Attitudinal and Contextual Study In Building Entrepreneurship Interest Through Sociodemographic Approach, Case Study In Universitas Budi Luhur

Aris Wahyu Kuncoro

Lecture management at Universitas Budi Luhur Jakarta, Indonesia

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ABSTRACT

This study aims to see how Attitudinal and Contextual Study In Building Entrepreneurship Interest Through Sociodemographic Approach In University of Budi Luhur. This study uses multiple regression data analysis, validity and reliability. From the research that has been done in the result that Factors sociodemografi in this case gender, job entrepreneurship business parents and not entrepreneurship, experience and no entrepreneurship effort proved significant effect on entrepreneurship interest. Behavioral factors in this case Economic Challenges and Opportunities, Self Realization, Facing or Avoiding Responsibility, Social Support, Believing self relaization evidance with influence and positively to interest in entrepreneurship. Contextual factors in this case Entrepreneurship Education, academic Support, Social Support and Environmental Support has a significant influence on entrepreneurship interest.

1. CHAPTER I INTRODUCTION

people. With the open unemployment rate by education dominated by Vocational School (SMK) 12.65 percent, followed by High School 10,32 Percent, Diploma 7.54 percent, Bachelor 6.40 percent, Junior High School 6.22 percent, and Primary School down 2.74 percent (BPS, 2016). That is due to the rampant layoffs due to the slowdown of economic growth . Termination of Employment Relations (PHK) to be a dilemmatic solution but continues to happen every year. Currently unemployment is not only graduated from elementary to high school, but many also graduate. Associated with the influence of entrepreneurship education, it is necessary to have an understanding of how to develop and encourage the birth of potential young entrepreneurs. Wirausaha is one of the proponents that determine the advancement of the economy, because the field of entrepreneurship has the freedom to work and independently. These entrepreneurs are able to create new jobs in order to absorb labor.

2. CHAPTER II PREVIOUS RESEARCH

Suharti and Sirine in his research in 2011. The results of the study showed significant of attitude factors, namely autonomy and authority factor, self-realiation factor, confidence factor and security guarantee factor to student entrepreneur interest. Furthermore, this study proves the important role of contextual factors, such as academic support, social support for entrepreneurship intentions among students. Anita in his research in 2013. The results showed that partially contextual factors significantly influence entrepreneurship interests and simultaneously sociodemographic variables significantly influence entrepreneurship interests. Princess, Garnasih, Ibrahim in his research in 2014. Azwar, in his research in 2013. The results of sociodemographic factors in this case the gender and the work of parents as entrepreneurs are not proven to have a significant effect on student entrepreneurial intentions. Factors of economic oport and challenge attitude and Perceived Confidence, proved to have a significant and positive effect on entrepreneurial intention. Contextual factors of social support have been shown to have a significant and positive effect on entrepreneurial intentions. Academic support and Environmental support are not proven significantly against entrepreneurial intentions. Maria and Taufik in his research in 2014. The results show that the work of parents who influence entrepreneurial intentions. Factor attitude is only economic challenge, perceived confidenced and avoid responsibility influence to entrepreneurial intention, while contextual factor only social support and Enviromental support have a significant positive effect to entrepreneurship intention of

student.

3. CHAPTER III RESEARCH METHOD

3.1. Research Methods

This type of research is a type of ex-postfacto research that is descriptive correlational cause-effect with a quantitative approach. Ex-post facto research is a type of research on the variables that have occurred when research took place. These variables appear naturally then followed by tracing back the causal factors.

3.2. Technique Analysis of Processing and Testing Data

The data has been obtained and then processed by using validity and reliability test, namely data processing in the form of figures with included translation in the form of tables that will help in reading the data.

4. CHAPTER IV RESULT

4.1. Validity and Realibility Test

4.1.1. Validity Test Entrepreneurship (Y)

Table 4.1.1
Validity test entrepreneurship (Y)

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	r Table
VAR00001	7.2842	2.482	.558	.829	0.2017
VAR00002	7.1895	2.155	.709	.667	0.2017
VAR00003	7.9421	2.488	.697	.891	0.2017

4.1.2. Validity test attitude (X₂) table 4.1.2 and Validity test kontekstual (X₃) table 4.1.3

Table 4.1.2
Validity test attitude (X₂)

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	R table	Decision
VAR00001	120.8842	88.912	.611	.858	0,2017	Valid

Table 4.1.3
Validity test kontekstual (X₃)

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Decision
VAR00001	51.0832	35.379	.839	.814	0.2017 Valid
VAR00002	50.7579	38.441	.521	.823	0.2017 Valid

VAR00002	120.8842	88.316	.527	.858	0.2017	Valid
VAR00003	120.8000	96.970	-.194	.873	0.2017	Not valid
VAR00004	120.4316	90.950	.273	.864	0.2017	Valid
VAR00005	120.2211	91.068	.298	.864	0.2017	Valid
VAR00006	120.6632	92.268	.142	.868	0.2017	Not valid
VAR00007	120.5895	92.159	.201	.866	0.2017	Valid
VAR00008	120.2947	93.316	.157	.866	0.2017	Not Valid
VAR00009	120.0947	91.342	.377	.862	0.2017	Valid
VAR00010	120.5158	97.657	-.209	.877	0.2017	Not Valid
VAR00011	120.1579	91.198	.289	.864	0.2017	Valid
VAR00012	120.3895	92.091	.222	.865	0.2017	Valid
VAR00013	120.1684	90.950	.407	.862	0.2017	Valid
VAR00014	120.5895	90.968	.299	.864	0.2017	Valid
VAR00015	121.4421	94.717	.002	.870	0.2017	Not Valid
VAR00016	121.7895	96.019	-.105	.873	0.2017	Not valid
VAR00017	120.5263	89.580	.511	.859	0.2017	Valid
VAR00018	120.4632	83.315	.759	.851	0.2017	Valid
VAR00019	120.3789	85.493	.674	.854	0.2017	Valid
VAR00020	121.0421	89.828	.366	.862	0.2017	Valid
VAR00021	120.5368	85.847	.474	.859	0.2017	Valid
VAR00022	121.3263	87.605	.444	.860	0.2017	Valid
VAR00023	121.2526	86.233	.616	.856	0.2017	Valid
VAR00024	121.3158	89.006	.318	.864	0.2017	Valid
VAR00025	120.9579	85.551	.725	.853	0.2017	Valid
VAR00026	121.1579	86.751	.565	.857	0.2017	Valid
VAR00027	120.2947	88.551	.517	.859	0.2017	Valid
VAR00028	120.5158	87.550	.553	.858	0.2017	Valid
VAR00029	120.3895	84.645	.647	.854	0.2017	Valid
VAR00030	120.8316	80.525	.789	.848	0.2017	Valid
VAR00031	120.8842	83.380	.641	.854	0.2017	Valid

VAR00003	51.2000	40.545	.267	.838	0.2017	Valid
VAR00004	51.4105	38.287	.517	.823	0.2017	valid
VAR00005	50.9684	42.031	.120	.842	0.2017	Not valid
VAR00006	51.1895	35.325	.682	.811	0.2017	valid
VAR00007	51.5474	35.483	.783	.807	0.2017	Valid
VAR00008	51.1263	35.856	.738	.809	0.2017	Valid
VAR00009	51.0528	40.476	.290	.835	0.2017	Valid
VAR00010	51.2737	41.371	.212	.838	0.2017	Not Valid
VAR00011	51.2737	41.222	.180	.841	0.2017	Not Valid
VAR00012	51.6842	38.303	.501	.824	0.2017	Valid
VAR00013	51.9053	38.087	.703	.811	0.2017	Valid
VAR00014	51.9789	37.361	.530	.822	0.2017	Valid
VAR00015	51.9684	42.605	.028	.849	0.2017	Not Valid
VAR00016	51.9158	38.589	.381	.831	0.2017	Valid

4.2. Realibility test

4.2.1. Realibility test entrepreneurship (Y)

Table 4.2.1
Reliability test entrepreneurship (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.804	3

Table 4.2.2
Reliability test attitude (X₂)

Reliability Statistics	
Cronbach's Alpha	N of Items
.866	31

Table 4.2.3
Reliability kontekstual (X₃)

Reliability Statistics	
Cronbach's Alpha	N of Items
.838	16

The result of reliability for entrepreneurship interest variable (Y) shows Cronbach's Alpha of 0.804 > 0.70 from 3 statements submitted to the respondents was all reliable, meaning consistency of respondents' answers to the questionnaire statement submitted to the entrepreneurship interest variable.

4.2.2. Reliability test attitude (X₂)

The result of reliability for Attitude variable (X₂) shows Cronbach's Alpha of 0.866 > 0.70 from 31 statements submitted to the respondents was all reliable, meaning consistency of respondent's answer to the questionnaire statement submitted to attitude variable.

4.2.3. Reliability test kontekstual (X₃)

The results of reliability for Contextual variables (X₃) show Cronbach's Alpha of 0.836 > 0.70 from 16 statements submitted to the respondents was all reliable, meaning there is consistency of respondents' answers to the questionnaire statement submitted to the contextual variables.

4.3. Multiple regression analysis

Multiple linear regression test is intended to know the quantitative influence of the change of X to change Y whether positive or negative, and predict or predict the value of Y if the variable X that correlates with Y has increased or decreased. To make the regression equation between the dependent variable (Y) with the independent variable (X) in this study, can be known through the regression result in the following table :

4.3.1. Regression analysis Variable attitude (X₂) and entrepreneurship (Y) :

Table 4.3.1.
Regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.	Correlations		
	B	Std. Error	Beta				Zero-order	Partial	Part
1 (Constant)	-12.093	3.467			-3.468	.001			
Power	.243	.156	.195		1.568	.077	.267	.188	.133
Challenges	.607	.130	.454		4.657	.000	.439	.447	.344
Self actualization	1.075	.430	.315		2.502	.014	.088	.359	.188
Security	-.371	.093	-.474		-3.972	.000	-.309	-.392	-.293
Career support	.552	.117	.525		4.724	.000	.404	.462	.349
Social env.	.629	.125	.607		5.016	.000	.542	.474	.371
Self confidence	-.381	.132	-.435		-2.871	.007	-.340	-.285	-.205

a. Dependent Variable: entrepreneurship

The regression equation above can be explained as follows:

$$Y = -12.093 + 0.243 X_{2.1} + 0.607 X_{2.2} + 1.075 X_{2.3} - 0.371 X_{2.4} + 0.552 X_{2.5} + 0.626 X_{2.6} - 0.381 X_{2.7}$$

4.3.2. Regression analysis kontekstual (X₃) and enterpreneurship (Y) :

Table 4.3.2

Table regression analysis Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations		
	B	Std. Error				Zero-order	Partial	Part
1 (Constant)	.044	1.297		.034	.973			
Entrepreneurial education	.456	.069	.518	6.572	.000	.509	.569	.453
Academic support	.456	.100	-.479	4.538	.000	.005	-.432	.313
Social support	1.867	.256	.572	7.303	.000	.583	.610	.504
Env. Support	.147	.073	.197	2.017	.047	.140	.208	.139

a. Dependent Variable: entrepreneurship

The regression equation above can be explained as follows:

$$Y = 0.44 + 0.456 X_{3.1} - 0.456 X_{3.2} + 1.867 X_{3.3} + 0.147 X_{3.4}$$

5. CHAPTER V CONCLUSIONS

- A. Factors sociodemografi in this case gender, job working entrepreneurship parents and not entrepreneurship, experience and no entrepreneurship effort proved significant effect on entrepreneurship interest.
- B. Behavioral factors in this case Economic Challenges and Opportunities, Self Realization, Facing or Avoiding Responsibility, Social Support, Believing self relaization evidance with influence significantly and positively to interest in entrepreneurship.
- C. Contextual factors in this case Entrepreneurship Education, academic Support, Social Support and Environmental Support proved to have a significant and positive influence on entrepreneurship interest.

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