

THE ROLE OF EXPECTATIONS ON INCOME AND SELF-CONCEPT IN STRENGTHENING THE DESIRE TO START SELF-EMPLOYMENT

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Abstract - This study aims to determine the effect of expectations on income and self-concept on the desire to start an entrepreneur. The population in this study were active students of the Faculty of Business and the Faculty of Computer Science, Darwan Ali University. Data analysis used descriptive statistical analysis, prerequisite test analysis and multiple linear regression analysis. The results showed that (1) Expectations on Income had a positive and significant effect on the Desire to Start Entrepreneurship which was indicated by a significance value less than the level of significant ($0.000 < 0.050$) and the *t* value of 9.437 which was greater than the *t* table. (2) Self-concept has a positive and significant effect on the Desire to Start Self-Employment, which is indicated by a significance value less than the level of significant ($0.000 < 0.050$) and the *t*-count value of 9.437 is greater than the *t* table. (3) Expectations on Income and Self-Concept simultaneously have a positive and significant influence on the Desire to Start Self-Employment.

Keywords: Expectation, Self-Concept, Entrepreneurial Desire

PERAN EKSPEKTASI ATAS PENDAPATAN DAN KONSEP DIRI DALAM MEMPERKUAT HASRAT UNTUK MEMULAI BERWIRASWASTA

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Abstrak – Penelitian ini bertujuan untuk mengetahui pengaruh Ekspektasi atas Pendapatan dan Konsep Diri terhadap Hasrat Untuk Memulai Berwiraswasta. Populasi dalam penelitian ini adalah mahasiswa aktif Fakultas Bisnis dan Fakultas Ilmu Komputer Universitas Darwan Ali. Analisis data menggunakan analisis statistik deskriptif, uji prasyarat analisis dan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) Ekspektasi Atas Pendapatan berpengaruh positif dan signifikan terhadap Hasrat Untuk Memulai Berwiraswasta yang ditunjukkan dengan nilai signifikansi kurang dari level of significant ($0,000 < 0,050$) dan nilai *t* hitung sebesar 9,437 lebih besar dari *t* tabel. (2) Konsep Diri berpengaruh positif dan signifikan terhadap Hasrat Untuk Memulai Berwiraswasta yang ditunjukkan dengan nilai signifikansi kurang dari level of significant ($0,000 < 0,050$) dan nilai *t* hitung sebesar 9,437 lebih besar dari *t* tabel. (3) Ekspektasi Atas Pendapatan dan Konsep Diri secara simultan memberikan pengaruh positif dan signifikan terhadap Hasrat Untuk Memulai Berwiraswasta.

Kata Kunci: Ekspektasi, Konsep Diri, Hasrat Berwiraswasta

PRELIMINARY

The entrepreneurial culture that grows naturally in a family or community group is a very valuable asset for the Indonesian people. According to Alma (2013), the more developed a country is, the more educated people and more people are unemployed, the more important it is to be entrepreneurial, because the government's ability is very limited in terms of budget, personnel and supervision so that it will not be able to work on all aspects of

development so that entrepreneurship is a potential development.

An entrepreneur is someone who is free and has the ability to live independently in running his business or business or his life. He is free to design, determine, manage, and control all of his businesses, Garjito (2014: 13). According to Basrowi (2016), "Entrepreneurs are people who have creativity and innovation so that they are able to explore and find opportunities and turn them into businesses that

generate value or profit". Alma (2013) states that entrepreneurs are people who see opportunities and then create an organization to take advantage of these opportunities. The definition of entrepreneurship here emphasizes everyone who starts a new business. Meanwhile, the entrepreneurial process includes all functions and actions to pursue and take advantage of opportunities by creating an organization. Entrepreneurship is a dynamic process for creating additional wealth. This additional wealth is created by individual entrepreneurs who take risks, spend time, and provide a variety of products and services.

Saiman (2009) states that the factors that influence a person to become entrepreneurial are profit (high profit or income according to one's expectations), freedom (free to manage all jobs), personal dreams (free to achieve the expected standard of living), and independence (having a sense of proud to be independent from various things).

A person who decides to become an entrepreneur has the hope that entrepreneurship will get a higher income than being an employee. Entrepreneurship will get unlimited, unpredictable and even more than expectations. Based on the results of the pre-survey, there are still many students who have low expectations of entrepreneurial income and have higher expectations of salary to become private employees and civil servants.

Soedjono in Suryana (2013) states that the entrepreneurial process or entrepreneurial action is influenced by trigger factors, one of which is affective abilities which include attitudes, values, aspirations, feelings, and emotions. On that basis, it can be interpreted that someone who is going to be entrepreneurial needs to understand his self-concept. According to Cawagas in Pudjijogiyanti (1995) self-concept is an individual's overall view of the physical dimensions, characteristics, personality, motivation, weakness, intelligence and failure.

This background encourages the author's desire to reveal this further through research with the aim of measuring the role of

expectation on revenue and self-concept in strengthening the desires to begin entrepreneurship.

RESEARCH METHODS

This research is a quantitative research. Based on its characteristics, this research is classified as a causal comparative study. That is, comparative causal research is a type of research with problem characteristics in the form of a causal relationship between two or more variables, the researcher identifies the factors as influenced variables and conducts investigations of the influencing variables (Indrianto and Supomo, 2002). In this study, there are two independent variables, namely expectations of income and the concept of self, while the dependent variable is interest in entrepreneurship.

Entrepreneurial Interests

Entrepreneurs are people who have the courage to take risks to open a business on various occasions according to (Kasmir, 2011). Entrepreneurial interest is the desire in a person's heart to try optimally to open a business in the hope of obtaining unlimited income.

In this research, what is meant by interest in entrepreneurship is the tendency of the heart in the subject to be interested in creating a business which then organizes, manages, takes on risks and develops the business created.

Expectations of Income

Saiman (2009) states that the factors that influence a person to become entrepreneurial are profit (high profit or income according to one's expectations), freedom (free to manage all jobs), personal dreams (free to achieve the expected standard of living), and independence (having a sense of proud to be independent from various things).

According to Zimmerer, Scarborough and Wilson (2008), being an entrepreneur will get amazing benefits. An aggressive entrepreneur has high income expectations of

the business or business he runs in order to make ends meet and to develop his business.

Concept of Self

According to Cawagas in Pudjijogyanti (1995) self-concept is an individual's overall view of the physical dimensions, characteristics, personality, motivation, weakness, intelligence and failure. In this research what is meant by self-concept is a comprehensive view of oneself, both regarding personality characteristics, life values, life principles, morality, weaknesses and competencies to form identity as initial capital to be able to recognize the environment, perceive business opportunities and organize resources, in order to seize opportunities within the insured risk limit for realizing added value.

The population in this study included all undergraduate students at the Darwan Ali University Sampit Campus. The sample used was 100 with accidental sampling technique. This study used primary data in the form of a questionnaire which included questions about expectations of income, self-concepts and results for beginning with entrepreneurship.

The analytical tool used is multiple linear regression. The accuracy of the sample regression function is measured by its Goodness of Fit. Statistically, at least this can be measured from the coefficient of determination, the value of the F statistic and the value of the t statistic.

RESULTS AND DISCUSSION

The descriptions of the respondents are as follows: consisting of 62 women (62%) and 38 people (38%) men. Most of the respondents were 18-22 years old (79 people / 79%) and 21% more than 22 years. More respondents were students of the Faculty of Computer Science (53 people / 53%), while 47 people (46%) were from the Faculty of Business. In terms of parents' work, 49 people (49%) had entrepreneurial parents, while 51 (51%) student parents were not entrepreneurs (civil servants, private employees, etc.).

The magnitude of the influence is partially shown by the variable Expectations Of Income .685 And Self-Concept .502. Although there are differences in influence, both are significant at the 5% and 1% confidence levels.

The results of this study are in line with the research of Pamungkas (2017) which states that Self Efficacy, Entrepreneurship Education and Income Expectations partially or simultaneously have a positive and significant impact on Entrepreneurial Interest, as well as Sumarni's (2006) research which states that Self-Concept, Learning Achievement in the Education and Training Courses Entrepreneurship and the Family Environment partially or simultaneously also have a positive and significant impact on Student Entrepreneurial Interest.

In the simultaneous significance test, the calculated F value is 34.831 with a significance level of 0.000. This value is less than 0.05, so it can be said that simultaneously, the two variables have a positive and significant effect on the desire to start entrepreneurship.

CONCLUSIONS AND SUGGESTIONS

The conclusions of this study are as follows:

1. Expectations on income have a positive and significant effect on the Desire to Start an Entrepreneur, which is indicated by a significance value less than the level of significant ($0.000 < 0.050$) and the calculated t value of 9.437 which is greater than the t table. It means that the higher the expectation on income, the higher the desire to start an entrepreneur.
2. Self-concept has a positive and significant effect on the Desire to Start Self-Employment which is indicated by a significance value less than the level of significant ($0.000 < 0.050$) and the t-count value of 9.437 is greater than the t table. This means that the higher the Self-Concept, the higher the desire to start an entrepreneur.
3. Expectations of Income and Self-Concept simultaneously provide a positive and significant influence on the Desire to Start Self-Employment.

Based on the above conclusions, the

suggestions presented are as follows:

1. Parents of students often need to convince their children to always be optimistic and that entrepreneurship has the potential to provide promising income.
2. Students need to be more optimistic to be able to overcome any problems that arise when starting entrepreneurship and believe that every serious activity will have great potential to become a promising source of income.

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