

The Influence of Intention to The Entrepreneurship Motivation of Private University Student's in Makassar

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Abstract. This study aims to determine the effect of entrepreneurial intentions on entrepreneurial motivation. Entrepreneurial intention is measured through Knowledge about entrepreneurship, subjective norms and entrepreneurial attitudes. Meanwhile, motivation is measured by indicators of inspiration, entrepreneurial environment and information—quantitative study by distributing questionnaires to 400 students at five private universities in Makassar City. Respondents are students who have undergone more than five semesters. The data analysis used is descriptive quantitative research and simple regression. The analysis results show that entrepreneurial intention positively affects entrepreneurial motivation in students at a private university in Makassar City.

Keywords: Intention, Motivation, Entrepreneurship

INTRODUCTION

Higher education as a forum for transferring Knowledge aims to produce graduates with competence in their fields, quality and character. One form of character development in tertiary institutions is the formation of entrepreneurial character or having the courage to be responsible, have a strong will, dare to take risks and have a solid determination to succeed. Therefore, all tertiary institutions in Indonesia include entrepreneurial content in the curriculum.

Students, as human resource assets are not only expected to have cognitive abilities but also must have entrepreneurial character. This potential is an effort to anticipate employment difficulties and the dynamics of world economic growth. Entrepreneurial activity is considered to have high stability in conditions of economic uncertainty. With entrepreneurial abilities, humans develop their creativity and innovation to get bigger market opportunities. With this potential, the community can maintain their welfare even with unstable economic conditions.

Efforts to cultivate the entrepreneurial spirit of students in tertiary institutions are believed to be an alternative solution as a way to reduce the unemployment rate. Scholars are expected to become educated young entrepreneurs who can start their businesses. Student entrepreneurship intention is a form of interest in knowing the supporting aspects of entrepreneurship.

The desire for entrepreneurship is not enough to rely on talent. It can grow due to several factors that influence it. The elements in question can come from within or

outside the individual. Internal factors include intellectual intelligence honed through Knowledge, experience and training; and emotional intelligence, such as the birth of creative ideas or ideas. In contrast, external factors such as the family environment, school environment, community environment, and economic conditions encourage individuals. They take innovative actions to survive by producing something of value and being accepted in the market.

Entrepreneurial intention is an individual's motivation to act in a certain way. Hisrich, Peters & Shepherd [1] suggests that entrepreneurial intention can be used to determine how hard an individual is trying to become an entrepreneur. The reasons for individuals trying to become entrepreneurs through entrepreneurial intent can be caused by several reasons, including the existence of hopes, desires, ambitions, goals, plans or something to strive for in the future. As stated by [2], that intention is a term related to action. It is an essential element in some activities, which refers to the state of mind of an individual. It is directed to do something that can or cannot be done and either to present or future action.

Entrepreneurial intention lasts from the time the individual starts forming a business. It indicated that collecting various trade-related things is a foundation that can make creating and running a better business easier. Some of the results of previous research on entrepreneurial intentions, among them [3], use three dimensions of entrepreneurial intention, both originating from within oneself and its relationship with one's environment, namely: 1) personality factors, 2) demographic factors, and 3) environmental factors.

It can be stated that entrepreneurial intention is the motivation within the individual to carry out a series of activities. The intention is also indicated by information-seeking actions related to plans for establishing a business to meet future needs. More to McClelland 1971,[4] there are three characteristics of individuals who have a high demand for achievement, namely: 1) liking personal responsibility in making decisions, 2) risk-taking, namely being willing or daring to accept risks according to their level of ability, 3) having an interest in learning from the decisions taken.

Four factors that represent an individual's personal self can determine individual entrepreneurial intentions: desires, preferences, plans and behaviour expectancies. Desires are individual desires to start a business. Furthermore, preferences or choices present within the individual to engage in entrepreneurial-oriented activities are a need that must be met and a desire to make it happen. Plans are a hope embedded in the individual to start a business in the future. In comparison, behaviour expectations are an individual psychological condition that is shown through behavior that leads to actions to realize his desire to start building and running the expected business [3][5].

The combination of planned behavior and Katz's theory must be taken into account in influencing an individual's entrepreneurial intention, namely the level of feeling that he believes he is capable of carrying out actions known as self-efficacy. Hisrich supports this opinion, Peters dan Shepherd [6] which states that entrepreneurial intention will arise if he has: 1) Entrepreneurial Self Efficacy, namely the belief that he can become a successful entrepreneur and 2) perceived desirability, namely the feeling of

pleasure when carrying out entrepreneurial activities to give birth to the creativity needed. Research on aspects of individual entrepreneurial intentions has received considerable attention from researchers. This is based on the view that individuals intending to start a business will have better readiness and progress in the business being carried out than individuals without the intention to start a business. As Kruger et al in [2] stated, intention is the best predictor of entrepreneurial behaviour. Therefore, intention can be used as a basic approach that makes sense to understand who will become an entrepreneur shah [7].

Based on the descriptions presented, it can be said empirically that entrepreneurial motivation will result in those influenced by entrepreneurial intentions. This research was conducted because of the need for data on the influence of entrepreneurial intentions on the entrepreneurial motivation of private university students in Makassar.

RESEARCH METHOD

This research is a quantitative study with the type of ex-post facto to see a picture of entrepreneurial intentions in students. As many as 400 students at private universities in Makassar City became respondents. The sample selection criteria were students who had undergone five semesters of lecture activities using the questionnaire instrument as a data collection tool consisting of various indicators. The instrument of entrepreneurial intention includes three indicators: attitudes, subjective norms and entrepreneurial Knowledge. Meanwhile, motivation for entrepreneurship consists of indicators of inspiration, entrepreneurial environment and information. Data analysis techniques through inferential descriptive statistics to see how much entrepreneurial intentions influence the entrepreneurial motivation of private university students in Makassar.

RESULT AND DISCUSSION

Result

1. Descriptive Data Analysis

a. Entrepreneurial Intention

Entrepreneurial intention aims to build and create entrepreneurial motivation for students. This instrument consists of 9 (nine) statements and includes three indicators, namely indicators; Attitudes, subjective norms and entrepreneurial Knowledge. Furthermore, the distribution of recapitulation of respondents' answers about student entrepreneurial intentions is presented as follows:

Table 1. Data Recapitulation of Entrepreneurship

Variable	Percentage	Category
Attitudes	2.86	Currently

Subjective Norms	2.69	Currently
Entrepreneurship Learning Outcomes	2.23	Low

Based on Table 1, the entrepreneurial intention of students in the Attitude aspect is in the Moderate category. This means entrepreneurial intentions cannot emerge if students do not have a positive attitude. According to students, entrepreneurial intensity can arise if there is support from friends, the role of family, and successful entrepreneurs so that students feel confident in what they do when entrepreneurship. The attitude of high behaviour in entrepreneurship in students will not be able to arise because of the age factor that is still young or old, but because of experience. Indicators of student entrepreneurial intention in the aspect of subjective norms show a very moderate category where in subjective norms. The creation of entrepreneurial intensity in students can arise due to support from the role of the family if students see people who have been successful in entrepreneurship.

Furthermore, the indicator of student entrepreneurial intentions in Entrepreneurial Knowledge is still low. This means that the results of student entrepreneurship learning have not been able to create entrepreneurial intentions in students. The better the student's entrepreneurship education, the higher their entrepreneurial intentions. However, sometimes entrepreneurial intentions If someone appears instead of taking entrepreneurship education, it's not because they already have entrepreneurial intentions, but because of other factors. In accordance with the capital of entrepreneurship education, the strength of student entrepreneurs will rise because of the understanding of entrepreneurship attached to them.

b. Entrepreneurial Motivation

Entrepreneurial motivation aims to identify, build and create entrepreneurial motivation for students. This instrument consists of 9 (nine) statements and includes three indicators, namely indicators; Inspiration, Entrepreneurial Environment and Information. Furthermore, the distribution of recapitulation of respondents' answers about student motivation for entrepreneurship can be presented as follows:

Table 2. Data Recapitulation of Entrepreneurship Motivation

Variable	Percentage	Category
Inspiration	3.46	High
Entrepreneurial Knowledge	2.66	Currently
Information	4.24	Very High

The Table 2 shows that student entrepreneurship motivation in the Inspiration aspect is in the High category. The entrepreneurship motivation grows as a school effort to encourage student entrepreneurship interest. Entrepreneurship motivation can be done by looking directly at the entrepreneurship activities themselves. Strong entrepreneurship motivation will

inspire someone to achieve their desires to the fullest. Indicators of student entrepreneurship motivation on environmental aspects of entrepreneurship show the medium category. This means that motivation for entrepreneurship based on environmental aspects arises because they want to imitate people who have advanced beforehand. Motivation for entrepreneurship is due to parental support for entrepreneurship and the growth of one's motivation because society appreciates the entrepreneurial profession. Furthermore, the indicators of student entrepreneurship motivation in the information aspect of entrepreneurship turned out to be very high. From an informational point of view, the growth of student entrepreneurship motivation was due to utilizing information from the media. The large variety of unicorns that can be accessed can open perspectives for participating in entrepreneurship, and the information available on all lines has been able to fulfil initial information for someone to think about starting a business.

2. Inferential Statistical Analysis.

Based on the analysis results, it is known that the influence of entrepreneurial intentions on the entrepreneurship motivation of private university students in Makassar is 0.331. These results indicate that entrepreneurial intentions affect student entrepreneurship motivation.

The most essential thing is that experience encourages the creation of student entrepreneurship motivation. If there is support from friends, the role of family, successful entrepreneurs so that students feel confident in what they do when entrepreneurship. Experience. The better the entrepreneurship education, the higher the entrepreneurial intention, seeing the entrepreneurial activities themselves directly because they want to imitate people who have advanced beforehand, the communities will increase their appreciation for the entrepreneurial profession. Furthermore, it utilizes information from the media that can open perspectives to participate in entrepreneurship.

Discussion

The results showed that students' entrepreneurial intentions on the Likert scale were in the middle with a value of 2.86% from an attitude and behavior point of view. Entrepreneurial intentions would arise if business actors had a positive attitude within them. Entrepreneurial intensity can arise if there is support from friends, family roles, successful entrepreneurs so that individuals feel confident in what individuals have done when entrepreneurship. Furthermore, the study results show that student motivation for entrepreneurship on the Likert scale is very high, with a score of 4.24. The entrepreneurial motivation grows as a school effort to encourage student entrepreneurship interest. Strong will encourage a person to achieve his desires to the fullest. Indicators of student entrepreneurship motivation on environmental aspects show a good category. This means that motivation for entrepreneurship based on environmental aspects of entrepreneurship arises because they want to imitate people who have advanced

beforehand, motivation for entrepreneurship is due to parental support for entrepreneurship, and the growth of one's entrepreneurship motivation because society appreciates the entrepreneurial profession. Furthermore, the indicators of student entrepreneurship motivation in the information aspect of entrepreneurship turned out to be very high, and this means that from an information point of view, the growth of student entrepreneurship motivation was due to utilizing information from the media. The large variety of unicorns that can be accessed can open perspectives for participating in entrepreneurship, and the information available on all lines has fulfilled initial information for someone to think about starting a business.

CONCLUSION

Based on the results of the study, it shows that entrepreneurial intentions affect the entrepreneurship motivation of private university students in Makassar. With the high category of entrepreneurial intentions owned by students, it can encourage student entrepreneurship motivation itself.

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