

Motivation, Knowledge, Experience, and Environment for Entrepreneurial Success

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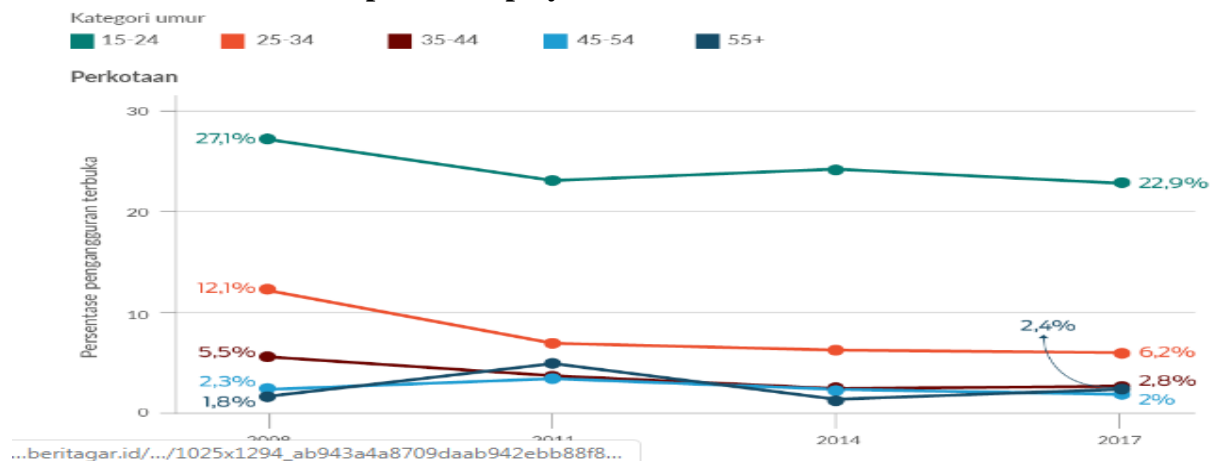
Abstract- It is not easy to achieve entrepreneurial success as almost everyone says that. Many factors influence entrepreneurial success for entrepreneurs. This research is conducted to determine the influence of motivation, knowledge, experience, and environment on entrepreneurial success. This research method uses descriptive and verification methods. The data is obtained by distributing questionnaires to 75 students who already have businesses. The analytical tool used to analyze the data in SPSS version 22. From the research results, it is obtained that motivation, knowledge, experience, and environment influence entrepreneurial success. The marginalization of this study was that motivation, knowledge, and the environment had more influence on entrepreneurial success. While the results of previous studies of motivation, experience, and environment that influence the success of entrepreneurship.

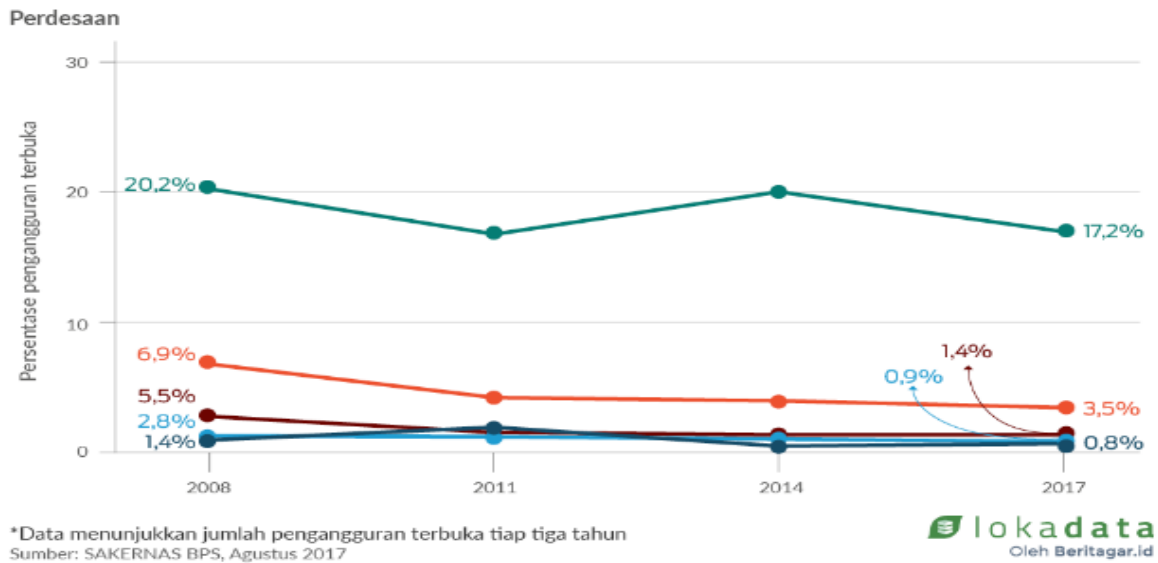
Keywords: Motivation, Knowledge, Experience, Environment, and Entrepreneurial Success.

1. INTRODUCTION

Although the number of unemployed people in Indonesia has decreased, the numbers are still quite high. And from the data on open unemployment in Indonesia, both in cities and in villages, the highest number of unemployed people is still dominated by the 15-24-year-olds, followed by the 25-34-year-olds. The following is open unemployment in Indonesia, both in cities and in rural areas, which can be seen in Table 1.

Table 1. Open Unemployment Data in Indonesia 2008-2017





Job seekers with a bachelor's degree or not competing with each other in getting a job where the availability is limited. The problem of unemployment arises because available employment opportunities are limited while job seekers are numerous (Saudi, 2018). This is because undergraduate graduates still think of themselves as job seekers, not as job creators. The undergraduate graduates who should have more knowledge can think to create or create jobs. Because being an entrepreneur is an action or the right decision to prevent unemployment after graduating from college. The decision to become an entrepreneur is not only useful for yourself but also useful or beneficial for others. And if the business he is doing is successful and growing, many more people can be helped to find work. The following data on unemployment based on education can be seen in Figure 1.



Figure 1. Unemployment by Education (Source: kim.kolakakab.go.id)

From the picture above, it can be seen that the highest unemployment rate is SMK graduates, followed by SMA and Diploma then the most recent is the Bachelor. Undergraduate graduates who should have more knowledge can think about creating or creating jobs. Because being an entrepreneur is an action or the right decision to

prevent unemployment after graduating from college. The decision to become an entrepreneur is not only useful for yourself but also useful or beneficial for others. And if the business he is doing is successful and growing, many more people can be helped to find work. So that undergraduate graduates will play a role in creating jobs for SMK and SMA and even diploma graduates.

For bachelor graduates to become entrepreneurs, they must be motivated. Because motivation is necessary for every individual before doing something. If we do not have motivation, then we will not have the drive that is the basis for the steps or decisions we take so that what is our goal may not be accomplished/achieved.

According to Handoko (2013), Motivation is a power/factor that's exist in the self of a man who raises, directing, and organizing the action. Motivation is one of the important factors to convince and give individual the courage to become entrepreneurs which must be cultivated in students.

To start a business, knowledge of academic and knowledge academic and knowledge entrepreneurship is needed right. With the knowledge that owned a student may recreation and innovate because by knowing a person would have a material/materials to develop the capabilities of its in thinking.

So that incorporating entrepreneurship teaching materials in the college curriculum is something that must be done to generate interest and motivation and entrepreneurial behavior. Students are guided and directed so that they can apply the knowledge they get during college to become an entrepreneur or run and develop their business. This is not easy to do because to become an entrepreneur requires a sense of self-confidence in his existing abilities. This is what drives students to want to become entrepreneurs. If a person does not have confidence in his abilities, there is very little desire to become an entrepreneur. And armed with the knowledge gained during lectures will make students more prepared and more established in deciding to become entrepreneurs (Mayadora, 2019). Only the important things that must be prepared are the steps that students need to take in applying the knowledge they have acquired to achieve success in running their business.

According to Suryana, 2013, many people become entrepreneurs based on this experience that causes that person to have an entrepreneurial spirit and character. So that another factor that drives someone to become an entrepreneur is experience. The following data of students who already have a business can be seen in Table 2.

Table 2. Data of Students Who Own Businesses

No.	Description	Have not had	I have it	Ever had	Want to have
1.	S1 Management Students	120	15	20	10

Source: Data processed, 2019

From the data above, it can be seen that many students have never owned a business, and only a few who have or have had a business. So it can be said that they do not have the experience of being an entrepreneur. Meanwhile, apart from motivation and experience, it turns out that environmental conditions are also important things needed to become entrepreneurs. The environment that influences a person to become an entrepreneur comes from Internal, namely, family and externals, namely, the university environment, college friends, and society. From the data obtained, it is known that the majority of students' family backgrounds are not entrepreneurs, but most of them have businesses. This is what makes researchers interested in conducting research related to the role of motivation, knowledge, experience, and the environment for success in becoming entrepreneurs.

2. LITERATURE REVIEW

Motivation

According to Uno (2008), motivation is power, sourced from within oneself or from outside which gives a boost in efforts to achieve a goal that has been targeted. Motivation is a process that makes a person affected by deciding, doing an activity that he wants to do.

Meanwhile, according to Shah (2002), motivation is a condition in both human and animal organisms which encourages them to carry out activities.

Hamalik, (2002), motivation is a change of energy in the self- someone who is characterized by the onset of affective and reaction to achieve the objectives desired.

Djaali, (2012) motivation is a condition that exists in the individual's personality as an impetus for carrying out certain activities to achieve a goal.

Alma (2013): Motivation is the willingness to do something, while motive is a need, desire, drive, or impulse. A person's motivation depends on the strength of his motive. Motif with the power of the very great is that will determine the behavior of a person.

So that motivation is the basic driving force for an individual to carry out an activity. The urge is there inside yourself every individual to move a person from doing an action. Without the encouragement of the then somebody is not going to act.

Knowledge

According to Suryana (2013) in the knowledge that is owned by someone very necessary especially for:

1. Producing products and services; 2. Generating new added value; 3. Starting a new business; 4. Conducting the process/technique new; 5. Develop the organization recently where What Knowledge which is owned also a factor determinant in the business, because of the knowledge that is possessed people will be able to consider the right decisions regarding the business of what that would be lived and what that will they do in business.

Four indicators influence of knowledge entrepreneurship in research Salhi (2012), namely:

1. The knowledge base regarding entrepreneurship, interest in entrepreneurship must be realized by using the information to find/create a business opportunity that can ultimately help realize the effort they are.
2. Knowledge of business ideas and opportunities, to be able to create a business requires thought about something new and structured.
3. Knowledge of the aspects of the business, the information that there was going to provide a solution to resolve the obstacles and problems, and various risks encountered in efforts to achieve business success. Mayadora's research results (2019) that knowledge is very necessary for entrepreneurial readiness so that it is armed with business knowledge that is carried out directed and can achieve predetermined goals.

Experience

According to Riyanti (2003), experience in entrepreneurship influences the success of small businesses. The experience of entrepreneurship is obtained when a person is involved indirectly in the activities of entrepreneurs.

According to Wahyuni et al. (2014) Experiences in doing business are obtained when someone is directly involved in business activities.

Staw, 1991 (in Riyanti. 2003) argues that experience in running a business is the best predictor of success, especially if the new business is related to previous business experiences.

The experience of entrepreneurship is the events or activities manifest ever experienced when entrepreneurship, which has been giving science, knowledge, abilities, and skills that can be drawn from the events mentioned.

Environment

Humans for life not be separated from the name of the environment. The environment is always around the man and there is the relationship of lead forth between humans with the environment. An environment that includes all material and stimulus in the inside and on the outside of the individual, both which are physiological, psychological, as well as a social and o-cultural (Dalyono, 2007). Wibowo (2011) argues that the fact that many things happen justifies this theory. Someone who grew in the neighborhood merchants is relative will have an opportunity that is great to be a trader. Likewise, other individuals who grow up in the environment of farmers, fishermen, entrepreneurs, teachers, and so on. The soul of entrepreneurship also could grow and thrive because of the influence of the environment physically in the vicinity.

Purwinarti (2006) states that one of the factors driving a person to become entrepreneurial is The parental refugee. Many individuals gain education and experience from businesses that have been built by their families and the family environment greatly affects students' interest in entrepreneurship. According to Kadarsih (2013) in addition to parent figures who work as entrepreneurs, friend figures who work as entrepreneurs also influence interest in entrepreneurship. A friend who is successful in running the profession as an entrepreneur will have a positive influence on starting entrepreneurship because there is a belief that he is also capable of succeeding like his friend. In addition to the figure of the parents and friends who worked as entrepreneurs, the entrepreneurs who know affect interest for entrepreneurship. Entrepreneurship education in a neighborhood family begins with giving examples of the positive of the old and the formation - the formation of habituation in entrepreneurship.

According to Wibowo (2011), environmental social an environmental society in which occurs the interaction between the individual one with the other, the individual with the group, or the group with the group. Environmental social is no primary and there are secondary. Environmental primary occurs when among individuals that one with the others having a relationship that is close and mutually recognize the well, for example, the family. Environmental thus would have the effect of the depth of the development of the individual Environment Social secondary is an environment in which the individuals who exist in it has a relationship with the individual more, the influence of the environment is relatively no depth. In addition to the social environment, the campus environment also greatly affects an interest in entrepreneurship. Environment campus has a meaning that is equal to the environmental education. Environmental education according to Hadikusumo (2000), are all conditions and influences from the outside against the activities of education.

Meanwhile, the educational environment according to Tirtahardja and La Sulo (2000: 02) is the setting in which education takes place. Soemanto (2002) states that: The only struggle or way to realize humans who have morals, attitudes, and entrepreneurial skills is through education. With education, insight individuals become more trust yourself, can choose and make the right decision, increase creativity and innovation, foster moral character, intellectual, as well as the improvement of the quality of the source of the power of human else so finally able to stand alone. Not only that, technological sophistication can affect a person's lifestyle.

Advancement of technology when it is not able to be separated from the life of society. A variety of information

that occurred in various parts of the world now has to immediately know thanks to the advancement of technology (globalization). Advancement of technology has led to changes that are so large in the lives of the people of humans with all civilizations and cultures. Changes have also given the impact that is so great about the transformation of the values that exist in society. Technological advances such as television, telephones, and cell phones (HP), and even the internet. When this can we see how the progress of technology has been influencing the style of life and patterns of thought of society, especially among adolescents (Ibn, 2013).

Entrepreneurial Success

Success in entrepreneurship is influenced by many factors. The achievement of maximum results is the target of entrepreneurs. Entrepreneurship is declared successful; it can be seen from the level of success of achieving predetermined targets. Usually, the success of a business is from various aspects, namely: Number of customers, profit, number of workers, and others. The success or successful, then the measure of success for entrepreneurs can be evidenced by the achievement of which is achieved, namely the growth of the company which manages (Suryana & Bayu, 2013; Algifari, 2003).

Research Problem Formulation

The problem formulations for this research are:

1. How does motivation influence entrepreneurial success?
2. How does Knowledge Influence Entrepreneurial Success?
3. How does experience affect entrepreneurial success?
4. How does the environment influence entrepreneurial success?

Research purposes

The purpose of this research is to find out:

1. The Influence of Motivation on Entrepreneurial Success.
2. The Influence of Knowledge on Entrepreneurial Success.
3. The Effect of Experience on Entrepreneurial Success.
4. The Influence of the Environment on Entrepreneurial Success.

With a frame of mind is as in Figure 2.

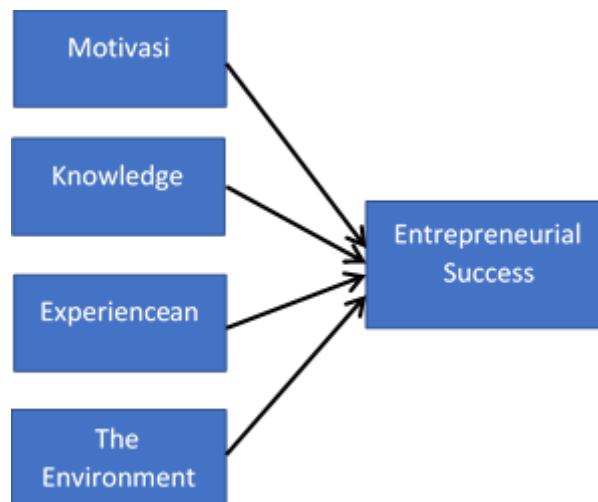


Figure 2. Thinking Framework

Research Hypothesis

The hypothesis for this study is as follows:

1. Motivation affects entrepreneurial success.
2. Knowledge influences entrepreneurial success.
3. Experience influences entrepreneurial success.
4. The environment influences entrepreneurial success.

3. METHODOLOGY

The research method for this study used a survey method where the data collection used a questionnaire from the selected sample. This type of research is descriptive and verification.

The aim is to determine the effect of motivation, knowledge, experience, and the environment on entrepreneurial success. Data collection was carried out by distributing questionnaires to 75 students of the Widyatama University Undergraduate Management Study Program who had attended Entrepreneurship courses. Analysis tools for analyzing data collected using the software SPSS for Windows series 22.0 with the level of error of 5%.

4. RESULTS AND DISCUSSION

Results

Respondent Description

Respondents of this study were S1 Management Study Program students who had attended Entrepreneurship courses. The sample of this research was 75 students, of whom 30 were female students and 45 were male students.

Hypothesis Testing Results

The following are the results of the research hypothesis test using SPSS for Windows 22.0.

Table 3. Hypothesis Testing Results

Hypothesis testing	Regression Coefficient	t account	Correlation	Determination	Sig.	Desc.
Motivation - Entrepreneurial Success	1,000	4,020	0.616	38.8%	0	Received
Knowledge- Entrepreneurial Success	0.975	4,101	0.629	39.9%	0	Received
Experience - Entrepreneurial Success	1,080	4,127	0.610	36, 9%	0	Received
Environment- Entrepreneurial Success	1,110	4,321	0.619	38.5%	0	Received

Source: Primary Data Processed, 2019

Based on Table 2, it is found that motivation has a significant influence on entrepreneurial success where the results of the correlation test are both 0.616, meaning that the relationship between the two is strong. And the results of testing the determination of motivation to entrepreneurial success are 38.8%, this means that the motivation variable can explain the variable of entrepreneurial success.

The results of the Knowledge test have a significant influence on entrepreneurial success with a correlation value of 0.629, which means that the relationship between the two is very strong. The results of testing the determination of Knowledge on Entrepreneurial Success are 39.9%, this means that the Knowledge variable can explain the variable of Entrepreneurial Success.

The results of experience testing have a significant influence on entrepreneurial success where the results of the correlation test are both 0.61 0 which means that the relationship between them is quite strong. With the results of testing the determination of the Experience variable of 36.9%, this means that the Experience variable can explain the variable of entrepreneurial success.

The results of environmental testing have a significant effect on entrepreneurial success with a correlation value of 0.619 which means that the relationship between the two is strong. While the results of the Determination Test for Environmental variables are 38.5%, this means that the Environmental variables can explain the variables of Entrepreneurial Success.

5. DISCUSSION

In this study, motivation can provide a strong impetus for entrepreneurial success. Where the stronger the student's motivation for entrepreneurship, the greater the chance for the student to succeed in entrepreneurship. The results of this study are in line with the results of research conducted by Purnama. (2010), Vinsantia. (2013), and Gemina, Dwi et al. (2016) in which motivation affects entrepreneurial success.

Knowledge is a very important provision for students to achieve entrepreneurial success. Armed with the knowledge they have acquired during their education, they will be more ready and able to carry out entrepreneurial activities in a more focused manner. So that the targets that have been set can be strived to

achieve by what has been planned. The results of this study are in line with the results of this study in line with the results of research conducted by Mayadora, (2019) in which knowledge affects entrepreneurial readiness. Experience makes a strong contribution to entrepreneurial success. As the saying goes that experience is a good teacher, then experiences that have been experienced or seen by students or people in their immediate environment or outside their immediate environment will give in eating giving the desire to carry out entrepreneurial activities and strive to be successful like their experiences or other people. The results of this study concur with those of Wahyuni, et al. (2015) and Mandala, et al. (2012) where experience affects entrepreneurial success.

The environment affects entrepreneurial success, if students are in an environment that has a lot to do with entrepreneurial activities, it will directly or indirectly encourage students to carry out entrepreneurial activities. And the success rate of entrepreneurial activities carried out by these students is greater because the support from their environment is quite strong. The results of this study are in line with the results of research conducted by Octavionica, (2016) where the internal and external environment affects an interest in entrepreneurship.

6. CONCLUSION

From the results of research and discussion conclusions can be drawn of this research are as follows:

1. Motivation has a significant effect on entrepreneurial success greater than experience and the environment. So that the stronger the student's motivation to be entrepreneurial, the greater the chance that the student will be successful.
2. Knowledge has a significant effect on entrepreneurial success greater than motivation, experience, and the environment. This states that the role of knowledge is very important because armed with knowledge, students will be able to run and develop their business in a better and more focused manner. So that students' opportunities for entrepreneurial success will be even greater.
3. Experience has a significant effect on entrepreneurial success more than the environment. This means that experience also plays a role in entrepreneurial success, where students will learn from experiences they have experienced before so that it will make them more careful and vigilant in running their business.
4. The environment has a significant effect on the entrepreneurial success that is greater than experience. This means that the environment plays a strong role in entrepreneurial success, where students will get encouragement, direction, and guidance as well as imitate things that are done by their environment to achieve business success.

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