

Entrepreneurial Interest and Social Environment Towards Students' Entrepreneurial Autonomy

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ABSTRACT

Youth entrepreneurial autonomy needs to be developed. Several programs that involve students in entrepreneurial activities demand a social environment and play an essential role in the development of student thinking to determine business strategies in entrepreneurship. The purpose of this study is to identify the profile of student independence in entrepreneurship. In addition, this study aims to analyze the influence of entrepreneurial interest and social environment on students' entrepreneurial autonomy. The method used is correlational, where the data collection uses questionnaires and data analysis using regression analysis assisted by the SPSS application. The results showed the independence of student entrepreneurship in the high category with a percentage of 94.11%. So, 5.89% of students with low entrepreneurial autonomy need a particular approach to develop their entrepreneurial independence. From the results of this study hoped the next research will implement of soft skills that increasing students' entrepreneurial autonomy who have low category.

Keywords: entrepreneurial interest, social environment, entrepreneurial autonomy, entrepreneurial independence

INTRODUCTION

Economic growth in Indonesia in several sectors has increased. One of the very significant increases is in the socio-economic sector, which is supported by the

need for higher energy consumption in Indonesia also (Dirgantara & Lelawati, 2014). However, this is not comparable to the poverty rates in Indonesia itself, which is shown by the decreasing purchasing power of the people on various types of products offered (Wanto, 2014). In addition to the economic conditions of potential consumers, people's purchasing power decreases sometimes also determined by the attractiveness of the products offered to potential consumers.

Entrepreneurial activities are related to efforts to meet needs in order to find income through certain efforts that must be made by business actors. Work is an earnest effort to put himself as a part of society that is useful to others. Sustainable entrepreneurship is also supported by a good social environment in order to generate financial balance, especially income (Schaefer et al., 2015).

Higher education as a forum to create an educated workforce that is expert in their respective fields, has a strategic role in developing the world of entrepreneurship with knowledge that is already owned. So that the level of entrepreneurship in Indonesia becomes better and the unemployment rate of educated becomes reduced. If this can be done well, then the problem of fewer jobs compared to job seekers will no longer be a problem. So, it is necessary to increase business independence for students to encourage economic growth through student entrepreneurship, in order to

develop an interest in entrepreneurship for global competition.

In entrepreneurship, a person must have several entrepreneurial characteristics, one of which is persistence. This persistence becomes a provision when an entrepreneur fails, it will be easier for him to try to get up to reorganize the business based on the results of his failure analysis. Persistence also does not depend on others, but persistence is one's own efforts made to create initiatives in entrepreneurship without relying on others. This is also called entrepreneurial autonomy.

Entrepreneurship independence can also be determined by several things, one of which is entrepreneurship education. Indirectly, entrepreneurship education can have an impact on economic growth, job creation, promotional activities, and increasing social resilience (Carrilho & Jardim, 2023). Entrepreneurial autonomy is also included in the business strategy section where a person shows his ability to decide something that is crucial for him to solve, how everything gets accomplished, and even when it gets accomplished (Almamary & Alshallaqi, 2022).

Entrepreneurial autonomy can grow because of the support of the environment around which the individual is located. According to the results of research on children in Italy, independence and responsibility are effectively taught starting from the family and school environment (Fucci & Maria, 2012). The family environment also plays an important role in determining how much interest a teenager has in entrepreneurship (Adib, 2018). Considerations in determining business strategy also include environmental, socioeconomic conditions, and also organizational awareness (Penafiel et al., 2021). Therefore, in considering a business, it is necessary to identify the environment in which entrepreneurship is located to find out the interests and awareness of entrepreneurship.

Higher education encourages teenagers to get better positions in jobs, and will affect the wages/salaries that will be received

because they have the bargaining power to choose jobs. However, if the youth do not get a job that suits their abilities due to the limited available jobs, higher education, which should prevent the youth from being unemployed, actually makes them unemployed. One of the steps that can be taken to overcome unemployment is to create your own jobs, namely as an entrepreneur. According to Napitupulu (in Yanti, 2019) entrepreneurship skills must be built consciously from an early age, thus the younger generation also begins to make entrepreneurship as one of the important career choices to support the welfare of the nation in the future.

This is in line with the opinion of Choo & Wong (in Kurnia et al., (2018) that entrepreneurship as a career choice in the future, can be analyzed based on the approach of entrepreneurial interest itself. According to Schumpeter in Dewi et al., (2020) entrepreneurship is a way to get opportunities and create organizations to pursue opportunities. Entrepreneurship has many benefits, some benefits of entrepreneurship according to Zimmerer et al. (2008) i.e. (1) opportunities for self-determination (2) opportunities to make changes (3) opportunities to reach full potential (4) opportunities to achieve amazing profits (5) opportunities to play a role in society and gain recognition for efforts (6) opportunities to do something that is liked.

LITERATURE REVIEW

Entrepreneurial Interest

The theory of Planned Behavior explains that intention is the first factor in determining behavior. According to Ermawati et al., (2017), intention or interest in entrepreneurship is a person's determination to become an entrepreneur or to do entrepreneurship. Karyaningsih & Wibowo (2017) state that a person's intention or desire motivates them to take action. Interest is the seriousness of the intention to perform an action or bring up a certain behavior (Baharuddin, 2016).

Meanwhile, according to Oktaviana & Umami (2018) the tendency of individual desire to take action by creating new products through business opportunities and taking risks.

Another opinion from Maulida & Nurkhin (2017) interest is the intention to carry out an action that is realized and then immediately implemented. Entrepreneurial interest is a person's tendency to choose to do or not do something a certain behavior or job or goal (Fourqoniah, 2015). Based on some opinions interest is the intention and desire of a person to act. According to Zimmerer et al., (2008) states that an entrepreneur is someone who creates a new business by taking risks and uncertainties to achieve profit and growth by identifying significant opportunities and using the necessary resources so that those resources can be capitalized.

Social Environment

The environment has a role in individual development. This is following the convergence theory. According to Purwanto (2014), the environment includes all conditions that exist in this world, which in certain ways affect our behavior. Sartain in Purwanto (2014) divides the environment into three parts, namely the natural environment, internal environment, and social environment.

According to Prawira (2014), the social environment is the social environment that causes interaction between one individual and another individual. The state of the community environment can affect the nature of a person who interacts with the same environment at any time. Someone with the environment has a reciprocal relationship. For example, someone lives in a dirty and dirty environment, but that person doesn't like dirty places. Someone has the initiative to clean up the environment where they live by inviting other people who live in that place. That way not only the environment can affect a person, but a person can influence the environment with actions.

Purwanto (2014) states that the social environment is all people or other humans who influence us. The influence of the social environment can be felt directly or indirectly. Direct influence, for example, daily interaction with family or friends, while indirect influence, namely through radio and television. The social environment has a greater influence on the growth or spirituality of children compared to the natural environment and the environment (Purwanto, 2014). Another opinion was expressed by Ahmadi & Supriyono (2004) that the social environment is a community environment where there is an interaction between individuals with other individuals.

Entrepreneurial Autonomy

Independence in business is needed so that business actors can compete with other business actors competitively (Purwanto, 2014). Entrepreneurial independence refers to attitudes and business conditions with an entrepreneurial spirit to be able to meet needs and rely on one's abilities (Sukirman, 2017). Independence provides an opportunity for entrepreneurs to be able to set their own goals and make the right decisions for their businesses. Therefore, independence is important to grow entrepreneurs so that the businesses they establish can compete competitively and provide the expected results.

Based on research conducted by Sukirman (2017), it is known that business independence is influenced by an entrepreneurial spirit. Entrepreneurial spirit refers to trust, confidence, and the desire to work hard to build a business. An entrepreneurial spirit needs to be owned because entrepreneurship, if it is not accompanied by self-confidence and the ability to manage a business, maybe the established business will not last long. Confidence that is owned in entrepreneurship can certainly increase independence because the person also believes that every action and decision he takes is right and the best for developing his business.

The research hypothesis interest in entrepreneurship and the social environment significantly influences entrepreneurial

independence. The illustration of this research paradigm is illustrated as follows.

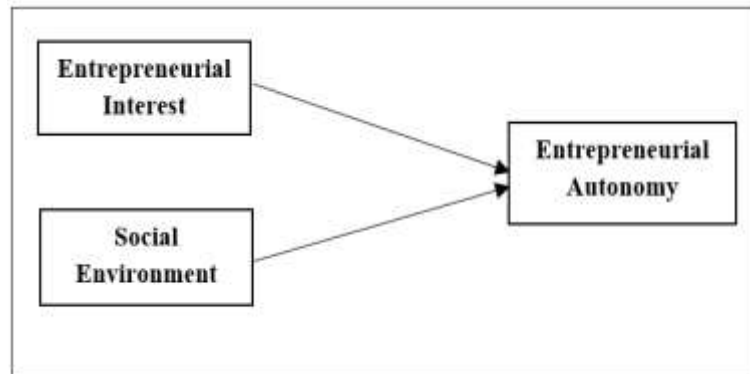


Figure 1. Research Paradigm

MATERIALS & METHODS

This study uses a quantitative approach to the correlational method. The subjects used were students taking entrepreneurship classes at the faculty level with a total of 85

people. Data collection was carried out using a validated questionnaire with a reliability of 0.759. The construct of the questionnaire given to the respondents is as follows.

Table 1. The Indicators of Questionnaire Construction

Indicators		
Entrepreneurial Interest (Hisyam, 2018)	Social Environment	Entrepreneurial Autonomy (Nurhayati, 2021; Wanto, 2014)
Knowledge	Entrepreneurship based on parental support and the surrounding environment	Responsibility for their business
Willingness to get the needs of life	Entrepreneurship because following friends	Practical experience of his business
Physical and mental endurance	Entrepreneurial influence of others	Thoughts that are relevant to their business
Perseverance and tenacity	Entrepreneurship because it has the support people who are admired	Autonomy of business
Creative thinking in entrepreneurship	Entrepreneurship because closest people	The ability to solving problems in their business
Dare to take risks	Entrepreneurship colleagues	Ability to making decision in their business

Furthermore, the steps that must be taken by researchers to analyze the first data are to carry out prerequisite tests by conducting normality tests and data linearity tests to determine the distribution or distribution of data and to test whether the data used is linear or not. After that, the researcher conducted data analysis called hypothesis testing through regression analysis with the help of a statistical application called SPSS.

RESULT

The identification of this research explains that the level of entrepreneurial autonomy of students is in the high category, but some students have entrepreneurial autonomy which is still in the low category. The entrepreneurial autonomy level of students can be illustrated in the following graph.

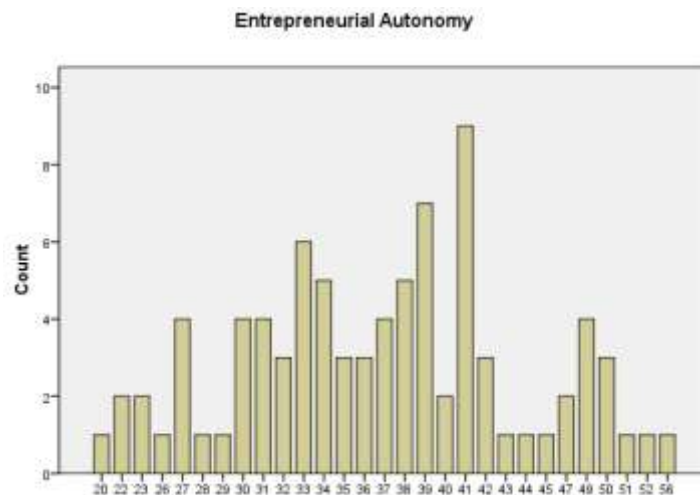


Figure 2. The Graph of Students' Entrepreneurial Autonomy

If you look at figure 2, the highest score is owned by student number 41 while the lowest is the student with serial numbers 20, 26, 28, 29, 43, 44, 45, 51, 52, and 56. Students who have entrepreneurial autonomy level in the high category of 94.11%. So, 5.89% of students have a low category of entrepreneurial autonomy. Next,

a prerequisite test analysis will be carried out before the researcher determines which type of statistic to use to test the hypothesis. The prerequisite tests were carried out, namely the normality test and linearity test to determine the distribution of this research data. The normality test results show the following figure.

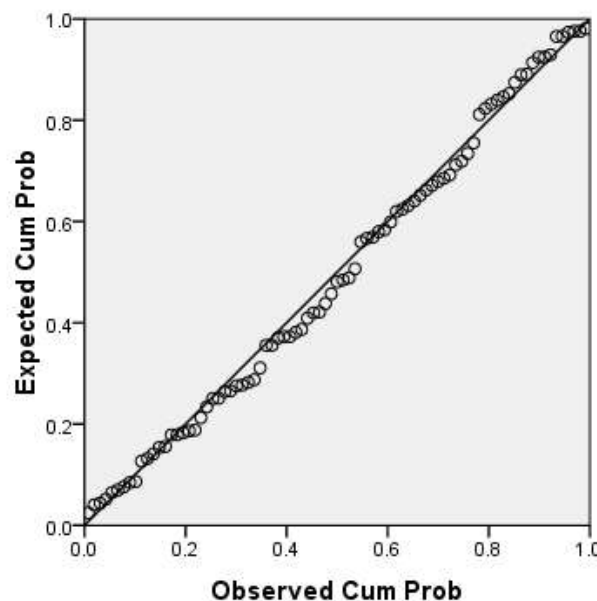


Figure 3. P-P Plot of Regression between Variables

Based on figure 3, it can be explained in the small circles that intersect in the picture above that none of these three variables are away from the main line which is slanted to the upper right because the data has a normal distribution. If the dots or small circles spread too far from the diagonal line

and move away, then the data is declared not normally distributed. Conversely, if the point of the small circle is only in the area of the diagonal line and slightly away, then the research data is normally distributed. This is supported by the normality test results as follows.

Table 2. The Normality Test of Variables

		entrepreneurial interest	social environment	entrepreneurial autonomy
N		85	85	85
Normal Parameters ^a	Mean	48.31	36.93	51.64
	Std. Deviation	10.014	7.600	10.782
Most Extreme Differences	Absolute	.080	.084	.079
	Positive	.080	.084	.079
	Negative	-.067	-.062	-.057
Kolmogorov-Smirnov Z		.737	.778	.727
Asymp. Sig. (2-tailed)		.649	.581	.665
a. Test distribution is Normal.				

Based on the table above, it is known that the normality test results for entrepreneurial interest have a coefficient of 0.649, the social environment of 0.581, and entrepreneurial autonomy of 0.665 where all

three can be said to have normally distributed data distribution. After that, a linearity test can be carried out which produces the following data.

Table 3. The Linearity Test Results

Variables	Signification of Deviation from Linierity	Decision
Entrepreneurial Interest	0.315	Linier
Social Environment	0.822	Linier
Entrepreneurial Autonomy	0.767	Linier

After fulfilling the prerequisite test which states that this data is normally distributed and linear, it was decided to use parametric statistics in testing the research hypothesis. Test the hypothesis using the regression test with the Pearson formula, the results are as follows.

Table 4. The Hypothesis Test Result

Components	Value	Meaning
R	0.131	All variables have a weak relationship
R Square	0.279	1. Independent variables only slightly describe dependent variables. 2. Entrepreneurial interest and social environment only affect entrepreneurial autonomy by 27.9%, while 72.1% is dominated by other factors outside the research variables.
F Change	0.712	Entrepreneurial interest and social environment can affect entrepreneurial autonomy simultaneously.
Sig. F Change	0.494	Hypothesis accepted

Based on the results of these hypotheses, it can be formulated that entrepreneurial interest and social environment have a positive influence on entrepreneurial autonomy but are in a low category. Entrepreneurial autonomy can only be determined by entrepreneurial interest and social environment, only 27.9%. For 72.1% that can affect entrepreneurial autonomy can be determined by other factors that were not studied or identified by researchers. Thus, it can be said that H_a is an accepted or entrepreneurial interest, and the social environment can positively influence entrepreneurial autonomy.

DISCUSSION

The results of the study show that there is a significant influence of entrepreneurial

interest and social environment on entrepreneurial independence. The results of this analysis are supported by several studies which state that there is a positive relationship between independence and entrepreneurial motivation on interest in entrepreneurship in adolescents (Wanto, 2014). However, entrepreneurial independence can also be influenced by gender based on the results of a study in Spain which states that women's entrepreneurial intentions are higher than men's (Santos et al., 2018). Not only that, but interest in entrepreneurship can also be influenced by several things which include creativity, social environment, product innovation, and also emotional factors (Cahyo, 2010). The results of this study are

also supported by the following pattern of research results.

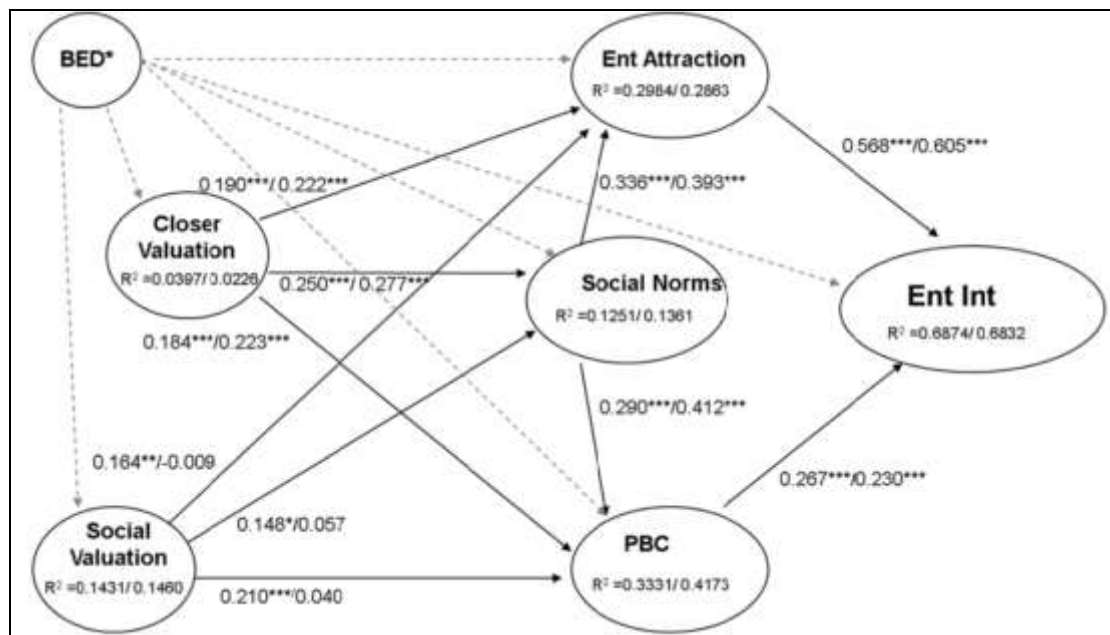


Figure 4. Structural Models of Factors Affecting Entrepreneurial Attraction and Entrepreneurial Intention (Carvalho et al., 2012; Santos et al., 2018)

The figure above shows related variables that influence interest in entrepreneurship and entrepreneurial independence, for example, regional area (BED), closer valuation, social valuation, social norms, and perceived behavior control (PBC). Entrepreneurial independence and interest in entrepreneurship are also closely related to the support of those around them which includes support from family, friends, and the social community (Ketaren & Wijayanto, 2021). Innovation in the products being marketed is also affected because there are other people in the business world that we are running. This is in line with the results of research which states that economic growth and the development of the world of entrepreneurship are also influenced by the social, cultural, and economic conditions of a person (Castaño et al., 2015).

The environment can also determine a country's economy (Georgiadis & Zhu, 2021). An environmental condition for entrepreneurship can be said to be good if the environment supports the stability of a community's finances to be more conducive and does not cause an economic crisis that impacts high monetary (Taguchi, 2011;

Taguchi et al., 2011). The condition of this social environment is formed by several characteristics of the individuals who live in it. In entrepreneurship, individuals need motivation and interest as a supporter. This statement is also related to research results that support the results of this study which state that entrepreneurial motivation has a significant correlation with interest in entrepreneurship (Aidha, 2016; Haugh, 2021).

In addition, education, personality, and entrepreneurial independence also have a positive and significant influence on one's interest in entrepreneurship (Adib, 2018; Mahanani & Sari, 2018). In line with the results of this study which stated that entrepreneurial interest and social environment affect entrepreneurial autonomy, the researchers concluded that someone who has entrepreneurial autonomy has a high level of confidence in making decisions in his business (Jong et al., 2015; Nyström & Nyström, 2012; Prayetno et al., 2020; Sukardi, 2013).

This is a must-have characteristic of an entrepreneur. If an entrepreneur does not dare to make decisions in the business he is running, then he does not have

entrepreneurial independence and ultimately depends on other people to develop his business. This is not good for his business in the future, because it indicates that entrepreneurs are afraid of taking risks that they will face in the future. So, this research shows that developing entrepreneurial autonomy can also be done through developing entrepreneurial interest and improving the social environment because these two variables can influence and can determine entrepreneurial autonomy.

CONCLUSION

The level of independence of student entrepreneurship is in a high category. Based on the results of this study, the results obtained stated that interest in entrepreneurship and the social environment can significantly influence entrepreneurial independence. These three variables have a close relationship in the world of entrepreneurship. Entrepreneurial independence is the character of entrepreneurs to achieve success. Entrepreneurial independence indicates that an individual has the initiative to problems overcoming.

Declaration by Authors

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