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## **FACTORS AFFECTING ENTREPRENEURSHIP INTEREST IN “KURASA” STUDENT ENTERPRISE OF UNISBA BLITAR**

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### **ABSTRACT**

This research aims at investigating factors affecting entrepreneurship interest in a young entrepreneur program known as KURASA (Kelompok Mahasiswa Wirausaha/Student Enterprise of UNISBA Blitar). This research adopted descriptive qualitative approach. Data were collected through interview, participant observation, and documentation. Then, the student enterprise was selected, and access to informants was built. This research was carried out by collecting data, recording information, comprehending contents, and restoring data. The result shows that young men’s interest in entrepreneurship involved in student enterprise was affected by three factors: personality, entrepreneurship education, and environment factors.

**Keywords:** *Personality, Entrepreneurship Education, Environment, Entrepreneurship Interest*

### **BACKGROUND**

Development of science and technology demands human to possess particular skills to survive. The emergence of ASEAN Economic Community is confronted by free market situation that pairs up Indonesian university graduates with the graduates of excellent foreign universities. Higher education is directed not only to create students with good grades and work-oriented plus high salary, but also to prepare independent students and to grow up entrepreneurship spirit; therefore, the graduates are able open job field.

Universitas Islam Balitar is a university in Blitar, which is identical to Entrepreneurship University. It has the goal to create young entrepreneurs; therefore, its graduates will be more independent and have entrepreneurship spirit, so that they will be able to open new job field. This goal is in harmony with the government’s program, that is, to improve community welfare by intensifying new entrepreneurs.

The emergence of new entrepreneurs will strengthen a country’s economy. The more educated entrepreneurs, the more important entrepreneurship since it has freedom to create and becomes independent. In addition, entrepreneurship is one of the components that

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support a country's economy. In preparing skilled human resource and independent graduates with entrepreneurship spirit, Universitas Islam Balitar established a student enterprise. This enterprise is formed to develop students' skill and creativity. Besides, students will be guided in joining experienced entrepreneurs in the field. It is to prevent them from getting puzzled to find jobs after graduation since they already have business and relation. Thus, they just need to develop their business.

### **Entrepreneurship Interest**

According to Djamarah (2011), interest is preference or attention to a particular thing or activity, without any command or compulsion. Interest is basically an acceptance to a relationship between self and something beyond self. The stronger or closer the relationship, the greater the interest.

Entrepreneurship interest is an initial step of a process in an activity that earns long-term benefits. This long-term benefit needs a strong, independent, high commitment, and result-oriented personality.

Factors that affect entrepreneurship interest, according to Bygrave in Alma (2013), are as follows:

#### **1. Personality Factor**

This factor is closely related to personality of an individual:

- a. Dissatisfaction with someone's job.
- b. Result-oriented
- c. Age
- d. Bravery in taking risks.
- e. High commitment or interest in business.

#### **2. Environmental Factor**

This factor is linked to Entrepreneurship Education experienced by someone including:

- a. Competition in science and technology that gradually develops.
- b. Entrepreneurship training or business incubator.
- c. The government's policy, ease of business development, credit, and business guidance.

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### **3. Sociological Factor**

This factor is associated with family environment in which an individual lives in, and environment in which an individual makes friend. The sociological factors cover:

- a. Encouragement and motivation from parents to start a business.
- b. A workable team or supportive environment.
- c. Relationship
- d. Family’s help in any difficulties
- e. Prior business experiences

#### **“KURASA” Student Enterprise**

“Kurasa” student enterprise is a group of students at Universitas Islam Balitar who owns business. This group consists of students from different departments. To facilitate and develop their business, they create a student enterprise namely “Kurasa,” which stands for *Kelompok Pemuda Wirausaha*. Businesses involved in this enterprise include tote bag, character carpet, veil, cosmetics, clothes, foods, etc. From the explanation above, this research is conducted under the title “Factors Affecting Entrepreneurship Interest in ‘Kurasa’ Student Enterprise” (A Study of UNISBA Blitar Student Enterprise)

## **RESEARCH METHOD**

This research was a kind of descriptive qualitative study. It aims at making systematic, factual, and accurate description on facts or particular objects. This research was neither testing hypothesis nor making prediction. Instead, it described situation by illustrating problems precisely, determining research procedures, collecting data, and analyzing data

### **Subject and Object of the Study**

Either subject or subject as the focus of this study is factors that affect entrepreneurship interest in “KURASA” student enterprise at UNISBA Blitar.

### **Data Collection Technique**

#### **a. In-Depth Interview**

Interview is a technique of data collection performed when researchers want to conduct a preliminary study to find problems that must be studied, and if researchers want to know details from a small number of respondents (Sugiono, 2013: 194).

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## b. Documentation

The researcher used documentation to record information obtained from important notes either from institution, organization, or individual. In this research, documentation is a picture-taking done by the researcher to support findings (Hamidi, 2004:72). According to Sugiono (2013: 240), documentation can be in the form of written documents, pictures, or monumental creation made by someone.

## c. Triangulation

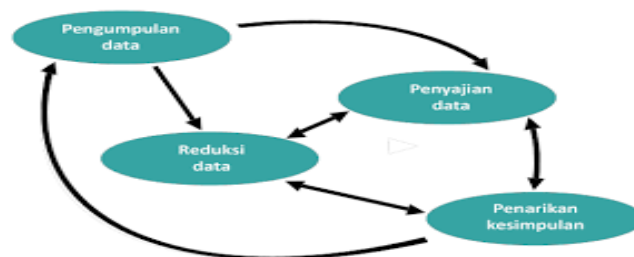
Triangulation is integration of three above-mentioned methods: observation, interview, and documentation. Trinagulation is also used to test data validity, that is, to check the data by using varied techniques from diverse sources.

## Data Analysis

This research used interactive model proposed by Miles and Huberman (*Prof. Dr. Sugiyono 2008 Metode Penelitian kuantitatif dan Penelitian Kualitatif pp. 246-252*) in analyzing the data. This model consists of:

1. Data collection
2. Data reduction
3. Data display
4. Conclusion drawing/verification

**Figure 1.**  
**Interactive Analysis Model by Miles and Huberman**



## Data Validation

The collected data is the crucial point in a research, from which the analysis is conducted to draw conclusion. Data validation in qualitative research is divided into some types. Sugiono (2013: 363) states that there are two types of validation: internal and external validation. In qualitative research, certainty criteria or objectivity does not center on subject, yet it concentrates on the data.

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## Thinking Framework

Figure 2.

### Thinking Framework



## RESULT AND DISCUSSION

### 1. Student Entrepreneurship Interest

Entrepreneurship interest is someone’s attention to business or activities that make profits. Someone who has interest in entrepreneurship will carry on steps to become entrepreneurs. UNISBA students’ interest in entrepreneurship and becoming entrepreneurs is evident from the establishment of “Kurasa” Student Enterprise.

### 2. Personality

Another factor affecting entrepreneurship interest is personality factor. Attitudes that must be possessed by entrepreneurs are self-confidence, risk-taking, leadership, work-oriented, result-oriented, original, and future-oriented. Someone who has a resilient personality will have the courage to enter entrepreneur field with any risks either capital, energy, time, or social. That is why, a resilient personalty – never giving up and never having a feeling of despair – is crucial. This is in line with Anindia – an Accounting student, the owner of veil business, and member or “Kurasa” Student Enterprise – who says the following.

*“...Competition in the present days is getting tight, even there is someone who sells veil under the market price. This once lowered my business. If I sold veil with the same price as competitors, I would suffer the loss. Eventually I moved to sell clothes. I make my own clothes if there is an order. I prefer business since I want to realize my dream by having my own business although the sale is sometimes up and down.”*

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Anindia’s statement is supported by Daimil – an Economic student – with his product, *telor bontot* chips.

*“...In the beginning of producing chips, I experienced failure multiple times, yet I kept trying till I successfully make crispy chips with delicious taste and balanced recipe...”*

The statement above is in line with Alma (2013) who studied personality factor in business. In her study, she found that personality affected entrepreneurship interest. The personality includes courage in taking risk, and strong commitment to business. Creativity is vital in facing business competition. It is to deal with consumers’ changing appetite, and to benefit any chances which is influential in business development.

### **3. Entrepreneurship Education**

Entrepreneurship education is a vital point to start and develop a business. At Universitas Islam Balitar, there is a course named *Kewirausahaan 1* which concerns entrepreneurship education covering business plan, business analysis, technique of determining price, counting profit and loss, packaging, halal status and safety of product, and marketing technique. In addition, there is a another course named *Kewirausahaan 2* – the continuation of *Kewirausahaan 1* – which provides students with chances to participate in entrepreneurship events such as special quality product exhibiton, student creativity program in entrepreneurship field, *renotek*, and product competition. By participating in these events, students will add their skills to motivate them to create and develop business.

Students who have their own business or still open up a new business get direct guidance in business incubator. This is in accordance with Alma (2013) figuring out that entrepreneurship education involving training or business incubator and business guidance are factors affecting student interest in being entrepreneurs. This finding is in agreement with Sri Lestari’s statement:

*“...in marketing my product, character carpet, I use WA, Facebook, and IG. The price of my product is expensive so the sale is not too high. I also get guidance from entrepreneurship lecturers...”*

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The statement above is made clearer by Daimil who says,

*“...I started my business in 2018. I got the idea since the egg price kept decreasing at that time. Finally, it came to my mind to make food made of egg so that it could increase the egg price. In addition, I learn a lot of entrepreneurship courses at university. My workplace facilitate business capital as well...”*

The statements above are of one mind with Alma who found that entrepreneurship education involved business capital facility (credit) and business guidance.

#### 4. Environment

Family environment plays an important role on someone’s business interest. This is because family members are the first people to consult with regarding career choice.

Environment where someone lives in is influential since what he sees everyday indirectly affects his mind to follow that activity.

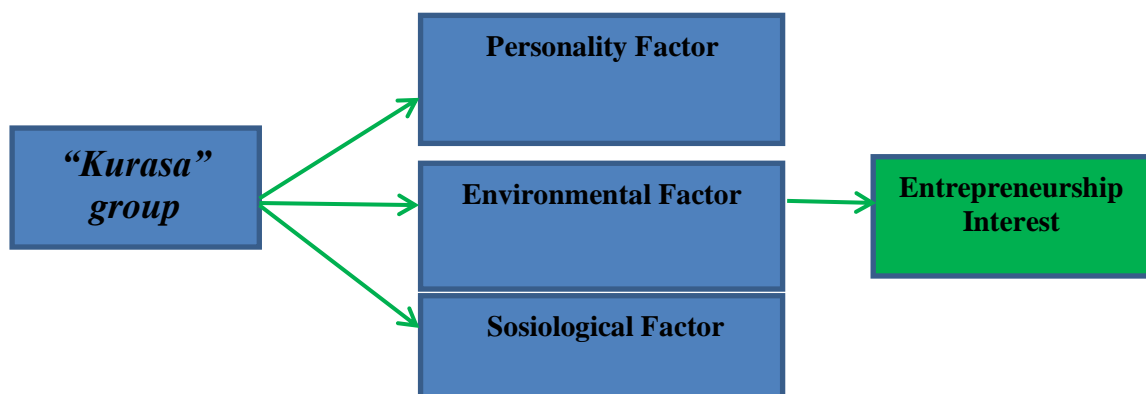
In addition, environment where someone socializes or make friends is another factor affecting someone to start business due to interest from his/her friend who earns a lot of profits from his/her business activity. This is made clearer by a participant named Winengku, a Management student:

*“...actually it is my mother who owns this cake business. I just often help my mother and I am getting interested to develop it. Besides, many of my friends have their own business so I join this enterprise. In addition to developing my mother’s cake business, I also sell square veil like what my friends wear...”*

The statement above supports Alma’s research regarding environmental aspect that affected entrepreneurship interest; that is, prior business experiences from family, friends, colleagues who have business, and community who struggle on in developing business.

#### 5. Conceptual Research Framework

Figure 3.  
Conceptual Research  
Framework



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## **CONCLUSION AND SUGGESTION**

As what has been elaborated, findings of this study suggest that personality factor, environmental factor (entrepreneurship education), and sociological factor (family and society) greatly affected someone's interest in entrepreneurship.

### **Suggestion**

1. It is expected that students should focus not only on finding jobs but also creating job fields after graduation.
2. Business guidance should not only be provided during the college study but also after students finish their study; this can be generated in the alumni group of university entrepreneurs
3. Family environment is hoped to keep motivating and supervising their children in selecting their career interest.

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