



RESEARCH ARTICLE

The Influence Of Motive, Personality And Self-Efficacy On Interest In Entrepreneurship Among SMES In Bengkulu City

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Abstract

This research aims to determine the influence of: 1) Motives on interest in entrepreneurship. 2) Personality towards Entrepreneurial Interest. 3) Self-efficacy towards Entrepreneurial Interest. 4) Motives, Personality and Self-Efficacy together on Entrepreneurial Interest. The population in this research is MSME business actors in Bengkulu City. The sample for this research is 100. The questionnaire was tested for validity and reliability before collecting research data. The hypothesis was tested using Multiple Linear regression analysis. This research uses quantitative methods. The data collection tool used a questionnaire which was distributed to the 100 respondents studied, namely MSMEs in the city of Bengkulu. The sampling method in this research, namely non-probability sampling, that will be used is purposive sampling, where sampling in this case is limited to certain types of people who can provide the desired information. The analytical method used in this research is multiple linear regression analysis with data processing using SPSS 23 for Windows. The results of the analysis show that the variables studied have a significant and positive influence. The motive variable has a significant and negative effect on the interest in entrepreneurship of MSME actors in the city of Bengkulu, the personality variable has a significant and positive effect on the interest in entrepreneurship of MSMEs in the city of Bengkulu, the self-efficacy variable has a significant and positive effect on the interest in entrepreneurship of MSME actors in the city of Bengkulu, the variable motive, personality and efficacy Together, they have a significant and positive influence on the entrepreneurial interest of MSME actors in the city of Bengkulu. Interest in entrepreneurship can be explained by the variables motive, personality and self-efficacy by 61% and the remaining 39% is explained by variables outside the model.

Keyword: Motive, Personality, Self-efficacy, Interest, Entrepreneurship

Introduction

Some time ago, the government recommended to the public to start a profession as an entrepreneur. This is done because entrepreneurship is one of the factors that can boost the country's economy, especially in times like now. In simple terms, the meaning or definition of entrepreneurship is a process of identifying, developing and bringing a vision to life which culminates in the formation of a business. Meanwhile, in general, the definition of entrepreneurship is an independent business or business activity with the condition that all resources and efforts are borne by business actors (entrepreneurs) in identifying new products, determining concepts and production processes, developing strategies to marketing and managing capital. Not only is it a driver of the country's economy, entrepreneurship is a factor that helps reduce unemployment by opening up job opportunities from the MSME sector, so that many efforts have been made by the government to help the development and independence of entrepreneurs, including by making it easier to obtain business permits, providing capital loans for small and medium businesses, to helping market their products. MSMEs are an important part of the Indonesian economy.

Basically, MSMEs are enterprises or businesses carried out by individuals, groups, small business entities, or households. The existence of MSMEs in Indonesia is very important, because

they contribute greatly to economic growth. MSMEs according to Law of the Republic of Indonesia No. 20 of 2008 includes Micro Businesses, namely productive businesses owned by individuals and/or individual business entities that meet the criteria, then Small Businesses are productive economic businesses that stand alone, carried out by individuals or business entities that are not subsidiaries or not branches of the company, which is owned, controlled, or is part, either directly or indirectly, of a Medium Enterprise or Large Enterprise and Medium Enterprise is a stand-alone productive economic enterprise carried out by an individual or business entity which is not a subsidiary or branch of the company owned, controlled, or be part either directly or indirectly with a Small Business or Large Business with total net assets or annual sales proceeds. Seeing the strategic role of MSMEs as supporting the economy, the Bengkulu city government is very concerned about the survival of MSMEs. Various policies in the form of providing stimulus for MSMEs through easy access to financing and loan restructuring are carried out simultaneously as an effort to help MSMEs maintain their businesses, and furthermore so that MSMEs can advance to a better class. Based on the phenomenon of increasing business people in Bengkulu City as well as several literature studies, it is important to carry out research on the Influence of Motives, Personality and Self-Efficacy on the Entrepreneurial Interest of MSME Actors in Bengkulu City.

Method

The method that will be used in this research is a quantitative method. Quantitative methods are methods that use data in the form of numbers or qualitative data that is summarized (Sugiyono, 2013). This research is survey research, namely research that takes samples directly from the population. Judging from the problems studied, this research is causality research, which aims to analyze the relationship and

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influence (cause-effect) of two or more phenomena through hypothesis testing (Sekaran, 2016). Research that is based on a theory or hypothesis that will be used to test a phenomenon that occurs is classified as a type of research.

Results and Discussion

The description of the results of this research presents research data starting from a general description of the research object, a description of the distribution of questionnaires, characteristics of respondents to testing research hypotheses. An explanation of the research results is presented below. The respondents for this research were MSME business actors in the city of Bengkulu. In line with the research plan, the research respondents used were 100, which was the maximum sample determined based on the number of indicators. Based on the distribution of questionnaires via online surveys using Google Form, it was found that the number of respondents who filled out the questionnaire during a period of one week was 100 people. It is known that the response rate for distributing the questionnaire was very good (100%). This is because the sample target (respondents) of 100 people was achieved well. From the list of recapitulation of respondent data, respondents from number 1 to number 100 were used.

Characteristics Of Respondents

Based on gender in Table 4.1.3, it is known that the proportion of female respondents as MSME business actors is more dominant than male users. Female business actors are 63% and male are 37%. Even though the proportions of men and women are quite different, this is just a coincidence. Based on the age group of respondents, the research results show that the proportion of respondents aged between <25 years and >38 years of age dominates as MSME business actors. It can be said that business actors are almost evenly distributed from young to mature ages. This age encourages business actors to make decisions according to their own individual judgments and perceptions. Based on the respondents' latest education, the research results show that the proportion of respondents with a bachelor's degree is 27%, a master's degree is 24%, the smallest is a diploma, 8% and a high school diploma dominates at 41%. It can be said that most business actors have high school education.

Table 1. Characteristics Of Respondents

Gender	Sum	Percentage
Male	37	37 %
Female	63	63%
Sum	100	100%
Age	Sum	Percentage
<25 year	35	35%
26-35 year	28	28%
>35 year	37	37%
Sum	100	100%
Level of education	Sum	Percentage
SENIOR HIGH SCHOOL	41	41%
Diploma	8	8%
Bachelor	27	27%
Magister	24	23%
Sum	100	100%

Source: Data Processed, 2023

Validity And Reliability Test

All correlation coefficient (r-calculated) values of the research variable indicators are greater than the r-table of 0.195. These results provide an illustration that all research instruments used to measure research variables are valid. A valid instrument means that the instrument is able to measure the variables studied very well. Cronbach's alpha value for all research variables has a value greater than 0.60. This result means that all research variables are reliable. This also means that the research instrument has a stable consistency over time.

Regression Analysis

Regression analysis in the research was used to test the influence of motive, personality and self-efficacy variables on the entrepreneurial interest of MSME actors in Bengkulu City.

Table 2. Regression Analysis Results

Variable	B	Std. Error	Beta	t-stat	Prob	Tolerance	VIF
1 (Constant)	11.423	2.160		5.288	.000		
Motive	-.175	.065	-.175	-2.705	.008	.962	1.039
Personality	.330	.082	.381	4.031	.000	.452	2.212
Self-efficacy	.358	.084	.406	4.245	.000	.442	2.265

a. Dependent Variable: Interest In Entrepreneurship

Source: Data Processed, 2023

1. The regression coefficient for the motive variable (X1) is -.175, meaning that if the other independent variables have the same value and if the motive (X1) decreases, then interest in entrepreneurship (Y) will increase.
2. The regression coefficient for the personality variable (X2) is 0.330, meaning that if the other independent variables have the same value and if personality (X2) increases, then interest in entrepreneurship (Y) will increase.
3. The regression coefficient for the self-efficacy variable (X3) is 0.358, meaning that if the other independent variables have the same value and if self-efficacy (X3) increases, then interest in entrepreneurship (Y) will increase.

Table 3. F Test Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	229.955	3	76.652	50.486	.000 ^a
Residual	145.755	96	1.518		
Total	375.710	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Judging from the sig value of 0.00 <0.05, it shows that each independent variable together has a significant effect on the dependent variable. Based on the results of data processing in table 4.9, the regression coefficient value with significance or p-value is 0.00, this significance value is smaller than the alpha value at the 0.05 value level. Thus the Ho hypothesis is rejected and the Ha hypothesis is accepted. This can be interpreted as meaning that there is a joint influence between motive (X1), personality (X2) and self-efficacy (X3) on the dependent variable interest in entrepreneurship (Y).

Determination Test (Adjusted R2)

The coefficient of determination (Adjusted R2) aims to determine how much the independent variables (motives, personality and self-efficacy) explain the dependent variable (interest in entrepreneurship). In the SPSS output, the coefficient of determination is located in the Model Summary table. The adjusted R2 value is 1, meaning the influence of the dependent variable (interest in entrepreneurship). all of which can be explained by independent variables (motives, personality and self-efficacy). If the adjusted R2 value ranges from 0 to 1, it means that the independent variable's ability to explain the influence of the dependent variable is stronger. The three independent variables (motive, personality and self-efficacy) show an Adjusted R2 of 0.600 or 61%. This means that the variable interest in entrepreneurship can be explained by variables (motive, personality and self-efficacy) of 61% and the remaining 39% is explained by variables.

Discussion

Based on the research results, it is known that motives have a significant influence on entrepreneurial interest in becoming msme. The influence of these motives is negative, meaning that if the motives decrease or weaken, the interest in entrepreneurship as an msme actor will be higher. From the

results of the descriptive analysis, it is known that interest in entrepreneurship has been perceived very well by respondents. This result means that research respondents are very likely to have the motives of msme actors. According to suharyono (2017), an entrepreneur has at least the characteristics of an achievement motive. The need for entrepreneurial achievement is seen in the form of actions to do something better and more efficiently than before. Motive itself means reason, cause and driving force. Motive can also be interpreted as the background to someone carrying out a behavior that has a specific purpose (rahman et al., 2017). Dinh khiem (Johnny) mai and James cho (2017) found that motives do not only stop at the stage of encouraging individuals to become entrepreneurs, but beyond that, individuals are also encouraged to share information. It can be concluded that motives have a negative and significant effect on interest in entrepreneurship, with high motives, there is an opportunity to grow interest in entrepreneurship in society. Research from luzfia and dwiarta (2021), with results that have a positive and significant effect on interest in entrepreneurship.

Personality is the character possessed by an individual. In a person's personality there is courage, self-confidence, task and results oriented, courage to take risks, leadership spirit, originality, and future orientation. A person's personality influences him in choosing a job and a person will feel comfortable at work if the job suits his personality (syaifudin, 2017). According to koswara in widiastuti and sadnrya (2020) states that personality is the habits, attitudes and traits that a person has that develop when a person interacts with other people. It can be concluded that personality has a positive and significant effect on interest in entrepreneurship. Having personality can improve people's entrepreneurial spirit and interest, this is in line with the research results of baskara and has (2018) and syaifudin (2016) with the results that personality has a positive and significant effect on entrepreneurial interest.

From the results of the descriptive analysis, it is known that the self-efficacy of MSME actors is very good. This result means that research respondents strongly agree with the self-efficacy that has been carried out by MSME actors. According to Alwisol in Cahyadi (2021), self-efficacy is a view or perception of oneself about how oneself can function according to the situation at hand. Baron and Byrne (in Ariska et al, 2020) stated that in psychology, an individual's belief and belief in his or her ability to organize, carry out a task, achieve a goal, produce something and implement actions to display certain skills is called self-efficacy. According to Astarini and Mahmud (2015), self-efficacy is seen as a person's belief in his or her ability to carry out an action in certain circumstances. Someone who has high self-efficacy will tend to try hard to achieve what they want, so that someone who has self-efficacy will be more optimistic and motivated to achieve their desires. The results of this research are in line with studies conducted by Kurniawan et al. (2016) show that motivation influences entrepreneurial interest through self-efficacy.

Based on the research results, it is known that motives, personality and self-efficacy simultaneously have a significant influence on the entrepreneurial interest of MSME actors. This means that the better the motives, personality and self-efficacy, the higher the entrepreneurial interest of MSME actors. From the results of the descriptive analysis, it is known that motives, personality and self-efficacy have been implemented very well. This will of course have an impact on the entrepreneurial interest of MSME players. Thus, the ability of the motive, personality and self-efficacy variables to explain variations in changes from the entrepreneurial interest variable to being an MSME actor is very high or very good. According to Khairani (2014) interest is a person's awareness of an object, person, problem or situation that is related to him. Interest is a psychological aspect of a person who pays high attention to certain activities and encourages the person concerned to carry out these activities. Djaali (2013) suggests that a statement can indicate a person's interest, it can also be seen through their participation in an activity. Individuals who have an interest in something will show more interest in it. According to Hurlock

(in Syafrizaldi, 2018), interest is a psychological aspect that influences a person's success in carrying out their duties. From the explanation above, it can be explained that an interest is very important to know considering that interest can be an indication of a person's behavior, which starts from interest which will give rise to more attention and give rise to a desire for something to do it sincerely.

Conclusions and Recommendations

From the results of the research and discussion, the following conclusions can be drawn:

1. Motives have a significant influence on entrepreneurial interest in becoming MSMEs. The influence of these motives is negative, meaning that if the motives decrease or weaken, the entrepreneurial interest of MSME actors will be higher.
2. Personality has a significant influence on entrepreneurial interest in becoming an MSME actor. The influence of personality is positive, meaning that if the personality gets better, the interest in entrepreneurship for MSMEs will be higher.
3. Self-efficacy has a significant effect on entrepreneurial interest in becoming an MSME actor. The influence of personality is positive, meaning that if self-efficacy gets better, the interest in entrepreneurship in MSMEs will be higher.
4. Motives, personality and self-efficacy simultaneously have a significant influence on the entrepreneurial interest of MSME actors. This means that if the motives, personality and self-efficacy are getting better, then the interest in entrepreneurship in MSMEs will be higher.

Suggestlons

MSME actors must apply the right motives, personality and self-efficacy to give confidence in MSME actors to the community so that people will feel more confident.

It is hoped that those who will conduct further research can add more references used and variables used such as family environmental factors, motivation, soft skills, entrepreneurship education, self-confidence and opportunity recognition in further research so that they can review more new things. relevant so that readers can feel the benefits.

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