

# Analysis Of Islamic Entrepreneurs Knowledge, Motivation and Social Support On Interest Of Business Of College Students Moslem In Semarang

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# Analysis Of Islamic Entrepreneurs Knowledge, Motivation and Social Support On Interest Of Business Of College Students Moslem In Semarang

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**Abstract.** The era of the ASEAN Economic Community (MEA) present a difficult challenge for the people of Indonesia. Opportunities and competition Faced by its People will be increased exponentially. In this era where the opportunity to get a job will of course also be competitively increased, will create a fairly high unemployment rate. One way to reduce the unemployment is to create an independent business or entrepreneurship. This study aim is to measure the extent to which Islamic entrepreneurial knowledge, motivation and social support have an influence on the interest in entrepreneurship. The type of research used is quantitative research using a sampling technique called simple random sampling. The sample in this study amounted to 120 respondents with 117 questionnaires used. The Processing Software used in this research are SPSS Version 21.0. Based on the results of statistical tests with multicollinearity analysis, shows that Islamic entrepreneurial knowledge had the highest influence and contribution to the interest of student moslem entrepreneurship at 79.1%, Motivation had an influence and contribution to the interest of student moslem entrepreneurship in Semarang by 69.4% while social support had almost no influence on entrepreneurship interests as it only has a very small contribution of 14.3%.

**Keywords:** Islamic, Knowledge, Motivation, Social Support, Entrepreneurship Interest

## 1. Introduction

The era of the ASEAN Economic Community (MEA) presents a difficult challenge for the people of Indonesia. Opportunities and also competition will be increased exponentially. Mental and emotional preparation is important to be owned by the community, to be able to face all the risks. The era of the Asean Economic Community (MEA) can be said to be a race event where individuals are required to be creative and look for opportunities to improve their lives. In this era the opportunity, getting a job certainly can be also more competitive because there are also many foreign professionals who will work in Indonesia. This will create a fairly high unemployment rate.

Unemployment occurs because too many job seekers at all levels of education ranging from junior high to tertiary level is not compatible for the available jobs, it occurs not only in Indonesia, but also throughout the world and in various sectors including industry, mining, transportation and others [17].

Statistical data shows that the unemployment rate in Indonesia is still quite high, this can be proven by a survey conducted by the Central Statistics Agency (BPS) in August 2015, shows that the number of open unemployment rates (TPT) are 7.56 million people which increased from the previous year by 320 thousand from 7, 24 million people [1] or increased from August 2015 by 6.18 percent compared to TPT in February 2015 (5.81 percent) and TPT in August 2014 (5.94 percent). As for the latest data obtained from BPS, in February 2016 shows that unemployment of college graduates increased in percentage from 5.34 percent to 6.22 percent. This still shows that the unemployment rate in Indonesia is still quite high. According to experts, a country can be declared an advanced country if, they managed to fulfill the indicators and One of the indicators is that at least 2 percent of the population conducts entrepreneurship. Therefore, our society needs to be prepared not only with strong mentality in finding work but also with strong mentality in creating jobs.

One way to reduce unemployment is entrepreneurship. According to [8] entrepreneurship is an ability to manage something that is in themselves to be improved so that it is more optimal so that it can improve living standards in the future. According to [17] entrepreneurship is an effort in creating business activities on the basis of the willingness and desires of oneself. With entrepreneurship, it can create extensive employment opportunities, not depend on others in getting jobs and can help the government reduce unemployment by opening jobs. [17] also added that entrepreneurs are people who have entrepreneurial traits such as taking risks, never giving up and having a strong will to succeed in managing their business based on their own abilities and willingness. In addition, an entrepreneur also has a greater income than being an employee. Entrepreneurship can also help increase domestic income through the tax sector.

Before increasing the number of entrepreneurs and reducing unemployment in Indonesia, the community must be made aware of the importance of increasing interest in entrepreneurship. Interest can be interpreted as feeling happy or interested in something. Then, according to [5] interest in entrepreneurship is an interest, desire and availability of someone through idea and innovation that is owned to work hard to meet their needs without fear of the risks that will occur, can accept challenges, confident, creative and innovative, and have the ability to meet their needs. The interest in becoming an entrepreneur is defined as the desire of someone to work independently or run their own business. The interest in starting entrepreneurship in students is actually quite high, but the fear of failure, not having enough capital and not having the time to focus on developing its business is a factor that prevents students from starting their own business. [3] states that the interest of students to become entrepreneurs is divided into four groups, namely: 1) Interest in starting entrepreneurs in the near term, 2) Interest in starting an entrepreneur in the next two years, 3) Interest in starting a longterm entrepreneurship and 4) Have no interest in entrepreneurship. Interest basically cannot be forced on someone, because interest is a right for every human being. Factors that may affect the interest in entrepreneurship according to [3] includes personal, environment, knowledge and sociological factor.

According to [5] knowledge is what is known or the results of work know, and there are some knowledge that humans have, namely (1) ordinary knowledge, (2) knowledge of science, (3) knowledge of philosophy, (4) religious knowledge. Religious knowledge regarding entrepreneurship has a strong impact on Muslim students in deciding whether to do business based on Islamic religious principles. [17] the Holy Qur'an and other aspects of Shari'ah, there is much with which to construct an authentic Islamic approach to ethics. It also highlights the substantial need to examine the work ethic and other work-related attitudes, such as individualism moslem settings.

Researchers have made preliminary observations of moslem college students in Semarang, namely from UPGRIS, UNNES, UNDIP and USM students regarding their interest in entrepreneurship. The results of the pre-research observations conducted randomly on the students, showed that of the 80 students surveyed, the one who interested in becoming an entrepreneur are 30 people, while those who wanted to become employees were 40 people, and

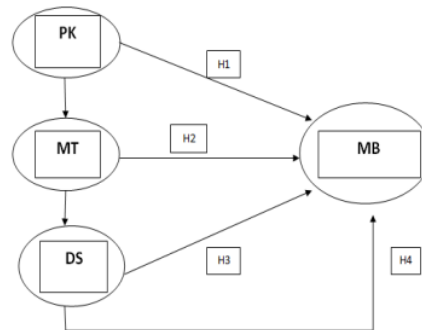
as many as 10 people were still confused in making choices. Based on the results of initial observations, we know that the interest in entrepreneurship in students in Semarang is actually quite high, but it cannot be maximized because there are problems in the factors of entrepreneurship knowledge, entrepreneurship motivation and social support.

The hope of this research is that islamic entrepreneurial knowledge, entrepreneurial motivation and social support can increase the interest of moslem student entrepreneurship in Semarang, because if students have a high interest in entrepreneurship, students will be more interested and implement it by opening new business opportunities. That way, students can become a strong entrepreneur and help drive the Indonesian economy better.

## 2. Research Method

### a. Paradigm of Research and Hypothesis

This study looks at the presence or absence of influence between variables X1, X2 and X3 towards the Y variable which is presented in the following figure 1:



Information:

5 The influence of the independent variables on the dependent variable partially: The effect of the independent variables on the dependent variable together Based on the description of the theory and framework contained in this study, the hypothesis can be formulated as follows:

H1: There is a positive relationship on moslem entrepreneurial knowledge to Interest in entrepreneurship of college moslem students in Semarang

H2: There is a positive positive relationship between entrepreneurial motivation towards entrepreneurial interest in college moslem student scholarships in Semarang

H3: There is a positive relationship social support to enterpreneurship interest in moslem students in Semarang

H4: There is a positive relationship between moslem entrepreneurial knowledge, entrepreneurial motivation and social support to entrepreneurship interest of College moslem Students in Semarang.

### b. Design of Research

The research design in this study is quantitative, which is trying to describe everything in the field relating to culture, social, personal and psychological applied to influence consumer purchasing decisions. The research method used in this study is: correlational methods.

### **c. Object of Research**

The object of this research is students in Semarang. The selection of students muslim is based on a cluster of simple random sampling of the number of public and private universities in Semarang. The results of cluster simple random sampling were obtained by eight universities which will be the object of this study and 200 subjects will be included in the study from the University of PGRI Semarang (UPGRIS), Diponegoro University Semarang (UNDIP), University of Semarang (USM) and Semarang State University (UNNES), School of Tourism (STIEPAR), College of Health Analyst Economics (STIEAKA), College of Computer Science Provision Management (STIMIK Provisi).

### **d. Population**

Population refers to a group of people or objects that have similarities in one or several things and that form the main problem in a particular research [21]. The population in this study is College Student Muslim in Semarang.

### **e. Sample**

The sample is a part or a number of specific footage taken from a population and examined in detail. Information obtained later applied to the entire population. So the sample is a kind of miniature of the population [21]. The sampling technique with interviews and questionnaires with the cluster random sampling method with the criteria that respondents had participated in entrepreneurship courses, and were willing to be used as respondents.

Determination of the number of respondents in this study uses the opinion of Roscoe in [36] which is a sample size of more than 30 and less 500 is appropriate for most studies. In this study the number of respondents taken was 200 respondents because it had exceeded the smallest limit of Roscoe's opinion.

This study also refers to the opinion of Sugiono (2001) which states that the number of samples is at least ten (10) times the number of factors or variables studied. Because the variables studied are 4, then the calculation to obtain the ideal number of samples is  $20 \times 4 = 80$  respondents.

## **3. Result and Discussion**

### **a. The Influence Of Entrepreneurial Knowledge On The Interest In Entrepreneurship Of College Students Muslim In Semarang**

The results of this study support the first hypothesis which states that there is a positive influence of Islamic Entrepreneurship Knowledge on Entrepreneurship Interest in students muslim in Semarang. Testing the first hypothesis produces a regression coefficient of 0.791. Islamic entrepreneurship knowledge variable has T arithmetic of 0.678 which is greater than t table value which is equal to 1.65573 with n significance value of 0.000 smaller than 0.05. In accordance with the description, it can be concluded that Islamic entrepreneurship knowledge influences Entrepreneurship Interest in college students muslim in Semarang, so the first hypothesis which states that there is a positive influence of Islamic entrepreneurship knowledge on entrepreneurship interests students muslim in Semarang is accepted. The results of this study are consistent with the results of research conducted by [12] which states that Islamic entrepreneurship knowledge has a positive effect on entrepreneurial Interest. Islamic entrepreneurship knowledge is the result of a process carried out by the human senses to observe, hear and feel what other entrepreneurs do and produce so that people become aware of the entrepreneurial profession. Someone who has entrepreneurial knowledge will be more thorough in analyzing and making decisions in the continuation of his business. Islamic entrepreneurship knowledge that students muslim get in higher education through the eyes of entrepreneurship

students can help students in analyzing aspects of location, finance, etc. that are related to entrepreneurship. Entrepreneurship knowledge will instill entrepreneurial values that will later shape the mindset and mental attitude of entrepreneurship so that it will increase the interest in entrepreneurship in moslem students.

**b.The Effect Of Entrepreneurial Motivation On The Interest In Entrepreneurship Student moslem In Semarang**

The results of this study support the second hypothesis which states that there is a positive effect of entrepreneurial motivation on the interest of entrepreneurship in students moslem in Semarang. Testing the second hypothesis produces the value of the regression coefficient  $k$  of 0.185. This shows that motivation has a contribution of 18.5. The Entrepreneurial Motivation variable has  $T$  count of 2.023 which is greater than the  $t$  table value which is equal to 1.65573 with a significance value of 0.045 smaller than 0.05. In accordance with the description, it can be concluded that the Motivation of Entrepreneurship affect Entrepreneurial Interest in students, so the second hypothesis which states there is a positive influence on Entrepreneurial Motivation towards Entrepreneurial Interest in students moslem is accepted. The results of this study are consistent with the results of research conducted by [18] which states that the Motivation of entrepreneurship has a positive effect on Entrepreneurial Interest. Entrepreneurial motivation is a psychological condition or can be called a psychological impulse from inside and outside a person to do entrepreneurship. Motivation will encourage the ability of individuals through certain activities to achieve goals. Motivation from within a person plays a role in giving mental strength to do an action because of a need or desire, while motivation from outside a person plays a role in providing encouragement to do what other people do in entrepreneurship. Motivation from within is very great influence on what someone will achieve.

**c.Effect Of Social Support On The Interest In Entrepreneurship Of College Student moslem In Semarang**

The results of this study does not support the third hypothesis which states that there is a positive influence on social support for the interest in entrepreneurship in students moslem in Semarang. Testing the third hypothesis produces a regression coefficient of 0.44. Social support have a  $t$  variable for 0704 which is less than the value that is equal to 1.65573  $t$  table with significance of 0483 greater than 0.05. In accordance with the description, it can be concluded that social support does not affect the Interests of Entrepreneurship in students in Semarang so that the third hypothesis which states that there is a positive influence on social support for Entrepreneurship Interest in students is rejected. The third hypothesis is proven to have no effect because the aspect of social support is still very broad so it needs to be analyzed with more specific aspects. Social support for entrepreneurship in Indonesia is also still very minimal so these results also influence the hypotheses in this study. The profession as an entrepreneur in Indonesia is still considered less by some of our society. This also relates to the principle of pre-observation in our study, where a portion of the family environment in the respondent did not provide maximum contribution in increasing the interest in entrepreneurship in students. Therefore, many students who despite having an interest in entrepreneurship are high, but lack the encouragement and support of the family environment. The importance of social support for the interest in entrepreneurship is in accordance with the theory put forward by Sarafino (2002), namely social support is comfort, attention, appreciation, and assistance in other forms that individuals receive from others or from groups.

#### **d.Effect Of Islamic Entrepreneurial Knowledge, Entrepreneurial Motivation And social support Towards College Students' moslem Interest In Entrepreneurship In Semarang**

This study supports the fourth hypothesis which states that there is a positive influence of Entrepreneurship Knowledge, Entrepreneurial Motivation and social support for the Interest in Entrepreneurship in students moslem in Semarang. The results of the analysis on the fourth hypothesis testing show that the calculated F value has a value of 67,471 where the calculated F value of the variable is greater than F table which is equal to 2.67 and has a significance probability value of 0,000 where the value is smaller than 0.05 and adjusted R2 is equal to 0.632. Entrepreneurship knowledge will influence the interest in entrepreneurship. If students have positive entrepreneurial knowledge, it will further increase their interest in entrepreneurship. But conversely, if students lack or lack entrepreneurial knowledge it will reduce their interest in entrepreneurship. Entrepreneurial motivation is a psychological impulse from both inside and outside a person's body to do entrepreneurship activities. The interest in entrepreneurship in students will increase if students have a positive entrepreneurial motivation. However, if students lack the motivation for good entrepreneurship, the interest in entrepreneurship in students will also decrease. Social support does not affect the high or low interest in entrepreneurship of college students. This is because social support for entrepreneurship is still low among our society. Profession as entrepreneurship is considered not a profession to be proud of and has prestige value. So that social support does not have a positive influence on college students' interest in entrepreneurship. The results in this study are consistent with the research conducted by [12] which states that Entrepreneurship Knowledge has a positive effect on Entrepreneurial Interest. This research is consistent with the research conducted by [18] which states that the Motivation of Entrepreneurship has a positive effect on Entrepreneurial Interest.

#### **4.Conclusions**

Based on the results of statistical tests with multicollinearity analysis, shows that Islamic entrepreneurial knowledge had the highest influence and contribution to the interest of student entrepreneurship at 79.1%, Motivation had an influence and contribution to the interest of student entrepreneurship in Semarang by 69.4% while social support had almost no influence on entrepreneurship interests as it only has a very small contribution of 14.3%.

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