FACTORS AFFECTING HIGHER EDUCATION STUDENTS’ INTEREST AND MOTIVATION IN CULTIVATING ENTREPRENEURSHIP

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Abstract

This research aims to analyze the factors that influence interest and motivation in fostering an entrepreneurial spirit in students of the Faculty of Economics and Islamic Business of the State Islamic University of North Sumatra. This research uses qualitative approaches that are descriptive analysis of data collection techniques used are observation techniques, interviews. The research subjects amounted to 5 people with different majors consisting of students who have a business. The results of this study are factors that can affect entrepreneurship there are 4, namely income factor, family environment, motivation, and community environment, but of these 4 factors that greatly affect the income factor.

Keywords: entrepreneurship interest; motivation; factors affecting entrepreneurial interest

INTRODUCTION

Poverty, social inequality, and unemployment of productive age are enormous challenges for the Indonesian nation entering the era of the free market and global competition (Mopangga, 2014). Solutions that can be taken based on the complexity of these problems demand creative and innovative souls, minds, and actions, among others through the creation of young entrepreneurs with adequate numbers and quality. Entrepreneurship is a crucial problem in the economy of a nation that is developing (Arum et al., 2022). The progress or economic decline of a nation is strongly determined by existence and role-based on this group of entrepreneurs (Prawindita & Ghina, 2020).

Entrepreneurship is a process of creativity and discovery that has a high risk to form the added value of products that are useful for the people and bring prosperity to entrepreneurs (Diandra, 2019). Entrepreneurship can be learned even though there are also exclusive people who have talent in terms of entrepreneurship (Hasibuan et al., 2021).

Motivation is believed to be a crucial factor for entrepreneurship interest because motivation can cause, channel, and support someone to be willing to work hard and enthusiastically to achieve optimal results (Erni, 2021). Entrepreneurship is expected to grow the fighting power to be successful, willing to learn to see the success of others and have a strong drive to overcome all obstacles to entrepreneurship (Purnomo, 2017). Motivation is the process of awakening, directing, and solidifying the conduit of one goal (Rahmat, 2020).
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Entrepreneurial Knowledge
Through education about entrepreneurship, students can form the mindset and behavior of an entrepreneur which can lead them to determine entrepreneurship to be a career choice (Trihudiyatmanto, 2019). Based on this, it can be concluded that entrepreneurship education can build the mindset and behavior of students to be interested in becoming entrepreneurs consciously so that their behavior, spirit, and ability can lead them to determine a career as an entrepreneur after graduating his studies. Entrepreneurship is a creative and innovative ability to form a new and different place that is used as the basis, tips and resources, processes, and efforts to build the added value of goods and services that are done using the courage to face risks in business or life improvement to find opportunities for success (Mulyani, 2011).

Entrepreneurial Interest
Minat is a sense of prefer and attachment to a thing or activity, without any command (Mulyana et al., 2019). Interest basically means acceptance of a correlation between oneself and something from outside the self (Suharyat, 2009). Entrepreneurship interest can make someone smarter in finding and utilizing business opportunities by optimizing the potential of yang owned. Entrepreneurship interest means the desire, interest, and willingness of individuals to work hard in meeting their needs without fear of the risks that will occur.

Interest in mental devices consists of feelings, expectations, attitudes, prejudices, fears, and other tendencies that lead individuals to a certain choice (Rifai & Wijaya, 2019). Entrepreneurship interest is determination, interest, and willingness to work hard or willpower to try to make ends meet without fear of the risks that will occur, and always learn from the failure experienced. Based on the description of interests and entrepreneurs that have been mentioned, entrepreneurship interest is the common heart in someone to be interested in forming a struggle and then organizing, organizing, taking risks, and making the business he created.

METHOD
This research uses qualitative methods yang is descriptive analysis. The data collection techniques were surveys and interviews. The source of yang data used in this study was Faculty of Islamic Economy and Business, Islamic State University of North Sumatera students who come from several study programs.

RESULT AND DISCUSSION
Overview of Research Informant
The first research informant was Febriana Sakina, a student of Faculty of Islamic Economy and Business, Management major, class of 2018. She began to become an entrepreneur from the first semester until now. The first business undertaken is selling Jilbab online shop and now growing and has several other businesses such as selling credit and data packages. The initial capital used to start a business is Rp. 1,500,000 which comes from his own savings. She left a
small portion of the remaining snack money in the tube until it became the initial capital he pioneered in her business.

The second research informant is Muhammad Iqbal who is also a student of Faculty of Islamic Economy and Business, Syariah Bank study program, class of 2017 which opened a laundry business since the beginning of January 2019. He started the business with his parents, raising initial capital since 2017 since the first time he sat in college. Ia opened a laundry business because his house is located near a student boarding house, with an initial capital of Rp 20,000,000 to buy all laundry equipment such as other dan washing machines. Until now, the business that Iqbal runs smoothly because of the location of the house is very strategic and the price that can still be reached by students. This makes Iqbal's business more and more visitors who arrive every day. The reason Iqbal became an entrepreneur is not only to earn income but to help the family economy and finance his own college until completion.

The third research informant is Morina Liana, a student of Faculty of Islamic Economy and Business, majoring in Islam Economy class of 2018. Her business is selling Hijab online. Becoming an entrepreneur has been her dream since childhood but only now it has come true. Morina Liana cooperated with her cousin in managing her business which was established in September 2020. Her compassion for becoming an entrepreneur is to earn his own income and want to live independently.

The fourth research informant is Delina, a student of Faculty of Islamic Economy and Business, majoring in Syariah Accounting, class of 2018 who sells chicken rissoles and vegetable rissoles online. She started her business after becoming a 3rd-semester student. According to Delina, by becoming an entrepreneur, he can earn his own income, especially when she is still a student who requires a lot of costs. Rissoles made by Delina are already very famous in the Islamic State University of North Sumatera. It made him happy so she thought she wanted to open a business near his house. The capital used for entrepreneurship is his own savings, with encouragement from family and friends who make him passionate about entrepreneurship.

The fifth research informant is Naliza who is a student of Faculty of Islamic Economy and Business, majoring in Syariah Insurance, class of 2018 who chose entrepreneurship. The type of business chosen is to sell a wide variety of cosmetics online. This business is run by Naliza with his older sister, Faliza. Naliza chose a cosmetics business because according to her all people are very familiar with cosmetics with various brands. She issued an initial capital of Rp 5,000,000, and now her business is growing so that Naliza is able to open a kiosk in front of her house and many visitors. The price given is also very affordable. This business began in 2017. At that time, Naliza was still in high school. The reason Naliza became an entrepreneur was that she wanted to earn her own income and pay for college with the benefits she earned and wanted to advance her family's economy.
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Entrepreneurship interest can be observed according to availability to work hard and diligently to achieve business progress, willingness to counter various risks related to using the actions of trying to do, willingness to take the path using new ways, willingness to make life-saving, willingness to learn she experienced, because the interest in entrepreneurship is a desire, interest, same willingness to work hard or have a hard will to open a business as much as possible to meet the needs for yourself or even to help the family economy. Entrepreneurship interest is not below birth but develops in sync using factors that affect it. In this study, the researchers explain the factors that can influence students to be able to entrepreneurship, including the following.

Income
Entrepreneurship can provide opinions that can be used to meet the needs of one’s life, the desire to earn an income is what can cause one's entrepreneurial interest. If someone hopes to get a higher income by becoming an entrepreneur, then someone will be encouraged to become an entrepreneur, but the income from unpredictable, sometimes it can be above the expected income, sometimes it can be outside of the expected income.

In accordance with the results of an interview with Febriana Sakina who stated: "Yes it is true that income is very influential because if we already hold the money it feels very happy to be able to make money with your own sweat, especially since childhood has been in if you ask for money must work first just given, so as not to be a child who is dependent on parents. Because of the economic factors that make me intend and interested in opening a business, with self-awareness I do not want to be a burden on the family. I used to be spoiled to buy this that does not need to think, but the wheel of life continues to spin, until the conditions where I should be able to become an independent child and by opening this business I became acquainted with who I really am."

The same opinion was also said by the third informant. She said that the income factor is also very influential because Morina thinks that although still sitting in college, she has earned her own income. She said: "Because if we intend and want to try it there must be a way, because the business will not betray the results, and I am proud that I can pay tuition with my own work."

According to the fourth informant, Delina, income factors also affect the interest of entrepreneurship, because of the desire to earn their own income so as to venture into entrepreneurship. She said: "Entrepreneurship is a fun thing in my opinion, where here I become to know that making money is not easy, we have to work hard first can only get money, from here I learned not to be an extravagant child, I always benefit from my efforts for my future."

Family
Family development is one of the important factors to encourage the progress of entrepreneurship. Because in the most important family parents can definitely influence their
children for the future for example to determine a job or business. Because if the family provides support for the business that will be run then the interest in entrepreneurship is even greater.

Yang can be summarized by the results of the interview that the family environment greatly affects the interest in entrepreneurship, where there must be support from the family environment so that the interests and struggles that we live are there that support and support us when we are not wanted in the past, such as failure in entrepreneurship.

**Motivating factors**

The spirit of a person to start a business is a strong motivation from the surrounding environment. Freedom in work is a working model in which a person does little work but gets great results. This motivating factor is also considered to affect the entrepreneurial interest of a student. Motivation is very necessary because it can suggest an interest in entrepreneurship.

The existence of motivation from some parties makes us more excited about running a business. A student will be very motivated if you see the surrounding environment has done business and successfully run it, because if successful the income will be very useful to be used for personal interests in the future.

**CONCLUSION**

Based on the results of research and discussion, it can be concluded that:

1) Faktor agrees that it can affect students' entrepreneurship interests. Entrepreneurship can make them dare to express opinions that can be used to meet their needs, not be a burden on the family to be able to live independently and not dependent on parents. That can create the interest of entrepreneurship students, where students feel satisfied using the efforts undertaken and feel proud of themselves;

2) Environmental factors hypnotize women into entrepreneurship. The support comes from the family environment so that the interests and businesses we live in are there that support and support us when things happen that are not desirable in the future, such as failure in entrepreneurship.

3) The motivation factor is characterized by the onset of interest in taking action or achieving a goal. Motivation is very expected because it greatly affects an interest in entrepreneurship. The existence of motivation makes a person more excited in running a business; and

4) Environmental factors of yang residents are described through encouragement by the community, having an insignificant influence. This is characterized by the lack of maximum awareness of students to entrepreneurship. It is also shown from the still not maximal community appreciation to the entrepreneurial profession. This condition has not been able to describe the support that has been felt by students from the neighborhood.
REFERENCE