

# Intermediate and Entrepreneurial Motivation Analysis of Students Informatics Engineering Studies Program (Case study: STMIK STIKOM Indonesia)

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**Abstract**—STIKI Indonesia is one of the IT campuses in Bali that has a concept as an entrepreneurship campus that is oriented towards developing and fostering the spirit of Entrepreneurship for students. Respondents in this study were students who were still active with a total of 124 respondents who had received entrepreneurship courses. This study aims to determine the interests and motivation of entrepreneurship students in the informatics engineering study program at STMIK STIKOM Indonesia. The sample technique used in this study is a Proportionate Stratified Random Sampling. This research is included in descriptive research. From the results of data collection using questionnaires, it was found that 81.1% of students in the informatics engineering study program had entrepreneurship courses, 68.5% had an entrepreneurial interest but had not yet started, 20.2% had a business, and 37.9% have had a business but failed to live it. Only 1.6% are not interested in being an entrepreneur. The motivation of students in entrepreneurship who have ambition for freedom reasons is 98.4%, self-realization is 65.3% and pushing factors are 67.7%.

**Keywords**—*entrepreneurship interest; entrepreneurship*

## I. INTRODUCTION

Many people who have a very big interest in entrepreneurship activities and become an entrepreneur. Entrepreneurship is considered capable of being one of the activities in supporting and helping the life of the family's economy as well as being able to support economic growth in Indonesia. It is hoped that with the increasing interest in entrepreneurship the Indonesian people can help reduce the income that occurs in Indonesia and increase the variety of creativity that can be made by the Indonesian people. According to Zimmerer entrepreneurship is the result of a discipline and a systematic process of applying creativity and innovation in meeting market needs and opportunities [1].

Creative ideas that can be expressed in a product are one of the ways that can be developed by entrepreneurship. In this case these creative ideas become a mainstay and can be a good start for someone who has had entrepreneurship, so that development can run well. Products that can be created can provide benefits as well as be useful for the community so that life in the economy can be further developed with the idea that becomes creativity. An entrepreneur gets more opportunities in

entrepreneurship to develop existing creativity, where they can change the problems that occur in the community into an important opportunity and resolve the problems that occur in a way that is based on the development of existing ideas.

The formation of the character of entrepreneurship is very important in supporting entrepreneurial activities in the community and can be given anywhere, one of them in High School. The College has an opportunity and plays an important role in instilling an entrepreneurial spirit in its students. Students really need to be encouraged and educated on how to entrepreneurship and understanding of entrepreneurship, so that they know more about matters related to entrepreneurship and development. Until now students still tend to be less or not confident in starting a business, they generally prefer to work in a company or become a private or civil servant employee. This encouragement is needed by students so that they can explore what becomes a problem in society can be processed and made an opportunity to overcome these problems that are packaged in one business. If students have an initial interest in becoming an entrepreneur, then the opportunities and investments that will be obtained will be greater. Students have good start-up capital for entrepreneurship, including creativity, speed in accessing information through international, extensive relationships and networks as well as other ideas that can be developed.

Efforts that can be made by high schools in an effort to increase student entrepreneurship interest is to provide entrepreneurship courses. High schools have courses related to entrepreneurship and create activities that can foster interest in student entrepreneurship, either by including them in the curriculum that must be taken by students and through other activities, such as conducting seminars - entrepreneurial seminars, activities to participate in activities which are themed or related to entrepreneurship and activities that support the development of other ideas. By following these activities students are expected to be able to foster entrepreneurial interest in themselves and can encourage them to enter the business world in the future.

The role of the College in fostering and developing interest in entrepreneurship and exploring factors that influence student entrepreneurship behaviour. If students have an interest in entrepreneurship, it can make them someone to be more active

in finding and utilizing existing business opportunities and optimizing the potential that they already have. Interest is very important to be owned by students in determining opportunities that can be developed into a business, then Utilizing existing business opportunities to create new job opportunities. The interest in being an entrepreneur in every student is different, there are those who from the beginning have determined themselves to be entrepreneurs but there are also those who do not have any interest at all, but that interest can be grown through the motivations given.

Motivation for students to foster interest in entrepreneurship has reasons that are not the same as each other. In the research conducted, it is known that there are many motivations that influence the interest in entrepreneurship [2]. For example, the desire to be respected, continue the family tradition, get better income, and so on [2].

## II. BASIC THEORY AND RESEARCH METHODS

### A. Entrepreneurship

According to Wirakusumo the term entrepreneurship is a translation of the word entrepreneurship which is defined as the backbone economy, namely the central requirements of the economy or as the tailbone economy, namely the control of the economy of a nation [3]. Whereas according to Hisrich, defines that entrepreneurship as a process of creating something new with value, by calculating time and effort, and considering the risk of costs, physical, and social [4]. With the aim of gaining profit, satisfaction and freedom.

According to Kao, entrepreneurship is an effort to create value through the introduction of business opportunities, proper risk-taking management, and through communication and management skills to mobilize people, money, and other raw materials or resources needed to produce projects to be carried out well [1]. In all three definitions it is emphasized that entrepreneurial activities are related to business opportunities, value creation, risk taking, and resource use. The word entrepreneurship comes from the word entrepreneur. The word entrepreneur comes from the word *wira* meaning brave, primary, noble. Business means commercial and non-commercial business activities. So entrepreneurship is interpreted literally as things that concern someone's courage to conduct business and non-business activities independently [5].

Schumpeter in Alma means that entrepreneurs as someone who breaks the existing economic system by introducing new products and services, by creating new organizational forms or processing raw materials [6]. Schumpeter also added that entrepreneurs see opportunities, then create an organization to take advantage of these opportunities.

### B. Entrepreneurial Interest

According to Mappiare in Adhitama, interest is a mental device consisting of a mixture of feelings, hopes, convictions, prejudices, fears or other tendencies that direct individuals to a particular choice [7]. Katz and Gatner explained that entrepreneurial intentions or interest in becoming entrepreneurs can be interpreted as a process of finding information that can be used to achieve the goals of forming a business [8].

From these meanings, what is meant by entrepreneurship is the desire, interest, and willingness to work hard or be strong-willed to try to fulfill their needs and run their business without fear of risk and always learn from the failures experienced.

Venesaar in a study entitled Student's Attitudes and Intentions toward Entrepreneurship at Tallinn University of Technology divided entrepreneurial interests into four categories [2], namely:

- Not interested in becoming an entrepreneur.
- Already interested, but haven't started yet.
- Already own and run a business.
- Have had a business before, but failed.

### C. Entrepreneurial Motivation

Entrepreneurial motivation is defined as something that motivates or encourages a person to engage in activities and provide energy that leads to achieving needs, giving satisfaction or reducing imbalances by opening a Zimmerman business or business in McClelland in Hastuti, explaining that an entrepreneur conducting business activities is driven by the need to achieve, relate to others and to gain power both financially and socially [8,9]. Entrepreneurs doing business activities are motivated by:

1) *Achievement motives (need for achievement)*: People doing entrepreneurial activities are driven by the desire to get achievements and recognition from family and society.

2) *Affiliated motives (need for affiliation)*: People doing entrepreneurial activities are driven by the desire to connect with others socially.

3) *Power motives (need for power)*: People who do entrepreneurial activities are driven by the desire to gain power over existing resources. Increased wealth, market control is often the main driver of entrepreneurship in conducting business activities.

### D. Framework

Entrepreneurship becomes a lot of hope that many people want to achieve and work on. The reason for having a business is different for each person and that desire is still overwhelmed by the fear of starting entrepreneurship. While many people feel that there will be many benefits if they have a business

STMIK STIKOM Indonesia, which is one of the universities, has a goal to be able to create a young entrepreneurial spirit. Students at STMIK STIKOM Indonesia get material on entrepreneurship classes where they can find out more details about the notions of entrepreneurship, the importance and purpose of a student having a business. Student interest in entrepreneurship does not arise by itself, but grows and develops according to the motivations that influence it [10].

The interest in entrepreneurship from students who have taken entrepreneurship courses is already seen, namely the many ideas they have to start a business. From this idea, it will

be developed into a plan to apply the knowledge by starting a business.

From the interest held by students in STIKIK Indonesia STMIK, it is necessary to see the motivating factors and their motivation in choosing to be an entrepreneur. Researchers compile the research framework and research hypothesis as follows:

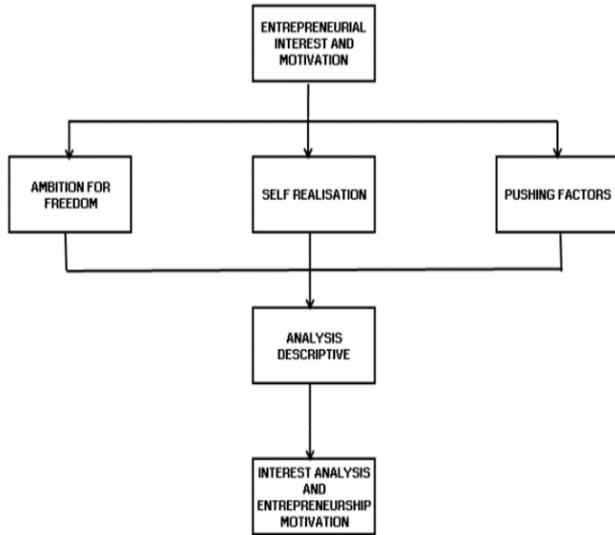


Fig. 1. Framework.

E. Population and Sample

The number of population determined is the Informatics Engineering Study Program 2016/2017 students who are still active (not on leave) and have taken 124 Entrepreneurship courses. The sample technique used in this study is a proportional stratified random sampling technique. Data collection techniques used in this study are interviews and documentation studies.

F. Research Methods

The research was conducted using quantitative descriptive analysis method, namely analyzing entrepreneurial interest and motivation of Informatics Engineering students at STMIK STIKOM Indonesia. This research is divided into several steps which can be seen in the following figure 2:



Fig. 2. Research methods.

III. RESULTS AND DISCUSSION

In the survey that has been conducted on student interest in STMIK STIKOM Indonesia towards the desire for entrepreneurship, the following results are obtained:

TABLE I. STUDENTS ENTREPRENEURIAL INTEREST

No	Entrepreneurship Interest	Result		
		Interested	Doubt	Not interested
1	Have an interest in entrepreneurship	108 (87,1%)	14 (11,3%)	2 (1,6%)
2	Already interested, but not yet started	85 (68,5%)	29 (23,4%)	10 (8,1%)
3	Already own and run a business	25 (20,2%)	17 (13,7%)	82 (66,1%)
4	Have had a business before, but failed	47 (37,9%)	26 (21%)	51 (41,1%)

From the results above it was found that students at STMIK STIKOM Indonesia who had an interest in entrepreneurship were 87.1%, who were still hesitant in choosing as entrepreneurs at 11.3% and 1.6% said they were not interested in being an entrepreneur. In addition, those who have a high level of energy are 68.8% who declare abstinence and perseverance in running a business and they have the idea to start a business. Obstacles experienced by students when they want to become an entrepreneur is hampered by capital, where 70.4% stated that they do not have the capital to start a business.

Students who have an interest in entrepreneurship stated that they had not started at 68.5%, were hesitant to start with 23.4% and 8.1% were not interested in starting.

The percentage of students who have owned a business is 20.2%, and those who do not have a business are 66.1%.

Students who already have experience in entrepreneurship but fail to live it by 37.1% and 41, 1% do not have experience in entrepreneurship.

A. Entrepreneurial Motivation

The interest possessed by students in entrepreneurship has factors that motivate them so that interest develops as desired. From the results of the motivation of STMIK STIKOM Indonesia students in entrepreneurship, the following results are obtained:

TABLE II. ENTREPRENEURIAL MOTIVATION IN STUDENTS

No	Entrepreneurship Motivation	Results		
		Interested	Doubt	Not interested
1	Ambition For Freedom	70 (56,5%)	43 (34,7%)	11 (8,9%)
2	Self-realisation	81 (65,3%)	21 (16,9%)	22 (17,7%)
3	Pushing factors	84 (67,7%)	31 (25%)	9 (7,3%)

From the data obtained from students, it can be seen that students have a strong urge to become an entrepreneur for various reasons including saying that they want to be an entrepreneur because they think that having a business will have more free time where they can do other activities or Other hobbies aside from managing 56.8% owned businesses. Asking for a growing entrepreneurship in students at STMIK STIKOM Indonesia is also driven by the desire to make a hobby or liking as an idea that can be developed in entrepreneurship so that

students will enjoy 98.4% of selected entrepreneurship activities, but by 52.8% choose to be an entrepreneur because they want to be respected by others. By becoming entrepreneurs, students are able to pour their new ideas into the basis of developing their entrepreneurial interests by 84%. In addition, 65.6% of students choose to become an entrepreneur to get a better position in the community.

#### IV. CONCLUSIONS AND SUGGESTIONS

From the results of this study it can be concluded that students at STMIK STIKOM Indonesia who have an entrepreneurial interest of 87.1% so that this agreement can be used as an authorized capital by the Institution in packaging entrepreneurship courses and activities related to entrepreneurship where they get the right place in pouring the idea he has. From the results of student motivation, it was also found that 56.6% chose to be entrepreneurs because they felt free in managing their time and activities.

Some suggestions that can be made in this study include:

- The results of the study can be used by STMIK STIKOM Indonesia to carry out activities that can encourage students' interest and motivation in entrepreneurship such as entrepreneurship seminars, entrepreneurship trainings and communication forums related to entrepreneurship
- STMIK STIKOM Indonesia can design entrepreneurship courses by developing ideas that are owned by students and packing subjects with great

interest so that students are able to attend lectures with enthusiasm and enthusiasm.

- Utilizing INBIS STIKI Indonesia in capturing prospective young entrepreneurs who have creative ideas to be developed and can be used in the general public.

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