

Increasing Student Interest in Entrepreneurship Through the Role of Entrepreneurship Education and Family Environment (Survey on Students in Bandung, Indonesia)

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Abstract

The world is faced with a disaster with the coronavirus disease, it has an impact in almost all sectors. This is one of the triggers for a slowdown in recruiting new employees, where college graduates in 2020 have the potential to be affected by this problem. Education has an essential role in shaping human character, one of which is entrepreneurship education. Apart from entrepreneurship education, another factor that can foster interest in entrepreneurship is the family environment. With the existence of entrepreneurship education and a supportive family environment, it is hoped that there will be an increase in student interest in entrepreneurship and reduce the number of unemployed in Indonesia. In this study, the number of samples was 107 respondents, and the sample was calculated three times using the iteration method. The research design used was descriptive and verification, while the research method used multiple regression. The results showed that entrepreneurship education influenced the interest in entrepreneurship by 57.7%, and the family environment had an influence of 66.5%. In contrast, the rest was influenced by other variables that were not examined.

Keywords: *The role of entrepreneurship education; family environment; interest in entrepreneurship; overcoming the number of unemployed.*

I. INTRODUCTION

At the beginning of 2020, the world was faced with a coronavirus disease, which resulted in a large number of deaths. The spread of the coronavirus disease started from a market that sold live and dead animals, including fish and birds that were sold in the city of Wuhan, China. Quoting on the World meters page, until Wednesday (9/2/2020) morning, the total confirmed cases of Covid-19 in the world were 25.887,831 (25.8 million). Of these, 18.170.112 (18.1 million) patients had recovered, and 860.243 people died.

In Indonesia, the first coronavirus was detected in March 2020, and it is increasing every day. Reporting from the news page kompas.com on September 14, 2020, the number of confirmed patients was 221.523 people, where the increase to more than 3000 was confirmed from the previous day. The spread of the coronavirus has an impact on almost all sectors, not only on health but on the economic sector, due to restrictions on community activities, including

companies that have to terminate work relations with employees. In addition, many companies slow down the recruitment of new employees, where college graduates in 2020 have the potential to be impacted by this.

Shane (2002) believes that Education can contribute to the culture of tomorrow. This opinion is closely related to the Law of the Republic of Indonesia No. 20 of 2003 concerning the National Education System, which states "humans need Education in their lives. Education is an effort so that humans can develop their potential through processes and/or other methods that are known and recognized by society". Currently, many universities direct their graduates to do entrepreneurship; by implementing a curriculum that leads to entrepreneurship, it is hoped that it will be able to motivate and prepare graduates to open businesses and open new jobs compared to looking for jobs that are currently declining.

According to Wijaya (2016), education does not only contain aspects of knowing entrepreneurship (to know) but also must be an entrepreneur (to be)". Education that provides changes in the way of learning, thinking patterns, and how students act in developing creative innovation in various fields. One of them is the entrepreneurship education that is taught in universities. Entrepreneurship education that is currently emerging provides fresh breath for entrepreneurship education methods and curricula.

Apart from entrepreneurship education, another factor that can foster interest in entrepreneurship is the family environment. Based on the Theory of Planned Behavior (TPB), entrepreneurial decisions are influenced by one external factor, namely the family environment. With these family environmental factors, students' interest in entrepreneurship will be high because of the encouragement of the family. According to Alma (2008), the family environment can influence a person to become an entrepreneur. This can be seen from the work factors of parents. The tendency of a child to become an entrepreneur is greater if the parents have their own business.

Based on this background, further research problems can be identified, namely how the role of entrepreneurship education and the family environment affects student interest in entrepreneurship. This research was conducted with students in the city of Bandung, Indonesia, from April to July 2020. Meanwhile, the formulation of the research problem is explained as follows:

1. How do students respond to the role of entrepreneurship education, family environment, and student interest in entrepreneurship?
2. How much influence is the role of entrepreneurship education on interest in entrepreneurship?
3. How much influence does the family environment have on entrepreneurial interest?
4. How big the role of entrepreneurship education and the family environment influences the interest in entrepreneurship simultaneously?

II. LITERATUR REVIEW

Entrepreneurship Education

Entrepreneurship education has an important role in fostering entrepreneurial interest in students. According to Retno and Trisnadi (2012), entrepreneurship education is a learning process to change students' attitudes and mindsets regarding entrepreneurial career choices. At the same time, Ali (2013) argues that entrepreneurship education is an effort to integrate the spirit and mentality of entrepreneurship both through educational institutions and training institutions, and so on. And according to Farhangmehr et al. (2016) suggests that the process of transmitting entrepreneurial knowledge and skills to students is intended as their assistance to take advantage of business opportunities. Entrepreneurship education indicators in N.M.

Hidayat and Alfifni are entrepreneurship courses, entrepreneur seminars, and practice in doing business.

Family environment

The family environment is the environment that first provides education to someone so that it will affect their development and behavior. According to Semiawan (2010), the family environment is the first and main medium that has an influence on behavior in child development. And according to Helmawati (2014) states that the family environment is the smallest group in a society consisting of fathers, mothers, and siblings, which are the first places for learning to be experienced by a child. Based on the theory of planned behavior (TPB), entrepreneurial decisions are influenced by one external factor, namely the family environment, where if there is a high interest in entrepreneurship from a student, it is encouragement from his family. In N.M.'s research, Hidayat and Alfifni (2017), the indicators of the family environment used are the work background of parents, parental guidance and encouragement, and parental creativity.

Entrepreneurial Interests

Interest has an important role in starting a job. If someone has an interest in a certain object, then he will tend to pay more attention to achieving a predetermined goal so that it can be done with good results. According to Hurlock (1999), interest is a source of motivation that encourages people to do what they want if they are free to choose, whereas according to entrepreneurship, it is a creative and innovative ability that is used as a basis, tips and resources to find opportunities for success (Suryana, 2006). Based on this, it can be interpreted that interest in entrepreneurship has a definition as an encouragement of a student's interest and willingness to act creatively and innovatively, and then see and assess business opportunities by gathering the resources needed for the goal of success. According to Buchari Alma (2008), indicators of interest in entrepreneurship are (1) self-confidence, (2) freedom, (3) dare to take risks, (4) can manage money, and (5) drive to achieve something.

Research Paradigm and Hypotheses

Based on the explanation above, it can be seen that the research paradigm is as follows:

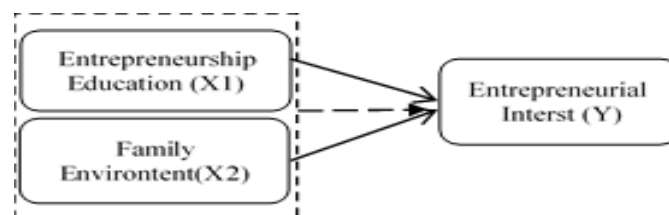


Figure 1. Research Paradigm

Hypotheses

Based on the above paradigm, the research hypothesis is:

H1 Entrepreneurship education affects an interest in entrepreneurship.

H2 The family environment affect an interest in entrepreneurship

H3 Entrepreneurship education and the family environment affect the interest in entrepreneurship.

III. METHODOLOGY

The method used for this research is descriptive analysis and verification, where the results will be processed and then drawn conclusions. By using the research method, a significant relationship between the variables under study will be known. Descriptive research aims to determine how society responds to the role of entrepreneurship education and the family environment in influencing student interest in entrepreneurship.

Meanwhile, verification analysis is used to determine the influence of the role of entrepreneurship education and the family environment on student interest in entrepreneurship.

The research model used is multiple linear regression, and the hypothesis is tested to determine whether the hypothesis is accepted or rejected. The multiple linear regression equation is as follows:

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

Information:

Y = entrepreneurship interest

α = A Constant

X_1 = Entrepreneurship education

X_2 = Family environment

$b_1 - b_2$ = Multiple Regression Coefficient

e = Error Term

Sampling in this study using iterative sampling technique, where the method must have a match between the analytical tools used in testing the hypothesis. The iteration calculations carried out in this study were three times and obtained a minimum sample of 107 respondents. The sampling technique using purposive sampling, which means that the sample is someone who has the information criteria needed in this study.

IV. RESULTS AND DISCUSSION

Based on the results of data processing carried out on the collected questionnaires, the results of the descriptive study are as follows:

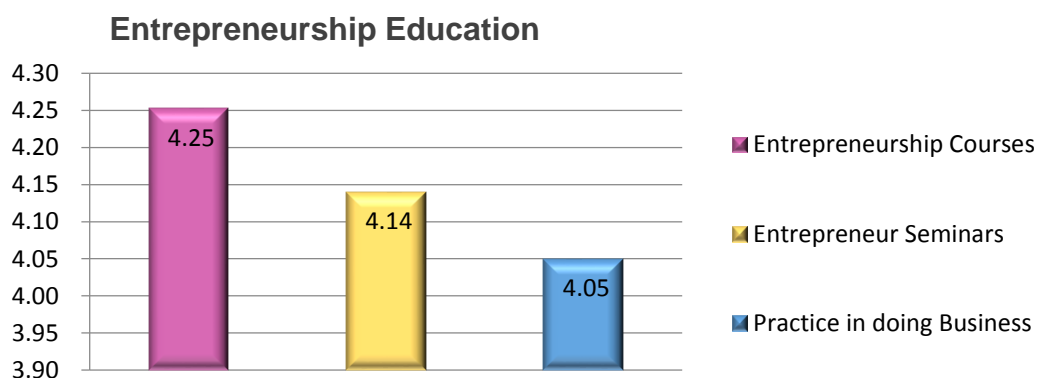


Figure 2. Recapitulation of Entrepreneurship Education

Based on the results of data processing carried out, the recapitulation of respondents' responses regarding Entrepreneurship Education shows that the highest indicator assessed is entrepreneurship subjects. With the implementation of the curriculum on entrepreneurship in lectures, it is the highest factor in fostering student's interest in entrepreneurship. Zimmerer

(2008) states that one factor for entrepreneurship growth in a country lies in the universities' role through entrepreneurship education.

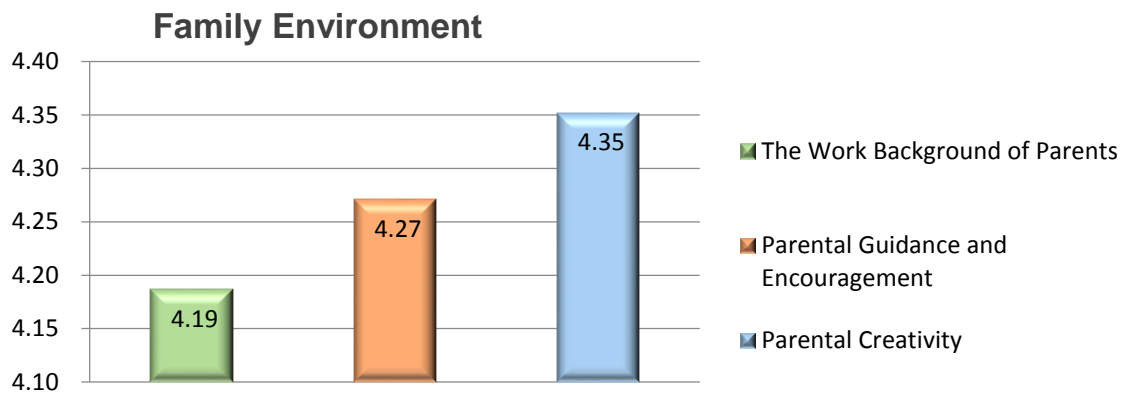


Figure 3. Recapitulation of family environments

Based on the results of data processing carried out, the results of the recapitulation of respondents' responses regarding the Family Environment. It can be seen that the highest indicator assessed is the creativity of parents, where the creativity of parents, such as inspiring children since childhood, will be able to encourage children to become entrepreneurs. This is in line with the Johnson theory that one's interest in entrepreneurship is parental refugee, where many individuals gain education and experience from businesses built by their families.

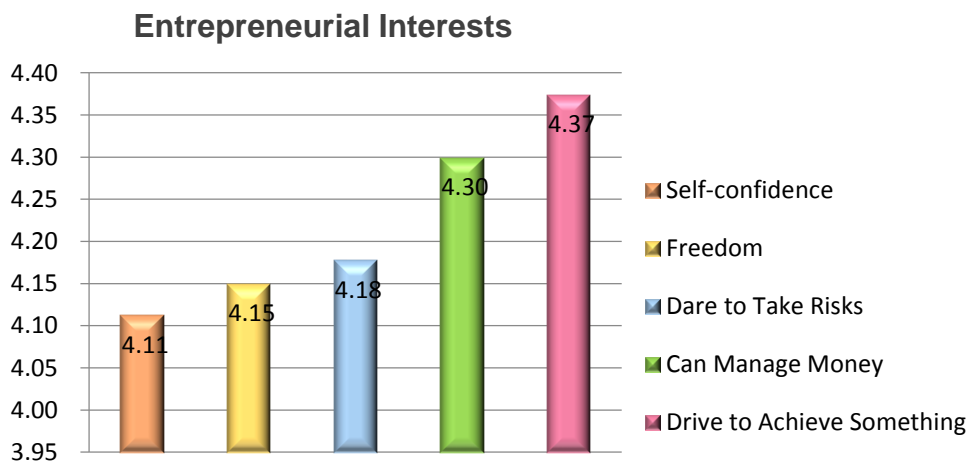


Figure 4. Recapitulation of entrepreneurship interest

Based on the results of data processing carried out, the recapitulation result of respondents' responses regarding Entrepreneurial Interest. It can be seen that the highest indicator assessed is the drive to achieve something in line with Gilad and Levine. They put forward two theories regarding entrepreneurial encouragement, push, and pull theory. According to the push theory, every individual is encouraged to become entrepreneurs by adverse external factors, such as difficulties in getting a job (working for other people). On the other hand, the pull theory states that a person is interested in becoming an entrepreneur because of the desire for independence, freedom, self-actualization, success, wealth, or other things that tend to be positive. It becomes an impetus to achieve something.

Meanwhile, to find out how the previously formulated research hypothesis is accepted or rejected, as well as assessing how much influence entrepreneurship education and the family environment have on entrepreneurial interest, it can be seen as follows:

Table 1. Correlation

	Y	X1	X2
Y	1.000	.760	.816
X1		1.000	.851
X2			1.000

Source: SPSS Output (data processed, 2020)

To calculate how much influence of the independent variable has on the dependent variable. It can be seen through the coefficient of determination (Kd), with the formula:

$$Kd = rs^2 \times 100\%$$

Based on the formula above, it can be seen that the influence between the independent variables is as follows:

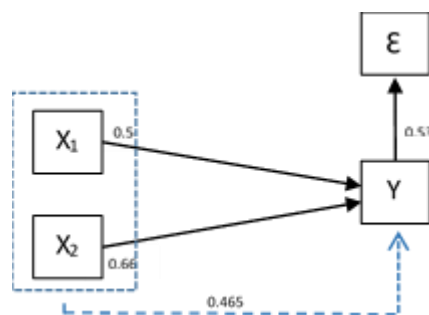


Figure 5. Sub-Structural Research

Based on the sub-structural above, it is known that of the two independent variables that affect interest in entrepreneurship, the family environment variable (X2) has the most significant influence. This is because the family is the smallest and closest environment in influencing someone to foster interest in entrepreneurship. Furthermore, with the remaining effect that is not examined, 0.534 can be influenced by other variables such as self-efficacy. Based on data processing, it is known that the regression equation is as follows:

$$Y = 0.604 + 0.244x_1 + 0.646x_2 + \epsilon$$

That is, if all independent variables are considered zero, then students' interest in entrepreneurship has a value of 0.604 times. Moreover, students' interest in entrepreneurship can be increased if the family environment is the independent variable increases.

V. CONCLUSION

The research results regarding the role of entrepreneurship education and the family environment affect student interest in entrepreneurship. It can be concluded that the research results are as follows:

1. The entrepreneurship education variable has been assessed as acceptable by the respondents. The overall recapitulation value indicates this above number 4, and the

highest score is on the entrepreneurship subject indicator. This shows that implementing a curriculum in higher education that emphasizes entrepreneurship can foster student interest in entrepreneurship.

2. Overall family environment variables are stated to be acceptable by respondents; the highest assessment is on parental creativity indicators. With the inspiration for children from childhood, they will be able to encourage children to become entrepreneurs.
3. The variable of interest in entrepreneurship is stated well by the respondent. The recapitulation value shows that the overall indicator is above the number four and the highest assessment is on the indicator of encouragement to achieve something. This shows that with the desire for independence, freedom, self-actualization, success, wealth, or other things that tend to be positive, it becomes an impetus.
4. The results of the analysis of the influence between variables that can influence students' interest in entrepreneurship are the family environment variable so that it should be an increased concern.

The suggestions the author can convey based on results of the research that have been done are as follows:

1. The lowest value of the entrepreneurship education variable is found in the indicators of practice in doing business. This means that the university can provide flexibility for students to practice their business ideas so that practice in the field will improve soft skills in communication and be able to analyze risks. That might happen if the business is running.
2. The lowest value of the family environment variable is the indicator of the parents' work background. With the background of parents who work for other people, it creates a lack of interest in children's entrepreneurship.
3. The lowest value of the interest in the entrepreneurship variable is the indicator of self-confidence. This should be a concern that the emergence of low self-esteem will result in a person having less interest in becoming an entrepreneur. Self-confidence can be increased by practical activities in the field and joining student organizations. By getting used to being in a large environment, it will have a positive impact on itself.

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