THE INFLUENCE OF CULTURE AND MOTIVATION TO DECISION ENTREPRENEURSHIP

Tarsisius Kana[1]

[1]*Musamus University*

Abstrak

The Influence of Culture and Motivation to Decision Entrepreneurship (Studies in Student faculty of Economics and Business, Musamus University 2012 & 2013). The research aims to determine the influence of culture and motivation to decision enterpreneurship in students of the Faculty of Economics and Business, Musamus University 2012 & 2013. The sample of this research were 83 respondents drawn from each department management, accounting and economic development with the sampling method is purposive sampling. The analysis technique used is multiple linear regression. From the results of multiple linear regression analysis that has been processed in the obtained equation $Y = 24{,}354 + 0{,}356 (X_1) + 0{,}430 (X_2) + e$. From the result of testing the hypothesis that the T test and F test showed that the variables of culture and motivation influence and significant effect partially and significantly partially or simultaneously to the decision enterpreneurship to the students of the Faculty Economics and Business, University of Musamus Merauke force in 2012 and 2013. This is evidenced by the t_{value} Culture (X_1) 2.992 > t_{table} significant level of 1.6638 with 0.004 < 0.1 so that H_a accepted H_0 is rejected. Motivation t_{value} (X2) 4,704 > t_{table} 1.6638 with a significant level of 0.000 < 0.1 so that H_a accepted H_0 is rejected. Then 21.186 F_{count}> F_{table} 3,11 with a significant level of 0.000 < 0.1 so that H_a accepted H_0 is rejected. Value Adjusted R Square is 0.330, which means all of these variables together influence the decision amounted to 33%, while 67% are influenced by other variables not examined in the study.

INTRODUCTION

At this time Indonesia is one of the developing countries that are experiencing economic growth. But in Indonesia there are problems that can not be solved that is issues of unemployment. Labour force survey data released by the statistic sentral of data said the number of labour in Indonesia in August 2015 as many as 122.4 million people were reduced by 5.9 million people compared to February 2015, and increased by 510 thousand people compared to August 2014. The working population in August 2015 as many as 114.5 million people, 6.0 million decrease compared to February 2015 and increased 190 thousand compared to August 2014. The open unemployment rate in August 2015 increased by 6.18% compared to open unemploymentFebruary 2015 at 5 , 81% and open unemployment in August 2014 amounted to 5.94%. During the August 2014-August 2015 the increase of employment occurred mainly in the construction sector as many as 930 thousand people (12.77%), the Trade Sector as many as 850 thousand people (3.42%), and the Financial Sector as many as 240 thousand people (7.92 %). In August 2015, the working population is still dominated by those who are educated elementary certificated was 44.27%, while the population of working with undergraduate education above only 8.33%.

Open unemployment rate in 2013 at the Merauke district amounted to 8.14%. This means from of 100 people in the labor force there are as many as 8 people looking for work. Open unemployment analysis by gender showed open unemployment men were 4.76% lower than open uenmployment women reached 13.63%. Labor force participation rate in 2013 amounted to 72.79 decreased compared to the year 2011 and 2012, which each recorded 73.17% and 73.36%. The percentage of population aged 15 years above who worked mostly in the agriculture sector comprised 51.34% from 29.94% male and 21.41% female, some of them is absorbed in the industrial sector as many as 28.52% and the services sector amounted to 20.14%.

One of the way to solve the problem of unemployment is by creating new jobs, with entrepreneurship we have helped in the opening of such new jobs. But in fact, most of educated people avoid it, most of them prefer to work on a major government agency or an office job.

* Corresponding author.

E-mail Addresses: -

Each college graduates has have hope to be able to practice all the knowledge and skills that have been received during the period of education in the world of work. In reality there are three options that are possible to be experienced by graduates of universities after completing his studies. First, to become an employee or employees of private companies, State-Owned Enterprises or Civil Servants. Second, the possibility of becoming unemployed intellectuals because it is difficult or fierce competition or the decrease of jobs which suitable with the background studies because many companies that went bankrupt due to the monetary crisis that had hit the state of Indonesia. Thirdly, opened his own business (entrepreneurship) in accordance with the business field of science and technology gained during studies in Universities (Indarti and Rostiani, 2008).

In general, college graduates are prepared as a job seeker rather than as an appetizer or a maker of new jobs. Lack of student interest in entrepreneurship is unfortunate. Considering the number of jobs is very limited and very tight competition certainly can not afford to accommodate or accept all college graduates. Unemployment is often become a problem in the economy, because of the unemployment people, productivity and incomes will be reduced, which can lead to poverty.

There are several roles and functions of the presence or influence of entrepreneurship knowledge in supporting the development of the entrepreneur, namely (Irham, 2013):

1. Being able to influence the spirit or motivation in a person being able to do something which has been difficult to be achieved, but it will became a reality.
2. Science entrepreneurial roles and functions to direct a person to work more regularly and systematically and also focused on realizing his dreams.
3. Being able to inspire a lot of people that each found the problem then there will be found the business opportunities to be developed. This means that each one is taught to form the spirit of "problem solving".
4. The highest positive value of the role and functions of entrepreneurship knowledge when practiced by many people, the unemployment rate will decrease and it will ease the burden of the state in an effort to create jobs.

Man with his intellect has developed with many kinds of behavior in order for the purposes of daily life. But many kinds of behavior systems should be familiarized with the training since birth. Aspects of learning has made human life with many kinds of behavior system as a culture. In this culture mostly been a habit since childhood thought that after completing education so that they can immediately seek employment in an office or a government agency. College graduates are plunged into the world of entrepreneurship most underestimated not only in the family but also in the neighborhood. With entrepreneurship considered incompatible with an education that has been got by someone. So that makes the interest in entrepreneurship among graduates educated being less.

Entrepreneurship interests may be affected by entrepreneurship motivation of the person.. Because to become an entrepreneur does require a highly motivated, with a highly motivated that person can change his life from not having a business into owning a business and it was not easy to find ideas and see the opportunities in entrepreneurship. Sajjad (2012) said that entrepreneurship is a key factor for the development of any country. An entrepreneur must be able to see the situation and circumstances surrounding as much as possible to be controlled, such as market demand is always changing, different ideas, and the increasingly fierce competition. Motivation itself can come from outside or inside of himself . Entrepreneurship motivation may decline or disappear altogether if it does not have the support or encouragement from outside of ourselves. Osowska (2016) said that the motivation for the creation of a business has been the subject of extensive academic investigation. Hayton (2002) said that Culture, in various forms, is depicted as a moderator of the relationship between contextual factors and entrepreneurial outcomes. Looking from the background culture above, it can be concluded that the motivation is more often given from the family is the motivation to find a job without seeing the limitations of existing jobs. While the motivation to start entrepreneurship becomes less or never even received the support in initiating entrepreneurship because most assume less worthy.

Table 1the data of entrepreneurship students, employment and unemployment

Department	Entrepreneurship		Employment		Unemployment		Amount
	2012	2013	2012	2013	2012	2013	
Management	2	1	60	73	130	50	316
Accounting	1	5	10	0	42	71	129
Economic	0	0	2	0	18	12	32
Amount	3	6	72	73	190	133	477

Source: the survey of students' faculty of economics and business, 2012 & 2013

Table 2 the percentage data of entrepreneurship students, employment and unemployment

Department	Entrepreneurship	Employment	Unemployment
Management	0.63%	27.88%	37.74%
Accounting	1.26%	2.10%	23.69%
Economic development	0.00%	0.42%	6.29%

Source: data process, 2016

According to Table 1 and Table 2 above, it is known that the survey results have shown the number of students who have opted for entrepreneurship is still vextremely a little. Starting from the accounting department, there are 6 students (1:26%) who had plunged into the world of entrepreneurship, then the management department there are 3 students (0.63%). While economic development has not been a lot of students who were involved in the entrepreneurial world. Total student of the total year in 2012 and 2013 that entrepreneurship is 9 students (1.89%), students work in the state-owned or private enterprises are 145 students (30.40%), and students who are unemployed are 323 students (67.71%).

Can be seen from some of the phenomena that have been said in the background above the interest of students to entrepreneurship still very limited so researchers are interested in studying about the culture and the motivation to decision entrepreneurship with research title " The Influence of Culture and Motivation Decision Against Entrepreneurship (Studies in Student Faculty of Economics 2012 & 2013 University of Musamus Merauke) ".

The Formulation of the problem

The formulation of the problem of this research are:
1. Does culture affect the decision to entrepreneurship?
2. Does the motivation influence on the decision to entrepreneurship?
3. Does the cultural and motivational effect on the decision to entrepreneurship?

The Research's purposes

Based on the above issues then, the purposes of the study include:
1. To find out how big the influence of culture on entrepreneurial decision?
2. To determine how much influence the motivation of the decision to entrepreneurship?
3. To find out how big the simultaneous effect of culture and motivation of the decision to entrepreneurship?

The Benefits of the research

1. For the University Musamus Merauke
   It is hoped that this research can be used as a library that can be used as a reference for the next studies that examined the same issue.
2. For researchers
   Can add the knowledge about consumer behavior in particular specially the material culture, motivation and decision and also to be able to add the knowledge of entrepreneurship.
3. For students
   It is expected that the results of this study can be used as a reference materials to increase knowledge about consumer behavior especially those in the material culture, motivation and decision and to motivate the college graduates to plunge into the world of entrepreneurship in order to reduce unemployment.

MATERIALS AND METHODS

The location and design of the study

The research was performed on the University Musamus (Unmus) Merauke is located at Kamizaun Mopah Lama street Merauke - Papua. When the study is carried on for three months, ie from January - March 2016.

The Approach of the Research

The approach in this study is a quantitative approach, because these studies are presented by numbers. This is in accordance with the opinion (Arikunto, 2010) said that a quantitative research is the

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research approaches that required to use a number, ranging from data collection, interpretation of these data, as well as the appearance of the results.

Population and Sample

The population in this study were students of the Faculty of Economics and Business, University of Musamus who have or are following the entrepreneurship courses. Therefore, the target population in this study is the Faculty of Economics and Business, University Musamus in 2012 and 2013, which amounted to 477 people. From the total of population is then determined the number of samples by using the formula Slovin (Umar, 2003) obtained a sample of 83 people. Data analysis method used is multiple linear regression analysis. This analysis tool is used to test the independent variable on the dependent variable. Multiple linear regression analysis is used as the dependent variable that is found is affected by more than one independent variable or explanatory variables. To get a high degree of conviction, so in this study will be testing the hypothesis on the regression coefficients have been obtained.

RESULTS

The Results of Multiple Regression Coefficients Output
Table3RegresiBerganda

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24.354	3.059		7.962	.000
	CULTURE	.386	.129	.282	2.992	.004
	MOTIVATION	.430	.091	.443	4.704	.000

a. Dependent VariablE: DECISION

Source : Primary Data Process 2016

Based on the analysis in the table shows that the value of the regression coefficient independent variable influencing the decision are each for Culture (X1) is 0.386, Motivation (X2) is 0.430, while the value of the parameter constant at 24.354.

From these values, the regression estimation regression model may be formulated in a multiple regression equation as follows:

$Y = 24.354 + 0.386 (X_1) + 0.430 (X_2) + e$

The regression equation above can be interpreted as follows:

a. Constants of 24.354 means if the culture (X1) and motivation (X2) the value is 0 then the decision (Y) value is 24.354.
b. The regression coefficient cultural variables (X1) is 0.386, it means that if the culture has increased by 1%, then the decision (Y) will be increased by 0.386 or 3.86%.
c. The regression coefficient motivation variable (X2) is 0.430; it means that if the motivation has increased by 1%, then the decision (Y) will be increased by 0.430 or 4.30%.

Through the calculations using SPSS version 20 can be known the following things:

1) First hypothesis

The results of multiple regression analysis calculation with SPSS version 20 as shown in the Table 3, it can be seen that the partial regression coefficient of determination for cultural variables is 2.992, this means that the effect of cultural variables (X1) of the decision (Y) or unidirectional.

The value of T_{count} for culture variable amounted to 2.992> t table that is equal to 1.6638 to the significant value is 0.004. Therefore, $H_0$is rejected and $H_a$is accepted. This means there is a partially significant influence of culture-making. Thus, it can be concluded that partial cultural influence on the decision or H_1 can be verified.

2) Second hypothesis

The results of multiple regression analysis calculation with SPSS version 20 as shown in the Table 3, it can be seen that the partial determination coefficient is 4.704 for motivation variable, it means that the effect of motivation variables (X2) of the decision (Y) is unidirectional.

The value of T_{count} for motivation variable to 4.704> t t_{able} that is equal to 1.6638 to the significant value is 0.000. Therefore, $H_0$is rejected and $H_a$is accepted. This means there is a partially

significant influence between motivation and decision. Thus, the decision can be taken that partial effect on the motivation to the decision or H_2 can be verified.

The Output Test F Anova

Table 4 Simultaneous Test (F Test)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	484.778	2	242.389	21.186	.000^b
1	Residual	915.294	80	11.441		
	Total	1400.072	82			

a. Dependent Variable: DECISION

b. Predictors: (Constant), MOTIVATION, CULTURE

Source : Primary Data Process 2016

According to the table 3 obtained that F_{count} is 21.186. To determine F_{table} can use a confidence level of 90%, α = 10%, DF1 = k-1 or 3-1 = 2, DF2 = n-k or 83-3 = 80. The results that can be obtained for Ftable value at 3.11 From the results of calculations using SPSS version 20, in accordance with Table 4 shows that F_{count} amounted to 21.186> F_{table} is at 3.11. It can also be seen in sig probability that 0,000 is much smaller than 0.1, so the cultural variables (X1) and motivation (X2) together have a significant influence on purchasing decisions. It can be concluded that the H3 in this study can be accepted or can be verified.

The Output Simultaneous Correlation and Model Summary

Table5.Coefficient of Determination Value (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.588^a	.346	.330	3.382

a. Predictors: (Constant), MOTIVATION, CULTURE

Source : Primary Data Process 2016

Based on calculations using SPSS version 20 as can be seen in Table 5, researchers took the data in columns Adjusted R Square because this research has the independent variables more than one, it can be seen the results of R2 or the value of Adjusted R Square is 0.330 means that all independent variables together have an effect on the decision is 33% while the remaining 67% is influenced by other variables which is not examined in the study.

DISCUSSION

The Influence of Culture to the Decision of Students Entrepreneurship

Cultural variables were formed by two indicators: Sub-Culture and Social Class. The results of statistical data analysis showed that the culture and significant impact on student's decision to entrepreneurship. From the results of questionnaires that have been distributed to the respondents can be known that most respondents received less motivation to start the entrepreneurship from the family but if the respondents had been born into a family that has been in the entrepreneurial world so it will be easier for the respondents interested plunge into the entrepreneurial world. When observed from the daily socialization groups or groups of daily life can affect a person's behavior, but only a small proportion of respondents who are affected to plunge into the world of entrepreneurship from the group.

This study is the same with the theory quoted by Stanton as follows: Culture is the complex symbol in fact, which was created by man, handed down from generation to generation as a determinant and regulator of human behavior within existing society (Basu and Hani, 2013). That symbol can be

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discreet (such as attitudes, opinions, beliefs, values, language, religion) or may be obvious (such as: tools, housing, products, artworks and so on).

This result is the same with research conducted by Firda Amalia in 2011 with the title "The Cultural Factors Influence Analysis, Social, Personal and Psychological Buying Decision of Energy Drink Liquid Brand M-150 In Semarang".

The Motivation influence on the decision of Student Entrepreneurship

Motivation variables are formed by four indicators: 1) Income, 2) Freedom 3) Personal Dream 4) Independence. The results of statistical data analysis proves that the motivation gives the positive and significant impact on the decision of Student Entrepreneurship either partially or simultaneously.

These results indicate that motivation has a very important role to create or foster an interest in the world of entrepreneurship for students. If there is no a motivation at all to plunge into the world of entrepreneurship it will be difficult to achieve a success in self-employment.

At the motivation variable indicators most who received good response is Personal Dream followed by Freedom indicator, Independence indicator, then Profit indicator. The respondents who answered the questionnaire were more likely or more interested in answering the Personal Dream indicator namely they are free to determine the vision / mission and their own dreams.

This study reinforced by the motivation is an important power in a person to force someone to act specially the acts to measure their needs (Schiffman and Kanuk, 2008: 72).

The research conducted by Debbi Widya Kusumasari in 2013 with the title "The Analysis of Effect of Motivation, Location, and Quality of Service Decision Against Election Fitness For The Body Training Centre (Case study of Oryza Gym Fitness Center Semarang)".

The Cultural influence and motivation to the Decision of the Student Entrepreneurship

In this study, multiple linear regression model is to show the influence of the independent variables of culture and motivation to the dependent variable that decision entrepreneurship ..

To determine whether the independent variables together have an effect on the dependent variable, then used a simultaneous test or F test. The result of F test based on the analysis of obtained results show the value of $F_{count} > F_{table}$ is 21.186> 3.11, this shows that the cultural variables and motivation simultaneously or together have an influence on the decision to entrepreneurship, by students of the Faculty of Economics and Business class of 2012 and 2013.

The coefficient of multiple determination (R^2) is 0.330 or 33% indicates that the decision variables entrepreneurship can be explained by the independent variable is the culture and motivation is 33% and the remains is 67% is explained by other variables which is not examined in the study.

CONCLUSIONS AND RECOMMENDATIONS

The cultural variables have a significant influence on the decision, because it produces t_{count} 2.992> t_{table} 1.6638 and 0.004 significance level <0.1. So , H_0 and H_1 accepted. Motivation variables have a significant influence on the decision, because it produces 4,704 $t_{count} > t_{table}$ 1.6638 and 0.000 significance level <0.1. So, H_2 is accepted and H_0 is rejected. Both independent variables together have significant influence on the decision. It is based on the anova test or Ftest that produce F_{count} 21.186 F> F_{table} 3,11 and the significant level of 0.000 <0.1. So H_a accepted and H_0 is rejected.

Faculty of Economics and Business is expected can add activities to motivate the students to be able to plunge or are interested in the entrepreneurial world. For further research the researcher expects to add other variables, so the results obtained more valid and can explain in greater depth the relationship factors influence consumer behavior towards entrepreneurship decisions. For the students not only a high motivationis expected but also can innovate with products that will be produced in order to compete and survive in the middle of intense competition in the entrepreneurial world.

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