Influence of Personality and Learning Entrepreneurship Student Entrepreneur Of Interest STIE Widya Gama Lumajang

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Abstract

Entrepreneurship is a science that examines the development and development of a spirit of creativity and the courage to bear the risk of the work done in order to show the work. Courage to take risks has become an entrepreneur's choice because it is demanded to be brave and ready done if the business does not have the value of attention in the market, and this must be seen as a form towards the process of true entrepreneurs. The sampling technique in this study is simple random sampling which is interpreted as a sampling technique by giving equal opportunities for each member of the population to become a sample member. The sample used was 60 respondents. Respondents in this study were students of STIE Widya Gama Lumajang. The data used in this study include the data of primary and secondary data. There are 2 (two) variables in this study namely independent and dependent variables. Independent variables include personality and entrepreneurial learning. Whereas acting as the dependent variable is the interest in entrepreneurship. The results of the study show that personality and entrepreneurial learning have a significant influence on the interest in entrepreneurship.

Keywords: Personality, Entrepreneurship Learning and Entrepreneurial Interest

INTRODUCTION

Unemployment and poverty are major problems faced by the people of Indonesia at this time and the next few years. High unemployment is a problem that is endless in Indonesia. A large number of the workforce who want to enter the world of work is not comparable with existing jobs, thereby causing a lot of people who do not get the job. Can not deny that at the present time many college graduates with limited job due to lack of business activity. The increasing number of educated unemployment resulted college graduates have to think hard to desire to seek employment with stiff competition or even create their own jobs. Therefore, the university graduates need to be directed and supported not only as a job seeker oriented job seekers, but it can be a job creator job creators (Sari in Marpaung & Ward, 2017).

Entrepreneurship is one of the motor and can be a solution for the problems that plagued the business world and the economy of a country, including Indonesia. Therefore, it is proper efforts to grow, such as through education as well as various facilities in establishing a new business that will be more people available choose a life as an entrepreneur. However, success in business is not only determined by the abundance of facilities and conveniences available. Entrepreneurship can help provide so many job opportunities, a wide range of consumer needs, services, and fostering prosperity and competitiveness of a country. In addition, along with the development of globalization, entrepreneurship is also increasingly becoming an important concern in facing the challenges of globalization ie global economic competition in terms of creativity and innovation (Peterson & Lee in Siswandi, 2013).
This is because organizations are skilled in innovating, successfully generate new ideas, will gain competitive advantage and will not be left behind in the world market continues to change rapidly (Dion in Siswandi, 2013). along with the development of globalization, entrepreneurship is also increasingly becoming an important concern in facing the challenges of globalization ie global economic competition in terms of creativity and innovation (Peterson & Lee in Siswandi, 2013).

Entrepreneurship as a planned behavior related to interest which is owned by someone. Based on this understanding, interest in entrepreneurship is the best predictor for entrepreneurship (Krueger & Carusud in Siswandi, 2013). Entrepreneurship is a science that examines the development and construction of the spirit of creativity and dare to risk the work that is done for the sake of showing the results of the work. Courage to take risks already belong to an entrepreneur because in demand for bold and ready if the business is done has not had attention in the market value, and this should be viewed as a form towards the true entrepreneur (Irham, 2014: 1-2). Students who pursue entrepreneurial managerial sciences in particular, expected to have a high entrepreneurial spirit, so notions will able to open wider employment. Under these conditions, the public and private colleges are expected to prepare their students, especially college to become entrepreneurs who excel. Personality is a unique combination of emotional patterns, thoughts, and behaviors that affect how a person reacts to a situation and directly interact with others. Personality is often depicted in the properties that can be measured are already shown by someone. We are interested in observing the personality because, like attitude, it also affects how a person and why people behave that way (Robbins & Coulter, 2016: 70).

Entrepreneurial learning to be able to transfer not only knowledge and skills but also the ability to realize real business, and obtained the spirit of entrepreneurship itself. Therefore, we need to realize that the lecture in the classroom is not enough to be able to produce new entrepreneurs. Problem-based Learning believed to be an effective method to be applied in entrepreneurial learning, especially in developing the ability to realize the business plans they make, not just to make a business plan just to obtain the value / graduation courses alone (Bell in Yudi, 2013). Interest in entrepreneurship is the desire, interest, and the availability of people with the ideas held to work hard or willingly to try to meet their needs.

The previous study similar to the study done by the Zain, Akram, and Ghani (2010) Entitled "Entrepreneurship Intention Among Malaysian Business Students". The results showed that personality plays an important role in influencing the interest in entrepreneurship. This study selects the object of research is the State University of Malaysia and use the respondents are business student State University Malaysia.

Another study that same was done by Siswandi (2013) titled "Analysis of Internal Factors, and External Factors Affecting Entrepreneurship Learning Student Interest in Entrepreneurship". The results showed that entrepreneurial learning significantly affect the interest in entrepreneurship. This study selects the object of research that Muhammadiyah University of North Sumatra and use the respondents are students of Muhammadiyah University of North Sumatra.
Rini & Rustiana (2016) also conducted a study entitled "Effect of Entrepreneurship Education and Entrepreneurship Student Interests Personality of the Marketing Department". The results showed that there was a positive and significant influence between personality with interest in entrepreneurship students majoring in marketing. This study selects the object of research, namely SMK Negeri 2 Magelang and use the respondents are students of class X majoring in marketing.

From the above research with independent variables of personality, entrepreneurial learning and interest in entrepreneurship dependent on thorough ever before by Zain, Akram, and Ghani (2010), Siswandi (2013), Rini & Rustiana (2016) results showed that the personality and entrepreneurial learning significantly affect the interest in entrepreneurship. It can be concluded that the personality and entrepreneurial learning positive effect on the interest in entrepreneurship.

Although there are similarities, namely of independent variables of personality, entrepreneurial learning and interest in entrepreneurship dependent but difference of this study with previous research is the study period and the object of research. Different research period will give the results of different studies. While the object of this study is different because it is done in the object that has the vision and mission of entrepreneurship so that makes this study different. This study will be conducted in STIE Widya Gama Lumajang who have a vision that in 2037 became universities that excel in the field of economics and business vision of science and technology and entrepreneurial spirit, and also has a mission that is one of its missions related to entrepreneurship, namely education and teaching in economics and business minded science and technology and entrepreneurship.

College graduates are expected to be independent. However, the reality of what happened instead of college graduates still donate the number of unemployment in Indonesia. College graduates are still many who have not toward entrepreneurship, the majority are still oriented towards finding a job or an employee, whereas the number of jobs available is less than the total labor force. This causes unemployment is one of them donated by college graduates. Students already in the Arm with a wide range of skills appropriate to the subject in the capture. However, still need a way to foster the entrepreneurial spirit in order not only oriented to look for a job, but to create new jobs through entrepreneurship. Researchers intend to want to know how much interest in entrepreneurship students at STIE Widya Gama Lumajang because there is conformity with the vision and mission of entrepreneurship. This study focused on a personality for each student's personality is different. Pembejaran entrepreneurship basically although we had been taught about entrepreneurial learning turns masi many students when graduating widened an employee not to be entrepreneurs, so that through this research, students can develop knowledge in the field of entrepreneurship in order to make the students if already graduated have souls or are interested in becoming an entrepreneur, is expected kedepanya also be the development of science, especially for STIE Widya Gama Luamajang.

METHODS
Based on the purpose and nature of the problem to be researched, this type of research is quantitative research looking for a causal relationship. This research is a causal associative nature, where there is a causal relationship between the independent variable or variables that influence and dependent or influenced variable (Sugiyono, 2013: 37). In this study, the selected location is at STIE Widya Gama Lumajang, Population is a generalization region. Where in the region include the
subject and the object that has certain characteristics and a predetermined quantity of researchers to be learned so that it can be drawn the conclusion (Sugiyono, 2015: 148). The population in this research were students STIE Widya Gama Lumajang totaling 1868 students to 2018 (https://forlap.ristekdikti.go.id). Samples interpreted as a part of the number and characteristics possessed by a population (Sugiyono, 2015: 149). The sampling technique in this study is simple random sampling which is defined as a sampling technique to provide equal opportunity for every member of the population to become members of the sample (Sugiyono, 2012: 130). The sample in this research is the students STIE Widya Gama Lumajang with simple menggunakan random sampling. This type of research is quantitative study using multiple linear regression analysis, by looking for the associative relationship is causal. In quantitative research, data analysis technique used is clear, that is directed to answer the problem formulation or test the hypotheses that have been formulated in the proposal researchers(Sugiyono, 2009: 206),

RESULTS AND DISCUSSION

<table>
<thead>
<tr>
<th>variables</th>
<th>product Moment</th>
<th>Cronbach’s Alpha</th>
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<tbody>
<tr>
<td><strong>Personality</strong></td>
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<td>statement 2</td>
<td>.894</td>
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<tr>
<td>statement 3</td>
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<td>statement 4</td>
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<td>statement 5</td>
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<td>statement 6</td>
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<td><strong>learning Entrepreneurship</strong></td>
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<td>statement 2</td>
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<td>statement 3</td>
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<tr>
<td>statement 4</td>
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<tr>
<td>statement 5</td>
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<tr>
<td>statement 6</td>
<td>.923</td>
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<tr>
<td><strong>interest in Entrepreneurship</strong></td>
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<tr>
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<td>statement 2</td>
<td>0.926</td>
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<td>statement 3</td>
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<td>statement 6</td>
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<td>statement 7</td>
<td>0.927</td>
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Source: 2019 data though results

From table 1 overall variable statement items consisting of 6 items are personality variables statement, entrepreneurial learning variables consisted of 6 items statement, and interest in entrepreneurship consists of 7 items statement that the results show that all of the items pernyataanahve rhitung value greater than rtabel. It can be concluded that all items on the statement of personality variables, entrepreneurial learning, and interest in entrepreneurship as valid. Thus whole grains question on this research variables can be declared eligible as a research instrument because it can collect data or information required. It can be seen that for personality variables (X1) values obtained Cronbach's Alpha coefficient personality 0.932, coefficient of entrepreneurial learning 0.946, and interest in entrepreneurship 0.968 In the opinion Yuandari and Rahman (2017: 57), a statement items in declared reliable if the value of Cronbach Alpha larger of 0.6.
From table 2 T test results on the X1, which is a personality with a significance of 0.000 using a significance limit of 5% or 0.05. So X1 with a significance level of 0.000 which is below the 0.05 limit. Then it can be concluded that personality significantly affect the interest in entrepreneurship students at STIE Widya Gama Lumajang T test results on the X2 is the significance of entrepreneurial learning with 0.008 using a significance limit of 5% or 0.05. So X2 with 0.008 significance level under the 0.05 limit. Then it can be concluded that entrepreneurial learning significantly affect the interest in entrepreneurship students at STIE Widya Gama Lumajang.

**Discussion**

Generally, this study shows the results of descriptive analysis that personality, entrepreneurial learning positively affects student interest in entrepreneurship STIE Widya Gama Lumajang, thus all variables significantly influence student interest in entrepreneurship STIE Widya Gama Lumajang, it can be shown from the results of student respondents STIE Widya Gama Lumajang against each of the variables.

The first results of hypothesis testing the effect of personality on the interest in entrepreneurship show a positive influence between the personality of the student interest in entrepreneurship STIE Widya Gama Lumajang. This means that personality has a key role to towards entrepreneurship. Zain, Akram, and Ghani (2010) Conducted a study entitled "Entrepreneurship Intention Among Malaysian Business Students". The results showed that personality plays an important role in influencing the interest in entrepreneurship. It can be concluded that personality positively affect the interest in entrepreneurship.

Personality is a unique combination of emotional patterns, thoughts, and behaviors that affect how a person reacts to a situation and directly interact with others. Personality is often depicted in the properties that can be measured are already shown by someone. We are interested in observing the personality because, like attitude, it also affects how a person and why people behave that way (Robbins & Coulter, 2016: 70).

The results of this study can be explained by the entire item statement, Some of the statements listed in items such personality The main criteria mentioned in this statement I am an active person. People actively spend their lives to develop and pursue their life goals for the sake of a solution to a problem and the progress of the lives of many people, this means shows that entrepreneurship requires an active person. The second criterion in this statement is my social minded person. Social minded people continue to foster social awareness of himself to be able to help and care about the circumstances surrounding the course with us being an entrepreneur at least we can create jobs.
Then for the third criterion of my statement that a regular person, a regular who has a regular living habits and more organized is the key to being an entrepreneur and achieve a balance between the physical kehatan, material and mental wellbeing. Further criteria to four in my statement to the practical. a practical can also be referred to as a natural talent. It is a skill to adapt to any situation be it environmental, shape, state, condition, etc. to achieve the vision of a target you want to target in accordance with the spirit of entrepreneurship that is practical thinking. Criteria to five of my people who rely on the process to get something. Being an entrepreneur course can not be instantaneous, an entrepreneur must have the perseverance to get to a successful entrepreneur. My last criterion is the sixth person who wants control of something. 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Results of testing the hypothesis that the effect of entrepreneurial learning of the interest in entrepreneurship show a positive influence of entrepreneurial learning of the interest in entrepreneurship. This means that the students feel good entrepreneurial learning in increasing student interest in entrepreneurship STIE Widya Gama Lumajang. Entrepreneurial learning is
closely connected with something that is around campus. Well, Joseph, & Suanda (2017) Conducted a study with the title "A Study On Factors Affecting Entrepreneurial Intentions Among Students In Higher Education Institutions In Northern Regions Of Malaysia". The results showed that entrepreneurial learning has a significant relationship to the interest in entrepreneurship. It can be concluded that entrepreneurial learning positively affect the interest in entrepreneurship.

Entrepreneurial learning to be able to transfer not only knowledge and skills but also the ability to realize real business, and obtained the spirit of entrepreneurship itself. Therefore, the need to realize that the lecture in the classroom is not enough to be able to produce new entrepreneurs. Problem-based Learning believed to be an effective method to be applied in entrepreneurial learning, especially in developing the ability to realize the business plans they make, not just to make a business plan just to obtain the value / graduation courses alone (Bell in Yudi, 2013).

The results of this study can be explained based on the criteria statement items on entrepreneurial learning ie The first criterion statement items Student thoughts on the description given by a lecturer of entrepreneurship. A professor who gives an idea of the good thoughts about entrepreneurship directly or indirectly affect a student to become entrepreneurs. Furthermore kriteria second question items students in entrepreneurial thinking motivation given by the lecturer. Motivation is very important lecturer for menentukkan next direction is done by the students, a teacher who gives motivational entrepreneurial thinking will also make students motivated towards self-employment. Next the third criterion on the items the student statement given material entrepreneurial skills.

Material entrepreneurial skills that is given on campus will directly transfer my entrepreneurial potential of students to be a reliable in the field. The fourth on the statement item the student gets hands-on training in entrepreneurship. Training is very important because the more we are often in practice we are getting used to it, as well as entrepreneurship training more we trained we will get used to and do it so that we are biased interested in becoming entrepreneurs. The next item fifth statement that SMEs in the campus provide direct experience of entrepreneurship. SMEs in the campus is very important to give directly how to be an entrepreneur, thus indirectly the students would be interested weeks to become entrepreneurs. The sixth statement last item that students gain firsthand experience of entrepreneurial learning.

CONCLUSION
This study aims to determine the effect of personality and entrepreneurial learning partially on student interest in entrepreneurship STIE Widya Gama Lumajang. From the formulation of the problem, objectives, along with discussion of the research hypothesis the research that has been presented in the previous chapter can be deduced from this study are as follows:

a. The first hypothesis testing results show personality significant effect on student interest in entrepreneurship STIE Widya Gama Lumajang.

b. The second hypothesis testing results show entrepreneurial learning significant effect on student interest in entrepreneurship STIE Widya Gama Lumajang.

REFERENCES


