



# Exploring the Potential of Entrepreneurial Students Through Entrepreneurial Characteristics and Dispositions

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**Abstract.** This study generally aims to analyze and provide empirical evidence of entrepreneurial self-tension that exists in a person and the expertise of managing a business, which a person has for students. On that basis, this research seeks to explore and describe the potential of entrepreneurship through the characteristics and entrepreneurial disposition of students so that graduates of this faculty, in addition to having academic excellence, also have the ability to create jobs through entrepreneurial techniques. The population of this study is active students who were enrolled in 2020–2021 Faculty of Economics and Business, State University of Manado, as users of academic administrative services as many as 2515 students. Sample are determined using the Slovin reference, with an error of 5%, a total sample of 100 students was obtained which was spread proportionally across 4 (four) study programs in Faculty of Economics and Business. The findings are, 1) student entrepreneurship intentions, in terms of all aspects, namely: entrepreneurial qualifications, self-skills, hopes of success and cooperation skills, are still in the moderate or quite satisfactory category, which is 61%. These findings show that the entrepreneurial potential of students, in terms of all aspects, falls into the category of sufficient. 2) The intention of managing student business is measured by 8 (eight) main aspects: aspects of cooperation, aspects of gold management, aspects of development of products and services, aspects of direct and indirect sales, advertising aspects and promotion, accounting aspects, aspects of personal management a, and aspects of direct and indirect sales, aspects of advertising and promotion, aspects of accounting, aspects of personal management a, and aspects of direct and indirect sales, aspects of advertising and promotion, aspects of accounting, aspects of personal management a, and aspects of aspects of direct and indirect sales, aspects of advertising and promotion, aspects of accounting, aspects of personal management, and aspects of business planning, with a moderate/moderately satisfactory category of 57%.

**Keywords:** Potential Of Entrepreneurial Students · Entrepreneurial Characteristics · Dispositions

## 1 Introduction

The concept and practical of entrepreneurship must be mastered by students because students are expected to be able to become the future of the country. They should be

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able to create jobs, not increase the number of unemployed after graduating from a college. So, as much as possible, a student is required to think creatively about business opportunities that exist in society and dare to try to start a business.

Harfandi's findings (2014) that the entrepreneurship potential of state university students reaches the middle category and even tends to increase. Various government programs aimed at producing entrepreneurs who have potential in development have been carried out, including the cultivation of an entrepreneurial spirit for highly trained students. Undergraduate college graduates are required to have entrepreneurial abilities. This hope is important given the high unemployment rate. This expectation is in line with Suhermini (2010), who proposed that we need to make efforts to create new entrepreneurs, because being an entrepreneur is not taught but educated in a non-formal sense. So, solutions are needed on how to make education able to create people to have an *entrepreneur* soul. This is usually realized with an educational model that relies not only on knowledge, but also emotionally. While existing universities only create prospective job seekers, not job creators.

Referring to the above findings, the question arises whether the entrepreneurial potential of students at the Faculty of Economics, Manado State University shows the same or different potential. Against this phenomenon, this research seeks to review as an effort to find out how to explore the potential of entrepreneurship through the characteristics and entrepreneurial dispositions of students of the Faculty of Economics, Manado State University so that graduates of this faculty in addition to having academic excellence, also have the ability to create jobs through entrepreneurship.

### **Entrepreneurial Potential and Characteristics**

Entrepreneurship first appeared in the 18th century beginning with the invention of new inventions such as steam engines, spinning machines, etc. Their main goal is the growth and expansion of the organization through innovation and creativity. Profit and wealth are not the main goal. In simple terms, the meaning of *an entrepreneur (entrepreneur)* is a person who has the spirit of daring to take risks to open a business on various occasions with a spirit of daring to take risks, meaning to be mentally independent and dare to start a business, without being overwhelmed with fear or anxiety even in uncertain conditions (Cashmere 2007: 18). Some of the definitions of entrepreneurship include: 1) Richard Cantillon (1775): entrepreneurship is defined as *self-employment*. An entrepreneur buys the current goods at a certain price and sells them in the future at an erratic price. This definition puts more emphasis on how a person deals with risk or uncertainty. 2) Jean Baptista Say (1816): an entrepreneur is an agent who unites various means of production and finds value from its production. 3) Zimmerer: entrepreneurship as a process of applying creativity and innovation in solving problems and finding opportunities to improve lives.

Departing from some of these understandings, it can be stated that entrepreneurship is seen as a function that includes the exploitation of opportunities that arise in the market. Such exploitation is largely related to the direction and or combination of productive inputs. An entrepreneur is always required to face risks or opportunities that arise, and is often associated with creative and innovative actions. An entrepreneur is a person who changes the value of resources, labor, materials and other factors of production to be greater than before and is also a person who makes changes, innovations and new

ways. The term entrepreneur appeared later after and as the equivalent of self-employed which from the beginning some people still did not fit the word private. The perception of entrepreneurship is the same as self-employed as the equivalent of *an entrepreneur*. The main potential in building and developing successful entrepreneurship starts from the education and experience of a small business owned by a person (Alma 2008). The encouragement to form entrepreneurship also comes from friends of association, family environment, community, friends where they can discuss ideas and problems faced and how to overcome them. According to Zimmerer and Scarborough (2002), saying opening and running a business does not give a guarantee that entrepreneurs will make enough money to live, but the success of the business comes from the opportunity to use one's potential to the fullest. Fostering the entrepreneurial spirit of students starts from interest. Interest is the main factor that students do not have in the field of making money. In fact, in terms of benefits by carrying out activities with capital, the main thing is to be brave, so in addition to the personal interests of students, it is also for the benefit of the country that requires competence individuals who can contribute to tackling poverty. Some, some are enthusiastic and eager to follow him, and there are also those whose spirit is only in the mouth but not applied. On the other hand, some are excited but on the grounds that they have no talent, and what is worse is that there are those who do not know at all.

Success in entrepreneurship is determined by the need to excel. Those who have high motivation are more likely to carry out energetic and innovative activity activities that require future planning and reflect individual responsibility for the output of the tasks performed (Collins et al. 2004). According to Landi (2013) An effective and successful entrepreneur will have the following characteristics: confident, environmentally oriented, task-oriented, idea-oriented and creative, future-oriented, willing to take risks, decision-making ability, planning-oriented, ability to set up a business and management skills.

In the context of business, an *entrepreneur* opens new ventures which causes the emergence of new products or ideas about the implementation of services. Characteristics of *entrepreneurs* (Schermerhorn Jr, 1999): 1) focus on internal control, 2) high energy levels, 3) high need for achievement, 4) tolerance to ambiguity, 5) self-confidence, 6) action-oriented. The characteristics of an entrepreneur according to Masykur W. are: 1) the desire to excel, 2) the desire to be responsible 3) the preference for middle risk, 4) the perception of successful ability 5) stimulation for feedback, 6) energetic activity, 7) prioritization to the future, 8) skills in organizing, 9) attitude towards money.

According to Kadek Rai Suwena (2015), skills are not only to be known, but also adequate training is needed to develop and sharpen the skills we have. To do entrepreneurship, we need to hold an assessment of ourselves and from outside ourselves, which will determine the success and failure of our efforts. According to Suryana (2011) the assessment of entrepreneurial self-potential can be seen from six aspects, namely aspects of personality, self-discipline, creativity, encouragement/desire, courage to face risks, and self-confidence.

### **Exploring One's Entrepreneurial Potential**

Measurement of a person's self-entrepreneurial potential, can be done through an assessment of the self-ability of an entrepreneur and at least can be faced with four elements that give birth to a list of questions related to one's entrepreneurial potential. These

elements are by Mas'ud and Mahmud, (2006: 217), I Gusti Agung Ketut Gede Suasana and I Gusti Made Suwandana, (2014: 22–23), and Ali et al. (2011: 12–16) includes: entrepreneurial qualifications, self-proficiency, hope of success and cooperation skills, which can be explained as follows:

1. **The qualifications of the entrepreneur**, are the basic traits that an entrepreneur possesses for his success, which include:
  - a) The task of supervising is the ability to perform the task of supervising a state of affairs as material for making one's own decisions.
  - b) Business competition is the ability to read competition in a competitive industry
  - c) Leading oneself is the ability to lead oneself with high discipline
  - d) Planning goals is an activity to plan goals/objectives before they are implemented consistently
  - e) Managing time consistently is the ability to manage time well so that you can consistently complete work on time
  - f) Standard of living is a level of pattern/lifestyle
  - f) Excellent stamina is the excellent physical ability to work longer working hours consistently
  - g) Admitting mistakes is a person's willingness to admit the mistakes made
  - h) Losing everything is a sincere feeling of sincerity if you experience failure in an effort
  - i) The fortitude of facing problems is a feeling of steadfastness if facing problems
  - j) Adapting is the ability to adapt quickly to changing business situations.
  - k) Working alone is the ability to work alone, separate from others
  - l) Decision-making is the ability to make decisions quickly
  - m) Mutual trust is a feeling of mutual trust with others
  - n) How to solve problems is the ability to solve problems effectively
  - o) Maintaining a positive attitude is the ability to maintain a positive attitude even in the face of difficulties
  - p) A communicator is a good communication skill that can emphasize ideas to others, in words that can be understood?
2. **Self-proficiency**, is the ability that a person has to realize the success of a business:
  - a) Individual skills are personal abilities that can be used as a determinant of business success
  - b) The order of proficiency levels is the order of the level of proficiency of a person in a field of business
  - c) Proficiency accommodation is the possibility that self-proficiency will be utilized effectively in the business.
  - d) The supply of capable people is the possibility to get people who have the necessary skills or expertise to run the company
  - e) The drive to become an entrepreneur is a motivation that can encourage oneself to become an entrepreneur.
3. **Success**, is the motivation for a person's success in entrepreneurship:
  - a) Business success is the target of business success to be achieved in the first year
  - b) Product consideration is a decision about the product/service being considered differently from similar products/services that already exist in the market

- c) Competitors are an understanding of how to compete with competitors within the industry
  - d) Personal income is the amount of personal income that is expected to be achieved
  - e) Policy steps are the ways that will be carried out if they do not manage to achieve the expected income
  - f) The amount of money needed is the amount of capital needed to start a business
  - g) Getting more money is the possibility of getting more money by opening your own business instead of working with others
  - h) Family support is the family's commitment in supporting the idea of opening a new business.
4. **Cooperation**, is a person's ability to cooperate with their environment.
- a) The selection of business partners is a decision about business partners selected based on the basis of their objectivity or contribution to the company
  - b) The purpose of a business partner is a business partner's goal that is more complementary than contradicting each other's goals
  - c) The limitation of business partners is the recognition of business partners of their limitations in operating the company
  - d) Partner qualifications are an understanding of the qualifications of all business partners
  - e) A compensation plan is a policy on compensation plans that can be accepted by business partners
  - f) Identification of decision making is the result of decision making that is clearly identified so that it can be accepted by every business partner
  - g) The mechanism for transferring business partners is a policy on the mechanism for transferring tasks to a more suitable place, if any business partner makes a mistake
  - h) A parting business partner is an endurance that is possessed if one of the business partners decides to separate or pass away.

## 2 Research Method

This study is an empirical approach (*ex-post facto*) which is a study carried out to examine events that have occurred and then tracks backwards to find out the factors that can cause the event. Therefore, the research method used is descriptive, by making a description of each variable that is the research problem. Variable self-competence of student entrepreneurs who focus attention on five main aspects, namely: entrepreneur qualifications, self-skills, success, teamwork, expertise in managing a business.

Data collected using questionnaires. Questionnaire is a data collection technique carried out through providing questions in writing to respondents to be answered. The questionnaire questions in this study are closed. Questionnaires are in the form of "likert" model. Supporting data collection techniques are carried out through observation, and interviews as supporting data. Other supporting data are confirmed through documentary techniques, which is collecting data through related documents in the research object.

The population of this study is active students who were registered in 2017–2018 Faculty of Economics, Manado State University, as users of academic administrative services as many as 2515 students. Due to the very large population, the research will only

**Table 1.** Guidelines for Converting Average Number of Scores Into Values With Five Categories

No.	Score Range	Number Conversion What's earned	Category
1	$>Me + 2 SD$	$> Value$	Very Good/Very Satisfying
2	$Me + 1 SD < Me \leq Me + 2 SD$	Range value	Good/Satisfactory
3	$Me - 1SD \leq Me \leq Me + 1 SD$	Range value	Medium/Quite Satisfactory
4	$Me - 2 SD \leq Me < Me - 1 SD$	Range value	Not Good/Unsatisfactory
5	$<Me - 2 SD$	$< Value$	Very Less/Very Unsatisfactory

Information: Me = mean = mean. SD = Standard Deviation of Each Aspect studied

examine samples, through sampling techniques proportional random sampling, where the proportion is students of the department program. To obtain a minimal number of samples, predictions are carried out. Determination of the minimum number of samples calculated by the formula that Slovin offers. Using an error sample of 5%, a sample of 100 was obtained, which was distributed proportionally into 5 departments available. The data analysis technique used in this study is descriptive analysis. The propensity test was performed to determine the raw score scale by categorization of satisfaction based on ideal mean and ideal standard deviation (Table 1).

### 3 Results and Discussion

1. Entrepreneurial potential is related to four main aspects, namely: entrepreneur qualifications, self-skills, success and equality, with 37 basic traits possessed by students of the Faculty of Economics, State University Manado for the most part (61%) is still classified as moderate or quite satisfactory. While the rest (39%) with unkind or unsatisfactory categories. The entrepreneurial potential of students of the Faculty of Economics, Manado State University, most of them already have good potential, so that their abilities can still be improved to become successful entrepreneurs in the future, because it already has the basic nature of entrepreneurial potential. This means that if the potential of these students continues to be fostered and trained in potential with these basic traits, it can be ascertained that the student can increase his potential which subsequently becomes an entrepreneur tough and responsible young.
2. The potential of students' expertise in managing a business that combines the potential of the medium category or quite satisfactory to the good/satisfactory to the very satisfying category is very good (93%), so that if this student is fostered related to business management skills, then in the future this student will become a strong entrepreneur. Expertise in managing a business, which was found in 8 (eight) basic

traits, namely: financial expertise, marketing expertise, product development expertise, sales expertise, promotional skills, accounting skills (making financial records), personnel management skills, and business planning skills. Although the student has not been specially trained or trained in the potential of managing the business, students of the Faculty of Economics, Manado State University have a very good ability to manage a business if they are fostered and trained about the potential of managing a business.

## 4 Conclusion

The findings are, 1) student entrepreneurship intentions, in terms of all aspects, namely: entrepreneurial qualifications, self-skills, hopes of success and cooperation skills, are still in the moderate or quite satisfactory category, which is 61%. These findings show that the entrepreneurial potential of students, in terms of all aspects, falls into the category of sufficient. 2) The intention of managing student business is measured by 8 (eight) main aspects: aspects of cooperation, aspects of gold management, aspects of development of products and services, aspects of direct and indirect sales, advertising aspects and promotion, accounting aspects, aspects of personal management a, and aspects of direct and indirect sales, aspects of advertising and promotion, aspects of accounting, aspects of personal management a, and aspects of direct and indirect sales, aspects of advertising and promotion, aspects of accounting, aspects of personal management a, and aspects of direct and indirect sales, aspects of advertising and promotion, aspects of accounting, aspects of personal management a, and aspects of business planning, with a moderate/moderately satisfactory category of 57%.

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