

The Effect of Independent Attitude and Motivation on Vocational School Students' Interest in Entrepreneurship

Agustina Mardika Rini¹, Marsono², Yoto³

^{1,2,3}Universitas Negeri Malang, Indonesia

agustina1708r@gmail.com, marsono.ft@um.ac.id, yoto.ft@um.ac.id

Abstract

This study aims to determine and analyze the influence of independent attitudes and motivation on the entrepreneurial interest of students majoring in Accounting and Finance at SMK Negeri 1 Boyolangu. This type of research is quantitative. The population in this study were 108 students majoring in Accounting and Finance at SMK Negeri 1 Boyolangu. The number of samples in this study amounted to 52 respondents using purposive sampling method. Hypothesis testing in this study using multiple regression analysis. The results showed that simultaneously, independent attitude and motivation had a significant effect on the entrepreneurial interest of students majoring in Accounting and Finance at SMK Negeri 1 Boyolangu. Partially, motivation has a positive and insignificant effect on interest in entrepreneurship and independent attitude has a positive and significant effect on interest in entrepreneurship.

Keywords

independent attitude;
motivation; interest



I. Introduction

Population growth is growing rapidly. The increasing number of people in Indonesia is currently causing intense competition in the world of work. The increasing number of people in Indonesia, the number of jobs available must be more or in proportion to the population so that there is no spike in the number of unemployed. Unemployment is a problem that must be solved immediately because it has an impact on poverty. One way to minimize the number of unemployed in Indonesia is to increase employment opportunities. Jobs can be created by opening their own jobs or entrepreneurship.

The low interest of students in entrepreneurship is also due to their mindset about the world of entrepreneurship, according to them going into the business world is not the right career choice. They think that for entrepreneurship they will be faced with an uncertain situation, it takes a large capital, full of challenges, the income is not fixed, there are many risks so they are afraid to fail. Whereas according to Schumpeter (in Wibowo, 2011) the most decisive factor in the economic growth of a country is entrepreneurs who are able to innovate and be creative. A strong entrepreneur has been proven to be able to improve the welfare of society as a whole. Entrepreneurs through their efforts have been able to absorb the workforce, cultivate natural resources, and encourage the country's economic growth. The economic condition of the population is a condition that describes human life that has economic score (Shah et al, 2020). Economic growth is still an important goal in a country's economy, especially for developing countries like Indonesia (Magdalena and Suhatman, 2020).

Entrepreneurship is an attitude and soul that is always active and creative who is empowered, creative, has initiative, and is humble in trying to increase income through business activities (Alma, 2015). The role of entrepreneurs in a country is to increase the economic activities of a country, to advance the economy of the nation and the state, to

increase the standard of living of the people, to participate in reducing or overcoming unemployment, to participate in overcoming social tensions, to increase domestic and international trade, to participate in increasing the country's foreign exchange, to increase management of natural resources, human resources, and capital resources (Cahyani, 2012). Attitude is a person's closed response to a particular stimulus or object, which already involves the opinion and emotion factor concerned. Happy - not happy, agree-disagree, good-not good, and so on (Prisaria, 2012). How much motivation is in the student. So, the greater the motivation a person has, the greater the effort to achieve his goals (Noviantoro, 2017).

Cultivating an entrepreneurial spirit can be started from the bench of education such as in Vocational High Schools (SMK). Vocational students who have thoughts of being printed to produce graduates who are ready to work make them busy competing for jobs. In fact, SMK graduates are able to create their own jobs by entrepreneurship. Therefore, in the SMK curriculum there are entrepreneurship subjects so that students have a stock of knowledge about entrepreneurship. The existence of a very strong urge in students to become entrepreneurs does not rule out the possibility that students' interest in entrepreneurship will increase.

The entrepreneurial process demands a willingness to take calculated risks so that they can overcome obstacles to achieve the expected success. In general, entrepreneurs use their ingenuity to take advantage of limited resources. An entrepreneur is someone who develops a new product or new idea and builds a business with a new concept, demands a certain amount of creativity and an ability to see patterns and trends that apply to being an entrepreneur. There are still many who are less creative and do not dare to take risks to open and manage a business. Creativity and the courage to take risks are entrepreneurial personalities

Successful entrepreneurs, one of the keys to have a superior personality. This personality sometimes sets him apart from most people. The ideal picture of an entrepreneur according to Alma (2010: 21) is a person who, in any emergency, is still able to stand on his own ability to help himself out of the difficulties he faces, including overcoming poverty without anyone's help. Even in ordinary circumstances (not emergency), he is able to make himself advanced, rich, successful physically and mentally. Therefore, students majoring in accounting and financial institutions should have the potential of entrepreneurial personality so that later they will be able to be independent, help themselves in dealing with life's difficulties, and even be able to open up job opportunities for themselves and others.

Students will also carry out activities to fulfill their desire to become entrepreneurs. However, students' motivation for entrepreneurship in class XI is still relatively low. Class XI students are not enthusiastic in participating in subjects entrepreneurship. Most students complain because they feel bored when they receive entrepreneurship subject matter. Entrepreneurship subjects that should be used as a reference for students in learning to become entrepreneurs who are able to compete because they are equipped with entrepreneurial materials and practices. However, it is very unfortunate because class XI students in practicing entrepreneurship only aim to get grades and no longer continue entrepreneurial activities after getting grades from subject teachers.

According to Hutagalung (2010) entrepreneurs are people who have the ability to see and assess business opportunities, gather the necessary resources to take advantage of them and take appropriate actions to ensure success. Basically, an entrepreneur or entrepreneur must be able to see an opportunity and take advantage of it to achieve benefits or benefits for himself and the world around him as well as the continuation of his business. They

must be able to take risks by innovating. Entrepreneurs must be good at looking ahead by taking lessons from past experiences, coupled with the ability to accept and take advantage of the reality or the reality around them (Bayu, 2010).

Newcomb in Notoatmodjo (1993), states that the definition of attitude is a person's readiness or willingness to act. That attitude is still a closed reaction, not an open reaction or open behavior. And attitude is a readiness to react to an object. Like knowledge, this attitude consists of various levels, namely: a) Receiving means that people (subjects) want and pay attention to the given stimulus (object); b) Responding, giving answers when asked, doing and completing the given task is an indication of attitude. Because by an attempt to answer a question or do a given task, regardless of whether the task is right or wrong, it means that the person accepts the idea; c) Appreciating (valuing), inviting others to work on or discuss a problem is an indication of the third level of attitude; d) Responsible, being responsible for everything he has chosen with all risks is the highest attitude, even though he gets challenges from his own husband or parents. Attitude measurement can be done directly and indirectly. Directly can be asked how the opinion or statement of the respondent to an object.

Attitude is a person's closed response to a particular stimulus or object, which already involves the relevant opinion and emotion factors (happy-not happy, agree-disagree, good-bad, etc.) Prisaria (2012). Garbuz and Aykol (2008) found several elements of attitude that have an influence on students' entrepreneurial intentions, namely autonomy, economic challenge, self-realization, perceived confidence security & workload, avoid responsibility, and social career. According to Priyanto (2008), attitude is one of the internal factors that influence the formation of an entrepreneurial spirit in addition to other internal factors, namely personal traits, individual willingness and ability. From this description, it can be concluded that attitude is a person's tendency to respond to desires from within which are influenced by objects around him. According to Priyanto (2008), attitude is one of the internal factors that influence the formation of an entrepreneurial spirit in addition to other internal factors, namely personal traits, individual willingness and ability. From this description, it can be concluded that attitude is a person's tendency to respond to desires from within, which are influenced by objects around him.

Motivation is a fundamental psychological process, and is one of the determining factors in achieving goals. Motivation is related to the drive or strength that is in humans. Motivation is in humans that is not visible from the outside. Motivation moves people to display behavior towards achieving a certain goal (Suryana and Bayu, 2010). According to Handoko (in Riani, 2006), motivation is a condition in a person's personal sense to encourage individuals to carry out certain activities in order to achieve goals.

The theory of motivation was also developed by McClelland (Riani, 2006). In this theory, many studies have been conducted to determine the motivation to meet human needs for achievement. McClelland found that those who have a need for achievement prefer jobs where they have personal responsibility, like to solve problems, set their own goals according to their abilities. Motivation to develop a new business is needed not only by self-confidence in in terms of their ability to succeed, but also by their ability to access information about entrepreneurial opportunities.

Someone continues to strive to be able to understand in more detail about entrepreneurship and with the need for someone to become a successful entrepreneur can encourage student learning motivation (Agustini, 2007:14). This means that students are happy with the world of entrepreneurship. These students will learn about what the entrepreneurial world is, so that there is student motivation in learning seriously at school about the world of entrepreneurship. Therefore, with the motivation to learn students in

learning about the world of entrepreneurship is expected to increase student interest in entrepreneurship.

Tarmudji (Purba, 2015) states that interest is a feeling of being interested or related to something or an activity without anyone asking / ordering. Tarmudji further stated that a person's interest can be expressed through statements that indicate a person is more interested in another object and through participation in an activity. Interest in becoming an entrepreneur is defined as a person's desire to work independently (self-employed) or run his own business. Budiati, Yani, and Universari (2012) state that students' interest in becoming entrepreneurs is divided into four groups, namely: 1) Interest in starting entrepreneurship in the near term 2) Interest in starting entrepreneurship in the next two years 3) Interest in starting entrepreneurship for the long term, and 4) Have no interest in entrepreneurship.

Based on the description above, interest is positively influenced by behavioral attitudes, meaning that the stronger (positive) an individual's assessment of whether or not the impact of being an entrepreneur is, will strengthen the individual's desire to work independently (self-employed) or run his own business. In this case, the stronger the attitude towards entrepreneurship, the stronger the interest in becoming an entrepreneur.

According to Kuncoro (2013) the conceptual framework or framework of thought is the main foundation where the research project is fully aimed, where this is a network of relationships between variables that are logically explained and developed from the formulation of problems that have been identified through the process of interviews, observations, and literature surveys. In this study, the conceptual framework explained is the motivational variables and personality factors that influence the interest in entrepreneurship. Muhidin (2011) suggests that the framework of thinking is a narrative or statement about the problem-solving conceptual framework that has been identified or formulated. The framework or framework of thought in a quantitative study, greatly determines the clarity and validity of the overall research process.

Through the description in the framework of thinking, the researcher can comprehensively explain what variables are being studied and from what theory the variables are derived, and why only those variables are being studied. The description in the framework of thinking must be able to comprehensively explain and confirm the origin of the variables studied, so that the origins of the variables listed in the problem formulation and problem identification become clearer.

Motivation is related to the drive or strength that is in humans. Motivation moves people to display behavior towards achieving a certain goal (Suryana and Bayu, 2010). Motivation is a factor that greatly affects the interest in entrepreneurship in a person. In entrepreneurship the role of motivation to succeed becomes very important. Moreover, entrepreneurial motivation requires fighting power to succeed, willing to learn to see the success of others, having a strong drive to overcome all obstacles in entrepreneurship. Alisyahbana (in Alma, 2011) states that personality is the overall characteristics of a person, can be in the form of thoughts, feelings, conscience, temperament and character. Personality factors can affect a person's interest in entrepreneurship. A successful entrepreneur has a special personality characteristic that sets him apart from others.

Vocational High School is an educational institution that aims to prepare students to become skilled workers and prioritize the ability to carry out certain jobs. In realizing the goal of SMK, cooperation between the school and students is very important, the school plays an important role in realizing its students to fulfill their responsibilities as students by having high learning achievement, having interests and talents. As a student who has decided to continue his education to a vocational secondary level and is determined that

choosing a vocational secondary level is a motivation from family, friends, even because he cannot enter the school of his choice or is in the wrong major, this is evidenced by the beginning of the researcher on students.

Tarmudji (in Purba, 2015) states that interest is a feeling of being interested in or related to something or an activity without anyone asking. Yuwono (in Siregar, 2015) states that entrepreneurial interest is a person's interest in carrying out independent business activities with the courage to take risks. Interest does not arise by itself, but is influenced by various things such as motivation and personality factors. Cahyaning (2014) also argues that interest in entrepreneurship is a desire in individuals who have the courage to create businesses in order to achieve success for a better life. Paulina (2011) Entrepreneurial intention is the desire of individuals to take entrepreneurial actions by creating new products through business opportunities and risk taking.

Based on the above definition, what is meant by entrepreneurial interest is the ability to encourage oneself and do something to meet the needs of life and solve life problems, advance a business or create a new business with a feeling of pleasure because it brings benefits for him to try to fulfill his life needs without feeling overwhelmed, afraid of the risks that will be faced, always learn from the failures experienced, and develop the business he created.

Based on this description, the conceptual framework can be seen as follows:

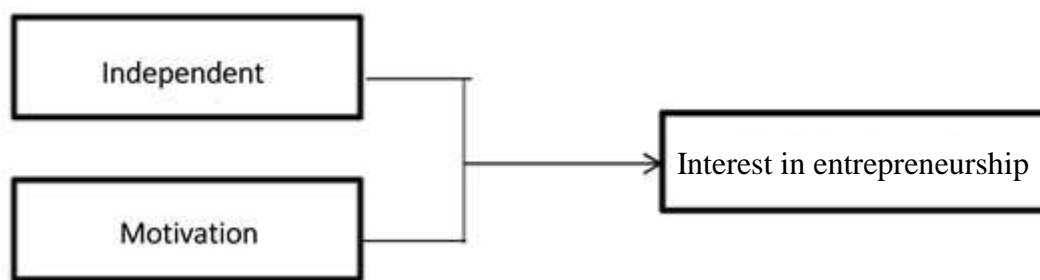


Figure 1. Research Conceptual Framework

II. Research Method

This research is a type of quantitative research and the data is processed using the SPSS 21.1 application. This research uses a sampling technique used is Proposive Sampling. According to Sugiyono (2016: 85) that: Purposive Sampling is a sampling technique of data sources with certain considerations. The population in this study were 108 students majoring in Accounting and Finance at SMK Negeri 1 Boyolangu. The number of samples in this study amounted to 52 respondents using purposive sampling method. The research location is SMK Negeri 1 Boyolangu Tulungagung which is located at Jalan Ki Mangun Sarkoro No. VI/3 Beji Village, Kec. Boyolangu, Tulungagung Regency, East Java. This study uses several data collection techniques, namely questionnaires and documentation. The data from this research are in the form of numbers which are the response scores of students (respondents). The analysis used is descriptive analysis and multiple linear analysis. The tests carried out include: Validity test, Reliability Test, Classical Assumption Test (Normality Test, Homogeneity Test, multicollinearity Test), Termination Coefficient Test, and Hypothesis Test (F-Test and t-Test).

III. Results and Discussion

Based on the interpretation of the study, data analysis using SPSS for Windows version 21 software shows that the multiple linear regression equation Y (interest in entrepreneurship) = $3.136 + 0.797 X_1$ (independent attitude) + $0.188 X_2$ (motivation) which means a constant 3.136 indicates that if there is no X_1 (independent attitude) and X_2 (motivation), then the interest of SMK students in entrepreneurship is 3.136. The regression coefficient of $0.797 X_1$ (independent attitude) indicates that for every additional 1 independent attitude, it will increase the interest of SMK students in entrepreneurship by 0.797, on the other hand if there is a decrease of 1 level of independent attitude, there will be a decrease in the interest of SMK students in entrepreneurship by 0.797 with the provisions of other variables is fixed or unchanging. The regression coefficient X_2 (motivation) shows that each addition of one level of motivation, it will increase the interest of SMK students in entrepreneurship by 0.188, on the contrary if there is a decrease of 1 level of motivation, it will reduce the results of the interest of SMK students in entrepreneurship by 0.188 provided that the other variables are fixed or do not change.

Based on data analysis using SPSS for Windows version 21 software, it can be concluded that there is a significant influence between independent attitude variables on vocational students' interest in entrepreneurship, this is based on tcount of $7.478 > 2.009$ in ttable with a significance level of $0.000 < 0.05$ which means significant, and it can be concluded that there is no significant effect between motivation on vocational students' interest in entrepreneurship is not significant, this is based on t count of $1.535 < 2.009$ in t table with a significance level of $0.131 > 0.05$ which means it is not significant.

Based on data analysis using SPSS for Windows version 21 software, it can be concluded that there is a significant influence of independent attitude (X_1) and motivation (X_2) on the variable of vocational students' interest in entrepreneurship (Y), this is based on the value of Fcount $88.602 > 2.861$ in ftable with a significance level of $0.000 < 0.05$ which means significant.

Comparison with the theoretical results is the results of this study show that there is a significant influence between independent attitudes on the interest of vocational students in entrepreneurship. While Newcomb in Notoatmodjo (1993), states that the definition of attitude is a person's readiness or willingness to act. That attitude is still a closed reaction, not an open reaction or open behavior. And attitude is a readiness to react to an object. Like the knowledge of this attitude consists of various levels, namely: (1) Receiving (receiving); (2) Responding (responding); (3) Appreciating (valuing); (4) Responsible (responsible). Attitude measurement can be done directly and indirectly. Directly can be asked how the opinion or statement of the respondent to an object.

The results of this study indicate that there is a significant influence between the motivation of vocational students' interest in entrepreneurship. Meanwhile, according to Handoko (in Riani, 2006), motivation is a condition in a person's personal sense to encourage individuals to carry out certain activities in order to achieve goals. The theory of motivation was also developed by McClelland (in Riani, 2006). In this theory, many studies have been conducted to determine the motivation to meet human needs for achievement. McClelland found that those who have a need for achievement prefer jobs where they have personal responsibility, like to solve problems, set their own goals according to their abilities. Motivation is related to the drive or strength that is in humans. Motivation is in humans that is not visible from the outside.

Comparison with relevant research is First, the results of this study show that there is a significant influence between independent attitudes on vocational students' interest in

entrepreneurship. This study supports the research conducted by Siti Nafi'ah Nurhadifah (2018), entitled The Influence of Personality, Family Environment and Peers on Entrepreneurial Interests in Students of the Accounting Education Study Program, Faculty of Economics, Yogyakarta State University. With the results of research Personality, Family Environment and Peers have a positive and significant effect on the interest in entrepreneurship.

Second, the results of this study show that there is a significant influence between motivation on vocational students' interest in entrepreneurship. This study supports research conducted by Agus Bakara and Zakir Has (2018) entitled The Influence of Motivation, Personality and Environment on Entrepreneurial Interests of Students of the Faculty of Teacher Training and Education, Islamic University of Riau (UIR) with the results of research on Motivation, and Personality having a positive and significant effect on student entrepreneurship interest while the environment has a negative and significant to student entrepreneurship interest.

IV. Conclusion

This study aims to determine empirically the influence of attitudes and motivation on students' entrepreneurial intentions. The results of the tests carried out on the responses of 52 sample respondents gave the conclusions of this study, among others: Attitude factor variables have a positive and significant effect on the entrepreneurial interest of students majoring in Accounting and Finance at SMK Negeri 1 Boyolangu, Motivational variables have a positive and insignificant effect on entrepreneurial interest in students majoring in Accounting and Finance Institutions SMK Negeri 1 Boyolangu, motivational factors and personality factors simultaneously have a significant effect on the entrepreneurial interest of students majoring in Accounting and Finance of SMK Negeri 1 Boyolangu.

Considering that personality factors have a greater influence on interest in entrepreneurship, as individual students majoring in Accounting and Finance at SMK Negeri 1 Boyolangu must always train and try to improve their personality so that the student's interest in entrepreneurship is stronger, and the Accounting and Finance Expertise Program Party Institutions need to introduce more to students about the business environment that is quite profitable, conduct trainings, seminars, workshops and visit exhibitions about entrepreneurship. Besides, there needs to be collaboration from parties outside the Boyolangu 1 Vocational School.

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