



Analysis of the causes of students having a startup business in HIPMI students at PT Widyatama University

Ferdian Dwiyanto¹, I Solihin²

^{1,2}Department of Business and Management, Universitas Widyatama, Bandung, Indonesia

ARTICLE INFO

Article history:

Received Apr 02, 2023

Revised Apr 16, 2023

Accepted Apr 30, 2023

Keywords:

Business motivation;
Entrepreneurship;
Opportunity entrepreneur;
Startup business;

ABSTRACT

Entrepreneurship is one activity that can lead to economic growth for a country. The development of business in Indonesia is currently very rapid. This study tries to find out why student members of HIPMI PT Widyatama University have startup businesses. This study uses a qualitative method with a descriptive research type. The number of samples in this study were 30 students using simple random sampling method. The data analysis technique used is descriptive statistical analysis and factor identification descriptive analysis. The results of the study show that the biggest cause that motivates students who are members of HIPMI PT Widyatama University already have their own business or business, namely wanting to earn additional income. The results of this study indicate that capital and network factors are one of the strongest causes for students to start a business when compared to social support. The results of this study are also expected to be a reference for students, especially for starting a business as one of the implementations of entrepreneurship courses.

This is an open access article under the CC BY-NC license.



Corresponding Author:

Ferdian Dwiyanto,
Department of Business and Management,
Universitas Widyatama,
Jl. Cikutra No.204A, Sukapada, Kec. Cibeunying Kidul, Kota Bandung, Jawa Barat 40125,
Email: ferdian.dwiyanto@widyatama.ac.id

INTRODUCTION

As the population increases, new problems will arise. These problems include reduced employment opportunities, the number of job seekers, most of whom are university graduates, is increasing while the available jobs are decreasing which results in unemployment (Zanella, G, 2019). The existence of unemployment is caused by the large number of job seekers at all levels of education, starting from junior high school to tertiary education, which is not proportional to the available employment opportunities. The latest data from the Central Statistics Agency (BPS) shows that in February 2022, Indonesia's unemployment rate was 5.83 percent of the working age population of 208.54 million people (Natalia, V. V, 2021). Of the 208.54 million people, almost 14 percent are diploma and undergraduate graduates. Entrepreneurship is one way to reduce unemployment. Entrepreneurship is a way that involves the ability to identify business opportunities which then organize, manage, take risks, and develop businesses that are created to generate profits (Rayo, E. F., & Rantung, R, 2020). Through entrepreneurship, it will be able to

create broad employment opportunities and can help the government reduce the number of unemployed through job creation

Being a student is the right time to start a business. Now there are quite a lot of students who have their own business (Johan, A, 2022) . These students take advantage of existing business opportunities by using the income from their parents to start building a business (Joo, J., & Shin, M. M, 2018). Many of them are students who have started their own businesses because they are motivated to earn extra income. This is a good thing because in entrepreneurial activities it would be better if it was done as early as possible. A startup business is a business that has just been started or is being started which contains creative ideas and is expected to become a big business in the future. Indonesia itself is one of the countries that has the largest number of startup businesses in the world. According to the Startup Ranking, Indonesia has 2,345 startups as of April 11, 2022. From this data, Indonesia is ranked fifth as the country with the highest number of startups in the world. When compared to other Southeast Asian countries such as Singapore, the Philippines, Malaysia, Vietnam and Thailand, Indonesia is ranked first with the highest number of startups. The development of startup businesses in Indonesia is currently very rapid (Slávik, Š, 2021). This very rapid development is driven by the convenience for the public to be able to access all information, one of which is through the internet and increasing public knowledge about technological advances. Most people use the internet for profit. This is what supports the large number of startup businesses in Indonesia (Ariza Eka Yusendra, M, 2020)

In Indonesia there is an organization that accommodates young entrepreneurs, namely the Indonesian Young Entrepreneurs Association (HIPMI). HIPMI was founded on June 10, 1972. One of the goals of this organization is to create young entrepreneurs and create new jobs. With the existence of the Indonesian Young Entrepreneurs Association (HIPMI) it is also hoped that it can give birth to tough, creative and innovative entrepreneurs. In creating young entrepreneurs in the campus area, Widyatama University collaborated with HIPMI Bandung City to build a Higher Education HIPMI with the name HIPMI PT Widyatama University. HIPMI PT Widyatama University is a form of development in the entrepreneurial ecosystem for Widyatama University students. Based on the description above, the author wants to conduct research on student members of HIPMI PT Widyatama University to find out why students have startup businesses. Therefore, the author took the research title "Analysis of the Causes of Students Having a Startup Business in HIPMI Students at PT Widyatama University.

Nugraha and Wahyuhastuti (2017) in their journal entitled *Start Up Digital Business: As a Solution to Motivate Young Entrepreneurs*, explained the opportunities to become start-up business actors from technological developments for Indonesia's young generation which have skills, innovation and creativity. The purpose of their research is to review some of the literature, data and facts about start-up businesses. Their research results indicate that technological developments have a positive impact when users can see opportunities to become businesses. Meanwhile, technological developments will have a negative impact when users cannot see the opportunities that exist and only take advantage of technological developments as entertainment. This research recommends that the topic of issues regarding digital business, creativity, development, and sustainability in business management is worthy of research. Nugraha and Wahyuhastuti's research has a relationship with the author's research because it discusses the Startup Business phenomenon in the younger generation.

Ardiyanti and Mora (2019) in their research explained the factors that encourage interest and motivation in entrepreneurship among young entrepreneurs in Langsa City. The purpose of their research was to find out whether or not there was an influence of interest and motivation on the success of the businesses of young entrepreneurs in Langsa City. The results of their research indicate that the interest in entrepreneurship has a partial effect on business success. But partially, entrepreneurial motivation does not affect business success. Meanwhile, entrepreneurial interest and entrepreneurial motivation simultaneously have a positive effect on business success. Based on

the results of the coefficient of determination obtained, the data shows that 4% of business success is influenced by business interests and entrepreneurial motivation. While the remaining 96% is influenced by other variables outside the variables of this study. This research recommends that young entrepreneurs in Langsa City continue to be given mental guidance as well as other technical guidance by the relevant parties. Ardiyanti and Mora's research has a relationship with the author's research because it discusses business motivation in young entrepreneurs.

Bharata (2019) states that there is an influence from education regarding entrepreneurship and business motivation on interest in entrepreneurship. The purpose of this study was to examine the relationship between education on entrepreneurship and business motivation on the growing interest in entrepreneurship among Muhammadiyah University students in Ponorogo. The results of this study indicate that education about entrepreneurship and business motivation will give a big boost to the interest in entrepreneurship. This study recommends that data collection be carried out by further researchers using a combination of instruments other than questionnaires and examining objects and different sample sizes. Bharata's research has a relationship with the author's research because it discusses the causes of business motivation in students.

Noviantoro and Rahmawati (2017) explain Interest in Entrepreneurship, Entrepreneurial Knowledge, Entrepreneurial Motivation, and Family Environment. The aim of their research was to determine the effect of Entrepreneurship Knowledge, Entrepreneurial Motivation and Family Environment on Entrepreneurial Interests both separately and simultaneously (simultaneously). The results of their research indicated that Entrepreneurial Knowledge, Entrepreneurial Motivation and Family Environment had a positive effect on Entrepreneurial Interests both separately and simultaneously (simultaneously). This study recommends that: (1) students' willingness to work freely is maintained and even increased because students want to be more independent and responsible for themselves, (2) students must be able to maintain or improve their skills so they don't feel inferior about their abilities and the motivation for entrepreneurship is not affected, (3) in future research, it is better to use the method of working on questions as a measuring tool so that the level of student Entrepreneurship Knowledge is in accordance with the conditions for further research to be carried out, and (4) in future research it is advisable to add other factors outside of this research that can explain dependent variables Interest in Entrepreneurship in Accounting students at the Faculty of Economics, Yogyakarta State University, such as Opportunity, Personality, Entrepreneurial Motivation after students become alumni and so on. Noviantoro and Rahmawati's research has a relationship with the author's research because it discusses motivation for entrepreneurship in students.

Aini and Oktafani (2020) state that entrepreneurial knowledge, motivation for entrepreneurship and the family environment have a positive and significant impact either simultaneously or in part on the entrepreneurial interest of Telkom University Faculty of Communication and Business students. Entrepreneurial knowledge variables, entrepreneurial motivation and family environment are included in the very good category of 42.7%. This study recommends that students of the Faculty of Communication and Business improve their ability to deal with capital risks and learn to trust other people in doing business and that further research should use other variables from this study that have an influence on interest in entrepreneurship and use indicators from different and new sources. Aini and Oktafani's research has a relationship with the author's research because it discusses entrepreneurial motivation among students.

RESEARCH METHOD

This type of research is descriptive research. Descriptive research is useful for explaining social phenomena with the help of various research variables that are interrelated to one another. Primary data was obtained from the respondents' answers to the questions in the questionnaire which were distributed directly to the respondents. The population used in this study were all student members of HIPMI PT Widyatama University. The sampling technique in this study used

the simple random sampling method, namely taking sample members from a random population without considering the strata in the population.

RESULTS AND DISCUSSIONS

The research data is the result of answers from 30 students to a questionnaire with closed questions. Data were collected and analyzed using descriptive statistical analysis and factor identification descriptive analysis.

Table 1. Respondent's age

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | 20 | 5 | 16,7 | 16,7 |
| | 21 | 20 | 66,7 | 83,3 |
| | 22 | 5 | 16,7 | 100 |
| Total | 30 | 100 | 100 | |

Source: Results of SPSS Data Processing

Table 2. Statistical data on the age of the respondents

| | | |
|---------|---------|----|
| N | Valid | 30 |
| | Missing | 0 |
| Mean | | 21 |
| Range | | 2 |
| Minimum | | 20 |
| Maximum | | 22 |

Source: Results of SPSS Data Processing

It can be concluded from the results of the two tables above that of the 30 students who filled out the questionnaire, most students were 21 years old with a total of 20 students (66.7%), the youngest student was 20 years old with a total of 5 students (16.7%) and the oldest student is 22 years old with a total of 5 students (16.7%). The average age of students who filled out the questionnaire was 21 years.

Table 3. Factors that are considered important so that they are motivated to have a business or business

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--|---------|---------------|--------------------|
| Valid | Factors of support from the surrounding environment either family, friends or others | 1 | 3,3 | 3,3 |
| | Factors want to start learning to do business | 8 | 26,7 | 30 |
| | Factors want to get additional income | 13 | 43,3 | 73,3 |

| | | | | |
|--|----|-----|-----|-----|
| Condition factors that force like it or not must have a business or business | 2 | 6,7 | 6,7 | 80 |
| Capital factor both financially and knowledge | 6 | 20 | 20 | 100 |
| Total | 30 | 100 | 100 | |

Source: Results of SPSS Data Processing

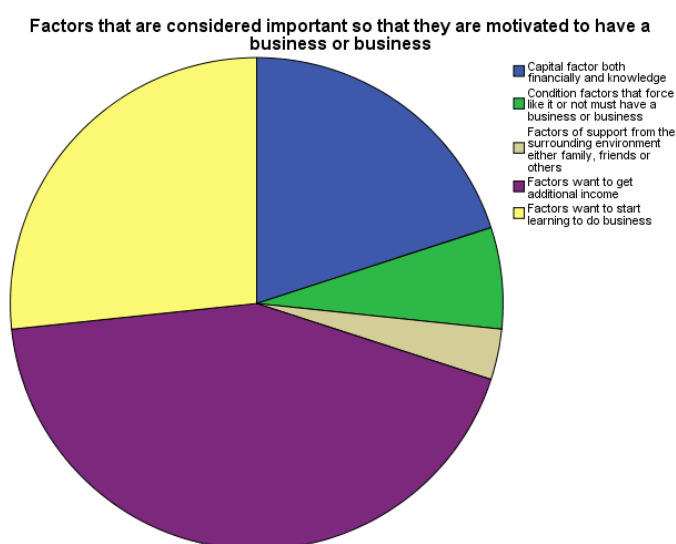


Figure 1. Factors that are considered important so that they are motivated to have a business or business

It can be concluded from the results of Table 3 above that of the 30 students who filled out the questionnaire, the factors that were chosen the most by students in terms of factors that students considered important so that they were motivated to have a business or business were factors wanting to earn additional income as many as 13 students (43.3 %) and the factor that was chosen the least by students was the factor of support from the surrounding environment either family, friends or others by 1 respondent (3.3%). Based on the results of interviews with 30 students, stated that the biggest motivating cause was wanting to earn extra income because the money given by their parents was not enough.

Support from the Environment

This research is in line with research conducted by Prilovia and Iskandar (2018) which states that the family environment has a positive influence on interest in entrepreneurship. When the family environment supports students for entrepreneurship, the student's interest in entrepreneurship also increases. Conversely, if the family environment does not support students for entrepreneurship, the student's interest in entrepreneurship also decreases.

Want to Start Learning Business

This research is in line with research conducted by Kusasih, Mutmainah and Kholis (2020) where in their research they stated that starting entrepreneurship is a motivating factor. Those who have

started a business must be able to survive and retain their potential workforce so that their business can survive and run.

Want to Get Additional Income

This research is in line with research conducted by Pongsibanne and Awaru (2019) which states that the reason students do entrepreneurship is to earn additional income according to their daily needs and college needs so that they are motivated to do entrepreneurship. By entrepreneurship, they get additional income which can reduce the burden on parents to pay for college and daily expenses. They are also entrepreneurs because they want to express their creativity and hobbies and through their entrepreneurship these students gain experience in entrepreneurship.

Condition

This research is in line with research conducted by Febriany and Kardoyo (2014) which states that one of the causes that supports entrepreneurial motivation is socio-economic conditions. The indicators he uses are education, employment, income and social relations with family, environment and friends.

Modal

This research is in line with research conducted by Sirait and Setyoningrum (2022) which in his research stated that the easier it is to get business capital, the more motivated someone is to become an entrepreneur because the easier it is to get venture capital, the easier it is to start a business, but vice versa if you don't If you have capital, it will be increasingly difficult for someone to channel entrepreneurial ideas or start a business. However, capital does not always have to be in the form of money, it can also be in the form of goods or other business facilities.

CONCLUSION

The conclusion that can be drawn from this research is that from the variables that have been examined in student members of HIPMI PT Widyatama, the biggest cause that motivates student members of HIPMI PT Widyatama already has their own business or business, namely wanting to earn additional income. The notion that many students who open their own business are motivated because they want to earn additional income, it turns out to be true. This is in line with the concept of opportunity entrepreneur where these entrepreneurs come from professionals who are motivated to earn more income and take advantage of various business opportunities by using the income or savings that they have collected so far to run their business. It is better if the desire of students to start entrepreneurship and learn to live independently needs to be maintained and even improved. Future research is expected to carry out research development using a combination of instruments other than questionnaires in collecting data and researching a different number of variables and samples.

References

- Aini, Q., & Oktafani, F. (2020). PENGARUH PENGETAHUAN KEWIRAUSAHAAN, MOTIVASI BERWIRUSAHA DAN LINGKUNGAN KELUARGA TERHADAP MINAT BERWIRUSAHA MAHASISWA FAKULTAS KOMUNIKASI DAN BISNIS TELKOM UNIVERSITY. *Jurnal Ilmiah Ekonomi dan Bisnis*, XVII, 151-159.
- Ariza Eka Yusendra, M., Paramitasari, N., & Rahmawati, L. (2020). Building and enhancing startup business performance using entrepreneurial marketing and collaborative business incubation. *International Journal of Psychosocial Rehabilitation*, 24(1), 1241-1255. <https://doi.org/10.37200/IJPR/V24I1/PR200224>
- Ardiyanti, D. A., & Mora, Z. (2019). Pengaruh Minat Usaha dan Motivasi Usaha terhadap Keberhasilan Usaha Wirausaha Muda di Kota Langsa. *JURNAL SAMUDRA EKONOMI DAN BISNIS*, X, 168-178.

- Bharata, W. (2019). Pengaruh Pendidikan Kewirausahaan dan Motivasi Usaha terhadap Minat Berwirausaha (Studi pada Mahasiswa Fakultas Ekonomi Universitas Muhammadiyah Ponorogo). *JURNAL EKONOMI DAN MANAJEMEN*, II, 98-114.
- ENTREPRENEUR AND INNOVATION CENTER. (2022, Desember 5). ENTREPRENEUR AND INNOVATION CENTER. Diambil dari ENTREPRENEUR AND INNOVATION CENTER: <https://eic.widyatama.ac.id/hipmi-pt-utama/>
- Febriany, Z., & Kardoyo. (2014). PENGARUH PELAKSANAAN PEMBELAJARAN MATA DIKLAT KEWIRAUSAHAAN DAN KONDISI SOSIAL EKONOMI TERHADAP MOTIVASI BERWIRAUSAHA SISWA SMK TEXMACO PEMALANG (Studi pada Kelas XI SMK Texmaco Pemalang). *Economic Education Analysis Journal*, 405-409.
- Hidayat, A. (2023, Januari 21). Statistikian. Diambil dari Statistikian: <https://www.statistikian.com/2018/02/pengertian-simple-random-sampling.html>
- Joo, J., & Shin, M. M. (2018). Building sustainable business ecosystems through customer participation: A lesson from South Korean cases. *Asia Pacific Management Review*, 23(1), 1-11. <https://doi.org/10.1016/j.apmr.2017.01.001>.
- Johan, A. J., Hurriyati, R., & Dirgantara, P. D. (2022). Context of knowledge and network capabilities: a framework for achieving innovation strategies for SMEs in Bandung City. *Manajemen dan Bisnis*, 21(2), 161-172. <https://doi.org/10.24123/jmb.v21i2.584>
- Kusasih, I. A., Mutmainah, H., & Kholis, N. (2020). Motivasi Berwirausaha pada Masa Pandemi Covid-19. *KANGMAS*, I, 47-56.
- Mahdi, M. I. (2022, November 21). DataIndonesia.id. Diambil dari DataIndonesia.id: <https://dataindonesia.id/digital/detail/startup-indonesia-paling-banyak-di-asia-tenggara>
- Noviantoro, G., & Rahmawati, D. (2017). PENGARUH PENGETAHUAN KEWIRAUSAHAAN, MOTIVASI BERWIRAUSAHA, DAN LINGKUNGAN KELUARGA TERHADAP MINAT BERWIRAUSAHA PADA MAHASISWA AKUNTANSI FE UNY. *Jurnal Fakultas Ekonomi*, 1-10.
- Natalia, V. V. (2021). DESKRIPSI EKOSISTEM KEWIRAUSAHAAN SOSIAL DI INDONESIA. *Jurnal Ilmiah Mahasiswa FEB*, 9(2). Retrieved from <https://jimfeb.ub.ac.id/index.php/jimfeb/article/view/7543>.
- Nugraha, A. E., & Wahyuhastuti, N. (2017). START UP DIGITAL BUSINESS: SEBAGAI SOLUSI PENGGERAK WIRAUSAHA MUDA. *Jurnal NUSAMBA*, II, 1-9.
- Pongsibanne, H., & Awaru, A. O. (2019). MAHASISWA WIRAUSAHA FAKULTAS ILMU SOSIAL UNIVERSITAS NEGERI MAKASSAR. *Jurnal Sosialisasi Pendidikan Sosiologi-FIS UNM*, 36-40.
- Prilovia, H., & Iskandar. (2018). MINAT WIRAUSAHA MAHASISWA FAKULTAS EKONOMI UNSWAGATI CIREBON. *Jurnal Edunomic*, VI, 57-64.
- Rayo, E. F., & Rantung, R. (2020). ANALISIS FAKTOR PEMASARAN KEWIRAUSAHAAN PADA UMKM DI INDONESIA. *Klabat Journal of Management*, 1(2), 8. <https://doi.org/10.31154/kjm.v1i2.511.8-19>.
- Salmaa. (2023, Februari 4). DUNIADOSEN.com. Diambil dari DUNIADOSEN.com: <https://www.duniadosen.com/penelitian-deskriptif/>
- Sirait, E., & Setyoningrum, A. A. (2022). PENGARUH MODAL USAHA DAN PENDIDIKAN KEWIRAUSAHAAN TERHADAP MOTIVASI BERWIRAUSAHA MAHASISWA KEMARITIMAN DI MASA PENDEMI COVID-19. *JURNAL EKONOMI, SOSIAL & HUMANIORA*, III, 87-98.
- Solihin, I. (2021). KEWIRAUSAHAAN. Jakarta: Erlangga.
- Slávik, Š., Bednár, R., & Mišúňová Hudáková, I. (2021). The structure of the start-up business model – qualitative analysis. *Sustainability (Switzerland)*, 13(15). <https://doi.org/10.3390/su13158386>.
- Widarto. (2023, Januari 3). Staff Site Universitas Negeri Yogyakarta. Diambil dari Staff Site Universitas Negeri Yogyakarta.
- Zanella, G., Castro Solano, D. B., Hallam, C. R. A., & Guda, T. (2019). The role of the organization in the entrepreneur–opportunity nexus. *International Journal of Entrepreneurial Behaviour and Research*, 25(7), 1537-1562. <https://doi.org/10.1108/IJEBr-03-2018-0169>