The Effect of Social Support and Extraversion Personality on Entrepreneurial Interest in Students

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ABSTRACT

Students are a group in society that obtains its status because of its ties to a university. Higher education certainly produces students who are excellent and competent in their fields. And interest in entrepreneurship. Developed countries both from the economic and industrial sectors are indicated by the entrepreneurial growth index. This study aims to determine the effect of social support and extraversion personality on entrepreneurial interest. The research to be conducted is a quantitative research type. This type of research design uses an Explanatory Survey. This survey was conducted by taking samples from the total population and using a questionnaire as a data collection tool. Furthermore, the methods used are descriptive and verification methods. The sample used in this study amounted to 100 respondents. The analysis carried out in this study used linear regression analysis. The results of this study indicate that social support and extraversion have an effect on interest in entrepreneurship.

INTRODUCTION

Students are those who sit in tertiary institutions, in the educational structure in Indonesia students hold the highest educational status among others (Big Indonesian Dictionary). Students are a group in society that obtains its status, because of ties to a university. Higher education certainly produces students who are superior and competent in their fields. As well as interest in entrepreneurship.

Based on data from the Global Entrepreneur Index (2016), developed countries both from the economic and industrial sectors are indicated by the entrepreneurial growth index. Interest in entrepreneurship is strongly influenced by social support. Moreover, if this social support is obtained from the immediate environment of someone such as family or friends. The form of support can be done by providing information, how to behave, or in the form of material where this treatment will make someone feel cared for. The factors that can trigger someone to do entrepreneurship according to Baumol dan Strom (2007) are education and experience from the business carried out with the family, thus the family environment is an environment that is able to support someone to do entrepreneurship. Krueger et al. (2000) define entrepreneurship as a way of thinking that prioritizes opportunities over threats. Drucker (1996) asserts that entrepreneurship lies in economic and societal theory; theory that sees material changes as normal and healthy. In the context of entrepreneurship always looking for change, responding and exploiting it as an opportunity.

In addition to social support, there are things that are no less important in growing one's interest in entrepreneurship. Everyone has a different personality type. According to Horton and Chester (1982), the notion of personality is the overall attitude, feeling, expression, and temperament of a person. Attitudes, feelings, expressions, and temperaments will manifest in one’s actions when faced with certain situations. Everyone has a tendency to behave standardly, or patterned and consistent, so that it becomes his personal characteristic (Djaelani & Putra, 2021).

Social support from the surrounding environment can foster self-confidence so that it fosters interest in entrepreneurship. Not only social support, it must be accompanied by an extravert personality (Andayani, 2004).

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Winkle (2004), interest is defined as the tendency of subjects to stay, to be interested in a particular field of study or subject and feel happy to learn the material. Furthermore, Voda (2019) added that interest is an impulse within the individual that causes the individual's attention to be attached to a particular object. In the interest in entrepreneurship there are factors that influence interest, as Khayru et al. (2021) said, mentioning that there are three factors, namely stimuli that come from the environment, a person's interest in objects and feelings factors.

Social support is needed by anyone in social life because humans are created as social beings. According to King (2012) social support is a response from people around that describe a person's sense of being valued, loved, and respected.

Cutrona (1994) developed a “Social Provision Scale” to measure the availability of social support obtained from individual relationships with other people. There are six components or aspects in it, namely: 1) dependable dependence (Reliable Alliance) 2) guidance (Guidance) 3) reassurance of Worth 4) emotional attachment (Emotional Attachment) 5) social integration (Social Integration) and 6) opportunity to help (Opportunity for Nurturance).

Eysenck et al. (1982) explains that personality type is an organization within the individual that is general in nature, and covers more broad matters. Eysenck et al. (1982) attention was focused on the basic dimensions or personality types, with the aim of discovering the primary dimensions of a personality, which would enable constructing a good and enduring personality typology. Furthermore, Eysenck et al. (1982) stated that there are two factors that form the basis of personality, namely neuroticism and introversion-extraversion. This study only focuses on the extraversion personality type to be studied. By using the adaptation scale of the extrovert scale by Eysenck et al. (1982), namely the Short-Form Revised Eysenck Personality Questionnaire or EPQ-RSH (Eysenck et al. 1982) which measures personality type and has been translated (Tiwari et al., 2009).

Interest in entrepreneurship according to Welsh et al. (2016) is the ability of someone who is brave to try to meet the needs of life and is able to solve problems that include creating or advancing new businesses by relying on oneself. The most important thing is the courage to create a new business. Entrepreneurial intentions can be interpreted as entrepreneurial intentions, namely someone's desire to carry out entrepreneurial actions by creating new products through business opportunities and risk taking. Entrepreneurial intention is the intention that exists in a person to take entrepreneurial action and then develop the business.

To achieve this, of course, the parental refugee needs as well as support. With the support of those closest to you, you will feel confident to be able to start a new business. Family relationships are the first point of social support that a person has. Plus the environment of friendship that you have will also create a sense of self-confidence in each individual.

Support is needed by every human being. One of them is social support. The form of support that a person gives to those closest to him who are in need is called social support. The closest person in question is a group that has an emotional connection. Sarason et al. (1990) explained that social support can be considered as a condition that is beneficial for individuals obtained from other people who can be trusted. From this situation the individual will know that other people pay attention, appreciate, and love him.

In addition to social support, there are things that are no less important in growing one's interest in entrepreneurship. Each individual one and another certainly have different personality characteristics. Personality is a basic attitude characteristic possessed by each person in his life. Personality determines a person in every step of his life. To choose and become a successful entrepreneur, a person tends to have the necessary traits or personality to become an entrepreneur. Statements of personality influencing entrepreneurial interest were developed from the opinions of McClelland (1995). Theories described, there are four types of important personalities that influence the interest in becoming an entrepreneur which will be used as indicators, namely creative ideas, leadership spirit, achievement, trade spirit, self-confidence, easy to get along with others, extrovert and innovative spirit. Extraverts are one of the important indicators in influencing entrepreneurial interest. Eysenck et al. (1982) reveals that the extroverted personality type is an individual who has social characteristics, does more than contemplates (reflects and thinks), and a person whose motives are conditioned by the extroverted character.

Based on the description that has been explained, it is possible to become an entrepreneur, students should pay more attention to social support such as a place to live, be it the family environment, neighborhood, peers and others. And also extraverted personality as well as the ability to behave, feel, express, and temperament in other people. This research aims to determine the effect of social support and extraversion on the interest in entrepreneurship.
RESEARCH METHOD
The research that will be conducted is a quantitative type of research. This type of research design uses an explanatory survey or explanatory survey which is a survey used to describe the relationship between two or more variables through hypothesis testing. This survey was conducted by taking a sample of the total population and using a questionnaire as a data collection tool. Furthermore, the method used is descriptive and verification methods. Descriptive research method is a method that aims to describe the situation in the field based on facts and data collected and then arranged systematically. The verification method is through research evidence to test the hypotheses of descriptive research results with statistical calculations, so that the results can be taken to show evidence that the hypothesis is accepted or rejected.

The population is defined as the generalization area, while the sample is part of the population. The population of this study were students of the management study program at Sunan Giri University, Surabaya. The sample used in this study amounted to 100 people. The analysis carried out in this study used multiple linear regression analysis. To test the quality of the research data used, validity, reliability, and classical assumption tests were carried out before testing the hypothesis.

After all the research data was collected, the researcher first analyzed the data that had been obtained. Before testing the results of the study, the researcher first tested the reliability and validity of the questionnaire used even though previously the questionnaire used had been tested for reliability.

RESULT AND DISCUSSION
This study uses management students as respondents. Respondents in this study were fifth semester students consisting of 42 men and 58 women. The majority of respondents in this study were aged 2022 years. Research respondents are pure students who do not have a part time job.

The results of the validity test in this study showed that all questions on the questionnaire distributed were valid. Furthermore, the bag-reliability test was carried out. The result is that social support gets a Cronbach's alpha value of 0.923. For extraversion personality, Cronbach's alpha value is 0.885. Furthermore, the interest in entrepreneurship gets a Cronbach's alpha value of 0.920. Thus, this research variable is reliable.

Table 1. Description of Research Results

<table>
<thead>
<tr>
<th>Model</th>
<th>R Square</th>
<th>F Change</th>
<th>Sig. Change</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Support</td>
<td>0.279</td>
<td>37.935</td>
<td>0.000</td>
<td>63.58</td>
</tr>
<tr>
<td>Extrovert Personality</td>
<td>0.83</td>
<td>8.826</td>
<td>0.004</td>
<td>46.56</td>
</tr>
<tr>
<td>Social Support and Extrovert Personality</td>
<td>0.302</td>
<td>20.944</td>
<td>0.000</td>
<td>118.0</td>
</tr>
</tbody>
</table>

Source: SPSS 26 output

The results showed that the F value was 20.944 and the p value was 0.000 < 0.05, which means that social support and extraversion personality jointly affect the dependent variable, namely entrepreneurial interest with R Square contributing 0.302 or 30.2%. Social support seen from F 37.935 and p value 0.000 <0.05, which means social support affects entrepreneurial interest with R Square contributing 0.279 or 27.9%. And extraversion personality seen from F 8.826 and p 0.004 <0.05 which means extraversion personality affects the entrepreneurial interest variable with R Square contributing 0.083 or 8.3%.

Table 2. Correlation Test

<table>
<thead>
<tr>
<th>Variables</th>
<th>X.1</th>
<th>X.2</th>
<th>Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson</td>
<td>1</td>
<td>.271**</td>
<td>.528**</td>
</tr>
<tr>
<td>Correlation</td>
<td>.006</td>
<td>.271**</td>
<td>.528**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>1</td>
<td>.271**</td>
<td>.528**</td>
</tr>
<tr>
<td>N</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: SPSS 26 output

In the table the results of the correlation test between the independent and dependent variables show social support with extravert personality 0.006 < 0.05, which means there is a significant correlation. Furthermore, social support with entrepreneurship interest is 0.000 <0.05, which means there is a significant correlation. For extravert personality with entrepreneurial interest 0.004 < .05 which means there is a significant correlation.

From the results of the t-test, the t-value is 4.345 with a significance of .000, this means that the t-value is significant (.000 < .05). This shows that the variables of social support and extravert personality to interest in entrepreneurship are significantly different. Thus, it can be concluded that social support and extravert personality can influence entrepreneurial interest in agribusiness students.
Based on the results of the tables above, it shows that the two independent variables, namely social support and extraversion personality, affect the interest in entrepreneurship, which means that the proposed hypothesis is accepted. The higher the social support that exists in the individual, the higher the interest in entrepreneurship. Likewise, the extravert personality, the higher the individual, the higher the interest in entrepreneurship.

This study aims to determine the effect of social support and extraversion personality on entrepreneurial interest in management students at Sunan Giri University Surabaya. Research that has been conducted shows the influence of social support and extraversion personality with entrepreneurial interest. The higher the level of social support, the higher the interest in entrepreneurship. To become an entrepreneur, of course you need support such as social support, as the most important thing is the closest people like parents. Without social support, business interest will not grow in oneself.

Zimmerer (2002) states that one of the factors driving the growth of entrepreneurship in a country lies in the role of universities through the provision of entrepreneurship education. The university is responsible for educating and providing entrepreneurial skills to its graduates and providing motivation to dare to choose entrepreneurship as their career. Universities need to apply a concrete entrepreneurship learning pattern based on empirical input to equip students with meaningful knowledge in order to encourage students' enthusiasm for entrepreneurship (Paço et al., 2011; Wu et al., 2008). The problem is how to grow entrepreneurial motivation among students and what factors influence students' motivation or intention to choose an entrepreneurial career after. They graduate, is still a question and requires further study.

Johnson (1990) and Nishanta (2008) argue that internal factors originating from within entrepreneurs can be in the form of character traits, as well as socio-demographic factors such as age, gender, work experience, family background and others that can affect a person's entrepreneurial behavior. While external factors come from outside a person in the form of elements from the surrounding environment and contextual conditions (Mendrika et al., 2021).

Findings from various studies on various factors that can shape one's entrepreneurial behavior increasingly show that one's entrepreneurship can be learned and formed as stated by Johnson (1990). Gorman et al. (1997) and Nishanta (2008) for that a number of personality attributes such as the need for achievement, strong internal locus of control, high creativity and innovation, play a role in shaping one's interest in entrepreneurship. Meanwhile, contextual factors that have received sufficient attention from researchers are academic support, social support and business environment conditions (Gurbuz & Akyol, 2008).

As the results of Escofar-Llamazares et al. (2015) which showed a significant positive relationship between social support (parents) and interest in entrepreneurship. This is in accordance with Lanero's (2015) theory, namely interest in entrepreneurship will be formed if parents have a positive influence on this interest, because the attitudes and activities of fellow family members influence each other both directly and indirectly.

This is also in accordance with the theory stated by Voda (2019) which is one of the factors for the emergence of interest in entrepreneurship is the family environment or family support. With regard to the family environment, especially parents, the role of parents is very important in growing children's interest. Parents are the first educators and as the foundation in the main love guidance. So it is parents who give a lot of influence and personality color to a child. Thus, given the importance of education in the family environment, especially parents, the influence of the family environment on children can be (Darmawan & Djaelani, 2022).

Just like the extravert personality, the more extraverted the personality, the better the interest in entrepreneurship will be. Becoming an entrepreneur does not only require social support, but an extravert personality is also very necessary. Encouraging to be someone who thinks creatively and innovatively, of course an entrepreneur must have both of these things. Because attitudes, feelings, expressions, and temperaments will manifest in one's actions when faced with certain situations.

**CONCLUSION**

The results of this study indicate that social support and extraversion have an effect on interest in entrepreneurship. For further researchers, it is recommended to add other influential variables, such as attitudes, motivation, educational expectations, parents' occupations and so on. So that it can be seen the variables that most influence the interest in entrepreneurship. In future research, it is possible to analyze one by one aspect of social support such as aspects of reliable dependence, guidance, recognition, emotional closeness, social integration and opportunities to help. Of these six aspects of social support, which one is the most influential and how much is each contribution from each aspect to foster
interest in entrepreneurship in students. Likewise, the extravert personality, what kind of personality has the most influence on the interest in entrepreneurship in students so that it can be further improved.

This is done to instill a mindset that all students who have graduated from college should not have too high hopes to want to work in the Government, in order to create their own jobs. This thinking has an impact on Indonesia which continues to develop into a developing country, because being a developed country one of the characteristics is that most of the country’s income comes from industry and services (Hurrell & Kingsbury, 1992). Furthermore, in line with 2016 Global Entrepreneur Index data, developed countries both from the economic and industrial sectors are shown by the entrepreneurial growth index.

Students need to be equipped with knowledge to be able to think creatively. By thinking creatively, students will easily run entrepreneurs that can compete with existing businesses. Students also need to choose an environment that can support them in order to build a business. Support from lecturers is also needed as academics who are one of the parties responsible for the economic development of the community.

REFERENCES


