Advances in Social Science, Education and Humanities Research (ASSEHR), volume 227
1st International Conference on Advanced Multidisciplinary Research (ICAMR 2018)

Ecopreneurship Ability for Young Women Entrepreneur Candidates at University

Risma Haris
Universitas Negeri Makassar
Makassar, Indonesia
arismarifin@gmail.com

Jasruddin Daud Malago
Universitas Negeri Makassar
Makassar, Indonesia
jasruddin@unm.ac.id

Sapto Haryoko
Universitas Negeri Makassar
Makassar, Indonesia
sapto.haryoko@unm.ac.id

Nurlita Pertiwi
Universitas Negeri Makassar
Makassar, Indonesia
nurlita.pertiwi@unm.ac.id

***Abstract*—The critical role of young entrepreneurs in maintaining the environment is the rationale for the preparation of this study. This article describes the ecopreneurship of young women in universities. The descriptive quantitative method with focuses on prospective young female entrepreneurs aged 19-22 years. A pure young woman who was chosen to obtain 80 young candidates from female entrepreneurs from public and private universities. The comparative analyzes technique using "t" test is used to analyze the comparison between the two variables. The results of the analysis show that young women have high entrepreneurial competence on the ability to break down production process and technology, but have low entrepreneurial competence on the ability to the entrepreneurial character and business plan. While entrepreneurial competence between state universities and private universities in Indonesia there is a significant difference between the two universities.**

Keywords—ecopreneurship, young women, candidate entrepreneur

I. INTRODUCTION

For centuries, the contribution of entrepreneurship to economic development was primarily controlled by men. Very few women are involved in businesses around the world, especially in developing countries. Women role in business is a new phenomenon since the first women have become male partners who have the potential in helping to improve the quality of life welfare and family economy. The Millennium Development Goals' (MDGs) of the United Nations promoted gender equality and women's empowerment. Therefore, it is reasonable to consider young women as one of the future entrepreneurial candidates starting from the world of education including universities.

Currently, some universities in the world have to insert entrepreneurship material into the curriculum, as well as universities in Indonesia. This effort is related to the vital role of entrepreneurs in economic growth. However, entrepreneurial activities in supporting environmental sustainability are still shallow. Various facts about river waste disposal, plastic packaging, and energy use are dominated by entrepreneurial activities. The increasing the entrepreneur activity can also have a negative impact on the environmental carrying capacity of natural resources.

The concept of entrepreneurship with an environmental perspective is an entrepreneurial behavior that concerns or prioritizes the sustainability of the environment in the future. Not only are products or services directly favorable to the environment, but all activities in entrepreneurship processes that are more environmentally friendly and more efficient in energy use. The urgency of recognition the environmental education and entrepreneurship concept for younger is based on environmental awareness. The program aims to increase environmental knowledge and attitudes not only for entrepreneurship but attention to other aspects, especially the environment.

Ecopreneurship urgency on female students is due to increasingly fierce competition in the world of work, on the other hand, the business world is still characterized by the fact of gender inequality that sacrifices women's opportunities. On the other hand, women also have equal innovations with men regarding entrepreneurship development. One of the fields of entrepreneurship that women are interested in is culinary, this field is very thick with the utilization of natural resources and can cause waste. The importance of understanding women in entrepreneurship who have concern for the environment [1].

The fact of women's involvement in entrepreneurship in various state and private universities in the city of Makassar is quite significant. There are five major universities in the city of Makassar which show that the percentage of female students is 62% or the number of female students is higher than that of male students. Based on the efforts to increase environmental and entrepreneurship knowledge, the purpose of this study is to find out how the ability of entrepreneurship that is eco-friendly (ecopreneurship) in young women in public and private universities.

II. METHODS

The research design used is descriptive research. This study focuses on prospective young female entrepreneurs aged 19-22 years. Simple random sampling technique was adopted for this study, thus obtaining a sample of 80 young candidate female entrepreneurs coming from public and private universities. This study mainly relies on primary data where self-administered questionnaires are used to collect data [2]. Data collected is purely quantitative. Quantitative data is encoded and entered into the Statistical Package and analyzed using descriptive statistics [3].

Comparative analyze technique using "t" test used to see the comparison between the two variables are significantly different [4].

III. RESULTS

A. *Ecopreneurship Ability of Young Women in State and Private Universities*

Analysis of ecopreneurship ability for young women is obtained with the lowest average value. The knowledge of the company's break-even point calculation with an average value of 0.44 in public universities and 0.59 in private universities. The highest value of women knowledge is on the ability of clean and green technology production process with the average value of both public and private universities of 0.78. Detailed data analysis of young women at university is presented in table 1 below.

TABLE I. THE MEAN VALUE OF ECOPRENEURSHIP ABILITY OF YOUNG WOMEN IN UNIVERSITY

No	Eco-Entrepreneurship Ability	Average State University	Average Private University
1	Being ecopreneurship	0.67	0.64
2	Green entrepreneurial character	0.44	0.64
3	green business plan	0.46	0.62
4	Clean production process and green technology	0.78	0.78
5	Green branding	0.63	0.73
6	Green marketing mix	0.48	0.67
7	Break even point	0.44	0.59

The researcher found that the women ability for the clean production process and green technology was higher than others criteria. This ability includes the competence to explain the meaning and characteristics of clean production and green technology. The respondents also able to explain the type and form of clean and green production technology process. Furthermore, the competence also includes the ability to make a flow diagram of the net production process based on their respective business field and ability to utilize recycled products.

The indicators of Eco-Entrepreneurship are described as follows;

- Being Ecopreneurship explains that every student must have a dream of being an entrepreneur and even as an environmentally-friendly entrepreneur. The dream is the trigger to find solutions regarding the minimizing the impact of manifestations on the environment caused by entrepreneurial activities. This opinion is corroborated by the theory of Costea-Dunarintu (2016) which states that in creating a business should be sustainable, wherein entrepreneurship should ensure its management is based on ecopreneurship that provides more solutions to the environment [5].
- The green entrepreneurial character explains the importance of the character of green values that are environmentally sound towards prospective young entrepreneurs, especially for female students. This opinion is corroborated by the statements of Researchers Dumont, Shen and Deng (2017) about green values that explain that green values are often combined with ecopreneur actors in seeing market opportunities [6].
- The green business plan explains the green product innovation carried out by entrepreneurs. This opinion was corroborated by Faizul and Sachari (2014) about a society that began to switch to a more environmentally friendly lifestyle, and this was seen by business people as a business idea [7].
- Clean production process and green technology describe the production and technology of environmental prediction and the type and form of production. This opinion is reinforced by Severo *et al.* (2015) who according to him the concept of clean production is a preventive strategy to minimize the impact of product production on the environment [8].
- Green appeal reveals the need for brands to be part of environmental management. This opinion is reinforced by Haris (2017); Lin, Lobo, and Leckie (2017) who defines green branding is a brand that is oriented to the environment and has a positive perception and has emotional benefits to the minds of consumers [9], [10].
- The last indicator is Green marketing which is the ability of entrepreneurs to prepare a product while marketing the product by participating in making the environment a significant achievement. Diana means that it has participated in campaigning for the environment. This opinion is in line with Ottman, (2017) which explains if a company can provide products or services that satisfy its consumers' environmental needs, then consumers will choose these products [11].

B. *Comparative analysis*

The following is a t-test assessment between public universities and private universities in the entrepreneurship compositions of students at both universities.

TABLE II. STATISTICAL VALUE

University	N	Mean	Std. Deviation
State university	40	0.5573	0.18645
Private university	40	0.6680	0.12821

Table 2 describes the Mean or the average of each university, namely the state university value of 0.5573 where lower than the private university that is 0.6680.

The result of the t-test analysis describes that p-value is 0.003 or p-value <0.05. The analysis means that there was difference ability of two kinds of the university. The mean difference is -0.11075. The negative means that State University has a lower Mean than Private University.

TABLE III. T-TEST ANALYSIS

Value	Levene's Test for Equality of Variances		T-Test for Equality of Means						
			t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
	F	Sig.						Lower	Upper
Equal variances assumed	3.611	0.061	-3.096	78	0.003	-0.11075	0.03578	-0.18198	-0.03952
Equal variances not assumed			-3.096	69.141	0.003	-0.11075	0.03578	-0.18212	-0.03938

C. Crosstabulation Analysis Both of Ability and Universities

TABLE IV. CROSS TABULATION STATISTICS

Young Women in	Describe	Ability				Total
		Very low	Low	Medium	High	
University Private	Count	0	2	25	13	40
	Expected Count	2.0	5.0	23.5	9.5	40.0
	UNIVERSITY	.0%	5.0%	62.5%	32.5%	100.0%
	ABILITY	.0%	20.0%	53.2%	68.4%	50.0%
	Total	.0%	2.5%	31.2%	16.2%	50.0%
University State	Count	4	8	22	6	40
	Expected Count	2.0	5.0	23.5	9.5	40.0
	UNIVERSITY	10.0%	20.0%	55.0%	15.0%	100.0%
	ABILITY	100.0%	80.0%	46.8%	31.6%	50.0%
	Total	5.0%	10.0%	27.5%	7.5%	50.0%
Total	Count	4	10	47	19	80
	% of Total	5.0%	12.5%	58.8%	23.8%	100.0%

The result of cross-tabulation analysis describes that there are two young women in private university with low entrepreneur ability, 25 young women with average entrepreneur ability and 13 others with high entrepreneur ability. While for young women in a state university, four young women have very low entrepreneur ability, eight young women have low entrepreneur ability, 22 young women have medium entrepreneur ability, and the remaining six other young women have high entrepreneur ability.

D. Analysis of Chi-Square

TABLE V. CHI-SQUARE TESTS

Describe	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.370[a]	3	0.016
Likelihood Ratio	12.232	3	0.007
Linear-by-Linear Association	9.680	1	0.002
N of Valid Cases	80		

a. 2 cells (25,0%) have expected count less than 5. The minimum expected count is 2,00.

Chi-square test above can be seen that the value of p-value significance of 0.016 and chi-square value of 10.370. Because the significance value of 0.016 <(0.05) then Ho is rejected and Ha accepted which means that there is a relationship between a university with the eco-entrepreneur ability of young women.

The learning environment can affect one's ecopreneurship ability. The education cost tends to be more expensive at private universities. Higher financial needs were driving for their entrepreneurship motivation. The other side, in private universities with a rigorous learning program, leads the little flexible time. Both of these factors are the cause of differences in ecopreneurship abilities for women in two kinds of universities. In private universities, more young women as entrepreneurial are very concerned about the eco-preneurship business world, especially in terms of process production and green technology, for example, making accessories from splash fabric, waste plastic into pencil boxes, storage boxes, flower pots, and trash bins.

IV. CONCLUSIONS

Concluded that most young women have high entrepreneurial competence on the ability to break down production process and technology, but have low entrepreneurial competence on the ability to the entrepreneurial character and business plan. While entrepreneurial competence between state universities and private universities in Indonesia there is a significant difference between the two universities.

ACKNOWLEDGE

Thank you to the Ministry of Research, Technology and Higher Education of the Republic of Indonesia (Kemenristekdikti) for funding this research in a research grant program. As well as all, fellow researchers who have helped with the completion of this research.

REFERENCES

[1] M. Kabir, H. I. Ibrahim, and K. A. M. Shah, "Entrepreneurial competency as a determinant for success of female entrepreneurs in Nigeria," *Indones. J. Bus. Entrep.*, vol. 3, no. 2, p. 143, 2017.

[2] S. E. Kemp, M. Ng, T. Hollowood, and J. Hort, "Introduction to Descriptive Analysis," *Descr. Anal. Sens. Eval.*, p. 1, 2018.

[3] R. Haris, S. Haryoko, J. D. Malago, and N. Pertiwi, "The Competence of Young Entrepreneur Candidate in University, Indonesia," *J. Entrep. Educ.*, 2018.

[4] N. Aidara, "Introduction to Probability and Statistics," 2018.

[5] A. Costea-Dunarintu, "Ecopreneurship," *Calitatea*, vol. 17, no. S1, p. 340, 2016.

[6] J. Dumont, J. Shen, and X. Deng, "Effects of green HRM practices on employee workplace green behavior: The role of psychological green climate and employee green values," *Hum. Resour. Manage.*, vol. 56, no. 4, pp. 613–627, 2017.

[7] K. M. Faizul and A. Sachari, "Tinjauan Desain Produk Indonesia yang Berwawasan Lingkungan: Magno, Studiohiji, dan Cehaideatorium," *Prod. Des.*, vol. 2, no. 1, 2014.

[8] E. A. Severo, J. C. F. de Guimarães, E. C. H. Dorion, and C. H. Nodari, "Cleaner production, environmental sustainability and organizational performance: an empirical study in the Brazilian Metal-Mechanic industry," *J. Clean. Prod.*, vol. 96, pp. 118–125, 2015.

[9] R. Haris, "Green Brand Characteristics For The Entrepreneurs," *UNM Environ. Journals*, vol. 1, no. 1, pp. 23–27, 2017.

[10] J. Lin, A. Lobo, and C. Leckie, "The role of benefits and transparency in shaping consumers' green perceived value, self-brand connection, and brand loyalty," *J. Retail. Consum. Serv.*, vol. 35, pp. 133–141, 2017.

[11] J. Ottman, *The new rules of green marketing: Strategies, tools, and inspiration for sustainable branding*. Routledge, 2017.