FACTORS ANALYSIS OF ENTREPRENEURIAL INTENTION OF STUDENTS (STUDY AT 5 UNIVERSITIES IN BANDUNG)

Candra Wijayangka[1], Budi Rustandi Kartawinata [2],Muhammad Radhiyyan Syam[3]
Prodi Administrasi Bisnis, Fakultas Komunikasi dan Bisnis, Universitas Telkom

wijayangka@telkomuniversity.ac.id[1],budi.kartawinata@gmail.com [2]syamnanggaprdj@gmail.com

Abstract

Entrepreneurship is a process of applying creativity and innovation in problems solving and finding opportunities to improve lives. Entrepreneurship is also defined as an ability to create something new and different. There are many factors that can affect a person's entrepreneurial intention.

This study aims to determine the factors that can affect the entrepreneurial intention of students studying at 5 Universities in the Bandung City. The method is used in this research is quantitative method with research type factor analysis. Respondents in this study were 20 students from Telkom University, 20 students from Padjadjaran University, 20 students from Institut Teknologi Bandung, 20 Students from Parahyangan University, and 20 students from Universitas Pendidikan Indonesia by sampling method, named Cluster Sampling.

The results showed that the most influential factor was Personal Traits with a percentage of variance of 0.958%, indicating that self-confidence and risk-taking are the dominant factors to encourage entrepreneurial intention.

Keywords : Entrepreneur, Entrepreneurial Intention, Personal Traits
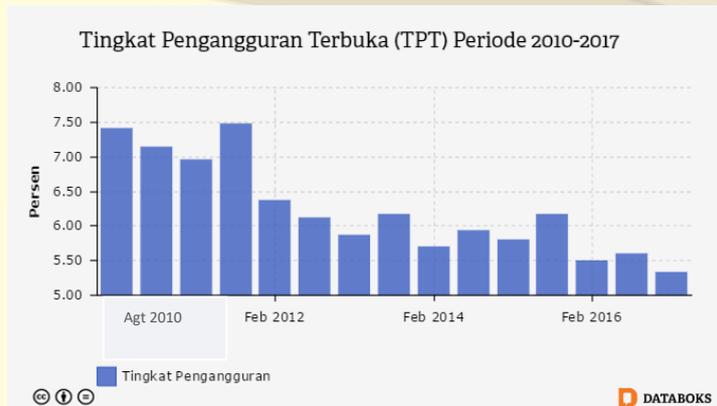
INTRODUCTION

In the current era, Indonesians are increasingly having difficulty finding jobs. Many graduates with undergraduate degrees only become unemployed, so education for several years seems useless, this is also explained in Mahesa (2012) that the number of people with bachelor's degrees and the desire to be able to fulfill their daily needs is a factor that triggers people to find work. Unfortunately, the intense competition in job selection and the number of people competing for jobs makes many young intellectuals unemployed or find less decent jobs.

Education is a problem that is very important and considered vital in life, because education has become a primary need that has an important role in order to guide and shape qualified Human Resources (HR) by having skills and expertise. Education is also the most appropriate way to create young people who are intelligent, qualified, creative, innovative, able to compete, and able to master science and technology, this is in line with the statement in Rismanandi et al (2015). In fact, currently in Indonesia, highly educated people do not necessarily get decent or even unemployed jobs. It is known (On the website of https://ekonomi.kompas.com the Central Bureau of Statistics () that, in 2017 there has been an increase in the number of unemployed people in Indonesia by 10,000 to 7.04 million in August 2017 from August 2016 of 7, 03 million people. Head of BPS Kecuk Suhariyanto said that the increase in the number of unemployed people was caused by an increase in the workforce in Indonesia.

Figure 1

Open   **Unemployment**
Rate

Tingkat Pengangguran Terbuka (TPT) Periode 2010-2017

Source : https://databoks.katadata.co.id

Based on Figure 1, it is known that the percentage of the unemployment rate in February 2017 was 5.33 percent, besides the latest data according to the Central Statistics Agency (BPS) in thewebsite https: //databoks.katadata.co.id (April 28, 2018) in August 2017 the Open Unemployment Rate (TPT) increased by 0.17 points to 5.5%. However, when compared to the August 2016 position, TPT decreased by 0.11 points from 5.61 percent. In general, the trend ofunemploymentdeclined, in August 2010 by 7.1 percent, but in August 2017 it dropped to only 5 , 5 percent.

The interest in entrepreneurship in Indonesia is considered to be minimal when compared to neighboring countries. Based on the website http: //www.mediaindonesia. com (April 28, 2018) states that the ratio of Indonesian people to entrepreneurship is less than 4% of the total population of Indonesia. Anak Agung Gede, Minister of Cooperatives and Small and Medium Enterprises (KUKM) Ngurah Puspayoga in his remarks at the 2017 National Entrepreneurship Movement (GKN), Bogor, Saturday (11/3) citing 2016 Central Statistics Agency (BPS) data, that the number of entrepreneurs is only 3, 1% of Indonesia's total population of 252 million. The ratio is smaller when compared to Malaysia which reaches 5% of the total population, Singapore 7%, China 10%, Japan 11% and the United States around 12%.

After seeing the phenomenon of the unemployment rate which is always increasing every year to reach 7.04 million people and added to the phenomenon of the lack of entrepreneurship in Indonesia, which is only 3.1% of the total population. making the authors interested in conducting research on several leading and popular universities in Bandung which have Business Administration majors and entrepreneurship courses, such as the Bandung Institute of Technology (ITB), Padjajaran University, Pahrayangan University, Indonesian Education University and also Telkom University. Based on this, the author raises the title **"ANALYSIS OF FACTORS - FACTORS OF INTEREST TO ENTERPRISE (STUDY IN 5 UNIVERSITIES IN BANDUNG CITY)".**

LITERATURE REVIEW
Entrepreneurship
The term entrepreneurial

Entrepreneurship (*entrepreneurship*) was first introduced in the early 18th century by French economist Richard Cantillon. According to him the entrepreneur is "*agent who buys means of production at certain prices in order to combine them*". The estimological meaning of entrepreneurship / entrepreneurship comes from Sanskrit, consisting of 3 syllables: "wira", "swa", and "sta". **Wira** means superior human, exemplary, tough, virtuous, big soul, brave, hero, pioneer, warrior / progress warrior, has great character. **Swa** means alone, and **Sta** means standing. Made Dharmawati (2016; 12).

Interest in Entrepreneurship

Interest is feeling more like and feeling interested in something or activity, without anyone telling. Interest basically is the acceptance of a relationship between yourself and something outside of itself. The stronger or nearer the relationship, the greater the interest. If someone has carried out his sincerity to an object then this interest will lead someone to pay attention to more detail and have the desire to join or own the object. Rahmadi et al (2016)

Factors in Entrepreneurship Interests

DrivingIlesanmigbenga Joseph (2017) in a study entitled "*Influencing Factors International Student Entrepreneurial Intention in Malaysia*"

1. *Family Background*
2. *Desire of Independence*
3. *Need for Achievement*
4. *Subjective Norms*
5. *Entrepreneurial Education*

So. Al-Harrasi et al (2014) *Factors Impecting Entrepreneurial Intention: A Literature Review*.

1. *Personality Traits*
2. *Contextual*
3. *Motivational*
4. *PersonalBackground of*

Monica A. Zimmerman et al (2013) *Motivation, Success, Problems of Entrepreneurs in Venezuela*.

1. *To be*
2. *able to use my past experience and training*
3. *To prove that I can do it.*
4. *To increase of my income*
5. *to gain public recognation*
6. *To provide jobs for family members*
7. *For my own satisfaction and growth*
8. *So i will always have job security*
9. *to build a business to pass on*
10. *to maintain my personal freedom*
11. *to be closer to my family*

Irine Herdjiono et al (2017) *The Factors Affecting Entrepreneurship Intention*

1. *Family Background*
2. *Self - Concept*
3. *Entrepreneurship Motivation*
4. *Risk Taking Propensity*
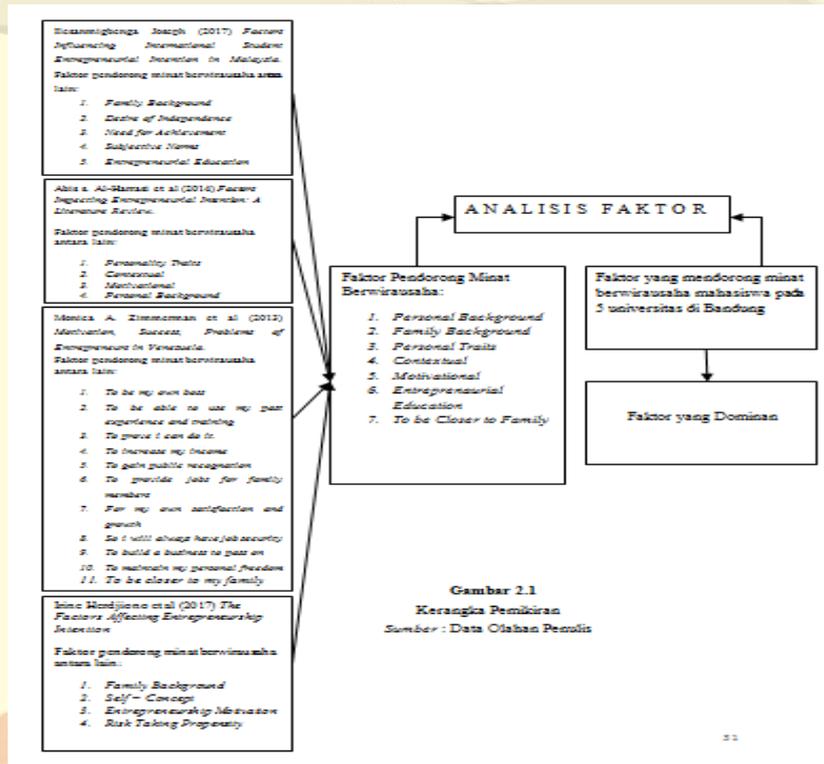
Thinking Framework

Figure 2
Thinking Framework
Source : Processed Data Author

Based on the above framework there are several factors that can encourage interest in student entrepreneurship

Method

Method used in this study is the quantitative method According to Sugiyono (2015: 11) quantitative research can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations or samples, collecting data using research instruments, analyzing quantitative data or statistics, with the aim of testing a predetermined hypothesis.

Using the research method will find out the relationship between the variables under study so as to produce conclusions that will clarify the description of the object under study. Where this study aims to prove the hypothesis or the alleged influence of the 7 factors that influence the interest in student entrepreneurship in Bandung.

SOLUTION
KMO and *Barlett Test Sphericity*

Tests KMO and *Barlett Test Sphericity tests were* used to examine the accuracy of factor analysis. In the KMO and *Barlett Test Sphericity test criteria* must have a KMO value ≥ 0.5 and a significance value <0.05. The KMO and *Barlett Test Sphericity test results* of this study can be seen in the table

Table 1:
KMO *and Bartlett's Test*

Host: Co Host: Partner: Supported by:

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Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.686
Bartlett's Test of Sphericity	Approx. Chi-Square	360,533
	Df	21
	Sig.	.000

Source: Data Olah Author, 2018

Test *Anti-Image Matrices*

Table 2
Anti-Image Matrices

No.	Variable	Figures MSA
1.	*Personal Background*	0.724
2.	*Family Background*	0.771
3.	*Personal Traits*	0.594
4.	*Contextual*	0.659
5.	*Motivational*	0.756
6.	*Entrepreneurial Education*	0.827
7.	*To Be Closer to Family*	0.620

Source: Data Author, 2018

Based on the results in the table 4.2 can be seen that the value of MSA in each factor is in the number> 0.5, which means that every factor that exists has characteristics that can be predicted and analyzed further.

Factor Grouping The

process of determining the initial factor or component will be included in the new factors, namely factors 1 and 2 carried out by looking at and comparing the magnitude of the correlation on each row. However, theprocess *component matrix* does not yet illustrate that all the old factors have been dispersed into new factors or compost completely, so factor rotation needs to be done. The factor rotation used in this study isrotation *varimax* as below:

Table 3
Rotated Component Matrix

No.	Variable	Component	
		1	2
1.	*Personal Background*	.288	-.105
2.	*Family Background*	-.137	.840
3.	*Personal Traits*	.958	-.039
4.	*Contextual*	.904	-.095
5.	*Motivational*	-.003	.835
6.	*Entrepreneurial*	739	-341

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	Education.		
7.	*To Be Closer to Family*	-.052	.938

Source: Author Data, 2018

From each *component, the* number given in pink is a number that shows thevalue *component* largestand is afactor *loading* of 7 factors. Furthermore, *component* factors 1 and 2 will be grouped into each table

Based on the research that has been conducted on 100 respondents as a sample with the characteristics of the majority of men as many as 58 students (58%), the majority of students aged over 22 years as many as 44 people (44%) and each respondent numbered 20 students from all 5 universities. Then the results of the study can be explained as follows: Based on the results of KMO and Barlett's Test data processing, it can be seen that the KMO value generated in this study is 0.686, the figure shows that the number meets the criteria of greater than 0.5 with a significance value of less than 0.5, that is 0,000. From these values means that the variables and samples in this study can be analyzed further by using factor analysis. Furthermore, based on the results of Anti Image Matrices data processing, it can be seen that the value of MSA or diagonal numbers on Anti Image Matrices is greater than 0.5. This shows that each factor used in this study can be predicted and analyzed further. After these factors are selected, then they are extracted to form new components.

The results of this study indicate that the 7 initial factors raise two new components of factor analysis. This component is named *personality influence*. Component II is given aname *family based*. Interpretation of factor names is done by *judgment*. Because it is subjective, the results can be different if the interpretation is done by someone else. The new factor formed can be used as a new variable that replaces the original variables seen from the *loading factor* highest. Below is a discussion of each factor formed.

CONCLUSIONS

Based on the research conducted with the analysis of this factor, the conclusions will answer all the problems that have been formulated previously. The conclusions of this study are as follows:

1. Of the 7 factors that have been studied, 2 new factors have been formed which represent the previous factors in encouraging interest in entrepreneurship. These 2 factors consist of:
   a. *Personality Influence* with a *percentage of variance value* of 42,496%.
   b. *Convenience* with a *percentage of variance value* of 26.153%.
   So that the total *percentage of variance* of the overall factor is 68.65%. This means that the two factors as a whole can represent and answer 68.65% of problems from the study. Then, 31.35% have not been able to encourage interest in student entrepreneurship.
2. Of the 7 factors that have been studied, there are dominant factors that encourage interest in student entrepreneurship. These factors arefactors *personality influence* with the value of *variance* or the biggest contribution, which is 42.496%.factors *Personality influence* consist of 4 variables, including: *personal background, personal traits, contextual,* and *entrepreneurial education.*

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