

## THE INFLUENCE OF MOTIVATION, CREATIVITY, AND FAMILY ENVIRONMENT ON INTEREST IN ENTREPRENEURSHIP IN STUDENT ENTREPRENEURSHIP COMMUNITIES RIAU HIGH SCHOOL OF ECONOMICS

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### Abstract

#### Article Info

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The purpose of this study is to determine the effect of Motivation, Creativity and Family Environment, on entrepreneurial interests among Riau of High School Economic Students. Methodology: The research method used was a survey method using a questionnaire distributed to 35 samples. While the instrument quality testing techniques include validity and reliability tests. The classic assumption test technique uses the normality test, multicollinearity test, and heteroscedasticity test. As for testing the hypothesis using multiple linear regression analysis, t test (partial), and f test (simultaneous). Results: That only the Motivation variable has a significant effect on the Entrepreneurial Interest. Whereas Creativity And Family Environment Variables, there is no significant influence between creativity and the family environment on partiality for Entrepreneurial interest but on simultaneously, there is an influence between motivation, creativity and family environment on entrepreneurial interests.

Keywords: Motivation, Creativity, Family Environment, Entrepreneurial Interest

### 1. Introduction

Entrepreneurship is often seen as the most relevant way to face global competition and understand how millennials started to enter the world of entrepreneurship. Every year many students graduate from public and private universities which can improve the quality of human resources in Indonesia. However, there are still many unemployed people in Indonesia because the business world is unable to accommodate all of the existing prospective workers. Buchori (2011: 1) argues that the more advanced a country is, the more people are educated, and the importance of the entrepreneurial world is felt. Entrepreneurship is one of the supporters that determines the progress of the economy, because the field of entrepreneurship has the freedom to work and be independent.

Peppy's research (2017 ) states that motivation has a positive and significant effect on entrepreneurial motivation. High entrepreneurial motivation must exist in someone who wants to become a successful entrepreneur, because with high entrepreneurial motivation it can form the mentality that exists in them to always be superior and do everything beyond existing standards. The amount of risk and uncertainty in the business world, besides having to have strong self-motivation and also having to have high creativity, support from the closest people, especially family is also a supporting factor to strengthen one's interest in entrepreneurship . Suhartini (2011) concluded that the family environment influences the interest in entrepreneurship.

Based on the phenomenon above, this study aims to look at students' interest in entrepreneurship, with the research title "The Influence of Entrepreneurial Motivation, Creativity, and the Family Environment on Interest in Entrepreneurship in the Entrepreneurship Student Community at the College of Economics in Riau".

### 2. Methode

#### Research sites

The location of this research was conducted at the Riau College of Economics (STIE), which is located at Jalan HR Soebrantas KM 12 Panam, Pekanbaru City, Riau Province.

#### Population and Sample

The population in this study were STIE Riau students who were members of the STIE Riau Entrepreneurship Community, totaling 35 people. The sample in this study is the entire population in this study, namely as many as 35 people .



### 3. Results and Discussion

#### 1. Validity Test

No.	Variable	Statement	r Count	r Table	Information
1	Entrepreneurial Interest	M1	.635	0.33	Valid
2		M2	.628	0.33	Valid
3		M3	.672	0.33	Valid
4	Motivation	MO1	.737	0.33	Valid
5		MO2	.730	0.33	Valid
6		MO3	.706	0.33	Valid
7		M04	.735	0.33	Valid
8		MO5	.761	0.33	Valid
9		MO6	.653	0.33	Valid
10		MO7	.652	0.33	Valid
11	Creativity	K1	.825	0.33	Valid
12		K2	.747	0.33	Valid
13		K3	.755	0.33	Valid
14		K4	.708	0.33	Valid
15	Family environment	LK1	.746	0.33	Valid
16		LK2	.621	0.33	Valid
17		LK3	.547	0.33	Valid

The validity test is carried out by comparing the value of r count with r table at a significance level of 5%. If r count > r table, the measuring instrument used is declared valid and vice versa. The r table value can be obtained by the equation  $N - 2 = 35 - 2 = 33$  so that the r table value is 0.33. Based on the validity test that has been carried out in this study, all items tested in this study are valid because they have  $r_{table} > 0.33$ , so that they can be used for the next stage of analysis.

#### 2. Reliability Test

The reliability test is a test carried out to fulfill the provisions of the questionnaire answers in one period with another. The instrument used is said to be reliable if the Cronbach alpha coefficient is > 0.6. The results of reliability testing can be seen in the following table:

Variable	Cronbach Alpha	Information
Entrepreneurial Interest	.787	Reliable
Motivation	.902	Reliable
Creativity	.890	Reliable
Family environment	.777	Reliable

Based on the results of the reliability test, it shows that the overall value of Cronbach alpha is 0.70. This means that the instrument used in this study is reliable.

#### Classical Assumption Test Results

This study uses parametric statistics with multiple linear regression models. So it is necessary to test the classical assumption as follows:

##### 1. Normality

Analysis was performed using the Kolmogorov-Smirnov Test. The normality test results can be seen in the following table:

#### One-Sample Kolmogorov-Smirnov Test

	Interest	motivation	creativity	family
N	35	35	35	35
Normal Parameters <sup>a,b</sup>	Means	12.77	30.54	16.11
	std. Deviation	1972	3,284	2,471
Most Extreme Differences	absolute	.176	.134	.147

	Positive	.129	.109	.147	.114
	Negative	-.176	-.134	-.126	-.096
Kolmogorov-Smirnov Z		1,043	.791	.870	.673
asympt. Sig. (2-tailed)		.226	.559	.436	.756

- Test distribution is Normal.
- Calculated from data.

Based on the table above, it can be seen that the results of the Kolmogorov-Smirnov test for normality show that based on the Asymp. Sig (2-tailed), it can be seen that the overall Sig (2-tailed) value is > level of significance 0.05. So it can be concluded that the variables used in this study are normally distributed.

## 2. Multicollinearity Test

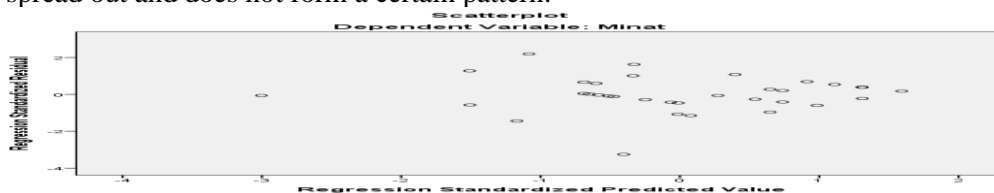
The results of the multicollinearity test can be seen in the following table:

Variable	Collinearity Statistics	
	tolerance	VIF
Motivation	.261	3,838
Creativity	.248	4,029
Family environment	.563	1,775

Based on the table above, it can be seen that the results of the multicollinearity test show that each variable has a tolerance value above 0.10 and VIF below 10. So it can be concluded that there is no multicollinearity relationship between variables .

## 3. Heteroscedasticity Test

Based on the output results, the following figure shows that the parameter coefficients for all independent variables used in the study do not occur heteroscedasticity seen from the scatterplot which is spread out and does not form a certain pattern.



## Multiple Regression Analysis

Based on the results of data processing of service quality variables (X) and customer satisfaction (Y) using the SPSS ( Statistics Product and Service Solution) program , constant values and multiple linear regression coefficients are obtained which can be seen in the following table:

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1					
	(Constant)	1.207	2,711	.445	.659
	Motivation	.456	.166	.760	.010
	Creativity	-.239	.226	-.299	.298
	Family	.132	.166	.149	.435

- Dependent Variable: Interest

The multiple linear regression equation model obtained is as follows:

$$Y = 1.207 + 0.456X_1 - 0.239X_2 + 0.132X_3$$

## Partial Hypothesis Testing Results



### Partial Hypothesis Test Table

The F test is used to determine the significant influence of the independent variable ( X ) on the dependent variable (Y).

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	1.207	2,711		.445	.659
Motivation	.456	.166	.760	2,750	.010
Creativity	-.239	.226	-.299	-1,058	.298
Family	.132	.166	.149	.791	.435

a. Dependent Variable: Interest

The t test was conducted to determine the effect of the independent variable X on the dependent variable Y. The test was carried out by comparing  $t_{\text{count}}$  with  $t_{\text{table}}$ . To find t table at 5% alpha and degree of freedom (df) with the following formula:

$$\begin{aligned}
 t_{\text{table}} &= n - k - 1 : \alpha / 2 \\
 &= 35 - 3 - 1 : 5\% / 2 \\
 &= 31 : 0.025 \\
 &= 2,039
 \end{aligned}$$

Description: n : amount

k : number of independent variables

Based on the table, the following are the results of the t test for each dimension of service quality:

#### 1. Motivation

From the results of data processing, it was obtained that the t value was smaller than  $t_{\text{table}}$  ( 2.750 ) > ( 2.039 ), with a significance value of  $0.01 < 0.05$ . Because t count is greater than t table, it can be said that motivation influences Entrepreneurial Interest in this study.

#### 2. Creativity

From the results of data processing, the  $t_{\text{count}}$  value is smaller than  $t_{\text{table}}$  ( 1.058 ) < ( 2.039 ) with a significance value of  $0.298 > 0.05$ . Because t count is smaller than t table, it can be said that creativity does not affect Entrepreneurial Interest in this study .

#### 3. Family environment

From the results of data processing, the value of  $t_{\text{count}}$  is smaller than  $t_{\text{table}}$  ( 0.791 ) < ( 2.039 ). with a significance value of  $0.435 > 0.05$ . Because the t count is smaller than the t table, it can be said that the family environment does not affect interest in entrepreneurship in this study .

### Simultaneous Hypothesis Testing Results

#### Table of Simultaneous Hypothesis Testing

The F test is used to determine the magnitude of the significant influence of the independent variable ( X ) simultaneously or together on the dependent variable (Y).

**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	50,686	3	16,895	6,428	.002 <sup>b</sup>
	residual	81,485	31	2,629		
	Total	132,171	34			

a. Dependent Variable: Interest

b. Predictors: (Constant), Family, Motivation, Creativity

It is known that F count is 6.428 with a significance (0.002), F table can be obtained as follows: F table = 35 - 2; 4, F table = 33; ( 4th column in table F ) = 2.66. Based on the results of data processing, the calculated F value (6.428) > F table (2.66) with Sig. (0.002) < 0.05. This means that the

independent variables together have a significant effect on the independent variables. Then  $H_0$  is rejected and  $H_1$  is accepted

#### Test Results for the Coefficient of Determination

Summary Model <sup>b</sup>

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.619 <sup>a</sup>	.383	.324	1621

a. Predictors: (Constant), Family, Motivation, Creativity

b. Dependent Variable: Interest

The coefficient of determination for Adjusted R Square is 0.324. This means that the Interest in Entrepreneurship variable can be explained by the variable Motivation, Creativity, and Work Environment by 32.4% while the remaining 67.6% is influenced by other variables that were not examined in the study this.

## DISCUSSION

### The Effect of Motivation on Student Entrepreneurial Interests

The results of this study indicate that motivation influences students' entrepreneurial interest. Because this motivation arises from within himself so that the higher the motivation possessed by students, of course the student will certainly try hard to achieve this. There are many things that become reasons or motivate someone to do business, including financial reasons, namely to make a living and to find additional income, social reasons, namely to gain status and to be known and respected, reasons for service, namely to provide employment or open jobs to the community and self-fulfilling reasons to be independent, more productive, not dependent on others and freedom of time at work.

### The Effect of Creativity on Student Entrepreneurial Interests

The results of this study indicate that creativity has no effect on entrepreneurial interest. If creative abilities have not been implemented properly in a business that will be or has been carried out, there will be the possibility of an entrepreneur's inability to try to carry out or maintain a business that will or has been carried out.

### The Influence of the Family Environment on Student Entrepreneurial Interests

The results of this study indicate that the family environment does not affect students' interest in entrepreneurship in this study. This is due to the background of the parents of the students, most of whom are not engaged in business or business actors .

## 4. CONCLUSIONS

Motivation has a positive effect on student entrepreneurship interest. Because a student who has high motivation will certainly work hard to achieve better results and high motivation will increase someone's interest in entrepreneurship for entrepreneurship. Creativity does not affect students' interest in entrepreneurship. Because there is still a lack of student creativity to hone their skills in creating business ideas, and capturing business opportunities that exist in this research. The family environment has no effect on students' interest in entrepreneurship. Because the greater the support and encouragement from the family will further influence students' interest in entrepreneurship, whereas in this study most families who are not from the business community do not support the potential of their children to develop in the field of business/business. Sugesstion Motivation as an influential variable among all the variables tested in this study should be able to encourage the campus as a place for student learning to be able to continue to increase encouragement of interest in entrepreneurship through a number of activities such as seminars and various trainings in order to increase knowledge and skills so that they are more motivated to be able to carry out entrepreneurial activities, especially after completing studies later. As for the creativity variable, although in this study it has no influence on asking for entrepreneurship but can be an idea and input for campus policy to continue to present programs and teaching systems that can foster creative attitudes that encourage new ideas to start an activity in entrepreneurship. As for the family

environment as an influence that comes from each family environment, it is hoped that this will not be a reason not to start entrepreneurial activities. Even though they don't come from a family that runs a business or are used to entrepreneurship, every student still has the opportunity to be successful through entrepreneurship. As for future researchers, it is advisable to examine other variables outside of this study because the research variables selected in this study have little influence on interest in entrepreneurship among students.

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