



DETERMINANTS THAT AFFECT STUDENTS' INTEREST TO BE ENTREPRENEURS: (STUDY ON STUDENTS IN STIE INDONESIA BANJARMASIN)

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*Peer-review under responsibility of 3rd Asia International Multidisciplanry Conference 2019 editorial board
(<http://www.utm.my/asia/our-team/>)*

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Research Highlights

Family is believed to be one of the main factors that shape students' interest to be entrepreneurs. Students' learning environment such as campus, can also determine the development of students' motivation in entrepreneurship. In STIE Indonesia Banjarmasin, there are many potential students who may become successful entrepreneurs. The purpose of this research is to find out whether family and the learning environment could be the factors that affect the interest to be entrepreneurs for students (studies on student in STIE Indonesia Banjarmasin). This research uses interview as data collection method and conducted to 45 students who have taken Entrepreneurship subject in STIE Indonesia Banjarmasin. Results are laid out by describing the answers from the 45 students in the interview. The results of this study showed that family and learning environment such as campus can affect the interest of students in STIE Indonesia Banjarmasin to be entrepreneurs.

Research Objectives

The purpose of this research is to find out whether family environment and the learning environment can be the factors that affect students' interest towards entrepreneurship (studies on students in STIE Indonesia Banjarmasin). To achieve an effective research, this research focuses on the interest of students in STIE Indonesia Banjarmasin towards entrepreneurship and the factor that affect their interest.

To expand insight and knowledge in entrepreneurship, as well as a consideration for students in STIE Indonesia Banjarmasin to generate interest in entrepreneurship, the authors are mainly concerned with the factors that affect the interest of students towards entrepreneurship (study on students in STIE Indonesia Banjarmasin).

Methodology

The study was performed on 45 students from the fifth until seventh semester majoring in Management at STIE Indonesia Banjarmasin, who have taken Entrepreneurship subject in the fourth semester. This study used qualitative research, in order to study intensively about students' background, circumstances, current position, and the interactions between students with the family members and students with their study environment.

The data collection on this research is done by conducting interviews to 45 students majoring in Management at STIE Indonesia Banjarmasin from fifth until seventh semester, who have studied Entrepreneurship subject, to get a more concrete data based on personal experience. From the interview, a clear picture is obtained about students' interest in entrepreneurship and what factors affected it. Descriptive research is used to lay out the results of the interviews, in order to find out the factors that affect the interest conducted to this research population. The data used in this research is the primary data.

Results

Most of the students answered they learned about entrepreneurship from parents and on campus. Out of 45 sample students, 21 students responded that they found out and learned entrepreneurship from his parents. Some parents from the 16 students are entrepreneurs and they instill morals and entrepreneurial knowledge to their children. The rest are not very informed about entrepreneurship, but they still direct their children to become entrepreneurs.





Families can become the first environment capable of fostering entrepreneurial attitudes in children (Suharti & Siren, 2012, p. 131).

Out of 45 sample students, there are 24 other students who responded that they also found out and learned about entrepreneurship further through Entrepreneurship subject on campus. These students also answered that the stories about successful entrepreneurs told by their lecturer have helped to shape their interest in entrepreneurship. They also became interested to be entrepreneurs because they believe that by having their own businesses, they can provide job opportunities for those who are unemployed, just like the successful entrepreneurs did to unemployed people in their countries.

Findings

From 45 sample students, there are many of their family members who run their own business and this lead the students to know more about entrepreneurship. This also stimulates students' desire to be entrepreneurs. Although some parents of the students still oppose, there are many of the parents who are also supportive towards their children's interest in entrepreneurship. The other factors that influence the students' interest in entrepreneurship are Entrepreneurship subject and the entrepreneurial activities on campus, since the students are able to try to run their own business and enjoy the profit despite of their small-sized business.

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