

Analysis of Factors Influencing Students' Decisions to Become Entrepreneurs Reviewed from Motivation, Perception, Social Environment (Case Study on STIM Budi Bakti Students)

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Received: December,2, 2024 | Revised: December,18, 2024 | Accepted: December,20, 2024

Abstract. This study aims to analyze the conditions of students who want to start a business in terms of motivation, perception and social environment. This study uses quantitative data where the data is obtained from primary data sources derived from questionnaire data collection. The questionnaire was given to respondents to answer the questions given. The respondents of this study were students who were still active at STIM Budi Bakti. The data collected were analyzed using the SPSS program. The variables in this study consist of independent variables and dependent variables. The Independent Variable (independent variable) consists of: motivation (X1), perception (X2) and social environment (X3). While the Dependent Variable (dependent variable) is the Decision to become an Entrepreneur (Y). The results of this study indicate that the variables of motivation and social environment have a positive influence on the condition of students in their desire to start a business. Motivation has a simultaneous influence on the variables of student entrepreneurship. With the motivation to become an entrepreneur, students become independent (can do many things and can finance their own needs). The social environment plays a role in influencing the development of individual mindsets and habits in it, while the perception variable has no influence on interest/desire in becoming an entrepreneur. This shows that students can still have the desire to do business even though their understanding/perception of entrepreneurship is still lacking.

Keywords: Motivation, Perception, Social Environment, Entrepreneurship

INTRODUCTION

Education is the mainstay of hope for improving the quality of human resources. Quality education will produce superior human resources in every aspect of life, thus creating the next generation of the nation that is able to compete in the development of science and technology. The role of the education sector in preparing human resources can no longer be ignored. Importance of Strengthening Awareness means "knowing anything happens is important" while the important of knowledge is "information understand, and skills you acquire with level education or experience". People's to Strengthening awareness and knowledge about SDGS is.

The development of the era is getting faster nowadays, demanding to be faster in adapting to social society. One of them is the development of social technology and even economics which greatly determines the purpose of human life, namely the welfare of society, especially in fulfilling the needs of life. According to the Minister of Manpower (Menaker) Ida Fauziyah, the Republic of Indonesia will face a demographic bonus, meaning that in the next few years the number of productive age populations will continue to increase. In 2025 the productive age population is estimated to reach 197.13 million people. In 2030 the productive age population of Indonesia is predicted to have reached 203 million people quoted from harianjogya.com, (2024) in Hadi et al., (2024). This poses a challenge for

the government in facing the demographic bonus which is only a few years away, because this situation can be something that is beneficial for the progress of the nation but can also be a problem if not managed properly, namely giving rise to increasing unemployment rates.

In the student world environment, most of the obstacles for them, especially students, are how to start trying to become entrepreneurs, which are influenced by several factors such as fear of trying, limited capital, innovation, and intention. These factors can actually be overcome if someone has positive and creative thinking. Therefore, students must respond to these obstacles well in order to be able to take advantage of existing opportunities. According to (Scarborough & Cornwall, 2016 in Hadi et al., 2024), one of the driving factors for the growth of entrepreneurship in a country lies in the role of universities through the implementation of entrepreneurship education. The university is responsible for educating and providing entrepreneurial skills to its graduates and providing motivation to dare to choose entrepreneurship as their career. For this reason, researchers are interested in conducting research on the analysis of the situation in the student environment for the desire to open a business in terms of motivation, perception, and social environment.

1. Entrepreneurship

In the Big Indonesian Dictionary (KBBI), the definition of entrepreneurship is explained as follows: "A person who is clever or talented at recognizing new products, determining new product methods, organizing operations for procuring new production, marketing it, and managing the capital for its operations." Pengertian wirausaha sendiri berkembang sesuai dengan sudut pandang seseorang terhadap sepak terjang seorang wirausaha. Seperti halnya pengertian wirausaha yang diungkapkan oleh Joseph Schumpeter: " entrepreneur as the person who destroys the existing economic order by introducing new products and services, by creating new forms of organization, or by exploitation new raw materials" (Bygrave, 1994 in Pipit Mulyah *et al*, 2020).

Frederick, Kuratko & Hodgetts (2006) in Adolph, (2016) refined it into: Entrepreneurship is a dynamic process that involves vision, change, and creation. Entrepreneurship requires energy and passion towards the formation of new ideas and creative solutions. This requires a willingness to take risks—in the form of time, capital, and career; the ability to formulate an effective team, creativity in using resources; the basic ability to build a solid business plan; and the vision to recognize opportunities when others see them as chaos, contradiction, and uncertainty.

According to (Hisrich & Kearney, 2013 in Hadi et al., 2024) entrepreneurship is defined as a dynamic process of creating additional wealth by individuals who bear the main risks in terms of capital, time, and/or career commitment or provide value for several products or services (Rosmiati et al., 2015 in Hadi et al., 2024) In addition, according to (Hisrich & Kearney, 2013) entrepreneurship is the process of creating something new with value using the time and effort required, bearing the financial, physical, and social risks that accompany it, receiving the resulting money, as well as personal satisfaction and freedom (Rosmiati et al., 2015 in Hadi et al., 2024). In another sense, entrepreneurship quoted by (Made Shinta Adhella, 2021) emphasizes four basic aspects of being an entrepreneur:

1. Involving the process of creating and creating new value
2. Requiring a certain amount of time and effort required

3. Involving someone as an entrepreneur, the most important reward is freedom, personal satisfaction, and
4. Entrepreneurs will respond and create change through action.

In the entrepreneurial process is to develop a new business occurs in the entrepreneurial process (entrepreneur process), which involves more than just solving problems in a management position.

2. Interest in Entrepreneurship

According to Setyorini D., (2010) in Pipit Mulyah *et al*, (2020) that an entrepreneur is an individual who is oriented towards action, and has high motivation, who is at risk in pursuing his goals. In order to achieve his goals, it is necessary to have attitudes and behaviors that support an entrepreneur. Attitudes and behaviors are greatly influenced by the nature and character of a person.

In entrepreneurship, there are several factors that determine whether someone wants to open a business, including: interest. According to Mapiere (1982), the definition of interest is a mental set consisting of a mixture of feelings, hopes, attitudes, prejudices, fears or other tendencies that direct individuals to a choice (Vinayastri & Janah, 2016 in Hadi et al., 2024).

There are two factors that influence interest in entrepreneurship according to (Edy Dwi Kurniati, 2015 in Hadi et al., 2024). What influences interest in general are intrinsic factors and extrinsic factors. Intrinsic factors are factors that arise due to the influence of stimuli from within the individual. Intrinsic factors as drivers of interest in entrepreneurship include the need for income, self-esteem, and feelings of pleasure. While extrinsic factors are factors that influence individuals due to the influence of external stimuli. Extrinsic factors that influence interest in entrepreneurship include family environment, community environment, educational/knowledge opportunities.

Basically, ideas and opportunities can grow anywhere, anytime by anyone. The more ideas that emerge, the more creative humans are in seizing opportunities. The more opportunities they seize, the more success they will have.

3. Motivation

In addition to the interest factor, the most influential factor in starting a business for someone is the motivation factor. Motivation is a basic psychological process, and is one of the elements that can explain a person's behavior. Motivation is one of the drives or forces that exist within humans, so that it will make humans do what they want (Soleha et al., 2022 in Hadi et al., 2024).

Motive is defined by Masmuh (2010) in Pipit Mulyah, et al., (2020) as a condition of a person that drives them to seek satisfaction or achieve a goal. In other words, motive is the driving force that drives someone to do something. For motivation, it is a term derived from the Latin word, *movere* which means encouragement or driving force. Motivation means the activity of giving encouragement to someone or oneself to take the desired action. So, motivation means arousing motives, arousing driving force, or moving someone or oneself to do something to achieve satisfaction or goals.

Suryana (2009) in Hadi et al., (2024) also stated that "entrepreneurial behavior is influenced by internal and external factors". Internal factors consist of willingness, skills, personality, experience, motivation, creativity, knowledge, intelligence, perception, and feelings.

4. Perception of Entrepreneurship

Perception according to (Pinaryo, 2016 in Hadi et al., (2024) is a process of sensing that involves messages or information into the human brain and then becomes integrated by the individual to the stimulus received. The stimulus received is then interpreted so that it can be understood and understood about the stimulus received (Mursito, 2020 in Hadi et al., (2024).

According to Rahmadani et al. (2018) in Hadi et al., (2024) that a student needs to realize business ideas and concepts through an entrepreneurship program that has been facilitated by the university, namely the Student Creativity Program (PKM). This program can be an alternative chosen by students to realize their entrepreneurial ideas and concepts in the form of entrepreneurial activities.

5. Social Environment

In fostering interest in entrepreneurship, social environmental factors are very influential. According to (Agus Susanti, 2021 in Hadi et al., 2024) that the social environment is humans or other people who directly influence us in the actions we take.

In this case, it can be family, friends, both in the school, home and work environment. This was also stated in a study conducted by (Zain & Susanti, 2022 in Hadi et al., (2024) that environmental factors are one of the elements that build an entrepreneurial climate in society. The social environment plays a role in raising a person's interest in choosing the field of work that they will work on, including entrepreneurship. An individual whose environment around him mostly has a business, then that individual will also be attracted to his interest in entrepreneurship.

METHOD

Data collection through online questionnaires, and the respondents were students of the Budi Bakti College of Management Sciences. The first question is around Motivation. The second question is around Perception. The third question is around Social Environment. The last question was conducted to verify the decision to be entrepreneurship to college students of Budi Bakti College of Management Sciences. The questionnaire was distributed via google form to 317 college students of Budi Bakti College of Management Sciences.

The number of respondents who filled out the google form was 224 people (70.66%), and the rest were not considered because they did not fill out. The method in this study uses quantitative data types where data is obtained from primary data sources originating from questionnaire data collection. The questionnaire is given to respondents to answer the questions that have been provided. This research questionnaire was given to students from STIM Budi Bakti. The instrument in this study is in the form of an independent variable (variable X) consisting of: Motivation (X1), Perception (X2) and Social Environment (X3). While the dependent variable (variable Y) is the desire to become an entrepreneur.

RESULTS AND DISCUSSION

1. Results

The respondents of this study were students who were still active in STIM Budi Bakti. The collected data were analyzed using the SPSS program. The variables in this study consisted of independent variables and dependent variables. The Independent Variables (free variables) consist of: Motivation (X1), Perception X2) and Social Environment (X3). While the Dependent Variable (dependent variable) is the Desire to become an entrepreneur (Y).

2. Validity Test

This validity test is used to measure the validity/reliability of the question items in a questionnaire. The results of the validity test obtained the following results:

Table 1. Validity Results

Variable	Indicator	R-result	Construct Validity	Explanation
Motivation (X1)	X1_1	0,613	0,300	Valid
	X1_2	0,636	0,300	Valid
	X1_3	0,726	0,300	Valid
	X1_4	0,525	0,300	Valid
	X1_5	0,700	0,300	Valid
	X1_6	0,699	0,300	Valid
	X1_7	0,562	0,300	Valid
	X1_8	0,739	0,300	Valid
	X1_9	0,692	0,300	Valid
	X1_10	0,598	0,300	Valid
Perception (X2)	X2_1	0,511	0,300	Valid
	X2_2	0,538	0,300	Valid
	X2_3	0,564	0,300	Valid
	X2_4	0,609	0,300	Valid
	X2_5	0,331	0,300	Valid
	X2_6	0,728	0,300	Valid
	X2_7	0,674	0,300	Valid
	X2_8	0,656	0,300	Valid
	X2_9	0,385	0,300	Valid
	X2_10	0,631	0,300	Valid
Social Environment (X3)	X3_1	0,681	0,300	Valid
	X3_2	0,538	0,300	Valid
	X3_3	0,447	0,300	Valid
	X3_4	0,590	0,300	Valid
	X3_5	0,434	0,300	Valid
	X3_6	0,578	0,300	Valid
	X3_7	0,638	0,300	Valid
	X3_8	0,339	0,300	Valid
Desire / Interest (Y)	Y1	0,829	0,300	Valid
	Y2	0,801	0,300	Valid
	Y3	0,720	0,300	Valid
	Y4	0,612	0,300	Valid
	Y5	0,656	0,300	Valid
	Y6	0,343	0,300	Valid
	Y7	0,585	0,300	Valid
	Y8	0,747	0,300	Valid

Variable	Indicator	R-result	Construct Validity	Explanation
	Y9	0,733	0,300	Valid
	Y10	0,532	0,300	Valid

Source: Researcher Processing, 2024

Based on the results of the table above, it is known that the question items used have a calculated R value greater than Construct Validity Value with a standard of 0.300. So by looking at these conditions, it shows that each statement used in this study is valid.

3. Reliability Test

The reliability test in this study uses Cronbach's Alpha, where the variable will be said to be reliable if it has a Cronbach's Alpha value > 0.70. Ghazali (2011) stated that even though the Cronbach's Alpha value produces a value of 0.60, it is still acceptable that the resulting variable is still reliable. The results of the reliability test in this study are as follows:

Table 2 Reliability Test

Variable	Cronbach's Alpha	Explanation
Motivation (X1)	0,897	Reliable
Perception (X2)	0,853	Reliable
Social Environment (X3)	0,814	Reliable
Desire / Interest (Y)	0,900	Reliable

Source: Researcher Processing, 2024

Based on the results of the table above, it shows that all variables produce reliable data because the Cronbach's Alpha value has a value above 0.70.

4. Coefficient of Determination Test (R^2)

To measure the extent to which the model used can explain the dependent variable, the determination coefficient test (R^2) is used. The determination coefficient value is between zero and one. If the smaller the value of the R^2 result indicates the ability of the independent variables used to explain the variation of the dependent variable with limited. Meanwhile, if the R^2 value approaches one, the independent variables will show all the information needed to predict the dependent variable. The results of the determination coefficient test (R^2) can be seen as follows:

Table 3. Coefficient of Determination Test (R^2)

Model	R	Rsquare	Adjusted R Square	Std. Error of the Estimate
1	0,759 ^a	0,576	0,571	3,533

Source: Researcher Processing, 2024

Based on the data above, the R^2 result is 0.576, which shows that the variable of desire/interest in entrepreneurship among students can be based on motivation, perception and social environment. The data above shows that the variables of motivation (X1), perception (X2), social environment (X3) and desire to start a business (Y) have a result of 0.576 or 57.6% while 42.4% is explained by other variables not examined in this study. Other variables can be such as creativity factors, ownership of business capital, financial literacy, education factors and even expected income expectations.

5. Multiple Linear Regression Test

To find out the analysis of students' conditions in wanting to open a business in terms of motivation, perception and social environment, multiple linear regression analysis can be used. From the results of data processing, the following data were obtained:

Table 4. Multiple Linear Regression Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,929	2,291		1,715	,088
	Total_Motivation	,457	,043	,515	10,529	,000
	Total_Perception	,026	,080	,022	,329	,743
	Total_Social Environment	,556	,084	,415	6,578	,000

Source: Researcher Processing, 2024

Based on the table above, a regression equation is obtained regarding the analysis of student conditions in the desire to be entrepreneurship viewed from the aspects of motivation, perception and social environment as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where, a = constant, b₁ is the coefficient of variable X₁, b₂ is the coefficient of variable X₂, b₃ is the coefficient of variable X₃ and e is another variable outside the regression model.

The regression equation is $Y = 3.929 + 0.457 X_1 + 0.026 X_2 + 0.556 X_3 + e$

Based on the results of the multiple linear regression equation above, it illustrates that:

1. The constant value has a regression of 3.929, this shows that if the motivation variable (X₁), Perception (X₂) and Social Environment (X₃) have constant values, then the desire to open a business (Y) has a value of 2.948.
2. The regression coefficient of the motivation variable (X₁) has a coefficient value of 0.457. Or 45.7%, meaning that if the motivation variable (X₁) has a constant value, then every 1% increase will result in an increase in the desire to open a business (Y) of 0.457 or 45.7%.
3. The regression coefficient of the perception variable (X₂) has a coefficient value of 0.026. Or 2.6%, meaning that if the Perception variable (X₂) has a constant value, then every 1% increase will result in an increase in the desire to open a business (Y) of 0.026 or 2.6%.
4. The regression coefficient of the social environment variable (X₃) has a coefficient value of 0.556. Or 55.6% means that if the social environment variable (X₃) has a constant value, then every 1% increase will result in an increase in the desire to open a business (Y) of 0.556 or 55.6%.

DISCUSSION

1. The Influence of Student Conditions on Entrepreneurship Reviewed from the Motivation Aspect

Based on the data analysis obtained, the motivational aspect has a positive influence on students' desire to start a business. Motivation has a big influence on a person to do something. With motivation from themselves becoming a driving force or source of strength to do something they want. For example, the motivation to be independent affects the condition of students to open a business in order to have their own income. This study shows the same results as the study (Wardani & Dewi, 2021 in Hadi et al., 2024) which states that motivation has a simultaneous influence on the variable of student entrepreneurship. With the motivation they have in entrepreneurship, students become independent (can do many things and can finance their own needs). (Munawar & Supriatna, 2018 in Hadi et al., 2024) stated that if motivation in entrepreneurship is increased, it will encourage an increase in entrepreneurship.

2. The Influence of Student Conditions in Starting a Business Reviewed from the Perception Aspect

Based on the results of the analysis above, it is known that perception has an influence on interest/desire in entrepreneurship. This shows that students can still have the desire to do business even though their understanding/perception related to entrepreneurship is still lacking. Perception is an attitude that describes the extent to which someone has a positive or negative view of something. Perception can also be described as the level of understanding regarding the ease or difficulty of someone in starting a business. Which condition can affect a person's intention and attitude in making decisions. The regression coefficient of the perception variable in this study has a coefficient value of 0.026. The resulting perception variable shows positive results which indicate that the perception aspect does affect the desire to be entrepreneurship among students.

3. The Influence of Student Conditions in Starting a Business Reviewed from the Aspect of the Social Environment

The social environment has an influence on a person's desire to do something. For example, an individual who is in an environment where the majority have a business, then that individual will be tempted to try and be interested in starting a business too. According to (Zain & Susanti, 2022 in Hadi et al., 2024)) stated that environmental factors are one of the elements that can build an entrepreneurial climate in society. The results of this study show positive results where the social environment has an influence on students' desire to start a business. This study is in accordance with the research conducted by (Zain & Susanti, 2022 in Hadi et al., 2024) in their study entitled the influence of entrepreneurial motivation and the social environment on entrepreneurial interest during a pandemic. The results of their study showed that there was a positive and significant influence of social environmental factors on entrepreneurial interest in the culinary field in the Balonggabus area. Bygrave in Wahyono (2014) in Hadi et al., (2024)also stated that the factors that influence decisions in entrepreneurship can be

caused by a person's personality, character and their environment. The social environment plays a role in influencing the development of the mindset and habits of the individuals in it.

CONCLUSION

Based on the results of the analysis and hypothesis testing that have been carried out, the following conclusions can be drawn:

1. The variables of motivation, perception and social environment in this study have a positive influence on the condition of STIM Budi Bakti students in their desire to open a business. Motivation has a simultaneous influence on the entrepreneurial variables of STIM Budi Bakti students. With the motivation they have in entrepreneurship, STIM Budi Bakti students become independent (can do many things and can finance their own needs). The social environment plays a role in influencing the development of the mindset and habits of the individuals in it.
2. The results of the study show that STIM Budi Bakti students can still have the desire to do business even though their understanding/perception regarding entrepreneurship is still lacking.

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