

Entrepreneurship Intent on Vocational High School Education: The growth of new Entrepreneurs in Indonesia

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Abstract—Entrepreneurship education in vocational schools is necessary, with an understanding of how to develop and encourage the birth of potential young entrepreneurs. The purpose of this study to see the determinants of entrepreneurial intentions can be interpreted as the process of seeking information that can be used to achieve the goal of forming a business. With their attitudes, attitudes and knowledge about entrepreneurship will shape their tendency to open up new ventures in the future. This study is a survey which is a preliminary study to check information about gender, age, education and work experience of respondents with as many as 130 respondents, this research analysis using multiple regression test test. Conclusion that self-efficacy is proven to affect the entrepreneurial intentions of students in Indonesia, the latter's background education being the determinant factor of the entrepreneurial intentions for students in Indonesia, the need for achievement, age, and gender are not proven significantly as predictors of entrepreneurial intentions. The variables associated with personality and demography together significantly determine the intentions of entrepreneurship. The implications of this research are to explore new entrepreneurial opportunities through several strategic steps that must be undertaken so that the more anticipated opportunities are expected to be optimal results.

Keywords—demography, intentional entrepreneurship, need achievement, entrepreneurship strategy

I. INTRODUCTION

Data from the Central Bureau of Statistics/Badan Pusat Statistik (BPS) in August 2017 obtained 128.06 million workforce in Indonesia, an increase of 2.62 million when compared to August 2016, whereas when viewed background for graduates, vocational high school graduates, as a contributor the largest number of unemployed in Indonesia, which is 11.41%, which is still not absorbed by the world of work and this is included in the open unemployment rate, when compared to other levels of education from elementary school to the University.

Mean while, when viewed the level of absorption of the workforce is only 27.86% of the background of secondary schools, so this becomes a problem for the Indonesian nation.

For this purpose, entrepreneurship education has been considered as an important factor to cultivate and develop passion, entrepreneurial spirit and entrepreneurship among the younger generation [9]. Associated with the influence of entrepreneurship education, it is necessary to have an

understanding of how to develop and encourage the birth of potential younger entrepreneurs while they are in school.

Their attitudes, attitudes and knowledge of entrepreneurship will shape their tendency to open up new ventures in the future. In addition, interest and entrepreneurship desire of the younger generation is a source for the birth of future entrepreneurs [7] become one of the solutions.

In entrepreneurship, the most need to be developed is the achievement motive. Fierce competition demands a strong will, as well as the ability to race against excellence. entrepreneurship, achievement, hard, excellence.

In addition, the motive of affiliation also needs to be considered, because the entrepreneur must be good at improving managerial skills, moving others as well as they are, that is based on good relationships among others. noticed, managerial, well, good. Aspects of one's entrepreneurial intentions have received considerable attention from the authors. The intention of entrepreneurship can be interpreted as information seeking process that can be used to achieve the purpose of forming a business [5]. A person with an intention to start a business will have better readiness and advancement in a business that is compared to someone without the intention to start a business.

Intent has proven to be the best predictor of entrepreneurial behavior. Therefore, the intentions can serve as a reasonable basic approach to understanding who will become entrepreneurs [3].

The general outline of the entrepreneurial intentions is done by looking at three things differently: (1) personality characteristics; (2) demographic characteristics; and (3) environmental characteristics. Some previous authors have proved that personality factors such as the need for achievement [6] and self efficacy [11] are significant predictors of entrepreneurial intentions.

Demographic factors such as age, gender, educational background and one's work experience are taken into account as determinants of entrepreneurial intentions. For example, [1] found that one's educational background determines one's level of intense and the success of a given business. Environmental factors such as social relationships, physical and institutional infrastructure and cultural factors can affect the intentions of entrepreneurship.

The purpose of this study is to look at the determinants of the entrepreneurial intentions by combining three approaches [11] namely personality factors: (1) the need for achievement and self efficacy; 2) environmental factors, seen in three contextual elements: access to capital, information and social networks; and 3) demographic factors: gender, age, educational background and work experience.

II. METHOD

This study is a survey which is a preliminary study. Information about the gender, age, education and work experience of the respondents was also collected from previous studies [11] in previous studies submitted data collection was conducted around schools and colleges, especially in public areas such as canteen, library, and computer labs. The characteristics of respondents are summarized in Table I. Table I. Demographic Characteristics of Respondents.

TABLE I. DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

| Characteristics | Indonesia (n=130) | |
|-----------------------------|-------------------|------|
| | n | % |
| Gender | | |
| Male | 66 | 50,8 |
| Female | 64 | 49,2 |
| Age (tahun) | | |
| < 25 | 110 | 84,6 |
| >= 25 | 20 | 15,4 |
| Educational background | | |
| Economics and Business | 72 | 55,4 |
| Non- Economics and Business | 58 | 44,6 |
| Work experience | | |
| Never | 73 | 56,2 |
| Public / Government Sector | 8 | 6,2 |
| Private Sector | 47 | 36,2 |
| Both sectors | 2 | 1,5 |

TABLE II. ANALYSIS RESULTS

| Description | Indonesia |
|------------------------|-----------|
| | β |
| Need for Achievement | -0.038 |
| Self efficacy | 0.351 |
| Age | 0.155 |
| Gender | -0.130 |
| Educational background | -0.180 |
| Work experience | 0.119 |

A. Need for achievement

Table II states that the need for achievement has a positive effect

B. Self efficacy

Self efficacy has been proven to affect the young Indonesian generation entrepreneurship intentions (see Table II). The higher the confidence of a younger generation over 18 ability himself to be able to try, the greater the desire to become an entrepreneur. Thus, this proves that self efficacy has an effect on the entrepreneurial intention. Also, in line with previous writers [2].

C. Gender

Regression analysis did not show that younger men's generation had a higher entrepreneurial intention than nger female generations. Hence the results of this paper contradict the previous findings [7].

D. Age

This writing also can not prove that younger generations have more entrepreneurial intentions than those who are older [10].

E. Educational Background

For examination of educational background, it will only be done on young Indonesian generation. The results of the analysis for Indonesian students with significant $\beta = -0,180$ (see Table 2) indicate that younger generations of economic and business education backgrounds have low entrepreneurial intentions.

F. Work Experience

From the data can prove that a nger Indonesian generation who have work experience will have a lower entrepreneurial intention than those who do not.

III. RESULT AND DISCUSSION

In entrepreneurship requires sharpness and carefulness in exploring business opportunities, in digging business opportunities can be taken from some rare such as:

A. Information

Information is sought by his personality and abilities; business opportunities; needs and wants of consumers; environment at hand. The situation of competitors; support and government policy, Resource:

- 1) Library: a book with various topics about discovery.
- 2) Internet: various information from websites that are always updated.

In addition in entrepreneurship how to determine the right choice in determining the field / service to be done, some starategi can be done start entrepreneurship:

B. *Imitating a Successful Product*

Almost every product has a successful counterfeit product can do the same. can replicate a best-selling product, from a HAKI (Hak Kekayaan Ilmiah)/ unprotected patent side.

C. *Marketing other people's product*

- 1) Consumer magazines, trade magazines, and trade fairs include products in which manufacturers want distributors or other parties they can use to sell their products.
- 2) If have good marketing skills, this information is a never-dry gold mine.

D. *Combine Things for the Product*

Look for ways to improve the quality (convenience, usability or simplicity) of existing product products (convenience, simplicity) of the product.

E. *Substitution of Raw Materials or Methods*

Look for ways to produce products at lower prices, using cheaper raw materials or better production techniques to achieve sales figures and, of course, higher profits.

F. *Download Product Transfer Failed*

In daily business practices, product failure is usually caused by a weak marketing effort, not because of the quality of the product itself. Sometimes with a touch of different styles, or with a bit of polish to look unique, 'll be able to change the overall look of the product so as to turn it into a successful new product on the market and profitable. - "new" business.

G. *Production of Famous Items*

Always a new generation every ten years. Look in old magazines or old mail order catalogs and check out old catalogs and magazines. will be surprised at what find. Remember, everything in this world recycles. Some old products are waiting to be reintroduced. Let imagination run free. -"old"

H. *Trade Shows and Writing / Discovery Exhibits*

- 1) Many new products make their debuts at trade shows or inventor events. In the year so often held this kind of exhibition. Know, many inventors are very good at smart new product affairs, but less skilled in marketing affairs.
- 2) The patented ones are not always mass produced.

I. *Department of Government*

There are at least three government agencies. Ministry of Commerce, Ministry of Agriculture and Cooperatives and SMEs who publish materials that can include new information for business development. In addition, its department or regional office also provides course management courses and consulting services.

J. *University and High School Business School Administration Universities and Colleges also tend to help as a consultant. Do not hesitate to contact them. Some of them have a lot of practical knowledge about business, appropriate technology, business incubators, and small business development.*

K. *Create a Book, Script or Video-tape / Audio*

- 1) Pack passions, skills, or knowledge in a book, script or tape program.
- 2) The book how ... "(making Soy Milk, Creating a Beautiful Aquarium, Producing Decorative Lambs etc.) is the most popular type of reading in Indonesia and if invest to write a book about business background or achievement, do not be surprised by the knowledge can put into the script, and do not be surprised to see the amount of money can make through work, works like this.

L. *Develop Own Seminars, Lectures, and Workshops.*

- 1) Our society has a tremendous thirst for knowledge, and can fulfill it in many ways.
- 2) If have special knowledge, may be able to organize own seminars, lectures, and workshops.
- 3) Can provide seminars through school communities, universities, education circles and professionals. If would like to have an idea of what kind of seminar to offer, contact local school or university.
- 4) Can immediately generate a number of other opportunities such as writing a book and making audio and video tapes. Everything will bring money.

M. *Mail Order Catalog (Mail Order)*

The next rich source of products One new high-potential product can be found in various mail order catalogs. Contact postal order agencies that sell certain products according to interests, and ask for their latest catalog. Do not ask the manufacturer name for each listed product but a one item and pay message. Usually, can find the manufacturer's address on the product or instruction manual.

N. *Journal of business journals, eg Wall Street Journal and Marketing Journal-Business Magazine.*

- 1) Newspapers always include new products, new business discoveries, and new services in the business world.
- 2) Marketing magazines contain incentives, premieres, audiovisuals, business gifts, and advertising-related matters. He is able to provide hundreds of new ideas every month.

O. *Foreign Trade Attache*

- 1) The foreign trade attache office is usually located in every embassy or consulate of a friendly country. They are also looking for the right licensees for the products they develop in their country.
- 2) If are ready to do business, can write a letter from the Department of Commerce and attach a copy of company's brochures and industry descriptions are

working on. In addition, will be required to get in touch with the appropriate foreign product licensing buyer.

P. Commercial Banks

- 1) may have the opportunity to work on a new product or service by requesting part or all of the business where the other party is involved.
- 2) Many small companies and high quality products and services may require company's strength to succeed better.
- 3) This power may be in the form of equipment, facilities, human resources or knowledge of production, marketing, management, or capital ownership.
- 4) Local bank may be a reliable source of information about the company that needs help and the potential to become a business partner.

IV. CONCLUSION

In general, find the factors that affect entrepreneurship intentions. Self efficacy has been shown to affect Indonesian students' intentions. Background education becomes the determinant of Indonesian students' intentions. The need for achievement, age, and gender is not proven significantly as a deliberate entrepreneurial predictor. The results of the regression analysis show that variables related to personality and shared demographics significantly determine entrepreneurial intentions. In exploring the opportunities of entrepreneurship through several strategic steps that must be undertaken so that the anticipated opportunities are expected to be optimal results.

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