

## **THE INFLUENCE OF COMPANIONS AND INTERESTS ON THE EMERGENCE OF ENTREPRENEURIAL BUSINESS IDEAS IN STUDENTS MAJORING IN EDUCATION AT MEDAN STATE UNIVERSITY**

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**Abstract:** Entrepreneurship is an option that is now being developed by the government to reduce open unemployment. Not only through entrepreneurship, various efforts have been made to develop this, but the most important of all is the existence of a business idea that is the beginning for the start of a business for students. This research uses an explanatory approach, the sample of this study amounted to 360 who were students majoring in education at the Faculty of Mathematics and Natural Sciences, Medan State University. Data analysis using logistic regression tests. The results showed that the presence of a companion in this case lecturers  $p = 0.013$  and student interest  $p = 0.004$  influenced the emergence of business ideas in students majoring in education. Universities should complement entrepreneurship courses with a business-specific companion, to help students develop their business ideas to be more realistic to be realized.

**Keywords:** business idea, entrepreneur, student, companion

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## **INTRODUCTION**

The government is currently developing an entrepreneurial strategy, this alternative can be chosen by education students to continue their careers after graduating from campus. In reality, there are still very few education students who start entrepreneurship since college. Therefore, it is necessary to develop an entrepreneurial model for education students to become good entrepreneurs and start from students, so that it is significantly expected to reduce the open unemployment rate.

In fact, this effort was taken by the government to solve the open unemployment rate faced by the nation today. The Open Unemployment Rate (TPT) in February 2022 was 5.83 percent, down by 0.43 percentage points compared to February 2021 (BPS, 2022). Although this figure has fallen, if you look at the unemployment rate in undergraduates, it actually fluctuates. This condition is ironic considering the demands of entrepreneurs who must be high, in fact, scholars are also getting higher to become unemployed.

Research conducted by Allen in 2016 proved that one-third of the unemployed, especially at a young age, have to wait for one year to enter the job market, especially

entering work in the formal sector such as private employees or civil servants. Therefore, universities as undergraduate printers must be able to build awareness in entrepreneurship. One way is to strengthen entrepreneurship at the student level so that when you graduate you are able to build entrepreneurship and not depend on just one job.

State University of Medan as one of the State Universities in Medan City needs to respond to this, students need to increase their interest in entrepreneurship. Therefore, it is necessary to analyze in depth the factors related to student interest in entrepreneurship.

## METHOD

The study uses quantitative methods with *an explanatory research approach*, where researchers will examine more deeply the influence of companion factors and entrepreneurial interest on the emergence of business ideas in students majoring in education. The population of this study is all students majoring in education at the Faculty of Mathematics and Natural Sciences, State University of Medan who have received entrepreneurship courses.

The sample of this study was all students majoring in education at FMIPA State University of Medan who had received entrepreneurship courses and were ready to fill out questionnaires totaling 360 respondents. The method used to retrieve data used online questionnaires and in-depth interviews. The data analysis used in this study used a logistic regression test

## RESULT AND DISCUSSION

### Description of Research Results

The following is a univariate description of the results of the study that describes the characteristics of respondents

Variable	Sum	Percentage
<b>Entrepreneurial Discussion Assistance Lecturer</b>		
1. None	298	82,8
2. Exist	62	17,2
<b>Entrepreneurial Interest</b>		
1. Not interested	2	.6
2. Enough	34	9.4
3. Interested in Entrepreneurship	324	90.0
<b>Business Ideas</b>		
1. None	198	55
2. Exist	162	45
<b>Total</b>	360	100

Based on the table above, it is known that the majority of respondents do not have a companion lecturer who can be invited to discuss entrepreneurship, as many as 82.8%, only 17.2% already have an entrepreneurship discussion assistant lecturer who provides informal guidance. The last variable is interest in entrepreneurship, it is known that the majority of respondents as many as 90% are interested in entrepreneurship, only 6% of students are not interested in entrepreneurship. This shows that the entrepreneurial spirit in students majoring in Education at the research location is very good.

Then the results above also show that the majority of respondents do not have a business idea to be developed, which is 55%. Meanwhile, as many as 45% of respondents already have a business idea to be developed.

### Test the hypothesis

The variables tested in this hypothesis test consist of independent variables in the form of companions and entrepreneurial interests, then the dependent variable, namely business ideas. The business idea here is the existence of a business idea produced by respondents in written form to be developed into a business. The data analysis uses a logistic regression test and produces the following test analysis:

### Logistic Regression Encoding

**Table 1 Dependent Variable Encoding**

Original Value	Internal Value
No Business Idea	0
There is a Business Idea	1

The table above represents the code of the dependent variable analyzed. The categories include "No Business Idea" with code 0 and "No Business Idea" with code 1. Because what is coded 1 is "There is a Business Idea", then "There is a Business Idea" becomes a reference or effect of cause. The cause in question is an event that is hypothesized as the cause of the emergence of effects or problems. In this case, entrepreneurship and interest in entrepreneurship are reasons that can increase the emergence of business ideas.

### Logistic Regression Classification Table

**Table 2. Classification Table**

		Predicted			
		Idea		Percentage Correct	
Observed	No Business Idea	There is a Business Idea			
Step 0	Idea	No Business Idea	198	0	100.0
		There is a Business Idea	162	0	.0
Overall Percentage					55.0

The Classification Table explains that the 2 x 2 contingency table that should occur or also called the frequency of expectations is based on empirical data of the

dependent variable, where the number of samples that have a dependent variable category of reference or effect is No Business Idea as many as 198. While those who have business ideas as many as 162 people. The number of samples was 360 people. So that *the overall percentage* value before the independent variable is entered into the model is:  $198/360 = 55.0\%$ .

### Variables in the early-stage equation

		Variables in the Equation					
		B	S.E.	Wald	Df	Sig.	Exp(B)
Step 0	Constant	.201	.106	3.588	1	.058	.818

The Variables in The Equation table above shows that before the free variables are inserted into the model, there are no independent variables in the model. The Slope value or Beta Coefficient (B) of the Constant is 0.201 with an Odds Ratio or Exp(B) of 0.818. The significance value or p value of the Wald test is 0.058.

### Omnibus Tests of Model Coefficients

		Chi-square	Df	Sig.
Step 1	Step	18.377	2	.000
	Block	18.377	2	.000
	Type	18.377	2	.000

The significance value of the table above is 0.000 ( $< 0.05$ ) so that it can be concluded to reject H<sub>0</sub>, which shows that the addition of independent variables can have a real effect on the model, or in other words the model is declared FIT.

### Variables in the Equation

		B	S.E.	Wald	Df	Sig.	Exp(B)
Step 1a	Companion	.716	.289	6.159	1	.013	2.047
	Interest	1.231	.428	8.273	1	.004	3.425
	Constant	-3.910	1.258	9.655	1	.002	.020

a. Variable(s) entered on step 1: Companion, Interests.

The table above shows variables that affect student business ideas in entrepreneurship, all independent variables value P value Wald test (Sig)  $< 0.05$ , meaning that each variable has a significant partial influence on business ideas in the model. The companion has a Sig Wald value of  $0.000 < 0.05$  so that it rejects H<sub>0</sub> or which means that the presence of a lecturer companion has a significant partial influence on the emergence of business ideas. Then the interest in entrepreneurship has a Sig Wald value of  $0.031 < 0.05$  so that it rejects H<sub>0</sub> or which means that the interest in entrepreneurship has a significant partial influence on the emergence of business ideas

### **Odds Ratio**

The amount of influence is indicated by the value of EXP (B) or also called Odds Ratio (OR). The mentoring variable with OR= 2,047, respondents who have a companion are 2,047 times more likely to have a business idea than people who do not have a companion. The companion variable has a B Value of  $2.047 = 0.716$ . Because the B value is positive, the companion has a positive relationship with the emergence of business ideas.

The next variable is the variable of entrepreneurial interest with an OR of 3,425, it can be concluded that respondents who have a high interest in business will be more likely to have a business idea as much as 3,425 times compared to people who have low entrepreneurial interest. The variable of interest also has a B Value of  $3.425 = 1.231$ . Because the B value is positive, the interest in entrepreneurship has a positive relationship with the emergence of business ideas.

### **Logistic Regression Equation**

Based on the values of B in the calculation above, the equation model formed is as follows:

$$\ln P/1-P = -3.910 + 0.716 \text{ Companion} + 1.231 \text{ Entrepreneurial interest.}$$

Or you can use the derivative formula of the equation above, namely:

$$\text{Probability} = \exp(-3.910 + 0.716 \text{ Companion} + 1.231 \text{ Entrepreneurial interest}) / 1 + \exp(-3.910 + 0.716 \text{ Companion} + 1.231 \text{ Entrepreneurial interest}).$$

The results above show that of the two variables above, the interest variable is the most influential variable on business ideas compared to the companion variable.

### **Analysis of the Influence of Companions on the Emergence of Business Ideas**

This research proves that companions influence business ideas. This illustrates that to be able to produce a student entrepreneur, it cannot be released alone but must be accompanied by a companion who is a discussion partner for students. This finding is supported by Astuti's (2015) research which can also prove that interest in choosing a career as an entrepreneur can increase after being specifically guided.

The companion in this case has many important roles to stimulate students to produce business ideas. One of the most important things is to be a motivator for students. Mentors provide motivation for entrepreneurial spirit so that students are willing and able to produce good business ideas to be used as businesses. According to Binaswadaya (in Nurlaela Neni, 2005) that motivators are important figures in carrying out the role of mentoring, companions must be able to motivate students and encourage them to follow or participate in positive activities.

The same thing is also proven by Subing (2013) that mentoring has a very important role for the success and development of the Joint Business Group. The companion in question must have his own abilities, especially in order to inspire, stimulate, motivate and move others to engage in joint activities, including in developing a business (Nanlohy, 2019).

### **Analysis of the Influence of Business Interest on the Emergence of Business Ideas**

This research proves that entrepreneurial interest affects business ideas. The higher the interest in entrepreneurship, the better the business ideas produced. This is in line with Nursalina's research (2018) which has proven through her research in Makassar City that a person's interest in entrepreneurship has a positive influence on success, especially for businesses in micro small enterprises based on the creative economy.

Likewise, Subandono's research (2017) that a person who is interested in entrepreneurship will tend to have passion and enthusiasm and high interest in creating a business. Not only that, an interested person then organized, dared to bear the risk and develop the business he created

### **CONCLUSION**

The results showed that companion variables and interests affect student business ideas. The variable of interest is the variable that has the best influence compared to the companion variable. Universities should in addition to providing entrepreneurship lectures, should also prepare methods and role models that can stimulate students to know about entrepreneurship, while increasing student interest in entrepreneurship.

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