
THE INFLUENCE OF MOTIVATION ON ENTREPRENEURIAL INTEREST OF FHB STUDENTS DUTA BANGSA UNIVERSITY SURAKARTA

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ABSTRACT

Interest in entrepreneurship is focusing attention on entrepreneurship because of a feeling of liking and accompanied by a desire to learn, know and prove more about entrepreneurship. Interest in entrepreneurship arises due to curiosity about information about entrepreneurship science which is then continued to participate directly in order to gain experience and finally the desire arises to pay attention to the experience that has been obtained. As well as having a feeling of joy and having the desire to be involved in risk-taking activities, to run your own business or venture by taking advantage of existing business opportunities, and creating new businesses with an innovative approach. One of the factors that influences the emergence of interest in entrepreneurship is entrepreneurial motivation. This research aims to determine the influence of entrepreneurial motivation on entrepreneurial interest among students at Duta Bangsa University, Surakarta. The quantitative research methodology with descriptive analysis used in this research is quantitative with descriptive analysis research type. The respondents in this research were 65 students from the Faculty of Business Law using the sampling method, namely saturated samples. The research results show that Achievement Motivation has a positive and significant influence on Entrepreneurial Interest with a score of 57.7%. These results can be interpreted as increasing Achievement Motivation in students will have an effect on increasing students' Entrepreneurial Interest.

KEYWORDS

Entrepreneurial Motivation, Entrepreneurial Interest, and Achievement Motivation



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INTRODUCTION

Colleges or universities are institutions that shape graduates into intelligent, creative and independent individuals so that they have quality soft skills and hard skills. The various faculties, departments or study programs offered should be adapted to the needs of the existing labor market. Universities must be able to form students who dare to take risks and have an entrepreneurial spirit. Therefore, higher education must strive to foster students' interest in entrepreneurship, one of which is by providing Entrepreneurship courses. The aim of this Entrepreneurship course is to provide a theoretical foundation regarding the concept of entrepreneurship.

PKM entrepreneurship is a place where students throughout Indonesia can be creative with various discoveries. PKM Indonesia itself was founded by the Directorate General of Learning and Student Affairs, Ministry of Research, Technology and Higher Education, Republic of Indonesia. The main aim of PKM Entrepreneurship is to provide facilities for various forms of potential possessed by Indonesian students. It starts with developing, studying and applying the knowledge and technology that has been learned while studying at university to the wider community. Students who are interested in entrepreneurship will be seen in behavior that shows their desire that arises from within themselves by being brave enough to take risks and being responsive in handling existing opportunities.

According to Munawar in Tri Wahyono (2016), interest in entrepreneurship is defined as a student's interest in doing business, understanding the budget and additional understanding resulting from the business process which is used as a basis for making decisions. Several variables are thought to influence students' entrepreneurial interest, including learning students' entrepreneurial motivation.

Student entrepreneurial motivation is thought to influence students' entrepreneurial interest. Motivation is a driving force or drive for a person to behave in a certain way which can arise from within or outside the individual. Motivation is encouragement both from other people and from oneself to do work consciously and enthusiastically to achieve certain targets (Mulyadi, 2015). This impulse is within a person who moves him to do something in accordance with his inner impulse. Therefore, a person's actions based on certain motivations contain a theme according to the underlying motivation.

Motivation is an element of stimulating desire (want), the driving force of a person's willingness to work towards certain goals to be achieved. The role of motivation in entrepreneurship can be analogous to fuel driving an engine. Adequate business motivation will encourage active behavior in entrepreneurship (Sunyoto, 2012). Motivation is the driving force of a person's willingness to work towards an achieved goal. Entrepreneurs are people who have creativity and are innovative so they are able to explore and find opportunities and turn them into businesses that produce value or profit (Basrowi, 2016). An entrepreneur is someone who is creative and innovative and faces risks who are able to create opportunities to become a business that produces value or profit.

RESEARCH METHOD

The research method used in this research is a survey. The survey method is a systematic investigation by collecting information related to the object of study. The approach used is a quantitative approach with an explanatory format. A quantitative approach is research that uses data analysis in numerical or data form. The explanatory format is an explanation of a generalization of the sample to the population, or the influence of one variable on other variables.

The research object consists of entrepreneurial motivation as the independent variable, while students' entrepreneurial interest is the dependent variable. The research location is at Duta Bangsa University, Surakarta, which will be carried out in December 2022. The research population is all students at Duta Bangsa University, Surakarta, while the sample is 65 students at Duta Bangsa University, Surakarta.

The data collection technique uses a questionnaire, namely providing a set of questions or written statements for respondents to answer. Questionnaires or questionnaires given to respondents using Google Form.

RESULT AND DISCUSSION

Data regarding the results of descriptive statistical calculations of entrepreneurial motivation (X) and student entrepreneurial interest (Y). The regression model in this research is used to see the influence of achievement, power, and affiliation on interest in entrepreneurship.

Table 1. Descriptive Statistics Calculation Results

Descriptive Statistics	N	Minimum	Maximum	Mean	Std. Deviation
Minat Berwirausaha	65	5	25	19.78	4.679
Prestasi	65	3	15	11.62	2.479
Kekuasaan	65	3	15	10.95	2.308
Afiliasi	65	2	10	7.52	1.977
Valid N (listwise)	65				

The results of partial regression testing between entrepreneurial motivation and student entrepreneurial interest are in Table 2 below.

Table 2. Linear Regression Equation Model

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.026	2.068		.980	.331
	Motivasi Prestasi	1.173	.226	.621	5.190	.000
	Motivasi Kekuasaan	.207	.246	.102	.842	.403
	Motivasi Afiliasi	.248	.244	.105	1.019	.312

a. Dependent Variable: Minat Berwirausaha

Based on the table above, the constant value (α) is 2.026, while the coefficient for Achievement Motivation (β) is 1.173, the coefficient for Power Motivation (β) is 0.207, and the coefficient for Affiliation Motivation (β) is 0.248. Thus, the multiple linear regression equation is as follows:

$$Y=2.026+1.173X_1+0.207X_2+0.248X_3+e$$

The constant value indicates the positive influence of the independent variables (X1, X2, and X3) on the dependent variable, which is Entrepreneurial Interest (Y). This means that if X1, X2, and X3 increase, Y will also increase.

If the constant value is negative, a decrease in X1, X2, and X3 will result in a decrease in Y. Furthermore, if X1, X2, and X3 are equal to zero, the value of the Entrepreneurial Interest (Y) variable will be equal to the constant value of 2.026.

1. The Achievement Motivation variable (X1) has a significance value of 0.000, which is less than 0.05. Therefore, it can be concluded that the Achievement Motivation variable has a significant influence on the Entrepreneurial Interest (Y) variable.
2. The Power Motivation variable (X2) has a significance value of 0.403, which is greater than 0.05. Thus, it can be concluded that the Power Motivation variable does not have a significant influence on the Entrepreneurial Interest (Y) variable.
3. The Affiliation Motivation variable (X3) has a significance value of 0.312, which is greater than 0.05. Thus, it can be concluded that the Affiliation Motivation variable does not have a significant influence on the Entrepreneurial Interest (Y) variable.

Table 3. F Test

ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	808.727	3	269.576	27.765	.000 ^b
	Residual	592.258	61	9.709		
	Total	1400.985	64			

a. Dependent Variable: Minat Berwirausaha

b. Predictors: (Constant), Motivasi Afiliasi, Motivasi Prestasi, Motivasi Kekuasaan

The significance value obtained is 0.000, this value is less than 0.05, so it can be concluded that the independent variables used, namely the Achievement Motivation (X1), Power Motivation (X2), Affiliation Motivation (X3) variables simultaneously have a significant effect on the dependent variable Entrepreneurial Interest (Y).

Table 4. Autocorrelation Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.760 ^a	.577	.556	3.116	2.185

a. Predictors: (Constant), Motivasi Afiliasi, Motivasi Prestasi, Motivasi Kekuasaan

b. Dependent Variable: Minat Berwirausaha

The autocorrelation test aims to see whether in the model a situation occurs where there is a correlation between the nuisance variables so that interpretation is no longer efficient. To test whether there is an autocorrelation problem, the Durbin Watson method is used for residual values. If the calculation results show that the Durbin Watson value is greater than 1.5 and less than 2.5, it can be concluded that the regression model does not have an autocorrelation problem.

The calculation results show that the Durbin Watson value is 2.185, which is greater than 1.5 and less than 2.5, so it can be concluded that the regression model does not have an autocorrelation problem.

CONCLUSION

Student entrepreneurial motivation is thought to influence students' entrepreneurial interest. Motivation is a driving force or drive for a person to behave in a certain way which can arise from within or outside the individual.

The results of the research that have been presented suggest that to increase students' interest in entrepreneurship in the future, the following suggestions are proposed:

Advice for universities. Universities need to improve the quality of entrepreneurship education and motivate students to become entrepreneurs by:

- a) The university improves the education system based on improving the quality and quality of students to become equipped for entrepreneurship.
- b) The university holds entrepreneurship training for students to increase their entrepreneurial experience and knowledge.
- c) The university provides capital assistance to students to open or develop the business they are planning or developing.
- d) The university provides intensive guidance and assistance to students who have the desire to become entrepreneurs.

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