

ENTREPRENEURIAL SUCCESS FACTOR ANALYSIS OF INTERNAL INTEREST IN ENTREPRENEURSHIP

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Abstract

This study aims to analyze the internal factors of entrepreneurial success in Tulungagung village. Attempts to analyze the internal factors of entrepreneurial success is to determine the influence of the variables studied are expected to provide the right advice to help boost the economy in the village of Tulungagung. The method in this study using a sampling method. This research is a quantitative study, samples were taken from existing research subject population. The data used in this study are primary data. The subjects were processed bamboo craftsman entrepreneur who produces household appliances. Techniques of data retrieval is done through questionnaires and interviews. Results from this research that there is a partial correlation of the variable motivation, experience or knowledge, as well as the personality of the interest in entrepreneurship. Simultaneously shows the correlation of the variable motivation, experience or knowledge, as well as personality, against the 47.5% interest in entrepreneurship while the rest influenced by other variables. Partial hypothesis testing showed that of the three independent variables, only variables that affect a significant personality of the interest in entrepreneurship.

Keywords: motivation, personality, experience or knowledge of, interest in entrepreneurship

1. INTRODUCTION

Entrepreneurial will arise due to one's courage to start something new so that it can produce something and beneficial to others. In some understanding of entrepreneurship, stated that entrepreneurship was a bold attempt independently to mobilize all resources and efforts include intelligence to identify new products, determine how new production, develop operations for the

procurement of new products, market, and manage the capital operations to produce something higher value. Thus, it can be seen that entrepreneurship is something that is not easy, because if someone is interested in doing the entrepreneur, the person must be able to understand the potential of what they own themselves as businesses owned ?, what potential environmental ?, what products will be produced? , how to make these products ?, how ?, who market these products target

customers ?, and so that would be a challenge for someone to entrepreneurship.

Tulungagung village is a village in the district Gadingrejo potentially Pringsewu district. The potential of the village Tulungagung is produce bamboo, bamboo plants around many villages are certainly as one of the potential that can be exploited by creative people to be further processed in order to produce a useful product and use value.

Many of the factors that lead a person to entrepreneurship some of them such as their creative ideas to manage the potential that exists in the neighborhood, their willingness and effort to produce something, dare to try something new, dare to risk in case something unexpected, have a high innovation , as well as a strong desire to become entrepreneurs. Various factors is certainly the indication could be the basis for a self-employed person. Furthermore, of the several factors that affect a person's self-employed, Which factor that will become the dominant one's internal factor for entrepreneurship to entrepreneurship interest someone.

This is in line with some of the results of research which states that: (1) "The Factor Analysis Intention Enterprise Labor Women Full Gunung Kidul to Independence" by Kusuma Chandra

Kirana, et al, states that there is a partial correlation of variable personality, environment, and demographics to the intention full entrepreneurial migrant workers in the district of Gunung Kidul, the independent variable of the three largest correlations exist on environment variables, environment variables that affect significant to enthusiasm and entrepreneurial talents full TKW in Gunung Kidul. Thus from these studies it can be stated that the environmental conditions affect a person's intense undertake entrepreneurship; (2) "The Effect of Knowledge Enterprise, Industry and Employment Practices Achievement Motivation Against the Interests of Entrepreneurship Skills Competency Class XII Business Marketing and Management SMK Padang" by Meri Rahmania and Prof. Dr. Z. Mawardi, states that knowledge of entrepreneurship, industry work practices, and achievement motivation have a significant influence on the students' interest in entrepreneurship marketing department of Business and Management SMK Padang. If a student is already equipped with the knowledge of entrepreneurship, implementation of industry work practices have been done properly, and have increased achievement motivation will increase interest in entrepreneurship students majoring in marketing SMK Padang Business and Management; and (3) "The Influence of

Personality Entrepreneurship and Knowledge Accounting at Use of Accounting Information in Making Investment Decisions" by Ni Made Ari Maya Sari and AAN B Dwirandra, stating that the independent variables consist of entrepreneurial persona and accounting knowledge a significant effect simultaneously on the use of accounting information in making investment decisions.

In the process of entrepreneurship, the course will be based on several factors that determine the success of entrepreneurs. Specifically Clelland (1995) classifies the two factors that determine the success of entrepreneurs, among others:

- a) Factor internally, include:
 - (1) Motivation
 - (2) Personality of
 - (3) Knowledge or experience of
- b) external factors, including:
 - (1) family environment
 - (2) The environment in which to work

Based on the problems with some of the factors that may indicate an influence on interest entrepreneurship and reference the results of other studies, in this study, researchers wanted to examine internal dominant factors related to entrepreneurship includes motivation, personality, and knowledge or experience

of the interest in entrepreneurship, especially for bamboo craftsmen in the village Tulungagung.

The purpose of this study was to determine the dominant factor of the three independent variables that affect the dependent variable.

2. RESEARCH METHOD

The approach that will be used for this research is a quantitative approach. The population in this study was processed bamboo craftsman entrepreneur in the village Tulungagung. The sample in this research is processed bamboo craftsmen. The reasons for selecting the sample is (1) a business that pioneered according to his ability; (2) the offender may be made of processed bamboo; and (3) classified as productive entrepreneurs. The existence of these criteria meant that entrepreneurs still have a strong perception of what is felt and experienced during perform such work. This study used 10 respondents were successfully met by investigators.

Sampling is purposive sampling, which is intentionally selected sample is subject not only as a direct perpetrator but also to understand the problems of research which is the focus of research work (Ghozali, 2006). Data retrieval technique using questionnaires and interviews. Furthermore, the data were analyzed using SPSS 20.0

software for Windows. This research is a quantitative method of sampling, sampling was taken in accordance with the criteria examined in the study. The data used in this study are primary data is data taken directly from the field. The research location is Pringsewu district. Research is beginning to be implemented from the month of September 2017 through December 2017.

Data collection in research conducted to obtain data or information. In the process of data collection required a tool or instrument to collect data. Data collection methods used in this study was a questionnaire. The questionnaire is based on indicators of these variables.

The measurement technique in this research is based on the variable is an indicator variable factor a person's desire for entrepreneurship. These variables include the independent variable consists of three variables such as motivation, personality, and knowledge or experience in entrepreneurship. In addition, the dependent variable interest in entrepreneurship. Instrument questionnaire / questionnaire given to the subject

Operational Definition of

Variable Motivation

Success work place requires motives to push or encouragement in the work. Motifs include the motive for the

creative and innovative is a motivation that encourages individuals issued spontaneous thoughts in the face of change by giving alternative that is different from the others. Another motive is the motive for the work that exist in individuals that have a passion or an interest in meeting the needs and perform tasks in the job.

In this case the motivation can help a person to give morale. The motivations include a desire to be creative, innovative, and passion or interest in meeting the needs and perform tasks in the job.

Indicators of motivation variable used in the study include: (1) income; (2) freedom; (3) self-actualization; (4) self-reliance; (5) physiological needs; (6) the need for security; (7) social needs; and (8) the need for achievement.

Variables

Personality as a fixed nature and tendency (not changeable) that determine similarities and differences in the behavior of society (Mc. Clelland (in Morello et al., 2003)). In public life, many needs that arise from the culture in the community. A strong need in a person would motivate that person to behave that lead to the fulfillment of those needs. Furthermore, Amari and Abbes, (2014) in his research note that the personality factor has a dominant influence on individual entrepreneurship intention. While based Kusuma Chandra Kirana

(2017), in his research shows the correlation of personality variables, environmental, and demographic against migrant entrepreneurial intentions after in Gunung Kidul. The correlations exist in the environment variable. This shows that the environment and forces need to encourage an individual to self-employed according to their ability and potential that exists.

Opinions of McClelland and research results from Amari and Kusuma Chandra Kirana it, helped inspire research on the dominant factor of one's desire for entrepreneurship, which further ahead could be a concern for the government and then given to the provision of training, education and stimulus as capital assistance, information and social networks.

In addition, a fragile personality will impact negatively on employment. A good personality is when entrepreneurs can cooperate well and can adjust to the environment naturally and effectively.

A successful entrepreneur has a special personality characteristics in differentiating the others. Scarborough and Zimmer in Suryana (2006: 24) suggests eight characteristics personality of an entrepreneur, namely: (1) desire for responsibility which it has a sense of responsibility for those businesses that do;

(2) preference for the moderate risk choosing a moderate risk and have been taken into account and do not take risks that are too low or too high; (3) confidence in their ability to success that is believed he could achieve the desired success; (4) Desire for immediate feedback that has a desire to get immediate feedback; (5) high of level of energy that has a high spirit and energy to work hard to achieve these goals; (6) the future orientation that is oriented towards the future and the long term; (7) the skill of organizing the unskilled to organize resources to achieve its objectives; and (8) the value of achievement over money that is more appreciated than money feat.

Knowledge or experience variables

Need for experience is the knowledge to look as much as possible. Experience is knowledge or skill that must be mastered or known as a result of previous deeds done during certain time periods. Experienced Entrepreneurial observant in seeing more observant in seeing more way to open a new business.

On the other hand when one's work certainly requires more knowledge about the work to be done. While the experience of the individual emerged after finding out about the work that is done as much as possible. Experienced entrepreneurs who are keen to see a lot of ways to develop business potential.

Indicators of variables necessary knowledge or experience that is owned by Suryana (2014: 81) include: (1) knowledge / experience of the business to be initiated; (2) knowledge / experience of the role and responsibilities; (3) knowledge / experience of the personality and abilities; and (4) knowledge / experience of management and business organization.

Variable Interests Entrepreneurship

Interests is an emerging sense because there is an interest in something. When someone performs an action because of a sense of interest of course it is a positive thing because the action came about due to personal desires instead of others. Actions taken especially related to the work done, based on the choice would certainly tend to have a positive impact. Riyanti (2003: 21) explains that the interest is a source of motivation to encourage someone to do what you want to do when a person is free to choose. When a person is judged that something would be beneficial, it will form interest then it will bring satisfaction. When satisfaction decreased the interest will also be decreased so that interest will not be permanent, but temporary or can be fickle. Indicator variable interest in entrepreneurship include: (1) have self-confidence; (2) to take the risk; (3) The creative and innovative; (4) discipline and

hard work; (5) oriented towards the future; (6) has a curiosity; and (7) an honest and independent.

Mechanical analysis

In this study quantitative data analysis. The analysis in question, namely:

Analysis of quantitative data

Analysis of quantitative data is the data analysis used to tangible figures and how the discussion with statistical tests.

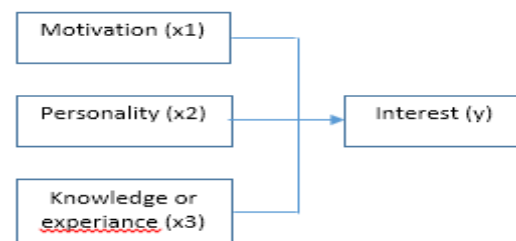


Figure 1. Research Model

Variables in this study is an internal factor of entrepreneurship which consists of three independent variables and the dependent variable. Independent variables include entrepreneurship motivation, personality entrepreneurship, and knowledge or experience in entrepreneurship. As for the dependent variable is interest in entrepreneurship.

Entrepreneurship motivation using data questionnaire consists of 40 items statement. Entrepreneurship personality using data questionnaire consists of 32 items statements given to the subject. Knowledge or experience in entrepreneurship using data questionnaire consists of 16 items statements given to the subject. As for the dependent

variable is interest in entrepreneurship. The instrument consists of 38 items statement.

Validity and Reliability

Validity test used to measure whether a legitimate or valid questionnaires. A questionnaire considered valid if the statements in the questionnaire were able to reveal something that will be measured by the questionnaire (Ghozali, 2006). Validity test is done with the first two stages of the validation of the content, to adjust the indicator with the statements made items, the second with the scores obtained correlate between each statement with a total score ($r_{\text{item total correlation}}$). The total score is a score derived from the sum of all scores statements. Test validity, test whether the statement on a questionnaire were able to reveal something to be measured to the questionnaire is a way to test the validity Pearson product moment correlation using SPSS 20.0, namely by finding correlation values (r_{hit}). If the correlation value $> r_{\text{table}}$, then the item is valid and can be used as a means of collecting the data in a study.

On instrument reliability test is done to get the consistency of the scores achieved when the instrument in re-testing with the same test on different occasions, or with a set of beads of different

equivalent, or under different test conditions.

Classical Assumption Test

Test Multicollinearity

Test assumptions aims to test the regression model found a correlation between independent variables. If there is correlation, then there is a problem of multicollinearity. Guidelines for a free multicollinearity. regression model, which has a tolerance figure of more than 0.01 and has a VIF (variance inflation factor) of less than 10.

Test Heteroscedasticity

Test heteroscedasticity test whether the regression model occurred inequality residual variance from one observation to observation other. If the residual variance of the observations to other observations that remain, it is called and if different homoscedasticity called heteroscedasticity. Of course, the expected result is the variance calculation of residual observations to other observations worth staying.

Detection is based on the presence or absence of decision-making heteroscedasticity namely: (1) if the value significant > 0.05 , the conclusion is not happening heteroscedasticity; and (2) if the significance value < 0.05 , the conclusion is happening heteroscedasticity.

Normality Test

Normality test is intended to test a regression model, the dependent variable,

independent variable, or both have a normal distribution or not. A good regression model is normal or nearly normal distribution. This normality test using the one-sample Kolmogorov-Smirnov Test.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to analyze the effect of some free variable or variables are independent of one variable dependent or dependent variable together.

In connection with this study, the independent variables include motivation (x1), personality (x2), and knowledge or experience (x3), while the dependent variable is the interest in entrepreneurship (y). Multiple regression equation can be written as follows:

$$\hat{y} = b_0 + b_1x_1 + b_2x_2 + b_3x_3 + \epsilon$$

Where:

$\hat{y}$ = predicted variable dependent

b_0 = constant

b_1, b_2, b_3 = each coefficient

x_1 = motivation

x_2 = personality

x_3 = knowledge of experience

ϵ = caused factors

3. AND DISCUSSION

Result of Validity Test Variables Motivation (x1)

Based on the calculation of the *Pearson product moment* indicates the significance of the correlation between each of the indicators with product moment correlation values > r value of table the item may be declared invalid instrument. In the first instrument that was tested as much as the number of items to 40 items a statement, in the process, gained 9 items invalid statement. While the remaining 31 declared invalid. From these results we concluded that the claims 1 to 5 really a statement items that represent indicators of variable entrepreneurship motivation.

Result of Validity Test Variables Personality (x2)

Based on calculations showed a *Pearson product moment* correlation significance between each indicator with product moment correlation values > r value of table the item may be declared invalid instrument. In the first instrument a number of items which tested a total of 32 items a statement, in the process, gained 8 statement an invalid item. While the remaining 24 declared invalid. From these results we concluded that the claims 1 to 5 really a statement item that represents an indicator of personality variable entrepreneurship.

Result of Validity Test Variables Knowledge or Experience (x3)

Based on calculations showed a *Pearson product moment* correlation

significance between each indicator with product moment correlation values $> r$ value of table the item may be declared invalid instrument. At first instrument the number of items that were tested as many as 16 items a statement, in the process, gained 5 items invalid statement. While the remaining 11 declared invalid. From these results we concluded that the claims 1 to 5 really a statement item that represents an indicator of personality variable entrepreneurship.

Result of Validity Test Variables Interests (y)

Based on calculations showed a Pearson product moment correlation significance between each indicator with product moment correlation values $> r$ value of table the item may be declared invalid instrument. In the first instrument a number of items which tested a total of 32 items a statement, in the process, gained 8 statement an invalid item. While the remaining 24 declared invalid. From these results we concluded that the claims 1 to 5 really a statement items that represent indicators of a variable interest in entrepreneurship.

Reliability Test Results

Reliability tests performed using SPSS 20.0 by finding the value of the coefficient of reliability (alpha). An instrument is said to be reliable if the

Cronbach alpha values > 0.7 , which means that the reliability enough (sufficient reliability) while if the value of Cronbach alpha > 0.8 indicates a reliable means of all items throughout the tests consistently have strong reliability.

Table 1. Results of Test Reliability

No	Instrumen	Cronbach's alpha value	Exp
1	Motivation (x1)	0.961	Reliabel
2	Personality (x2)	0.966	Reliabel
3	Knowledge or experience (x3)	0.881	Reliabel
4	Interest (y)	0.943	Reliabel

Test Results Multicollinearity

Multicollinearity test results on variable x1 show tolerance value of 0.440 and VIF at 2.273, x2 variable indicates the value of 0,972 and VIF tolerance of 1.029, and the variable x3 show tolerance values of 0.441 and 2.267 for the VIF. This means free multicollinearity third independent variable.

Test Results Heteroscedasticity

Test results heteroscedasticity show that: (1) variable x1 sig. 0.298 > 0.05 , meaning there is significant meaning not happen heteroscedasticity; (2) variable x2 sig. 0.198 > 0.05 , meaning there is significant meaning not happen heteroscedasticity; and (3) variable x3 sig. 0.847 > 0.05 , meaning there is significant meaning not happen heteroscedasticity. The third independent

variable showed not happen heteroscedasticity this means regression models can be expressed well.

Normality Test Results

Test Normality using the one-sample Kolmogorov-Smirnov Test note that the significance value of 0.913 is greater than 0.05 so that it can be concluded that the data tested in normal distribution.

Results of Multiple Regression

Model multiple regression equations describe the linear relationship between two or more independent variables on the dependent variable. In this study, multiple regression analysis is used to determine the effect of variable motivation, personality, and knowledge or experience of the interest in entrepreneurship.

Regression calculation process performed with SPSS version 20.0. statistical calculation results with SPSS program known that multiple linear regression, yielding the R value of 0.806. These results show a correlation double (motivation, personality, knowledge or experience, with interest in entrepreneurship).

While the value of Adjusted R Square of 0.475 indicates the magnitude of the role or contribution of variable motivation, personality, knowledge or

experience which reached 47.5%, the remaining 52.5% influenced by other variables outside of this study. From SPSS output indicates that the multiple regression equation is:

$$\hat{y} = 3,760 + 0,646x_1 + 0,636x_2 - 0,681x_3$$

Constants amounted +3.760 shows that if there is no variable motivation, personality, and knowledge or experience, then the amount of interest in entrepreneurship as much as 3.760. The regression coefficient of +0.646 motivation to orientate compilation between motivation and interest in entrepreneurship same, in the sense that if there is a change of motivation will lead to changes in interest in entrepreneurship, and vice versa. The value 0,646 figure means that any personality changes one unit will increase the interest in entrepreneurship amounted to 0,646 units.

Personality coefficient of +0.636 indicate the direction of the relationship between personality with interest in entrepreneurship, in the sense that if there is an increase personalities will lead to increased interest in entrepreneurship, and vice versa. Magnitude 0.636 figure means that any increase in the value of entrepreneurship personality one unit will increase the interest in entrepreneurship amounted to 0.636 units.

Knowledge or experience regression coefficient of -0.681 indicates direction of the relationship between the variables of knowledge or experience with interest in entrepreneurship are in opposition, in the sense that if there is increasing knowledge or experience will lead to a decrease in interest in entrepreneurship. The magnitude of the numbers -0.681 means that any increase in knowledge or experience of one unit will reduce the interest in entrepreneurship amounted to 0.681 units.

Partial Correlation

Partial correlation is used for determine the relationship between the independent variables individually, ie, motivation, personality, and knowledge or experience of the interest in entrepreneurship.

Analysis of Variables Influence Interpersonal Motivation

The relationship between motivation variable (x1) with interest in entrepreneurship is calculated with a correlation coefficient of 0.48. Based on the value of the correlation coefficient knowing that the influence of motivation on entrepreneurship interest is quite strong and positive.

This means that an increased sense of motivation will lead to a rise in interest in entrepreneurship to the subject. And

vice versa, a reduction factor of personality is expressed in grains have a question or a statement would cause a decline in interest in entrepreneurship.

Analysis of Relationship between Variables Influence Personality

The relationship between personality variables with interest in entrepreneurship is calculated with a correlation coefficient of 0.662. Based on the value of the correlation coefficient is known that the effect of the interest in entrepreneurship entrepreneurial personality is quite strong and positive. This means that the rise factor owned by businessman personality would lead to a rise in interest in entrepreneurship. Conversely, a reduction factor of personality is expressed in grains of the statement will cause a decline in interest in entrepreneurship.

Analysis of Relationship between Variables Influence Knowledge or experience

The value of the relationship between the variables of knowledge or experience with entrepreneurship interest is calculated with a correlation coefficient of 0.189. Based on the value of the correlation coefficient is known that the influence of knowledge or experience possessed of processed bamboo craftsmen positive but relatively weak. Means an increase factor of knowledge or experience of entrepreneurs will lead to decreased

Theoretically relationship with interest entrepreneurial personality and the relationship between knowledge or experience with interest in entrepreneurship as indicated by the value of the correlation coefficient of 0.662. Significance level correlation coefficient 0.019 generate numbers. Since the probability is much below 0.05 the correlation between variables were significantly (significant).

Hypothesis testing

Hypothesis Testing intended to prove whether there is significant influence of the independent variable on the dependent variable. To test whether each variable motivation, personality, knowledge or experience affect the interest in entrepreneurship testing the hypothesis in 2 ways: (1) compare the value of sig on any variable, if value sig < 0.05 then the conclusion that the smaller the value sig more influential, but in reality there are gains obtained sig. were > 0.05 this means the influence that is not too big; and (2) comparing the value of t_{hit} the t_{table} , if $not_{hit} > t_{table}$ then these variables affect the variable dependent.

Variable of motivation

The value of motivation variable sig = 0,146 $> 0,05$, it indicates that the H_1 stated motivations affect the interest in entrepreneurship rejected. This indicates

that from the standpoint of craftsmen who perceive in starting self-employment is not always based on a strong motivation. Motivational factors that are affected by indicators include: (1) income; (2) freedom; (3) self-actualization; (4) self-reliance; (5) physiological needs; (6) the need for security; (7) social needs; and (8) the need for achievement. In the process undertaken turns out not too be the motivation variable variables that affect the interest in entrepreneurship. This can happen because there is no motive except to further strengthen the motivation of processed bamboo craftsmen motive for entrepreneurship.

Personality of variables

The value of. personality variables sig = 0,048 $< 0,05$, it indicates that the H_1 stating personality affect the interest in entrepreneurship is received. Personality with indicator variables include: (1) responsibility; (2) bold; (3) self-reliant; (4) the spirit; (5) hard work; (6) the future orientation; (7) skilled organizing; and (8) achievement, demonstrated their willingness and enthusiasm dedication to entrepreneurship and out of your comfort zone is a separate assessment related to a person's interest in entrepreneurship. Their sense of responsibility, dare to try something new, confident with the resulting product, having a high optimism and fighting spirit to

always strive, is able to organize all the necessary requirements and consolidating the willingness of consumers and innovate so as to achieve a dream to expect in trying as manifestation of the achievements of achievement are positive things associated with interest in entrepreneurship. According to Sinha (1996: 23), personality bold, tenacious and unyielding is a strong factor in shaping an effective entrepreneurial spirit.

Knowledge or experience of variables

The value of knowledge or experience variable $\text{sig} = 0,551 > 0,05$, this indicates that H_1 which express knowledge or experience influence to entrepreneurship interest rejected. From the results it shows that knowledge or experience has not brought great influence on one's interest to entrepreneurship. This can be indicated when viewed from the variable indicator that includes: (1) knowledge / experience of the business being pioneered; (2) knowledge / experience of roles and responsibilities; (3) knowledge / experience of personality and self-ability; and (4) knowledge / experience on management and business organization.

4. CONCLUSIONS

Conclusions of the results of the study are as follows: (1) the results of data analysis indicate that there is a partial correlation of

motivation, personality, and knowledge or experience of entrepreneurial interest. Of the three variables, the greatest correlation is in personality variables; (2) simultaneously show the correlation of motivation, personality, and knowledge or experience variable to entrepreneurship interest. Nevertheless the contribution given by the three variables on entrepreneurship interest is only 47.5%, while the rest is influenced by other variables; and (3) partial hypothesis testing shows that of the three independent variables, only personality variables have a significant effect on entrepreneur interest. Two other variables, namely motivation and knowledge or experience no significant influence on entrepreneurship interests.

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