaneous test aims to test whether between variables of capital, innovation and creativity, income, education, feelings of pleasure, environment, family environment and entrepreneurial interest, or at least between one variable of capital, innovation and creativity, income, education, feelings of pleasure, environment, family environment with a variable interest in entrepreneurship, really a linear relationship.

Hypothesis:

Ho: Capital, innovation and creativity, income, education, feelings of pleasure, environment, family environment do not affect the Entrepreneurial Interest.

Ha: Capital, innovation and creativity, income, education, feelings of pleasure, environment, family environment affect the Entrepreneurial Interest.

Decision-making:

1. If $F_{count} > F_{table}$ or if $_{sig}$<alpha (0.1), then Ho is rejected and Ha is accepted.
2. If $F_{count} < F_{table}$ or if $_{sig}$> alpha (0.1), then Ho is accepted and Ha is rejected.

Table 11. F Test Results for the Model

ANOVA[a]						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1086,814	7	155,259	10,890	,000[b]
	Residual	1283,186	90	14,258		
	Total	2370,000	97			

a. Dependent Variable: (Y) Entrepreneurial Interest.

b. Predictors: (Constant), (X7) Technology Environment, (X3) Income, (X6) Environment, (X1) Capital, (X2) Innovation & Creativity, (X4) Education, (X5) Feelings of Pleasure

Source: Data processed in 2018Referring to the output of Anova, the calculated F value (10.890)> F table value (1.78) with sig 0.000 <0.1. Statistically means that Ho is rejected and Ha is accepted. That is, capital, innovation and creativity, income, education, feelings of pleasure, environment, family environment jointly and significantly affect the entrepreneurial interest of the studentsof Darmajaya Informatics and BusinessInstitute.

3.2 T test Results (Student t-test)

The partial t test is used to test whether a free variable really influences the dependent variable. In this test we want to know whether if separately, a variable X still contributes significantly to the dependent variable Y. The conclusion of the hypothesis is as follows:

Ho: There is no significant effect between Capital, Innovation and Creativity, Income, Education, Feelings of Pleasure, Environment and Technological Environment does not affect the entrepreneurial interests.

Ha: There is a significant effectbetween capital, innovation and creativity, income, education, feelings of pleasure, environment and technologicalenvironment affect the entrepreneurial interests.

Decision Making Criteria:

1. If $t_{count} > t_{table}$ or if $_{sig}$<alpha (0.1), then Ha is accepted and Ho is rejected.
2. If $t_{count} < t_{table}$ or if $_{sig}$> alpha (0.1), then Ha is rejected and Ho is accepted.Based on the results of data processing with SPSS 21.00 obtained the results of the t test as follows:

Table 12. Hypothesis t test results

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	7,024	4,598		1,528	,130
(X1) Capital	-,177	,166	-,095	-1,071	,287
(X2) Innovation&Creativity	-,020	,201	-,010	-,099	,922
(X3) Income	,491	,175	,259	2,812	,006
(X4) Education	-,007	,167	-,004	-,043	,966
(X5) Feeling of Pleasure	,235	,238	,105	,987	,327
(X6) Environment	,513	,126	,399	4,067	,000
(X7) Technological Environment	,445	,150	,264	2,968	,004

a. Dependent Variable: Y (Entrepreneurial Interest)

Source: Data processed in 2018

Effect of Capital on Entrepreneurial Interest

Referring to the output coefficient, it is known that the t count value for capital is -1.071 <from the t table value of 1.660 with the sig level. 0.287> from 0.1. Statistically means Ha is rejected and Ho is accepted. That is, the variable capital does not have a partial and significant effect on the entrepreneurial interest of Darmajaya Institute of Informatics and Business Students

Effect of Innovation and Creativity on Entrepreneurial Interest
Referring to the output coefficient results, it is known that the value of t count for innovation and the density of -0.099 <of the t table value of 1.660 with the level of sig. 0.922> from 0.1. Statistically means Ha is rejected and Ho is accepted. That is, the variables of innovation and creativity have no partial and significant effect on the entrepreneurial interest of the studentsof Darmajaya Informatics and Business Institute.

Effect of Income on Entrepreneurial Interest
Referring to the output coefficient, it is known that the value of t count for income is 2.812> from the t table value of 1.660 with the level of sig. 0.006 <from 0.1. Statistically means Ha is accepted and Ho is rejected. That is, the income variable has a partial and significant influence on the entrepreneurial interest of thestudentsof Darmajaya Institute of Informatics and Business.

Effect of Education on Entrepreneurial Interest
Referring to the output coefficient, it is known that the calculated t value for education is -0.043 <from the t table value of 1.660 with the sig level. 0.966> from 0.1. Statistically means Ha is rejected and Ho is accepted. That is, the education variable does not have a partial and significant effect on the entrepreneurial interest of the studentsof Darmajaya Informatics and Business Institute.

Effect of Feeling Good for Entrepreneurial Interest
Referring to the output coefficient, it is known that the calculated t value for the feeling of pleasure is 0.987 <from the t table value of 1.660 with the sig level. 0.327> from 0.1. Statistically means Ha is rejected and Ho is accepted. That is, the variable feeling of pleasure does not have a partial and significant effect on the entrepreneurial interest of the Studentsof Darmajaya Informatics and Business Institute.

Environmental Influence on Entrepreneurial Interest
Referring to the output coefficient results, it is known that the t count value for the environment is 4.067> from the t table value of 1.660 with the sig level. 0,000 <from 0.1. Statistically means Ha is accepted and Ho is rejected. That is, environmental variables have a partial and significant effect on the entrepreneurial interest of the students ofDarmajaya Informatics and Business Institute.

Effect of Technological Environment on Entrepreneurial Interest
Referring to the output coefficient, it is known that the t count value for the technology environment is 2.968> from the t table value of 1.660 with the sig level. 0.004 <from 0.1. Statistically means Ha is rejected and Ho is accepted. That is, the family environment variable has a partial and significant effect on the entrepreneurial interest of Darmajaya Informatics and Business

Institute students.

CONCLUSION

Based on the results of the study it was found that the variables of capital, innovation and creativity, education and feelings of pleasure did not affect the entrepreneurialinterest of the students of Darmajaya Informatics and BusinessInstitute. Based on the results of the study it was found that the variables of income, environment and technology environment affectthe entrepreneurial interest of the students of Darmajaya Informatics and Business Institute. Based on the results of the study, it was found that the variables of capital, innovation and creativity, income, education, feelings of pleasure, environment and technological environment affectthe entrepreneurial interest of the students of Darmajaya Informatics and Business Institute.

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