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The Analysis of Entrepreneurship Character and Entrepreneurship Intention among Students

(Comparative Study At Pamulang University, Indonesia And Polytechnic Sultan Salahuddin Abdul Aziz Shah, Selangor Malaysia)

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ABSTRACT

Pamulang University (UNPAM) Indonesia and Sultan Salahuddin Abdul Aziz Shah Polytechnic (PSA) Selangor Malaysia are currently intensifying collaboration between universities, one of the collaboration fields is in the field of entrepreneurship education to foster entrepreneurial character so that there is interest in entrepreneurship among students in these two educational institutions. The purpose of the study was to determine the entrepreneurial character and entrepreneurial interest of UNPAM students and Malaysian PSA students of 2018/2019 class. This study uses a qualitative method with a comparative type of research in which the research is to compare where the variables are the same for more than one sample or at different times. The respondents were the students from class of 2018/2019 of the Faculty of Economics Management of UNPAM and students from the School of Business of PSA. The observed variables are entrepreneurship characteristics and

entrepreneurial intention. The entrepreneurship characteristic is measured with indicators of confidence, task-oriented and outcome, risk taking, leadership, originality and Future-Oriented. The Entrepreneurial intention is measured with indicators eg.: Feel motivated for business, Feel interested in business and feel happy for business on environmental influences. The results of the study is that the average of entrepreneurial characteristics of UNPAM Indonesia students were "high" with a percentage value of 82.77%.

Meanwhile, PSA Selangor Malaysia students were also "high" with an average percentage value of 81.02%. The average intention in entrepreneurship among students UNPAM Indonesia is "high" with a percentage value of 85.03%. Meanwhile, PSA Selangor Malaysia students are also "high" category with an average percentage value of 84.64%.

1. Introduction

A country is said to be successful in building a prosperous society, that it would not be separated from the contribution of entrepreneurs, especially the role of youth in entrepreneurship. The role of youth in strengthening the market with creative and innovative products has a positive impact in creating new employment fields for themselves and for others, so as to reduce the unemployment rate among young people of productive ages.

Based on the UN statement that a country will be succeeded in its development, if the entrepreneur is as much as 2% of its population. The Indonesian Minister of Industry, Airlangga Hartarto said that in 2018 the ratio of entrepreneurs in the country is around 3.01% of the total population or around 8.06 million people. Although the ratio has exceeded international standards, which is 2%, Indonesia still needs to increase it, so Indonesia will catch-up the achievements of neighboring countries, for example, Singapore has now reached 7%, and Malaysia is at the level of 5%.

Based on BPS data in February 2012, the percentage of unemployed university graduates was 7.1 percent of the total unemployment in Indonesia. This figure increased to 8.7 percent in February 2017. The unemployment statistics of the diploma / academy holders showed an increasing trend in February 2012, there were 3.3 percent unemployment from diploma / academy holders and increased to 3.6 percent in February 2017. The figure of unemployment from high school leavers who was grouped as unskilled workers, showed declining trend from 26.3 percent in February 2012 to 22.2 percent in February 2017. This means that the business community in Indonesia prefers to employ non skilled workers. Graduate whether they holds a diploma or university degree difficult to enter the job market due employer preference to employ unskilled school leavers and this has caused academic unemployment.

Malaysia among the ASEAN countries has a high level of youth participation in youth activities. Based on statistical data in 2018 the number of entrepreneurs in Malaysia was 970,000 people and statistics on

open unemployment reached 3.3% of which 1.3% were from diplomas and graduates.

Therefore, young people and students in the future are expected to be able to find a more creative way and change their mindset from being a person looking for job to become an entrepreneur who can create and provide employment and job opportunities for others and they could enter the international market. even being able to later enter to the international market. The government of Indonesia through the Director General of Higher Education (DIKTI) and from other ministries, support the student entrepreneurship programs to become the national priority programs to be implemented in such a way that its

The universities curriculum in Indonesia and in Malaysia has included entrepreneurship courses to allow students an insight in entrepreneurship knowledge so as to provide some exposure to the students as it would be beneficial to them upon graduation. Majority of the public prefer their family members to join the public sector or large multi national companies rather than become an entrepreneur.

In year 2025, Pamulang University (UNPAM) is aiming to be ranked 40 among the universities in Indonesia in academic excellence by developing entrepreneurs based on education. To achieve its vision, Unpam will be re-organizing its educational system on a strong scientific basis, synergize among scientific disciplines, religious, entrepreneurial and globally oriented approach. Its Research and Innovation Centre namely the Center for Business and Entrepreneurship Incubator (www.unpam.ac.id) will be strengthened. Polytechnic Sultan Salahuddin Abdul Aziz Shah (PSA) is one of the TVET institutions in Malaysia, has established its entrepreneurial center to plan, evaluate and monitor the implementation of programs and activities for entrepreneurship development and education and to act as a one stop center for the entrepreneurial agenda. It aims to train students to have an entrepreneurial mindset and a tendency to become entrepreneurs through education. Through the Ministry of Higher Education introduced the Entrepreneurship Development Policy of Higher Education Institutions on April 13, 2010 aimed at promoting and enhancing entrepreneurship development and education in Higher Education Institutions (HEIs) to: (i) Provide quality and thoughtful people, attributes and values of entrepreneurship; (ii) Increase the number of HEIs graduates who are involved in entrepreneurship as a career; and (iii) Establish an enterprising academic, researchers and administrators of HEIs with entrepreneurial mindset.

2. Research purposes

1. To analyze the Character of Entrepreneurship among UNPAM students and PSA Students.

2. To analyze entrepreneurial intention among UNPAM students and PSA students.

3. Grand theory

3.1. Entrepreneurship

According to Bygrave (1996) in Basrowi (2011) that an entrepreneur is someone who is able to create a business by making a product in the form of goods or services by looking at the opportunities availability and utilizing them. Bygrave stated "Entrepreneur is the person who perceives an opportunity and creates an organization to pursue it".

According to Goeffrey G. Meredith (2005) that entrepreneurs are people who have the ability to see and assess opportunities, and gather its resources needed to take the advantage.

According to Frinces (2011) that entrepreneur is people who have the instinct (spirit, soul, reason, intusion and competence) to do business, to take risks, daring to invest, daring to lose profits and daring to make changes quickly and greatly to make progress.

According to Kasmir (2011) that entrepreneurship is an activity carried out by people who are brave in taking risks to open businesses in various opportunities.

3.2. Entrepreneurship Character

According to Bygrave (1996) in Basrowi (2011)

1. Creative
2. Having high motivation and innovation
3. Aggressive
4. Risk seeker
5. Personality integrity
6. Confidence
7. Has competence and
8. Trouble solving

According to Geoffrey G. Meredith (2005), namely:

1. Confidence and optimism
2. Task and results oriented
3. Daring to take risks and like challenges
4. Leadership
5. Originality
6. Future oriented

Based on the description above, the characteristics of entrepreneurs in general are:

1. Confidence
2. Task and results oriented

3. Risk Taking
4. Leadership
5. Originality and
6. Future oriented

3.3 *Entrepreneurship Intention*

According to Winkel (2004) that intention is a settled tendency within individuals to feel attracted to a particular field and feel happy to be involved in it. Individuals who are interested in something will encourage them to carry out certain activities without coercion. This feeling of attraction and excitement can make a person start to be able to enjoy something that he is facing or doing.

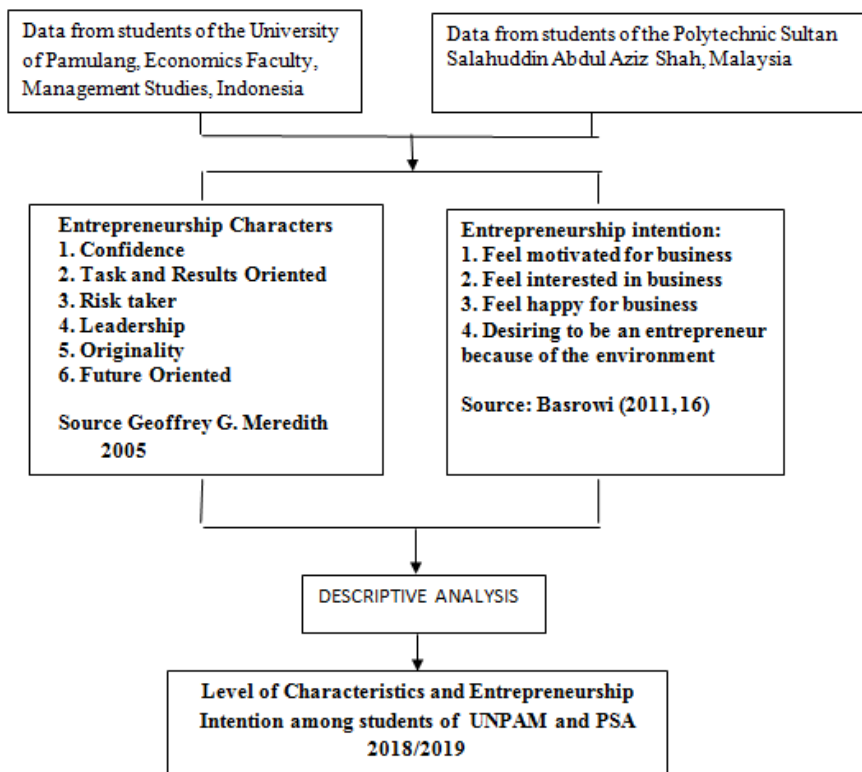
According to Slameto (2003) that intention is a feeling of preferability and a sense of interest in a thing or activity without anyone asking, which is an acceptance of a relationship between oneself and something outside oneself, the stronger and closer the relationship, then the greater the interest. The existence of feelings of pleasure, the desire to devote attention and the ability to be able to enjoy an object or activity will encourage someone to take a real action.

According to As'ad Mohammad (2009) that intention is an attitude that makes people happy about certain objects, situations or ideas. This is followed by feelings of pleasure and tendency to look for objects to be liked. Pattern of person's interest is one of the factors that determine the suitability of a person in his work.

The researchers conclude based on previous research, namely that the factors that can influence the formation and development of *Entrepreneurship Intention*, namely:

1. Entrepreneurial interest
 - Feel motivated for business,
 - Feel interested in business
 - feel happy for the business
2. Environmental Factors: support and guidance from families, friends (lectures) and Entrepreneurship courses

4. Analytical Framework



Prior Research

Research by Gurol and Atzan (2006) said that the characteristics of entrepreneurship among students were determined by a spirit of high innovation, high courage to take risks and high desire to achieve. Relatively have a soul that agrees with the clarity of the future and has the confidence to be able to become an entrepreneur.

Research by Diyanti I.S (2011) said that there was a positive influence between learning outcomes in entrepreneurship subjects on entrepreneurial intention as indicated by a regression coefficient of 0.154 with a p-value of $0.006 < 0.05$. This shown that the high and low learning outcomes of entrepreneurship subjects had an influence on changes in student entrepreneurial intemtion. The better the learning outcomes of students' entrepreneurship subjects will be followed by an increase in interest in entrepreneurship.

Research by Deden Setiawan (2016) said Income Expectations, Family Environment, and Entrepreneurship Education had a positive effect on Entrepreneurial Intention.

Suryana's research (2006) said that entrepreneurial ability is a function of entrepreneurial behavior in combining creativity, innovation and hard work and courage to face risks to obtain opportunities.

Research of Ghina et.al (2017) said that the entrepreneurial characteristics of students at Telkom University were high with a percentage of 79.60% with the highest indicator: need for achievement (85.72%). Then for entrepreneurship intention of students at Telkom University is considered high with a percentage of 77.22%.

Sunanto's research (2019) said that individual factors had a positive and significant effect on the decision of students at the University of Pamulang to become entrepreneurs Individual and environmental factors simultanly has a significant influence on the decision of students at UNPAM to become entrepreneurs

Research of Norasiah et.al (2017) said that self-control ability of students who are closely related to individual's belief in his ability to regulate and carry out their desired action to produce something, is also capable in increasing students' tendency towards entrepreneurial work. Students who have the ability to control themselves are able to produce ideas and develop their own products and run commerce during the study.

A study by Norfadhilah Nasharudin & Halimah Harun (2010) shows that overall students of the Institute of Public Higher Education (IPTA) are still not interested in becoming entrepreneurs despite more than 80 per cent showing positive attitude towards entrepreneurship. However, IPTA students have high levels of entrepreneurial traits, except that entrepreneurial traits daring to take risks. It requires the effort, experience and knowledge that students need to provide and be able to start with small business activities, to build the spirit of entrepreneurship and entrepreneurship.

Mohd. Hassan Bin Mohd. According to Osman (2007), the results show that the majority of entrepreneurs agree that motivation factors, attitude factors and skill factors are important factors in influencing them to become entrepreneurs while background factors do not influence them to enter the field. Thus, institutions of higher learning have provided various programs to build students' attitude towards entrepreneurship while enhancing entrepreneurship skills through current business knowledge.

According to Salmianti Binti Mutalib (2013), studies show that motivational factors are a major factor influencing students to tend towards entrepreneurship as opposed to factors of student interest, student attitude and social support. Through the entrepreneurial curriculum at institutions of higher learning in Malaysia, various initiatives and incentives such as knowledge sharing seminars from young entrepreneurs 'icons have been able to enhance students' motivation towards entrepreneurship.

According to Solahuddin Abdul Hamid (2014), entrepreneurship will create a creative personality and utilizing the potential, reputation and resources available and finding a solution to any problems faced by graduates. This

will increase student participation in entrepreneurship and reduce unemployment among graduates when they graduate

5. Methodology

The method used in this study is a qualitative method with descriptive analysis. The population in this study were students of Management Study Program, Faculty of Economics, Entrepreneurship Class of 2018-2019, University of Pamulang, with a total of 5000 students and with a sample of 98 people calculated using the Slovin formula as follows and fulfilled as 100 students:

$$n = \frac{N}{1 + N \cdot e^2}$$

Keterangan :

- n = Jumlah sampel
- N = Jumlah populasi
- e = Presentase toleransi ketidakteelitian karena kesalahan pengambilan sampel sebesar 10%

$$n = \frac{5000}{1 + 5000 (0.1^2)} = 98 \approx 100$$

6. Population and Research Samples

Type of data is qualitative data. Data were obtained from questionnaires distributed to students at University of Pamulang and to students of batch 2018/2019.at the Polytechnics of Sultan Salahudding Abdul Aziz Shah. The population of this study was taken from the number of students in the 165 entrepreneurship classes with a total of 5000 students. The sample used the Slovin method, which took 100 students at UNPAM and 26 students from the PSA.

7. Descriptive Analysis

A. Entrepreneurial Characteristics

The table below shows the results of a descriptive analysis of the Entrepreneurial Characteristics variable with a questionnaire consisting of 12 questions and divided into 6 indicators

Table 1.1. Score Calculation of Variable of Students’s Entrepreneurship Characteristics of UNPAM Indonesia

| No | Statement | SS | S | R | TS | STS | skor Actual | Skor Ideal | % |
|-----------|----------------------------------|-----|-----|----|----|-----|-------------|------------|--------------|
| | | 5 | 4 | 3 | 2 | 1 | | | |
| I | Confidence | | | | | | | | 80,9% |
| 1 | A1 | 150 | 224 | 42 | 0 | 0 | 416 | 500 | 83,20% |
| 2 | A2 | 175 | 136 | 60 | 22 | 0 | 393 | 500 | 78,60% |
| II | Task and results oriented | | | | | | | | 84,4% |

| | | | | | | | | | |
|------------|------------------------|-----|-----|----|----|---|-----|-----|--------------|
| 3 | A3 | | 212 | 36 | 0 | 0 | 423 | 500 | 84,60% |
| 4 | A4 | 160 | 228 | 33 | 0 | 0 | 421 | 500 | 84,20% |
| III | Risk Taking | | | | | | | | 78,8% |
| 5 | A5 | 115 | 180 | 75 | 14 | 0 | 384 | 500 | 76,80% |
| 6 | A6 | 175 | 164 | 51 | 14 | 0 | 404 | 500 | 80,80% |
| IV | Leadership | | | | | | | | 84% |
| 7 | A7 | 175 | 180 | 60 | 0 | 0 | 415 | 500 | 83% |
| 8 | A8 | 200 | 180 | 45 | 0 | 0 | 425 | 500 | 85% |
| V | Originality | | | | | | | | 84,4% |
| 9 | A9 | 180 | 188 | 51 | 0 | 0 | 419 | 500 | 83,8% |
| 10 | A10 | 200 | 180 | 45 | 0 | 0 | 425 | 500 | 85% |
| VI | Future oriented | | | | | | | | 84,1% |
| 11 | A11 | 190 | 184 | 48 | 0 | 0 | 422 | 500 | 84,40% |
| 12 | A12 | 180 | 188 | 51 | 0 | 0 | 419 | 500 | 83,80% |

Based on descriptive analysis, it says that the Entrepreneurship Characteristics variable for UNPAM students with the highest score is **Task and Results Oriented** Indicators and its sub-indicators. “**I prioritize hard work in running a business**” (84.6%); and the **Originality** indicator (84.4%) with its sub-indicator being “**I am always creative and innovative**” (85%). The lowest value is on the **Risk Taking** indicator (78.80%) with its sub-indicator “**I am ready to bear business risk**” (76.80%)

Table 1.2. Score Calculation of Variable of Student Entrepreneurship Characteristics in PSA, Malaysia.

| No | Statement | SS | S | R | TS | STS | Skor aktual | Skor Ideal | % |
|-----------|----------------------------------|----|----|----|----|-----|----------------|---------------|---------------|
| | | 5 | 4 | 3 | 2 | 1 | | | |
| I | Confidence | | | | | | | | 75,38% |
| 1 | A1 | 35 | 36 | 27 | 2 | 0 | 100 | 130 | 76,92% |
| 2 | A2 | 5 | 72 | 15 | 4 | 0 | 96 | 130 | 73,85% |
| II | Task and results oriented | | | | | | | | 85% |
| 3 | A3 | 50 | 52 | 6 | 2 | 0 | 110 | 130 | 84,61% |
| 4 | A4 | 45 | 60 | 6 | 0 | 0 | 111 | 130 | 85,38% |

| | | | | | | | | | |
|------------|------------------------|----|----|----|---|---|-----|-----|---------------|
| III | Risk Taking | | | | | | | | 75,38% |
| 5 | A5 | 30 | 44 | 24 | 2 | 0 | 100 | 130 | 76,92% |
| 6 | A6 | 20 | 48 | 24 | 4 | 0 | 96 | 130 | 73,85% |
| IV | Leadership | | | | | | | | 81,92% |
| 7 | A7 | 20 | 52 | 27 | 0 | 0 | 99 | 130 | 76,15% |
| 8 | A8 | 50 | 64 | 0 | 0 | 0 | 114 | 130 | 87,69% |
| V | Originality | | | | | | | | 75% |
| 9 | A9 | 20 | 52 | 27 | 0 | 0 | 99 | 130 | 76,15% |
| 10 | A10 | 15 | 48 | 33 | 0 | 0 | 96 | 130 | 73,85% |
| V! | Future oriented | | | | | | | | 86,54% |
| 11 | A11 | 60 | 48 | 6 | 0 | 0 | 114 | 130 | 87,69% |
| 12 | A12 | 50 | 52 | 9 | 0 | 0 | 111 | 130 | 85,38% |

Based on the descriptive analysis, it says that the Entrepreneurial Characteristics variable on PSA students with the highest value is **Oriented to the future** (86.54%), with its sub-indicators **“I always look far ahead”** (87.69%). While the lowest score is on the **Risk Taking** indicator (75.39%) with its sub-indicators **“I like challenges in business”** (73.85%).

B. Entrepreneurial Intention

The table below shows the results of a descriptive analysis of the variables Entrepreneurial Intention with a questionnaire consisting of 12 questions and divided into 6 indicators

Table 1.3. Score Calculation of Variable of Student’s Entrepreneurial Intention

| No | Statement | SS | S | R | TS | STS | Skor Actual | Skor Ideal | % |
|-----------|------------------------------------|------------|------------|-----------|-----------|----------|-------------|------------|---------------|
| | | 5 | 4 | 3 | 2 | 1 | | | |
| I | Future oriented | | | | | | | | 86,67% |
| 1 | B1 | 225 | 225 | 15 | 10 | 0 | 475 | 500 | 95% |
| 2 | B2 | 225 | 160 | 15 | 20 | 0 | 420 | 500 | 84% |
| 3 | B3 | 200 | 180 | 15 | 10 | 0 | 405 | 500 | 81% |
| II | Feel interested in business | | | | | | | | 80,33% |
| 4 | B4 | 200 | 160 | 15 | 10 | 0 | 385 | 500 | 77% |
| 5 | B5 | 225 | 180 | 30 | 0 | 0 | 435 | 500 | 87% |
| 6 | B6 | 200 | 160 | 15 | 10 | 0 | 385 | 500 | 77% |

| | | | | | | | | | |
|------------|--|-----|-----|----|---|---|-----|-----|---------------|
| III | feel happy for the business | | | | | | | | 86,13% |
| 7 | B7. | 225 | 192 | 14 | 0 | 0 | 431 | 500 | 86,20% |
| 8 | B8 | 250 | 164 | 18 | 0 | 0 | 432 | 500 | 86,40% |
| 9 | B9 | 225 | 188 | 16 | 0 | 0 | 429 | 500 | 85,8% |
| IV | Desiring to be an entrepreneurial | | | | | | | | 87% |
| 10 | B10 | 225 | 192 | 14 | 0 | 0 | 431 | 500 | 85,80% |
| 11 | B11 | 225 | 180 | 30 | 0 | 0 | 435 | 500 | 87,00% |
| 12 | B12 | 240 | 180 | 21 | 0 | 0 | 441 | 500 | 88,20% |

Based on descriptive analysis that the variable of Entrepreneurial Intention of students at Unpam scored highest on the indicator of **Desiring to be entrepreneurial** (87%), and a low indicator of **Feeling Interested in Business** (80.33%).

Tabel 1.4. Score Calculation of Variable of Entrepreneurial Intention of students of PSA, Malaysia.

| No | Statement | SS | S | R | TS | STS | Skor | Skor | % |
|------------|--|-----|----|----|----|-----|--------|-------|---------------|
| | | 5 | 4 | 3 | 2 | 1 | Aktual | Ideal | |
| I | Future oriented | | | | | | | | 86,67% |
| 1 | B1 | 40 | 44 | 18 | 2 | 0 | 104 | 130 | 80% |
| 2 | B2 | 85 | 28 | 6 | 0 | 0 | 119 | 130 | 91,54% |
| 3 | B3 | 65 | 44 | 6 | 0 | 0 | 115 | 130 | 88,46% |
| II | Feel interested in business | | | | | | | | 84,36% |
| 4 | B4 | 45 | 16 | 27 | 8 | 0 | 96 | 130 | 73,85% |
| 5 | B5 | 65 | 40 | 6 | 2 | 0 | 113 | 130 | 86,92% |
| 6 | B6. | 105 | 0 | 15 | 0 | 0 | 120 | 130 | 92,31% |
| III | feel happy for the business | | | | | | | | 90,26% |
| 7 | B7 | 95 | 20 | 6 | 0 | 0 | 121 | 130 | 93,08% |
| 8 | B8. | 100 | 12 | 9 | 0 | 0 | 121 | 130 | 93,08% |
| 9 | B9 | 45 | 56 | 9 | 0 | 0 | 110 | 130 | 84,62% |
| IV | Desiring to be an entrepreneurial | | | | | | | | 81,80% |
| 10 | B10 | 40 | 56 | 12 | 0 | 0 | 108 | 130 | 83,08% |
| 11 | B11 | 35 | 44 | 21 | 2 | 0 | 102 | 130 | 78,46% |
| 12 | B12 | 40 | 64 | 3 | 2 | 0 | 109 | 130 | 83,85% |

Based on descriptive analysis, it says that the variable of Entrepreneurial Intention of students at PSA with the highest value is the indicator of **Feeling Happy for Business** (90.26%) and the lowest is an indicator of **Desiring to be entrepreneurial** (81.80%).

8. Conclusions and recommendations

Based on the results of the analysis, it can be concluded that:

1. The average of the entrepreneurial characteristics of the students batch 2018-2019 at the University of Pamulang Indonesia are included in the "high" category with a percentage of 82.77%. Details of each indicators, namely Confidence (80.9%), Task and Results Oriented (84.4%), Risk Taking (78.8%), Leadership (84%), Originality (84.4%), Future Oriented (84.1%). Whereas the students at the PSA Selangor Malaysian also reach to the "high" category with an average percentage score of 81.02%. Details of each indicators, namely Confidence (75.37%), Task and Results Oriented (85%), Risk Taking (75.39%), Leadership (81.92%), Originality (75%), Future Oriented (86.54%),

2. The average of the intention in entrepreneurship of the students batch 2018-2019 at the University of Pamulang Indonesia is included in the "high" category with a percentage of 85.03%. Details of each indicators, namely Feeling Motivated for Business (86.6%), Feeling Interested in Business (80.39%), Feeling Happy for Business (86.13%), Desiring to be entrepreneurial (87%). Whereas the students of PSA Selangor Malaysia also reach to the "high" category with an average percentage of 84.64%. Details of each indicators namely Feeling Motivated for Business (86.67%), Feeling Interested in Business (84.36%), Feeling Happy for Business (90.26%), Desiring to be entrepreneurial (81.80%),

The following suggestions:

1. Variable of entrepreneurial characteristics of students at the University of Pamulang Indonesia, which the weak indicator is namely Risk Taking (78.80%), and for PSA's students is namely Risk Taking (75.38%), it is recommended that students to be dare to take business risks both material and non-material risks, which are included in a business. Risk Taking is related to self-confidence, therefore it is necessary to increase confidence in students.

2. Variabel of entrepreneurial intention of students at UNPAM which the weak indicator is namely Feeling Interested in Business (80.33%), and for students of PSA is Desiring to be entrepreneurial (81.80%), are advised to always motivate students to be interested in entrepreneurship because there will be many challenges facing in the future, and always motivating them that it can be a solution for a succesful career and in creating employment to reduce the academic unemployment

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