



The 1ST UNICEB 2017

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STUDY TO BUILD SOURCE ENTERPRENEURSHIP ON STUDENTS FACULTY OF ECONOMIC AND BUSINESS OF MEDAN AREA UNIVERSITY

ADELINA LUBIS

Faculty of Economic and Business
Medan Area University
Email: adhel_uma@yahoo.co.id

IHSAN EFFENDI

Faculty of Economic and Business
Medan Area University
Email: ihsaneffendi@yahoo.com

ABSTRACT

One of the roles of higher education is to build students entrepreneurial spirit, which can motivate and encourage students to open a business. With motivated students to build their own business, this will help the government to create jobs in Indonesia. One of the missions of the Faculty of Economics and Business of the Medan Area University in building entrepreneurial spirit of students through courses and entrepreneurship seminars as well as field practice. The numbers of samples in this study as many as eighty students of class 2014. This research was conducted by quantitative method. Data collection techniques is through observation and distribution of questionnaires and data analysis techniques using Multiple Linear Regression. The results show that entrepreneurship courses, seminars in every semester, and field practice influence the entrepreneurship spirit of the students.

Keywords : Entrepreneurship, Faculty Of Economic And Business, Student



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INTRODUCTION

The spirit and entrepreneurial spirit are an important point in the business and economic world. The Government and Higher Education strongly emphasize the importance of entrepreneurial spirit among students. Entrepreneurial spirit is considered necessary to be built as a foundation in the future for more open employment with a variety of businesses full of innovation. Students are required to create their own jobs by creating creative and innovative ideas. This entrepreneurship spirit needs to be prepared from the beginning, because entrepreneurship spirit is one of the real contribution to the development of Indonesia. One of the things done by the Faculty of Economics and Business of the University of Medan Area to improve the entrepreneurship spirit in the students is by giving entrepreneurship courses, giving the implementation of the seminar about entrepreneurship and the field practice study to open their own business. With this program is expected to improve entrepreneurship spirit of students in the Faculty of Economics and Business University of Medan Area. During this time students who are in college and who have graduated from college still very rarely have the spirit to open a business. In fact, if you open your own business will reduce the unemployment rate and improve the economy. The entrepreneurial spirit built will provide benefits in the future. With this program, students are expected to create their own job opportunities. Students are required to create products or businesses that are creative and useful, so as to compete and provide good investment opportunities for investors

Problem Statement

Based on the description of the background then problem statement is how to create spirit entrepreneurship in Students Faculty of Economics and Business University of Medan Area

Research Purpose

In line with problem Statement, the purpose of this study is to analyze how to create entrepreneurial spirit in Student Faculty of Economics and Business University of Medan Area.

Stead Of Research

The stead that can be obtained from this research are:

1. As a source of information or input for the Faculty of Economics, University of Medan Area.
2. As an additional source of information for the academics for discussion on marketing management
3. As an addition to the insight knowledge of researchers and as a material comparison of the theory in the course with practice in the field.
4. As a reference and input for further researchers who need for marketing research, especially regarding marketing management.

Literatur Review

Some previous researchers were Zimmerer (2008) entrepreneurship (entrepreneurship) is the application of creativity and innovation to solve problems and efforts to exploit the opportunities faced by people every day. According to Dubrin (2008) entrepreneur is someone who establishes and runs an innovative business. The term entrepreneurship (basically entrepreneurship) is essentially a discipline that studies the values, abilities and behaviors of a person in the face of life's challenges to obtain opportunities with various risks that may be faced. Entrepreneurship is all shall related to attitudes, actions and processes undertaken by entrepreneurs in pioneering, running and developing their business

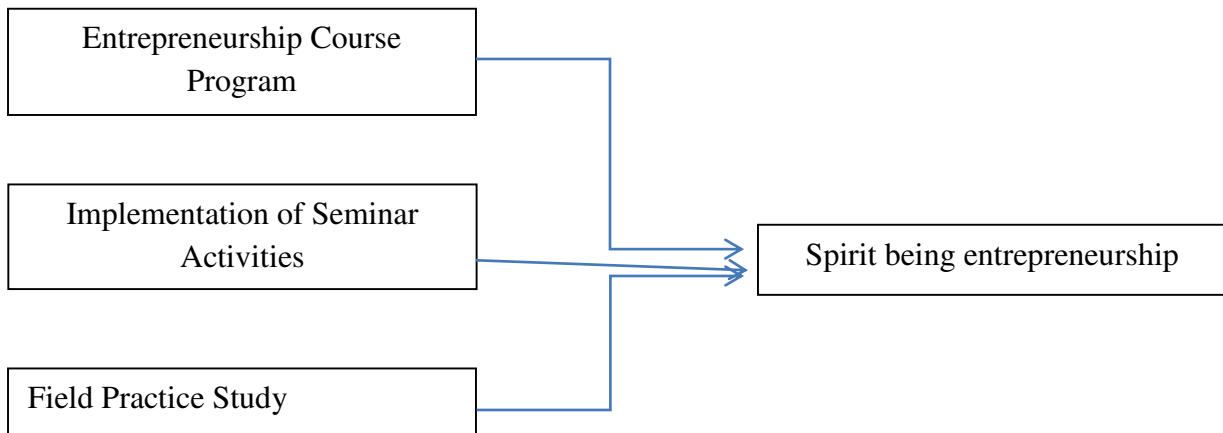
The process of entrepreneurship begins with an axiom, namely the existence of a challenge. From these challenges arise the idea, the will and the drive to take the initiative, which is none other than to think creatively and act innovatively so that the challenge was resolved and solved. All challenges must have risks, which are either successful or unsuccessful. Therefore the entrepreneur is a man who dare to face the risks and likes the challenge (Suryana, 2006).

Some of the Purpose of entrepreneurship for students in the world of education is,. (Hendro, 2011). :

- a. Education alone is not enough to be a provision for the future.
- b. Entrepreneurship can be applied in all areas of work and life. Thus entrepreneurship is very useful for the future stock of students if you want a career in any field.
- c. When college graduates get into trouble or get laid off (Termination of Employment), entrepreneurship can be a step to earn a living and survive.
- d. In order to succeed in the world of work or business, not enough people just good at talking. What is needed is real proof or reality. Therefore entrepreneurship is the real science that can make it happen.
- e. Advancing the Indonesian economy and becoming the locomotive of improving the prosperity and prosperity of the Indonesian nation.

- f. Increase the income of families and areas that will lead to the economic progress of the nation.
- g. Cultivate a superior attitude, positive and creative behavior.
- h. Being knowledgeable to earn a living, survive and thrive

Concept Framework (Though)



Research Methods

Population and Sample

The population of this research is the students of Faculty of Economics and Business Universitas Medan Area that is 478 people. Research sample is 83 people.

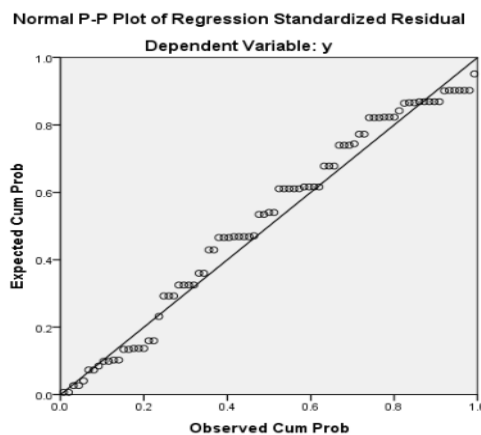
Analysis Method

Data analysis method used in this research use multiple linear regression analysis.

Research Results and Discussion

Classic assumption test

1. Normality



probability plot indicates that the visible points follow the direction of the diagonal line, then indicates that the regression model meets the assumption of normality.

1. Multikolinearitas

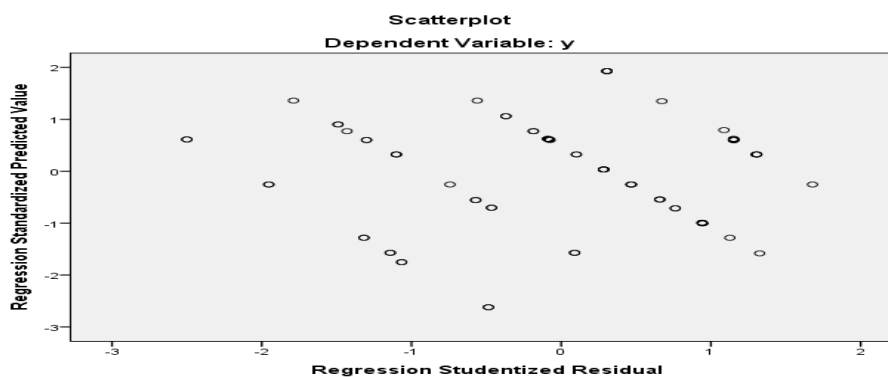
Variable	Tolerance	VIF
Entrepreneurship Course Program	0,559	1,441
Implementation Of Seminar Field Practice Study	0,627	1,378
Spirit Being Entrepreneurship	0,880	1,124

The results of this test show that the tolerance values of Entrepreneurship Course Program, Entrepreneurship Seminar, Field Practice Study, and entrepreneurship spirit > 0.1. While the VIF value obtained < 10. Thus among the variables does not occur multicollinearity.

2. Heteroskedastisitas

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.461	1.041		-.762	.449
x1	.341	.150	.412	3.612	.001
x2	.126	.109	-.064	1.016	.070
x3	.076	.159	-.004	-.035	.972
x1x2 x3	.128	.036	.239	2.371	.020

In the table coefficient can be seen that the value of significance of the variables x1, x2, x3 and x1x2 x3 > 0.05, it can be concluded that there is no heteroscedasticity.



Based on the scatterplot graphic image between the value of the independent variable projection and the residual obtained the result of the absence of a clear pattern, and the points spread above and below the number 0 on the Y axis.

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From the results of the above regression analysis shows the equation:

$$Y = (2,461) + 0,36 X1$$

$$Y = (2,461) + 0,341 X1 + 0,126X2 + 0,076X3 + 0,128 |X1 -X2-X3 |$$

From the above equation it can be seen that the regression coefficients show product attributes and halal label and the absolute difference value of product attributes and halal label have a significant influence on purchasing decision is shown from the significance value of each variable < 0.05 (significant)

Conclusions



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The results of this discussion show that the factors causing the spirit of kewirausahaan in students of the Faculty of Economics and Business is to provide courses Entrepreneurship Courses, Implementing the Seminar, and Field Practice Studies. From the interview conducted, the loss of entrepreneurship spirit is the lack of motivation of students in entrepreneurial spirit and considers being an entrepreneur is a difficult job because of the lack of ideas and ideas that are creative and innovative

Suggestion

Based on the information that has been disclosed in the discussion then the researchers also formulated some suggestions, namely

1. Students are expected to be able to read opportunities to open jobs in solving the problem of lack of employment,

Becoming an entrepreneur is one solution of the problem of not getting a job,

3. Before becoming an entrepreneur student is expected to equip himself with sufficient knowledge about the business to be built, has a good financial planning and management

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