

Entrepreneurial Interest Among Students in Palembang and Malang in the Digital Era

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Abstract: *This research aims to determine the differences in entrepreneurial interest between Palembang and Malang students in the digital era to create employment and reduce unemployment, especially unemployment from college or university graduates. This research is a quantitative study using comparative research. A number of research respondents were 200 students. The selection of respondents was using incidental techniques. The data collection method uses the Likert scale. The data analysis method used was the Independent Sample T-Test technique. Based on the results of the research analysis, it was known 0.000 where (** <0.05), then H_a is accepted, and H_o rejected. It can be concluded that there was a difference in entrepreneurial interest between Palembang and Malang Students in the digital era. For further researchers, it is important to develop other variables and to compare the latest theories on variables to research so that further research can be developed in the future.*

Keywords: *entrepreneurial interest, Palembang, Malang*

Introduction

Indonesia as a developing country must be able to compete in the world economic competition. The more developed a country, the more people are educated and need jobs according to their competencies. But there are not enough jobs available so that many educated people are unemployed, especially college or university graduates. In the current digital area, it is a great opportunity to start a business. The only capitals are creativity and courage. Anyone can start a business, especially an online business through various social media without a must to open a shop or outlet. Likewise, promotion and marketing are faster and make it easier for the public to receive information. So the increasing importance of entrepreneurship for students to be able to see opportunities, develop and create new businesses.

The growth of entrepreneurship in Indonesia is still relatively low. Some data states that the number of entrepreneurs in Indonesia is still far below the ideal number (Perindustrian, 2019). Endang Suwartini, as Director of Small and Medium Industries, Ministry of Industry of the Republic of Indonesia, said that the number of entrepreneurs in Indonesia amounted to 3.1 percent of the total population of around 260 million at present or around 8.06 million. Although it has reached 8.06 million people, the number of Indonesian entrepreneurs is still relatively low compared to other countries such as Singapore, which has reached 7 percent, Malaysia by 5 percent, Thailand by 4.5 percent, and Vietnam by 3.3 percent. Besides, she is optimistic that the number of Indonesian entrepreneurs could reach 5 percent in 2019 or the same as that achieved by Singapore, Malaysia, Thailand, and Vietnam today (RRI, 2019). Riyanti (2010) also stated that the small number of entrepreneurs in Indonesia was caused by three things; First, the mindset of Indonesian people who prefer to become employees

because it provides a sense of security. Second, an agrarian mindset that is more dependent on the environment and the natural surroundings, which is not in line with entrepreneurship that puts forward the competence and creativity of individuals. Third, the cultural dimensions of the Indonesian nation that do not support entrepreneurship include high power distance, low uncertainty avoidance, and collectivistic zeal (Riyanti, 2010). These three things can inhibit the creation of innovative behavior, which is an important factor in entrepreneurship. Besides, one internal factor that can influence someone in entrepreneurship is interest (Suhartini, 2011).

Interest is a driving factor that can make a person more active in working and taking advantage of existing opportunities. Interest isn't brought from birth and grows, but it grows and develops according to the factors that affect it. Suhartini (2011), on the analysis of factors affecting student interest in entrepreneurship, reveals that there is a positive influence between income factors, feelings, and education on entrepreneurial interests with the dominant factor of earning revenue. Furthermore, another study conducted by Ardiyani & Kusuma (2016) states that the variables of attitude, education and family environment are influential in entrepreneurial interest. Another study by Lestari and Wijaya (2012) concluded that entrepreneurship education has a positive influence on entrepreneurial interest in students.

There is no program created contextually for each ethnic group. In fact, in the context of entrepreneurial cultural differences in society have considerable influence. The importance of cultural links in entrepreneurship has not been much explored by Psychology research in the field of entrepreneurship. Some literature found that each ethnic group has local

wisdom values related to entrepreneurship. One of the studies conducted by Sutanto and Nurrachman (2018) regarding the meaning of entrepreneurship in three ethnicities in Indonesia, namely Java, Minang, and Chinese found differences in the meaning of entrepreneurship manifested in three ways, namely the reasons for entrepreneurship, values and things that are considered important in entrepreneurship, as well as the process preservation of entrepreneurial values. The results show that the central core of the Javanese ethnic are independence and hard work, in the Minang ethnic namely trading, products, capital, and independence, while the Chinese ethnic are strategy and management and hard work. Several attributes that are unique to each ethnic group are honesty and 'accepting' the Javanese, piety in religion and homeland love of the Minang ethnicity, as well as creativity and patience with the ethnic Chinese.

Although there has been a lot of research on culture about entrepreneurial interests, Indonesia has the potential to be entrepreneurial and able to achieve international standards so that it can compete with other countries in reducing the number of unemployed people, especially unemployed from colleges or universities. The importance of entrepreneurship is also a phenomenon for academics with their academic activities within the university. Thus, the research proposed to find out the differences in interest in entrepreneurship is interesting to study in both Palembang and Malang cultures. In addition, based on the observation of Palembang and Malang students, researchers found that Palembang people are more dominant in working in a company or agency than entrepreneurial. Meanwhile, Malang is more dominant in entrepreneurial as it can be seen from the road that is full of people who sell food and other materials.

Based on the explanation, researchers are interested in conducting research on entrepreneurial interest in Palembang and Malang students. The purpose of this research is to see if there is a difference in the entrepreneurial interest between Palembang and Malang students in the digital era. The hypotheses proposed in this study are:

Ha: There is a difference in entrepreneurial interest in Palembang and Malang students in the digital era.

Ho: There isn't any difference in entrepreneurial interest in Palembang and Malang students in the digital era.

Method

This is a quantitative study. The research design uses a comparative study draft. Comparison research is a study that tends to find differences between the cases studied. Its purpose is to examine the patterns of equations and differences in a case and try to conclude the differences that exist (Azwar, 2016). The population in this research are Palembang and Malang students. The respondents in this study were 100 Palembang students and 100 Malang students. The

sampling technique was incidental sampling technique, where the sampling technique is based on coincidence, i.e. anyone who happens to meet with the researcher can be used as a sample as long as they match with the criteria that have been set by the researcher (Sugiyono, 2014). Researchers use incidental sampling techniques as the researchers have difficulty finding respondents and time constraints. Inclusion criteria are as follows:

1. Students of Palembang and Malang.
2. Male and female gender.

In this study, data collection techniques were scaled and compiled under the Likert Scale modification (Method of Summated Rating) in an entrepreneurial interest variable in which the subject was requested to select 4 alternate options answer, i.e. strongly agree, agree, disagree, and strongly disagree. In this study, there was one variable, namely entrepreneurial interest. The instrument used to measure entrepreneurial interest is the Zaidatol Akmaliah Lope Pihie scale, adapted and modified by researchers using the aspects according to Hurlock (1997): interests, desires, beliefs, and activities (Pihie, 2009). An example item of the entrepreneurial interest scale is "I am interested in starting a business someday" with alternative answers, strongly agree, agree, disagree, and strongly disagree. The value of the Cronbach α Alpha ranges between 0.74 and 0.96.

Meanwhile, the reusability test was using the Alpha Cronbach analysis technique. The coefficient of reusability moves from 0 to 1.00. When the coefficient of reliability is approaching the number 1, higher the reliability, and when the coefficient of reliability approaches 0, then lower the reliability (Azwar, 2016).

Methods of data analysis in this research are parametric statistics that can be performed if the test results indicate necessary prerequisites (assumptions). The Independent Sample T-Test was used to test whether there is any difference between two samples or two independent data groups (Fani Reza, 2017). Independent sample T-Test criterion is to compare the significant value if it is significant (Sig. (2-tailed) < 0.05) then Ho was accepted and Ha was rejected. Otherwise, if the value of significance (Sig. (2-tailed) > 0.05) then Ho was rejected and Ha was accepted (Alhamdu, 2016).

Results

This research uses the Independent Sample T-Test analysis, which aims to test whether there is a difference between Palembang and Malang students in the digital era. Judging by the reliability test results showed Alpha Cronbach was 0.591 in Palembang students. Meanwhile, the results of the reliability test showed Alpha Cronbach amounting to 0.643 in Malang students.

Research Variable Description

Research description of the variable entrepreneurial interest can be seen in the table below:

Table 1. Statistic Variable Description

Variable	N	Min	Max	Mean	SD
Palembang Interest	100	13	29	20.56	3.415
Malang Interest	100	15	29	23.28	3.279

Note: N = 100

From the results of the calculation, it can be concluded that there is a difference in the entrepreneurial interest score between Palembang and Malang students in the digital era.

Hypothesis Test Result

The results of analysis obtained from the hypothesis test can be seen in the table below:

Table 2. Hypothesis Test Result

		F	Sig	T	Df	Sig. (2-tailed)
Entrepreneurial Interest	Equal variances assumed	0,266	0,607	-5,745	198	0.000
	Equal variances not assumed			-5,745	197,671	0.000

Based on hypothesis test results in the table above, acquired significance (2-tailed) value of 0.000 indicates that the value of significance (2-tailed) is smaller than 0.05 (** < 0.05), then Ha accepted and Ho was rejected. Thus, it can be said that there is a difference in entrepreneurial interest in Palembang and Malang students in the digital era.

Discussions

According to researchers, several other factors influence entrepreneurial interest in students. This is in line with previous research by Nastiti, Indarti, and Rostiani (2010) regarding differences in entrepreneurial interest in Indonesian and Chinese students, finding that a factor influencing Indonesian students' entrepreneurial interest is self-efficacy. While the factors of entrepreneurial interest in Chinese students are the need for achievement, locus of control, self-efficacy, and instrument readiness. Furthermore, the research conducted by Misra and Kumar (2000) proposes a model that explains entrepreneurial behavior related to entrepreneurial interests and environment, demographic factors, personality factors, and situational factors. The link between entrepreneurship and culture specifically.

Environment (culture) can also play an important role in influencing entrepreneurial interest. The convergence theory states that the surrounding environment has an important role in the development of individuals (Walgito, 2004). In addition, the fact that has occurred justifies this theory. A person who grows up in a trader's environment is relatively likely to have the opportunity to become a trader. Entrepreneurial souls can also grow and develop due to the physical or cultural environment surrounding (Wibowo, 2011).

Entrepreneurial interest is the desire and willingness to work hard or to strive to meet the needs of their lives without fear of the risks that will occur, and always learn from failures (Wulandari, 2013). Meanwhile, this entrepreneurial interest has not been

taken from birth but develops according to the factors influencing it. Factors that affect entrepreneurial interest include characteristics (gender and age), environment (family environment, educational environment, community environment), personality (Extraversion, understanding or Agreeableness, dare to take risks, achievement needs, self-evaluation as well as Overconfidence or more confidence), and entrepreneurial motives (work and distribution of creative ideas) (Fahmi, Yozza, & Rahmi, 2009).

This is in line with research by Ardiyani and Kusuma (2016), which is the influence of attitudes, education and family environment on the interests of entrepreneurship. Based on the results of data analysis in this study, attitudes, education, and family environment have a positive and significant effect on entrepreneurial interest. It means that someone who has a good attitude, education and family environment can affect one's entrepreneurial interest. The research supports research by Alma (2011) explaining that there are influences from parents who work alone and have their businesses, and their children tend to become entrepreneurs. Students who come from entrepreneurial families are important factors to start entrepreneurship in the future (Tong, Tong, & Loy, 2011).

Meanwhile, children with a family background of entrepreneurs tend to have the opportunity to become entrepreneurs (Wang, Lu, & Millington, 2011). Alma (2011) revealed that the environment in the form of role models also affects the interest in entrepreneurship. The Role models refer to mothers and fathers, siblings, or other families such as grandfather, uncle, aunt, child, friends, spouse, and a successful businessman of their idol. The encouragement of friends is quite influential in the spirit of opening a business because it can discuss more freely, compared to others, friends can give encouragement, understanding, and even help, and not have to fear their criticism.

Students will have a strong drive for entrepreneurship if they have an interest in entrepreneurial activities. Especially in the digital era, there are almost no obstacles to starting a business through various internet networks or various other social media that make it easy for the public to conduct buying and selling transactions. Interest will encourage students to do a certain activity because the interest contained an element of motivation or encouragement that causes students to do activities following the objectives. The strong impulse for a person can change at any time. Thus, it is not only the digital era and interests that can support a person especially a student to become an entrepreneur, but one of them is influenced by environmental (cultural) factors (Suhartini, 2011).

Based on the results of the data analysis, it can be concluded that there is a significant difference in entrepreneurial interest among Palembang and Malang students in the digital era. It is due to external factors

such as environment or cultural around that affects the plan and the development of interest of one particular in entrepreneurial.

Conclusions

Based on the research, it can be concluded that there is a difference in the entrepreneurial interest in Palembang and Malang students in the digital era. This is because there is a different culture between Palembang and Malang that affects student's interests especially in entrepreneurship.

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