

MAPPING A BEHAVIOR OF YOUNG ENTREPRENEUR BY FINANCE SIMULATION IN MALANG CITY: META ANALYSIS

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ABSTRACT

Objectives: Local communities can access the internet with social media platform to catching up their product such digital platform industry. These criteria business system are set up with the basic of a few context in the Malang, which is any impact by social media as the main digital platform industry, obviously selling a best local product by online, then using a Search Engine Optimization (SEO).

Methodology/Technique: This kinds research paper has been used by descriptive and meta-analysis

Findings: The results were showed by social vulnerability can increase impulse significant effect to purchase impulse. Social vulnerability can be significantly increased with positive emotions and negative emotions. Some emotions were positive emotions and negative emotions can encourage impulsive buying.

Type of Research: Conceptual Framework

Keywords: young entrepreneur, finance, local community

INTRODUCTION

The Central Bureau of Statistics the total labor force in 2013 reached 118.19 million people, an increase of 140,000 people compared to August 2012 amounted to 118.05 million. In August 2013, recorded in the central Agency Statistics, the number of people working as employees or laborers fixed number of 41.56 million people and 19.14 entrepreneurship by themselves million people and if there is no progress on employment. The unemployment rate is likely to rise. Labor force surveys conducted by the Central Bureau of Statistics stated that unemployed came from people with a university degree who the amount of 12.5 percent. Of the unemployment rate is clearly that Indonesia has the problem of unemployment (bachelor's degree) that must be addressed. One solution to overcome that with foster entrepreneurial spirit in students, and prepare they are to become a successful entrepreneur such as preparation for the best version about finance and behavior.

Zhao et al., (2005) argued that an entrepreneurship is important for improve economic efficiency, bring innovation to the market and creating new jobs. Some scholars still have an understanding limited to the decision to become an entrepreneur. Daily minds of the people, (5/16/07) mentions that the day of economy is increasingly difficult to day. In this case, entrepreneurship is one of the key to the settlement of an issue in the most fundamental Indonesia experienced by a country, such as the problem of unemployment with good alternative to be entrepreneur. Entrepreneurship means that creating a new product, business with risk and uncertainty in order to achieve an advantage, by identifying opportunities and constraints as well as support resources the power needed to start a business. It probably also discussed about the local government's role in Malang that supporting the implementation of entrepreneurship community. One way the government through a program in higher education, which include is a subject entrepreneurship and behavior intention by finance simulation. In the other hand, some entrepreneur should be introduced in product and how to applicant in the real world. After this, they could expected can entrepreneurship itself with the role of higher training intention about finance and behavior to customers. They have to know how interest in entrepreneurship owned by students, so the university can academic assist some students in developing interest in entrepreneurship.

Zimmerer (2002: 12) stated that one factors had driving a growth of entrepreneurship in a country lies in the role entrepreneurs through the implementation of entrepreneurship education. Side in Universities are responsible for educating and providing entrepreneurial skills to the local community, as well as provide motivation to dare to choose entrepreneurship as a career. From a number of studies have been done by people's motivation to entrepreneurship, it can be concluded that the intention of entrepreneurship someone people are influenced by a number of factors that can be seen in integral framework involving various internal factors, factors external, and contextual factors (Johnson, 1990; Stewart et al., 1998).

Internal factors with original from within some entrepreneurs in the form of characters properties, as well as socio-demographic factors such as age, sex, work experience, family background, and others who can impact to person's entrepreneurial behavior (eg, Johnson, 1990; Nishanta, 2008). Meanwhile, some external factors come from outside actor an entrepreneur who may be elements of the environment and conditions contextual. Some findings of the studies on various factors that entrepreneurial behavior of individuals are increasingly clearly shown that someone entrepreneurship can be learned and shaped like delivered Johnson (1990). Some attributes like personality needed for achievement, internal locus of control is a powerful, high creativity and innovation, and played a role in shaping people's intention to entrepreneurship (Gorman et al., 1997; Nishanta, 2008).

Indonesia is known as a country with natural resources and labor, as well as abundant capital flow turns until today still fail to prove as a country prosperous. Just for comparison, Singapore and Japan is a country poor in natural resources and labor proved to be a country that has a high level of prosperity and well-being. Instead of Indonesia which has rich natural resources, but there is still a shortage of human resources. It certainly is a challenge for our society. Absolutely, it was believed that the role of individuals or groups within the community is able to be a driving force of economic growth at this time (Haruman et al., 2008).

Accordingly, Indonesia had faced the problem of limited job opportunities for college graduates with the increasing number of unemployed intellectuals lately. Report of the International Labor Organization (ILO) noted the number of unemployed in 2009 in Indonesia amounted to 9.6 million (7.6%), and 10% are undergraduate (Nasrun, 2010). Data from Statistics Indonesia supported by the ILO statement pointing-right portion of the number of unemployed in Indonesia are those who Diploma/Academy and university graduates (Setiadi, 2008).

Entrepreneurship development in Indonesia has become an urgent need, absolutely in Malang, because based on data taken from the Central Bureau of Statistics the total labor force in 2013 reached 118.19 million people, an increase of 140,000 people compared to August 2012 amounted to 118.05 million. In August 2013, recorded in the central Bureau of Statistics, the number of people working as employees or workers still some 41.56 million people and 19.14 million entrepreneurship itself a number of people and if there is no progress on employment. It is likely the unemployment rate will increase, exactly. For another case, labor force surveys also conducted by the Central Bureau of Statistics stated unemployment many people with a university degree comes from the amount of 12.5 percent. One solution to overcome that by growing entrepreneurial spirit in local people and prepare them to become a successful entrepreneur.

Zhao et al., (2005) argued that entrepreneurship is important for improve an economic efficiency, bringing innovation to the marketplace, then creating new jobs. It still have a limited understanding of the decision to become an entrepreneur. Entrepreneurship also means that creating a new business with risk and uncertainty in order to achieve an advantage by identifying opportunities and constraints as well as support the resources needed to establish a business, which is also the government's role in supporting the implementation of entrepreneurship in society.

One way the government through the education program at the local community which are entrepreneurship courses about finance simulation. Local people should be introduced to entrepreneurship and how to application in the real world such as offline and online platform industry. Immerer (2002: 12) stated that one of the factors driving the growth of entrepreneurship in a country lies in the role of universities through the implementation of entrepreneurship education. The entrepreneurs issue is how to motivate entrepreneurship among students and the factors that impact any motivation or intent of local community to choose a career in entrepreneurship after they success to sell their best product.

Likewise, some factor one's attitude in regard to entrepreneurship activity is also believed will form the entrepreneurial intentions (Azjen & Fishbein, 1985 in Gurbuz & Aykol, 2008). Meanwhile, contextual factors are sufficient got the attention of researchers is academic support, social support and the business climate (Gurbuz & Aykol, 2008). Partners and Matlay (in Harris et al., 2008) stated that the soul businessman with more lives around the world as well as many entrepreneurs who successfully run their business. Because it has been mastered range of skills and talents that enable them to identify opportunities in the market. For some work experience often the lead role in the development of entrepreneurial skills, but many of the skills developed through education entrepreneurship as well as training courses and coaching a business.

In line with the opinion of Zimmer (In Harris et al., 2008) which stated that entrepreneurship not genetic traits but "learning skills", then it was important to study the impact between one's experience in developments attitude to become entrepreneurs. According to Tjahjono & Ardi (2008) discussed that some profiles from young entrepreneurs educated in Yogyakarta.

TEORITICAL FRAMEWORK

Project Management/Business Planning

Based on this theory, for all the products be manufactured in the base country and then imported into the targeted market? This option would be required by an additional facility in the base country such decisions, which are finalized by the business development team including cost and time-related assessments. Then, the project management/implementation team swings into action to work towards the desired goal in the market digital industry.

Product Management

Regulatory standards and market requirements vary across countries. A medicine of a certain composition may be allowed in India but not in the United Kingdom.

These requirements had drive any work for product management and manufacturing departments, as decided by the business strategy. As cost consideration, legal approvals, and regulatory adherence are all assessed by as a part of a business development plan.

Negotiations, Networking, and Lobbying

A few business initiatives may need expertise in soft skills such lobbying, which is a legal in some locales and may become necessary for penetrating in the market online. For other soft skills are like networking and negotiating may be needed with different

third-parties, such as vendors, agencies, government authorities, and regulators. In the kinds of some part in entrepreneur pattern such business development also needed in the local market industry, obviously.

Cost Savings

Discuss about finance such business development is not just about increasing sales, products, and market reach. Strategic decisions are also needed to improve the bottom line, which includes cost-cutting measures. An internal assessment revealing high spending on travel, for instance, may lead to travel policy changes, such as hosting video conference calls instead of on-site meetings, or opting for less expensive transportation modes.

Management can implement similar cost-saving initiatives by outsourcing non-core work, such as billing, accounting, financials, technology operations, and customer service. In some strategic partnerships are needed for these initiatives such a part of business development including finance and cost savings.

METHODOLOGY

This research has been used with data collection that relatively limited number of cases is relatively large in number (Sevilla, 1993). This research had included into an explanatory survey for this research, which is the development of finance concepts and data collection to examine the impact between planned behavior as a variable theory antecedent factor. This also impact from some entrepreneur by mapping behavior such a best intention. Population is the object of research with the boundaries issue already quite clear. This study had used with a population in undertaking and business decision-called census (Djarwanto, 2001: 13).

META ANALYSIS

This study was used by a qualitative approach with meta research that also existing research (Marsano, 1998, page 5). Meta research had illustrated by the differences between a result of existing studies. This means that many researchers must obtain an existing research result by providing an explanation for each other research, obviously.

In this research study, a company size has a significant impact customer behavior and local product in Malang. Other studies on the same say different results, those differences need "explanation". This explanation is a finding or discussion in Meta Research or Meta Analysis.

This research study was examined by research experts using multiple research paradigms, which is rarely conducted. In quite contrast, research methods are used by quantitative results and qualitative results.

This study has a method that used by meta-analysis with reference to secondary data from the results including quantitative research coupled for special analysis from other research. Thus, a data was collected in the form on interview and secondary data such as literature studies and taking data from existing research results, then a data has been processed descriptively and analytically.

The analysis was used by secondary data with qualitative methods. Every data collected and the results of other studies that have been conducted are analyzed. This analysis is intended to understand the "full" conclusion of good governance exists and obtain reliable results. As stated by Lock, et al., (1987) and John W. Creswell (2002) assumed that the research method must give many more researcher a role to provide something useful.

CONCLUSION

The socio-demographic factors such as gender, occupation, parents as an entrepreneur, and student entrepreneurship had experience that proved with significant impact on the intention to entrepreneur in business local in Malang. Eventually, the socio-demographic factors which field of study students are not shown to significantly impact by entrepreneurial intentions in Malang. For another factors such attitudes have been challenges such as autonomy and authority, economic opportunity and challenge, social environment and career, then perceived confidence with proved by positive and significant impact on entrepreneurship intention in Small Medium Enterprises (SMEs).

There is one factor attitudes that self-realization and participation does not proved to significantly impact in entrepreneur intentions in Malang local areas. Contextual factors such as academic support and social support proved by positive and significant impact on the behavior intention for entrepreneur about local product. Contextual factors such as the level of student participation in the training / education of entrepreneurship, and environmental support, which is not proven impact for student entrepreneurship intentions.

SUGGESTIONS

1. Fieldwork was conducted towards the mapping behavior that also conducted only in a few places, such local entrepreneurs from various products. So, the opportunity to get student respondents varied and spread out evenly in various faculties with random sampling technique, which is not possible to do this. As a result, there will be limitations to generalize about behavior. In the future research is expected to choose proper research by observing schedule of lectures.

2. This study did not control variables, in particular for measuring the impact between participation in training or education entrepreneurship for many entrepreneurs such a good behavior to connect with many more customers. Thus, a future needs of data obtained from the control group, such as students who did not take part in training in entrepreneurship at all as a comparison.

3. In this research study, for all the variables of socio-demographic groups, attitude and contextual laid out as a set of independent variables (predictors) on the intention of entrepreneurship, regardless of causal relationships that may occur among the three groups of variables. Furthermore, it helps to scientifically explore the possibility of establishing more comprehensive models by taking into finance results between variables. Because there will be any possibility of influencing variables about entrepreneurship education attitude and a new further impact in entrepreneurial behavior intentions.

4. This research study only examined by the local entrepreneurs to behavior intentions and finance reports. This also complete with the Theory of Planned Behavior, which is recommended for future research and directed to investigate the real behavior of local people about entrepreneurship, in order to obtain a complete model framework and a well-structured and effective.

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