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KARYA ILMIAH : JURNAL ILMIAH

Judul Karya Ilmiah (Artikel) : Model of Strengthening the Entrepreneurship Character Through Entrepreneurship Commitment
Jumlah Penulis : 3 (tiga) orang
Status Penulis : penulis pertama, penulis kedua, penulis ketiga
Identitas Jurnal Ilmiah :
  b. Nomor ISSN : 0128-2603
  c. Volume, nomor, bulan, tahun : 3 (2), April - Juni, 2018
  d. Penerbit : GATR Enterprise

Kategori Publikasi Jurnal Ilmiah :
  x Jurnal Ilmiah Internasional / Internasional Berputar
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  Jurnal Ilmiah Nasional dengan ISSN

(beri x pada kategori yang tepat)

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Foreword
Kashan Pirzada

Model of Strengthening the Entrepreneurship Character Through Entrepreneurship Commitment
*Iffah Budingsih,1* Masduki Ahmad,2 Heri Sukamto3

Awareness of Tourism Products and Tourist Satisfaction: A Case of Indonesia
Tri Puspitasari,1 Raden Andi Salarso,2 Imam Saroso,3 Diah Yuli Setiarini4
Model of Strengthening the Entrepreneurship Character Through Entrepreneurship Commitment

Ifah Budiningsih,1*, Masduki Ahmad,2, Heri Sukamto3

1 As-Sya'ifiyyah Islamic University, Jakarta – Indonesia
2 Jakarta State University, Jakarta – Indonesia
3 As-Sya'ifiyyah Islamic University, Jakarta – Indonesia

ABSTRACT

Objective – This study aims to determine the relationship between entrepreneurship character with entrepreneurship commitment.

Methodology/Technique – 47 randomly selected undergraduate students studying Business Economics at the As-Sya'ifiyyah Islamic University, Jakarta are surveyed and the data is analyzed using descriptive analysis, correlation and regression methods.

Findings – The results show that entrepreneurship commitment has a strong positive influence on entrepreneurship character (0.66). Entrepreneurship commitment is therefore an important instrument to strengthen the character of entrepreneurship. Further, strengthening the character of entrepreneurship can be predicted by entrepreneurship commitment using a simple regression model: \( Y = 0.658 + 0.823X \).

Novelty – In addition, the contribution of entrepreneurship commitment towards the formation of character of entrepreneurship is 44%, with factors such as discipline, perseverance, honesty, fighting power etc. contributing the remaining 56%.

Type of Paper: Empirical

Keywords: Entrepreneurship; Character; Entrepreneurship Commitment.

JEL Classification: M10, M16, M19

1. Introduction

Higher education institutions play a critical role in shaping and preparing entrepreneurship among their students. Human beings are gifted with various entrepreneurial skills at differing levels, which are developed through entrepreneurship coaching at university, through formal or non-formal education or through environmental interactions.

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The world’s population is steadily growing, and so too is the rate of unemployment among youths. Further, businessmen within a population are partially responsible for the creation of new jobs. The ideal proportion of businessmen in a given country is 2% of its total population. For instance, the number of businessmen in the United States of America currently equals 12% of its total population, whereas Singapore is 7%, China and Japan are approximately 10%, Malaysia is 5%, and Thailand is around 4%. Various studies show that jobs are primarily created by entrepreneurs as they are the main driving force of the economy and economic growth necessarily leads to the creation of jobs. This means that entrepreneurship coaching for university students is an important way to encourage entrepreneurship among youths. The creation of young entrepreneurs is influenced by various factors, including:

a. Entrepreneurship character: a heredity factor, which is enhanced through environmental experiences.

b. Supportive family environment: particularly families with a background in business, which provides deeper understanding and experiences.

c. Workplace environment: interaction between business colleagues will sharpen the regeneration of entrepreneurs.

d. Entrepreneurship coaching and training, either formal or informal: this coaching through various entrepreneurship coaching or courses will strengthen entrepreneurial skills such as knowledge, skills and attitudes.

e. Strong commitment: the existence of strong commitment to become entrepreneur will assist the regeneration process of young entrepreneurs.

f. Other entrepreneurship development factors, such as: persistency, discipline, honesty, integrity, creativity, etc.

One of the integral factors in establishing a new generation of entrepreneurs is ‘entrepreneurship commitment’, which is the focus of this study. Human beings are naturally gifted with varying degrees of entrepreneurship character. This entrepreneurship character determines a person’s talents and interests in developing their careers and predicts one’s success in becoming an entrepreneur. These characters include: strong independence, willingness to take risks, willingness to learn from experience, preparedness in facing challenges, hardworking, high self-confidence, a desire to excel, creativity and a predisposition to innovation.

Entrepreneurship commitment refers to one’s attitude toward becoming an entrepreneur. Entrepreneurship coaching and training during school (entrepreneurship competencies) is an important area of focus for higher education institutions, as this will lead to the birth of new entrepreneurs by enhancing their innate entrepreneurship characters. A person with strong entrepreneurship commitment is more likely to become a strong and successful entrepreneur, which can lead to the creation of jobs, not only for themselves, but also for others. Entrepreneurship commitment is one of the variables that shape an individual’s entrepreneurship character, and the extent of this contribution is the focus of this study.

2. Literature Review

2.1. Entrepreneurship Character

In general, character can be defined as the set of attitudes that influences all thoughts, feelings, and behaviors of a human being which are shaped by genetic factors, habit, and interaction with the environment, etc. One’s character can be predicted from their daily behaviors. In general, one’s character is often used synonymously with personality, however, Gordon Allport, in Ziegler (1992), states that character differs from personality, while personality refers to one’s actions directed toward a self-statement, character is related to moral standards or value systems, to determine one’s actions. Hence, character forms part of one’s
personality. Further, Ziegler (1992) states that general characters can also be defined as certain unique attitudes of a person that define them, which are influenced by genetics, social experiences and the environment. Entrepreneurship is derived from the French term, "entreprendre", which means an adventurer, risk taker, contractor, businessmen, or a person who does certain business, or an inventor who sells his or her invention. According to Hisrich-Peters in Alma (2006:21), entrepreneurship is a process of creating something unique and different from others by using certain activities, along with capital, and involves inherent financial, mental and social risks. The end result of entrepreneurship is the receipt of reward and satisfaction, and private independence. In this sense, entrepreneurship is related to the invention or creation of something new. Okoye (2016:73-80) states that entrepreneurship refers to the tendency to desire to carry out entrepreneurial activities, that is, to create a job for oneself by establishing a business. Tendency also implies a degree of thought that directs individual’s attention toward specific goals to achieve what they desire. Ahmad (2013:351-355) states that someone who has entrepreneurial spirit typically has a cognitive orientation that includes will-power, desires and expectations that affect their decision to pursue entrepreneurship.

Further, according to Murphy and Pack, in Alma (2006:91), the characteristics of successful entrepreneurs include: hard working, good appearance, self-confidence, decision making skills, willingness to continue learning, ambitious for success, and good communication skills. Marbun in Alma (2006:45) further states that an entrepreneur must also have the following characteristics: self-confidence, be task and results oriented, willingness to take risks, good leadership skills, a genuine nature, and be future oriented. According to Othman et al. (2017:55), entrepreneurship is a cognitive orientation which encompasses a willingness to start their own start business.

In referring to the definitions of entrepreneurship above, it can be concluded that entrepreneurship character refers to one’s unique attitudes that shape their personality, which typically involve an interest in the creation of a new product or service. Those unique characters include: self-confidence, task and results oriented, willingness to take risks, leadership skills, innovative and future oriented.

2.2. Entrepreneurship Commitment

Commitment refers to a strong willingness to align one’s attitudes and personal behaviors with one’s environmental needs. The word commitment is often related to other words such as organizational commitment, commitment toward performance, cooperation commitment, commitment toward profession, commitment toward entrepreneurship, etc. According to Gibson (2009:315), commitment towards organization is a form of loyalty that one expresses toward an organization. Sopiah (2008:115) states that commitment is one’s relative strength in identifying his or her involvement in things. Further, Mar’at (2004:87) argues that one’s commitment is influenced by several factors, such as motivation, compensation, training, leadership function, cooperation climate, and work spirit. In addition, Bansal, Irving and Taylor (2004) define commitment as a strength that binds someone in an action that is relevant to one or more targets. Porter et al., as cited in Armstrong (2006:271-272), defines commitment as an attachment and loyalty, and a relative power of individual identification to one’s involvement in an organization. This relative power encompasses three things: (1) a strong willingness to maintain the activities in an organization, (2) a strong belief in, and acceptance of, the values and objectives of an organization, and (3) a willingness to work and exert effort on behalf of the organization. These three factors are important characteristics of one’s level of commitment.

Based on the above description, commitment can be described as one’s relative involvement in an organization which is expressed through their attitudes and behaviors. Curtis and Wright (2001) divide organizational commitment into 3 categories: (1) a willingness to maintain one’s membership in an organization, (2) a strong belief, and acceptance of, an organization’s objectives and values and (3) a willingness to work hard as part of the organization. These 3 things should be adopted as dimensions of
entrepreneurship commitment, namely: a) loyalty to the field of entrepreneurship, b) a belief and strong acceptance of the values of entrepreneurship and c) a willingness to work hard.

In referring to description above, entrepreneurship commitment can be defined as one’s relative involvement in an organization, which is expressed through their attitudes and behaviors, that can be used to determine the extent of that person’s involvement in entrepreneurship activities. This is indicated through the existence of: a) loyalty, b) a strong belief and acceptance of the organization’s values, c) a willingness to work hard. Further, inventors also have the following characteristics: self-confidence, task and results oriented, willingness to take risks, leadership skills, innovation and future-oriented.

3. Research Methodology

The objective of this study is to test and analyze the influence of entrepreneurship commitment (X) with the establishment of entrepreneurship commitment (Y). The research method in this study is a correlational survey method between the independent variable (X) and the dependent variable (Y). A simple linear regression analysis is used to determine the correlation model between the X and Y variables, whereas the correlational analysis is used to determine the strength of the relationship. The target population in this study is 3rd year students in the Faculty of Economy and Business at As Syafi’iyah Islamic University in Jakarta with a total of 238 students. Of those students, 87 students were taken as samples through a simple random sampling method. The data collection method used is questionnaires using a Likert scale with the following categories: 5 = very strong/very high, 4 = strong/high, 3 = moderate, 2 = weak/low, and 1 = very weak/very low. The data from this study is analyzed through descriptive analysis, correlational analysis, and simple linear regression analysis using the SPSS software program for Windows.

4. Research Results

4.1 Descriptive Analysis of Entrepreneurship Character and Entrepreneurship Commitment Variables

In general, the entrepreneurship character (Y) data can be described as follows: the average score for entrepreneurship character is 3.74 (almost 4) which means that the entrepreneurship character of the respondents is strong, with a deviation standard of 0.43. The entrepreneurship commitment data can be described as follows: the average score (mean) of entrepreneurship commitment is 3.75 (almost 4) which means that the respondents’ entrepreneurship commitment is high, with a deviation standard of 0.35.

4.2. Analysis of Simple Linear Correlation and Regression

Prior to the administration of the correlational analysis and the simple regression analysis, the data is tested for its normality and linearity. The normality test used in this study is the Kolmogorov-Smirnov test, which shows that the sample data of the X and Y variables have ‘normal’ distribution; whereas the ANOVA test shows that the X and Y data is linear. Based on Table 1. below, the correlation coefficient is r=0.664 with sig < 0.05 (0.00 <0.05). Therefore, the correlation between entrepreneurship character and entrepreneurship commitment is positive and strong, meaning that the higher one’s entrepreneurship commitment is, the stronger their entrepreneurship character will be. Further, the determinant coefficient value (R square) = 0.441, which means that the contribution of entrepreneurship commitment (variable X) is 44% and the remaining 56% is described by other factors such as discipline, persistence, fighting spirit, honesty, etc. Commitment, as the single variable, has a large contribution (44%), which implies that ‘entrepreneurship commitment’ is a ‘dominant’ of entrepreneurship character.
Table 1. Analysis Result for Correlation Between Y and X

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a. Predictors: (Constant), Commitment
b. Dependent Variable: Character

Further, from the simple linear regression analysis using the SPSS version 16.0 software program for Windows as presented in Table 2 and 3, the regression coefficient value is $b=0.823$ and the constant $a=0.658$. Therefore, the functional correlation between entrepreneurship character ($Y$) and entrepreneurship commitment ($X$) can be shown through the following regression equation:

$$\hat{Y} = 0.658 + 0.823 X.$$  

The significance test of the regression constant $a=0.658$ (see Table 3) shows an 'insignificant' correlation, as the value of $\text{sig} > 0.05$ (0.085 > 0.05), which means that the constant does not have a significant influence on the establishment of entrepreneurship character (can be ignored). The significance test for the regression coefficient $X$, $b=0.823$ (see Table 3) shows a 'significant' result, as $\text{sig} < 0.05$ (0.00 < 0.05). Further, the significance test on the simple linear regression model $\hat{Y} = 0.658 + 0.823 X$ through the $F$ test shows a 'significant' result, as $F \text{count} > F \text{table}$, either in $\alpha = 0.05$ (67.103 > 3.96) or in $\alpha = 0.01$ (67.103 > 6.96) as well as the value of $\text{sig} 0.00 < 0.05$ (Table 3). This indicates that the model $\hat{Y} = 0.658 + 0.823 X$ is 'highly significant and cannot be ignored' to predict 'entrepreneurship character' by using the data of entrepreneurship commitment if that data is known. The simple linear regression model, $\hat{Y} = 0.658 + 0.823 X$, indicates that each increase/decrease by 10 score units in one's entrepreneurship commitment will produce an increase/decrease of one’s entrepreneurship character by an average of $d=0.658 + 0.823 (10) = 8.888$ units in the constant of 0.658. If one's entrepreneurship commitment = 0, then that person's entrepreneurship commitment is only 0. 658 units, hence it can be said that if one has no entrepreneurship commitment, then they will have low entrepreneurship character.

Table 2. Variance of Analysis (ANOVA) Result for Simple Linier Regression

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Predictors: (Constant), commitment
Dependent Variable: character

5. Discussion

The study shows that the correlation between ‘entrepreneurship character’ and ‘entrepreneurship commitment’ is ‘positive and strong’. The contribution of commitment as a single variable against the establishment of entrepreneurship character is 44%, this shows that ‘entrepreneurship commitment’ is the ‘dominant’ factor of ‘entrepreneurship character’ that determines the strength of one’s ‘entrepreneurship character’. The remaining 56% of entrepreneur character is determined by other factors such as discipline, persistency, fighting spirit, honesty and creativity, etc.

Porter et al. which is cited in Armstrong (2006:271-272), defines commitment as an attachment and loyalty, which are the relative power of individual identification and involvement in an organization. This relative strength encompasses 3 things: (1) a strong willingness to maintain their involvement within the activity, (2) a strong belief and acceptance of the values and objectives of the activity, and (3) a readiness or willingness to put in large efforts to achieve the objectives of the activity. These 3 factors are the characteristics that determine the extent of one’s commitment toward entrepreneurial activity.

From the description above, it can be seen that an increase entrepreneur character among young people can be achieved by increasing their entrepreneurship commitment through:

1. Increased activities in business, to increase their loyalty to that business;
2. Stronger ethical values (entrepreneurship values); and
3. Continuously education to create something different from others (increasing their creativity).

Higher education institutions play a crucial role in the development of entrepreneurship. Illes et. al (2015:52) states that in order to increase the success of entrepreneurship development among students (young generation), higher education institutions should do the following things:

1. Encourage students to take active and independence activities, such as: establishing a business while studying through a start-up capital program, facilitated by their higher education institution/university;
2. Facilitating their involvement in an internship within companies that partner with the university;
3. Providing business mentoring facilitated by the university through seminars, workshops, and Focus Group Discussion (FGD) etc.

These 3 initiatives can form part of the student’s preferred curriculum and students will graduate with business knowledge, business relationships and practical analytical skills.
6. Conclusion

This study shows that:

a) There is a ‘positive and strong’ correlation between ‘entrepreneurship character’ and entrepreneurship commitment’ with a correlation coefficient of 0.66. This means that the higher one’s commitment to entrepreneurship or business activities is, the stronger that person’s entrepreneurship character will be. In other words, ‘entrepreneurship character’ has an effect on ‘entrepreneurship commitment’.

b) The contribution of ‘entrepreneurship commitment’ toward the establishment of ‘entrepreneurship character’ is 44%. The remaining 56% is determined by factors that determine ‘entrepreneurship character’ such as discipline, persistency, honesty, fighting spirit, etc.

c) The strengthening of the ‘entrepreneurship character’ model can be achieved by strengthening the ‘entrepreneurship commitment’ model $\hat{Y} = 0.658 + 0.823 X$. This implies that an increase of ‘entrepreneurship commitment’ (X) in a person by 10 units will increase their ‘entrepreneurship character’ by an average of $0.658 + 0.823 (10) = 8.888$ units, with a constant of 0.658. If one’s ‘entrepreneurship commitment’ (X) = 0 (none existent), then that person’s ‘entrepreneurship character’ will only be 0.658 units, or it can be said that the person’s ‘entrepreneurship commitment’ is ‘low’.

References

Mar'at, 2004, the Attitude of Agent of Change and Its Indicators, Jakarta: Ghalil.