

# The Effect of Perception and Motivation on Entrepreneurial Interest

## (Bandung City Women Case Study)

Agung Suryadi\*

Magister Manajemen  
Universitas Islam Bandung  
Bandung, Indonesia

\*agung.burugung@gmail.com

**Abstract**—This study aims to examine the effect of perception and motivation on women's entrepreneurial interest in Bandung. The research method used was a survey with a quantitative approach, using a sample of 100 women in the city of Bandung. Using multiple regression analysis, the results show that perceptions have a significant effect on the interest in women entrepreneurship, or have a significant role in forming the interest in entrepreneurship, and motivation has a significant effect on the interest in entrepreneurship in women in Bandung or has a role in the interest in entrepreneurship in women in Bandung. Another finding from this study is that perception and motivation variables have a significant effect on women's entrepreneurial interest in Bandung. This shows that perceptions and motivation will provide indirect experience for women, because at least woman has knowledge of how to run a business, and so on.

**Keywords**—*perception, motivation, entrepreneurial interest*

### I. INTRODUCTION

In the labor sector, the role of entrepreneurs is very important because they can open jobs, form business companies which in turn have an impact on increasing the welfare of the community [1]. But in fact, the total workforce is still dominated by people who work compared to entrepreneurs, especially women.

The low number of female entrepreneurs, especially in the city of Bandung, is certainly influenced by the forming factors, which, when reviewed from Theory of Planned Behavior, states that behavior is under the control of individual consciousness [2]. This explanation can be understood if behavior depends not only on someone's intentions, but also on other factors that are not under individual control such as opportunity.

Siswadi [2] states that what can affect a person's interest in a career as an entrepreneur can come from internal and external factors. Internal factors provide emotional encouragement, in the form of physical and psychological needs, while external

factors are more social feels such as recognition and appreciation from the environment.

Emotional drive itself is closely related to perceptions, so when perceptions are positive, the individual's sense of interest in something will be higher, because perceptions can be understood as a cognitive representation to explore business opportunities [3]. In addition to perceptions, a person's interest is also driven by motivation, as explained by Campbell [4] which explains that motivation grows because of a conscious urge to take an action. Individual motivation reviewed from Expectancy Theory refers to the tendency of individuals to act in a certain way depending on the strength of an expectation, where the action will be followed by a certain result for the individual.

Therefore, perceptions and motivation in individuals are closely related to the acceptance of a relationship between oneself and something outside themselves so that the stronger or closer the relationship is, the greater the interest.

The purpose of the research to test the influence of perception and motivation on the entrepreneurial interests of women in the city of Bandung, in addition the benefits in this study to growing perception and motivation so that the creation of entrepreneurial interests of women in the city of Bandung.

#### A. Theoretical Basis

1) *Perception*: Krueger [5] which states that entrepreneurial perceptions or intentions reflect a person's commitment to starting a new business and is a central issue that needs to be considered in understanding the entrepreneurial process of establishing a new business. The factors that affect perception according to Toha [6], which are divided into two factors including the following:

- Internal factors: psychological, interests, needs, experiences and memories, mood (emotional).
- External factors: family background, information obtained, knowledge and needs around, intensity, size,

opposites, repetition of motion, new and familiar things or the alienation of an object.

2) *Motivation*: Theory of motivation will shape us in understanding how individuals make decisions about alternative behaviors. This model uses direct motivation aspects that use the strengths of the individual, namely; The power of motivation on behavior, action, or task is a function of perception, among others:

- Expectancy: is a belief where trying to direct individuals to get better performance.
- Instrumentality: is a belief where good performance will lead individuals to get the desired reward.
- Valance: is the value of the rewards expected from individuals [4].

3) *Interest*: Winardi [7] states that interest in entrepreneurship can be measured through the following three types of indicators:

- Cognition (knowledge), which includes entrepreneurial knowledge of interest in entrepreneurship.
- Emotions (feelings), which include feelings of pleasure, interest and concern for entrepreneurial interests
- Konasi (desire or motivation), which includes desire, effort and belief in entrepreneurial interest.

In order to answer the whole problem as expressed in the identification of the research problem, the structure of the relationship between the research variables can be presented as Figure 1:

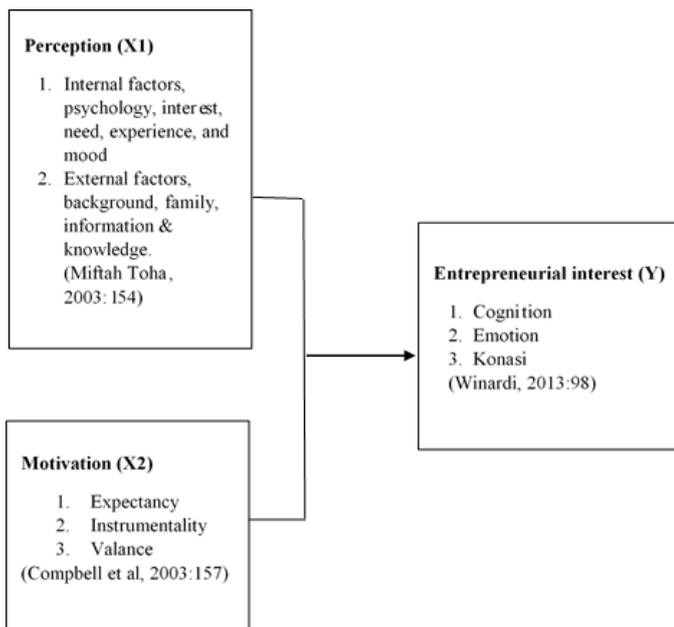


Fig. 1. Variable affiliation structure.

*B. Hypothesis Development*

Based on the description of the above framework regarding the influence of perception and motivation on entrepreneurial interest, the following hypothesis can be purposed:

- Perception has an influence on women's entrepreneurial interest in Bandung.
- Motivation has an influence on women's entrepreneurial interest in Bandung.
- Perception and motivation have an influence on women's entrepreneurial interest in Bandung.

**II. METHODS**

*A. Research Strategies*

The method used in this research is descriptive and verification methods with a quantitative approach. Descriptive research is research that aims to describe the current state of the research object based on visible facts or as they are. Meanwhile, verification aims to find the influence of the independent variables on the dependent variable.

*B. Populations and Samples*

The population in the study was 856,668 women of productive age (15-64 years) according to WHO and the sampling refers to the opinion of Sekaran [8] which states that to determine the sample from the population, calculations and table references developed by experts are used. In general, for correlational research, the minimum number of samples to obtain good results is 30, while in experimental research the minimum sample size is 15 from each group and for survey research the minimum sample size is 100.

Based on the explanation above, it is known that this research is included in survey research so that the sample in this study is as many as 100 people.

Descriptive testing is carried out through the following Likert scale in Table 1:

TABLE I. LIKERT SCALE SCORE

Category	Score
Very Good	4
Good	3
Bad	2
Very Bad	1

Furthermore, from these answers, the assessment criteria for each question item are prepared based on the following percentages (Table 2):

TABLE II. SCORE INTERPRETATION CATEGORY

Percentage	Category
20% - 40%	Very Low
41% - 60%	Low
61% - 80%	High
81% - 100 %	Very High

Verification analysis is carried out through multiple regression analysis with the following regression equation (1) [9]:

$$Y_1 = \alpha + \beta_1 X_1 + \beta_2 X_2 + e \tag{1}$$

Information:

- Y = Entrepreneurial Interest
- a = Constanta
- $\beta_1$  = Regression Coefficient 1
- $\beta_2$  = Regression Coefficient 2
- X1 = Perception
- X2 = Motivation
- e = Epsilon

Furthermore, the hypothesis test is carried out with the F test and t test

F test:

- H0: Simultaneously there is no influence of perceptions and motivation on women's entrepreneurial interest in the city of Bandung.
- Ha: Simultaneously there is an influence of perception and motivation on the entrepreneurial interest of women in the city of Bandung.

t test:

- H01: Perception does not affect women's entrepreneurial interest in Bandung.
- Ha1: Perceptions affect women's entrepreneurial interest in Bandung.
- H02: Motivation has no effect on women's entrepreneurial interest in Bandung.
- Ha2: Motivation has an effect on women's entrepreneurial interest in Bandung.

### III. RESULTS AND DISCUSSION

#### A. Results

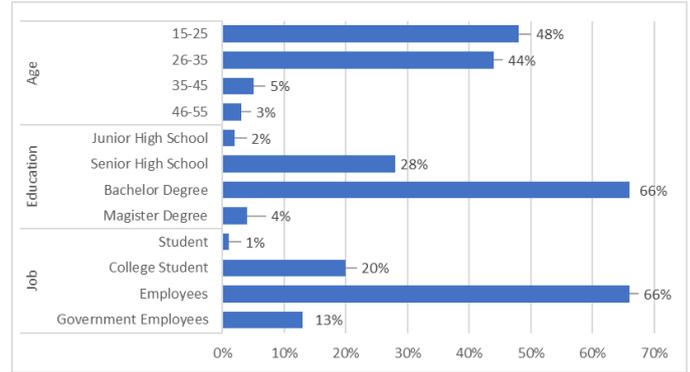


Fig. 2. Characteristics of respondents.

Based on the Figure 2 above, it is known that the characteristics of respondents based on age are dominated by age 15-25 years, which is 48%, while the lowest is at the age of 46-55 years, which is 3%.

Based on the level of education, respondents were dominated by the bachelor degree education level, namely 66% and the lowest level was junior high school education, which was 6%. Furthermore, if it is seen from the work status, it is dominated by private employees, namely as much as 66% and the lowest is the work status as a student, which is 1%.

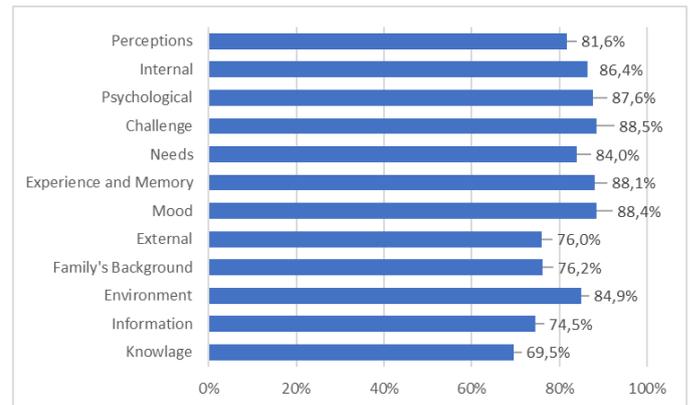


Fig. 3. Perception of respondents.

Based on the description of the respondents' perceptions in Figure 3, it is known that 81.6% are in the very high category. Apart from that, from its aspect, the internal perception is better because it has a value of 86.4% which is greater than the external perception which is 76%. Furthermore, from the aspect of internal perceptions, it is known that the lowest value is in the need indicator, while in the external perception aspect, it is known that the lowest value is in the knowledge indicator, which is 65.9%

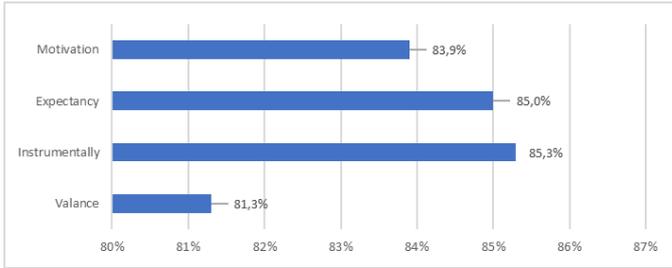


Fig. 4. Motivation of respondents.

Based on the description of the respondents' motivation in Figure 4, it is known that 83.9% is in the very high category. Meanwhile, if viewed from each of the indicators, instrumentality or confidence in getting a reward is the highest value, which is 85.3% and the lowest is in valance or guarantee, which is 81.3%.

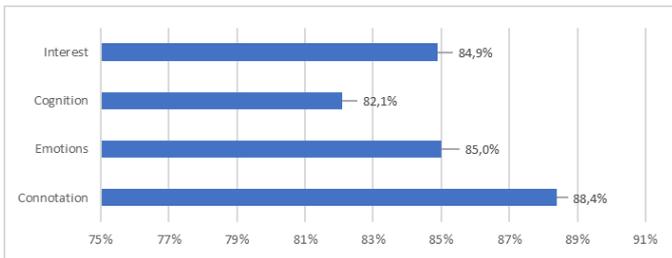


Fig. 5. Entrepreneurial interest of respondents.

Based on the description of the respondents' entrepreneurial interest in Figure 5, it is known that 84.9% are in the very high category. Meanwhile, if viewed from each of the indicators, connotation is the highest value, which is 88.4% and the lowest is cognition, which is 82.1%.

TABLE III. REGRESSION ANALYSIS

Coefficients <sup>a</sup>						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	7.122	2.100		3.392	.001
	X1	.152	.045	.332	3.351	.001
	X2	.479	.093	.510	5.144	.000

<sup>a</sup>. Dependent Variable: Y

Based on the results of the regression test above (Table 3), it can be seen that the regression equation in the study is:

$$Y = 7,122 + 0,152 X1 + 0,479 X2 + e$$

Information:

- Y = Entrepreneurial Interest
- a = Constanta
- β 1 = Regression Coefficient 1
- β 2 = Regression Coefficient 2
- X1 = Perception
- X2 = Motivation
- e = Epsilon

TABLE IV. MODEL SUMMARY<sup>B</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.799 <sup>a</sup>	.638	.630	2.542

<sup>a</sup>. Predictors: (Constant), X2, X1

<sup>b</sup>. Dependent Variable: Y

Based on Table 4, it is known that the R value or the correlation between perception and motivation with entrepreneurial interest is 0.799 and the amount of determination or influence is 0.638 or 63.8%, while the remaining 36.2% is influenced by other variables which are not examined in this study.

TABLE V. ANOVA<sup>A</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1103.915	2	551.958	85.439	.000 <sup>b</sup>
	Residual	626.645	97	6.460		
	Total	1730.560	99			

<sup>a</sup>. Dependent Variable: Y

<sup>b</sup>. Predictors: (Constant), X2, X1

Furthermore, the results of the partial hypothesis test are seen from the comparison between the value of t and t table. The t-table value for sample 100 is 1.98472, while the t-count for perception is 3.351 with a p value of 0.001 and motivation which is 5.144 with a p value of 0.000. Based on the comparison, it is known that the perception and motivation t count is greater than the perceived t table and the p value of the perception and motivation is less than 0.05 so that perception and motivation are partially stated to have a significant effect on entrepreneurial interest (Table 5).

### B. Discussion

1) *Perceptions of women entrepreneurs in Bandung City:* Based on the results of descriptive analysis, it is known that perceptions fall into the very good category. This shows that women in the city of Bandung consider that entrepreneurial activities can provide opportunities for change in their welfare which is higher than being a worker. When viewed from its aspect, internal perceptions are better than external perceptions, meaning that individual respondents' assessments are the highest driving force in moving women in Bandung to have an interest in becoming entrepreneurs. Such as psychological assessment which refers to the opportunity to fulfill the needs of entrepreneurial activities. In addition, experiences and moods can trigger women in the city of Bandung to have an interest in entrepreneurship.

Furthermore, from the aspect of external perceptions it has a low value because in general the knowledge of women in the city of Bandung about entrepreneurship is still minimal so that respondents feel it is too risky to start becoming entrepreneurs, although the overall perception shows that entrepreneurship will provide greater opportunities for change in the level of welfare.

2) *Descriptions of the motivation of women entrepreneurs in Bandung City:* Based on the results of descriptive analysis, it is known that women's motivation in the city of Bandung is at a very good level. This shows that the respondent's desire to become an entrepreneur is indeed very high, seen from the respondent's confidence in generating rewards through entrepreneurship, but this is also in line with the risk assessment of respondents who feel that entrepreneurship does not have guaranteed benefits. This means that the respondent still feels afraid if the entrepreneurial activities he is doing experience a loss. Therefore, the selection of jobs to become entrepreneurs has not been realized by many women in the city of Bandung.

3) *Description of the interest of women entrepreneurs in Bandung City:* Description of Women's Entrepreneurial Interests Based on the results of descriptive analysis, it is known that the interest falls into the very good category. This shows that if women in the city of Bandung consider that they have a high interest in becoming entrepreneurs, this can be seen from the high conviction or desire of women to become entrepreneurs. However, this conation is not balanced by cognition so that the interest of women in Bandung to become entrepreneurs is still not consistent.

4) *The influence of perception on women's entrepreneurial interest in Bandung City:* The results of the hypothesis test with the t test show if the perceived variable t count is greater than t table or the p value is greater than 0.05, so it is stated that the perception has a significant effect on entrepreneurial interest. The influence of these perceptions shows that the increase in perceptions will also increase the respondent's entrepreneurial interest.

The results of this study are in line with research conducted by Sabharawati [10] which states that an increase in individual perceptions will be in line with an increase in their interest. Therefore, when individuals want to increase their entrepreneurial interest, it can be done by increasing their perceptions about entrepreneurship.

5) *The Influence of Motivation on the Interest of Wirusaa Women in Bandung City:* The results of the hypothesis test with the t test show if the motivation variable t count is greater than t table or the p value is greater than 0.05, so it is stated that motivation has a significant influence on entrepreneurial interest. The influence of this motivation shows that an increase in motivation will also increase the respondent's entrepreneurial interest.

The results of this study are in line with the research conducted by Lestari [11] which states that increased motivation will increase interest. Therefore, when individuals want to increase their entrepreneurial interest, it can be done by increasing the motivation of the entrepreneur.

6) *The influence of perception and motivation on the interest of women entrepreneurs in Bandung City:* The results

of the hypothesis test with the F test show if Fcount is greater than F table or the p value is greater than 0.05, so it is stated that perceptions and motivation have a significant effect on entrepreneurial interest. The influence of these perceptions and motivations shows that the increase in perception and motivation will also increase the respondent's entrepreneurial interest. This is in line with the results of the determination test which showed a value of 63.8%, which means that the interests of women entrepreneurs in the city of Bandung are mostly driven by perceptions and motivation.

The results of this study are in line with the research of Sabharawati [10] and Lestari [11] which shows that of the many factors driving interest, perception and motivation are the factors that have the greatest influence in generating individual interest in something.

#### IV. CONCLUSION AND SUGGESTION

##### A. Conclusion

Based on the analysis that have been described, it can be concluded that:

- The precession of women in the city of Bandung is already in very good condition, although there are weaknesses in the indicators of knowledge.
- Motivation for women in the city of Bandung is already in very good condition, although there are weaknesses in the valance indicator
- Motivation for women entrepreneurs in the city of Bandung is already in a very good condition, although there is a weakness in cognition.
- Perception and motivation partially or simultaneously have a significant influence on the interest of women entrepreneurs in the city of Bandung
- The influence of perception and motivation on the interest of women entrepreneurs in the city of Bandung is 63.8%.

##### B. Suggestion

Since there are many things that cannot be captured in this research model, the authors make the following suggestions:

Based on the result that have implications for entrepreneurial interest, it is suggested to researchers who are concentrated on the same research object, so that they are willing to involve an accounting point of view because the results of the study show that the perceptual indicators of knowledge and motivation indicators for valance are the lowest values increased interest in entrepreneurship can be increased by increasing both of these indicators.

**REFERENCES**

- [1] L.C. Van Loon, Plant responses to plant growth-promoting rhizobacteria. In *New perspectives and approaches in plant growth-promoting Rhizobacteria research*. Dordrecht: Springer, 2007, p. 243-254.
- [2] Y. Siswadi, "Analisis faktor internal, faktor eksternal dan pembelajaran kewirausahaan yang mempengaruhi minat mahasiswa dalam berwirausaha," *Jurnal Ilmiah Manajemen dan Bisnis*, vol. 13, no. 1, 2014.
- [3] L.C. Tung, "The impact of entrepreneurship education on entrepreneurial intention of engineering students," *City University of Hongkong: Run Run Shaw Library*, vol. 11, no. 1, pp. 67-86, 2011.
- [4] T. Campbell, *Tujuh Teori Sosial: Sketsa, Penilaian, Perbandingan*. Yogyakarta: Penerbit Kanisius, 1994.
- [5] N. Krueger, "The impact of prior entrepreneurial exposure on perceptions of new venture feasibility and desirability," *Entrepreneurship theory and practice*, vol. 18, no. 1, pp. 5-21, 1993.
- [6] M. Thoha, *Perilaku organisasi konsep dasar dan aplikasinya*. Jakarta: Grafindo Persada, 2003.
- [7] J. Winardi, *Entrepreneur dan entrepreneurship*. Penerbit Kencana Prenada Media Group, 2003.
- [8] U. Sekaran, *Metode Penelitian untuk Bisnis Buku 1 Edisi Ke-4*. Diterjemahkan oleh Kwan Men Yen. Salemba Empat: Jakarta, 2006.
- [9] W.G. Zikmund, B.J. Babin, J.C. Carr, and M. Griffin, *Business research methods*. Erin Joyner, Cengage Learning, 2013.
- [10] R.K.B. Sabharawati, *Pengaruh Sikap Dan Motivasi Terhadap Minat Berwirausaha Mahasiswa Akademi Manajemen Administrasi YPK Yogyakarta. Prodi Akuntansi UPY*, 2017.
- [11] A. Lestari, L.B. Hasiholan and M.M. Minarsih, "Pengaruh Sikap Mandiri, Lingkungan Keluarga dan Motivasi terhadap Minat Berwirausaha para Remaja (Studi Empiris di Desa Jamus Kecamatan Mranggen Kabupaten Demak)," *Journal of Management*, vol. 2, no. 2, 2016.