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SELF-EFFICACY AND SOCIAL SUPPORT WITH THE ENTREPRENEURSHIP MOTIVATION STUDENTS OF MARKETING DEPARTMENT

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Abstract: This study aims to determine the relationship between self-efficacy and social support with entrepreneurial motivation in marketing students of SMK Negeri (X) Jakarta. The sample used was 53 students majoring in marketing at SMK Negeri (X) Jakarta. The sampling method in this study using simple random sampling technique. In this study, using three scales, namely entrepreneurial motivation scale, self-efficacy scale and social support scale. The results of the analysis of bivariate correlation data on self-efficacy with entrepreneurial motivation obtained $r = 0.502$ with $p = 0.000 < 0.05$. So that H1 which states "there is a relationship between self-efficacy and entrepreneurial motivation in students majoring in marketing at SMK Negeri (X) Jakarta" is accepted. Then the results of the analysis of the bivariate correlation data on social support with entrepreneurial motivation obtained $r = 0.520$ with $p = 0.000 < 0.05$. So that H2 which states "there is a relationship between social support and entrepreneurial motivation in marketing students of SMK Negeri (X) Jakarta" is accepted. For the multivariate correlation on self-efficacy and social support with entrepreneurial motivation, it was obtained $R = 0.637$ with $p = 0.000 < 0.05$. So that H3 which states "there is a relationship between self-efficacy and social support with entrepreneurial motivation in marketing students of SMK Negeri (X) Jakarta" is accepted. For the multivariate correlation on self-efficacy and social support with entrepreneurial motivation, it was obtained $R = 0.637$ with $p = 0.000 < 0.05$. So that H3 which states "there is a relationship between self-efficacy and social support with entrepreneurial motivation in marketing students of SMK Negeri (X) Jakarta" is accepted.

Keywords: entrepreneurial motivation, self-efficacy, social support

1. INTRODUCTION

The hope of being accepted in the world of work is certainly not a mistake, but it cannot be denied that job opportunities are very limited and not directly proportional to graduates of primary, secondary, and higher education institutions. According to the Central Statistics Agency of the Republic of Indonesia (BPS) February 2016, the open unemployment rate (TPT) reached 5.77 percent, or a decrease of 2.59 points compared to February 2015. According to gender, male TPT experienced a decline from 7.77 percent to 6.80 percent, while women's TPT decreased from 9.25 percent to 4.20 percent (Central Statistics Agency 2020). This proves that there are still many people in Indonesia who do not have a job. The Indonesian government is expected to pay special attention.

The large number of people in Indonesia who wish to become employees is one of the factors that causes the relatively high number of unemployed in Indonesia. Based on data disclosed by the Head of the Central Statistics Agency, Suryamin, February 2016, the highest open unemployment rate was at the vocational school level of 9.84 percent (Finance, 2016). The number of unemployed people can cause various problems, so there needs to be a way to overcome them. One of the ways to reduce the number of unemployed is by doing entrepreneurship so that it can open new jobs not only for himself but also for other people. The number of entrepreneurs in Indonesia has yet to reach the ideal figure, which is two percent of Indonesia's population, the latest data from the Global Entrepreneurship Monitor (GEM) shows that Indonesia only has around 1.65 percent of entrepreneurs from a total population of 250 million people. (Kompas, 2016).

According to (Lupiyoadi, 2007) Entrepreneurs are people who are creative and innovative and are able to make it happen to improve the welfare of themselves, society and the environment. In building a business, motivation is needed. Motivation according (Suryabrata, 2013) is a state that exists in a person that encourages him to carry out certain activities in order to achieve a goal.

The formation of entrepreneurial motivation can be obtained by a feeling of confidence in one's abilities or known as self-efficacy. Self-efficacy is an individual's belief about his or her ability to perform the tasks or actions needed to achieve certain results (M. Nur Ghufon & Rini Risnawita S 2014).

In addition to self-efficacy, entrepreneurial motivation can be obtained from the presence of support from the surrounding environment such as family, business, or so-called social support. Social support is defined as a comfort, attention, appreciation, or assistance that individuals feel from other people or groups (Flammer 2015).

The problem of low interest and motivation for entrepreneurship occurs in one school, namely SMK Negeri (X) Jakarta. The author conducted a survey by distributing questionnaires and carried out on March 16, 2017 to 30 students majoring in marketing. The survey results on 30 students showed that there were three students planning to continue their college education, four students chose to work after graduating from school, 22 students chose to work while studying, and only one student chose to be entrepreneurial. From the survey, there are several reasons why SMK students are not interested in entrepreneurship after graduation, namely because they do not want to take risks, do not have capital, because they are not mentally ready or not sure of their abilities for fear of failure and they do not get support from their parents because they suggest continuing higher education. Meanwhile, one student who chose to become an entrepreneur gave a reason because he wanted to provide new jobs.

Based on previous research conducted by (Wang Yushuai, Yang Na 2014) with a study entitled "An Analysis of Factors Which Influence Entrepreneurial Motivation Focused on Entrepreneurs in Jiang Xi Province in China", it was found that self-efficacy has a positive relationship with entrepreneurial motivation. Furthermore, research conducted by (Siti Rochmah Maulida. 2012) with the title "The Relationship Between Self-Confidence and Parental Support with Entrepreneurial Motivation in Vocational School Students", it was found that there was a significant relationship between self-confidence and parental support with entrepreneurial motivation. The higher the parental support, the higher the entrepreneurial motivation of SMK students.

The formulation of the problem in this study are:

- a. Is there a relationship between self-efficacy and entrepreneurial motivation among students majoring in marketing at SMK Negeri (X) Jakarta?
- b. Is there a relationship between social support and entrepreneurial motivation among students majoring in marketing at SMK Negeri (X) Jakarta?
- c. Is there a relationship between self-efficacy and social support with entrepreneurial motivation among students majoring in marketing at SMK Negeri (X) Jakarta?

The purpose of this research is to find out:

- a. The relationship between self-efficacy and entrepreneurial motivation in marketing students of SMK Negeri (X) Jakarta.
- b. The relationship between social support and entrepreneurial motivation in students majoring in marketing at SMK Negeri (X) Jakarta.
- c. The relationship between self-efficacy and social support with entrepreneurial motivation in marketing students of SMK Negeri (X) Jakarta.

2. LITERATURE REVIEW

Entrepreneurial Motivation

(Meredith 2000) argues that entrepreneurs are people who have the ability to see and assess business opportunities, gather the resources needed to take advantage of them and take appropriate action to ensure success. Meanwhile, according to Rambat (Lupiyoadi. 2007) an entrepreneur is a person who is creative and innovative and is able to make it happen for the improvement of the welfare of himself, society and the environment. So it can be concluded that entrepreneurial motivation is the encouragement of someone who is creative and innovative by gathering resources and seeing business opportunities that aim to gain benefits for himself and provide job opportunities for others.

According to M. Scarborough and Zimmerer (Suryabrata. 2013) There are eight characteristics of entrepreneurship, namely:

- 1) A sense of responsibility (desire for responsibility)
- 2) Choosing a moderate risk (preference for moderate risk)
- 3) Confidence in their own abilities (confidence in their ability to success)
- 4) Require immediate feedback (desire for immediate feedback)
- 5) Passion and hard work (high level of energy)
- 6) Future orientation
- 7) Have organizational skills (skill at organizing)
- 8) Respect for achievement (value pf achievement over money)

According to Knight (Lupiyoadi. 2007) There are six factors of entrepreneurial motivation, including:

- 1) *The Foreign Refugee*
Economic opportunities in other countries that are more favorable often encourage people to leave their politically unstable country to do entrepreneurship there.
- 2) *The Corporate Refugee*
Workers who are not satisfied with their company environment feel that their job satisfaction will increase by starting and running their own business.
- 3) *The Parental (paternal) Refugee*
Many individuals get education and experience from businesses built by their families since they were children. They will usually then try to try a different business than the one their family has been doing.
- 4) *The Feminist Refugee*

- Women who feel that they have received discriminatory treatment compared to men, both in the education system, corporate environment, and in society, will try to prove that they are capable of establishing a company.
- 5) *The Housewife Refugee*
The housewives who are initially busy taking care of their children and their households will try to help their husbands financially because the needs of the older children are getting bigger, they will usually try small businesses with the help of other family members.
 - 6) *The Society Refugee*
Community members who do not agree with their environmental conditions will usually try to run a business that is not related to the existing environment.
 - 7) *The Educational Refugee*
Many people fail in their studies or those who do not fit into the existing education system become a trigger to become entrepreneurs.

Self-Efficacy

(Flammer 2015) defines that self-efficacy is a student's belief about his ability to organize and perform the tasks needed to achieve the desired results. Furthermore, (Cast and Burke 2002) argues that self-efficacy is an individual's evaluation of his or her ability or competence to perform a task, achieve goals, or overcome obstacles. So it can be concluded that self-efficacy is an individual's belief in personal success that will affect what actions an individual will take to perform a task, achieve goals, or overcome obstacles.

According to (Bandura 2006) self-efficacy has three dimensions, namely:

1. Level (level)
This dimension refers to the level of difficulty of the task that the individual believes will be able to complete it, whether it is a simple task, a fairly difficult task, and a task that demands the most severe performance in a particular task that can determine individual self-efficacy.
2. Generalization (generality)
Individuals can judge themselves as confident through a variety of activities or only in certain areas of function.
3. Strength (strength)
Self-efficacy the weak are easily dispelled by the unsettling experience of facing a task.

The description above can be concluded that the dimensions of self-efficacy consist of level (level), generalization (generality), strength (strength).

Social Support

Humans as social creatures, in dealing with and living their lives, need social assistance and support from the people around them to help face various problems. Sarafino (Aldrie Tirta Atmaja., Maharani Ardi Putri. 2014) that social support is the comfort, attention, appreciation, or assistance that individuals get from other people, where other people here can be interpreted as individuals or groups. While arguing that social support is information from people who are loved and cared for, respected and valued as well as part of a relationship and mutual obligations. So it can be concluded that social support is the assistance that a person or group gives to individuals from the relationship between the individual and their environment in the form of comfort, attention, or appreciation so that individuals feel loved, cared for, respected and appreciated.

According to (Sarafino, EP, & Smith 2011) Social support consists of several types, including:

1. Emotional Support or Esteem Support (Emotional or Esteem Support)
2. Instrumental Support
3. Information Support (Informational Support)
4. Companionship Support

2.1. FRAMEWORK

Entrepreneurship is one solution to increase the capacity of the workforce so that it can reduce unemployment and also act as a generator for environmental development, production, distribution, environmental care, welfare and so on. To start a business requires a boost in the individual. Another term is called motivation. Motivation here which is used to explain effort and persistence through an action plays an important role in creating a new organization, because it influences decision making, one of which refers to the creation of a new business. Motivation affects entrepreneurial behavior in three complementary ways: it affects the choices of the individual, affects the intensity of the action and affects the persistence of the action. (Braga, JC, Proenca, T., & Ferreira 2014).

This is reinforced by the opinion according to Bandura and Wood (M. Nur Ghufon & Rini Risnawita S 2014) that self-efficacy refers to the belief in an individual's ability to drive the motivation, cognitive abilities, and actions needed to meet the demands of the situation. So that individuals who have high self-confidence, must be able to move the motivation that is within them, including the motivation to be entrepreneurial. Go deeper into Bandura (Betharia Rosalina. 2012) explained that self-efficacy as an individual's belief in personal success will affect what actions individuals will take to achieve something, how much effort is made for certain investments, how long the individual will survive in the face of obstacles and experiences of failure, and individual resilience to avoid setback. Based on this opinion, it is clear that self-efficacy will influence the actions to be chosen by individuals. One of the actions that an individual chooses is wanting to become an entrepreneur.

In addition, a good pattern of entrepreneurial development requires an environment that can support each other and encourage the emergence of potential entrepreneurial traits and souls of each person, because even if someone has the intention and is diligent in exploring the world of entrepreneurship, if the surrounding environment is not supportive, then the chances of success will be small. In other words, to build entrepreneurial motivation, social support is needed.

As stated by (Alma. 2016) stated that the courage to form entrepreneurship can be supported by school teachers, schools that provide practical and interesting entrepreneurship subjects can arouse students' interest in entrepreneurship, then the urge to form entrepreneurship also comes from friends, family, friends where they can discuss entrepreneurial ideas about problems that are faced and ways to solve the problem. Then according to McClelland (Lupiyoadi. 2007) which states that there are special factors in shaping the character of an entrepreneur, these factors are the values instilled by the family in a child, where the drive to progress and achieve without excessive pressure can shape his entrepreneurial nature. This explains that the family has a very big role in shaping entrepreneurial traits.

Thus, self-efficacy and social support that individuals have are the right means and support individuals to improve, optimize and realize entrepreneurial motivation, so that it has an impact on increasing success in entrepreneurship.

2.2. HYPOTHESIS

Ha1 : There is a relationship *self-efficacy* with entrepreneurial motivation to students majoring in marketing at SMK Negeri (X) Jakarta

Ha2 : There is a relationship between social support and entrepreneurial motivation in students majoring in marketing at SMK Negeri (X) Jakarta

Ha3 : There is a relationship *self-efficacy* and social support with entrepreneurial motivation to students majoring in marketing at SMK Negeri (X) Jakarta

3. METHODOLOGY

The population in this study were 61 students of class X and XI majoring in marketing at SMK Negeri (X) Jakarta. Based on calculations using the Slovin formula, the sample consisted of 53 students. The technique used in sampling in this study was simple random sampling. The data collection method used in this study used three Likert scales consisting of Entrepreneurial Motivation Scale, Self-Efficacy Scale and Social Support Scale. The method used to test the hypothesis and analyze the data in this study used bivariate correlation and multivariate correlation.

4. RESULT AND DISCUSSION

Entrepreneurial motivation has a mean value of 100.79 and a standard deviation of 8.37, for the self-efficacy variable it has a mean value of 77.64 and a standard deviation value of 6.65, while social support has a mean value of 125.01 and standard deviation of 14.04. Based on the data translation, it can be seen in the following table:

Table 1. Data Analysis

	Entrepreneurial Motivation	Self Efficacy	Social Support
Valid N	53	53	53
Missing	0	0	0
Mean	100,7925	77.6415	125.0189
Median	101.0000	78,0000	127,0000
Std. Deviation	8.37891	6.65379	14.04045
Variance	70,206	44,273	197,134

From the results of data analysis through bivariate correlation analysis, the correlation coefficient (r) between self-efficacy and entrepreneurial motivation was obtained of $r = 0.502$ with $p = 0.000$ ($p < 0.05$). This shows that there is a relationship between self-efficacy and entrepreneurial motivation in marketing students of SMK Negeri (X) Jakarta in a positive direction. This means that the higher the self-efficacy, the higher the entrepreneurial motivation, and conversely the lower the self-efficacy, the lower the entrepreneurial motivation. The results of this study are in accordance with the opinion of Bandura and Wood (M. Nur Ghufon & Rini Risnawita S 2014) which explains that self-efficacy refers to the belief in an individual's ability to drive the motivation, cognitive abilities, and actions needed to meet the demands of the situation. So that individuals who have high self-confidence, must be able to move the motivation that is in them. Go deeper into Bandura (Betharia Rosalina. 2012) explained that self-efficacy as an individual's belief in personal success will affect what actions individuals will take to achieve something, how much effort is made for certain investments, how long the individual will survive in the face of obstacles and experiences of failure, and individual resilience to avoid setback. Based on this opinion, it is clear that self-efficacy will influence the actions to be chosen by individuals. One of the actions that an individual chooses is wanting to become an entrepreneur. In this study also shows that self-efficacy is one of the factors to drive entrepreneurial motivation.

Based on this opinion, it is clear that self-efficacy will influence the actions to be chosen by individuals. One of the actions that an individual chooses is wanting to become an entrepreneur. In this study also shows that self-efficacy is one of the factors to drive entrepreneurial motivation. Similar research was also carried out by (Wang Yushuai, Yang Na 2014) with a study entitled "An Analysis of Factors Which Influence Entrepreneurial Motivation Focused on Entrepreneurs in Jiang Xi Province in China" the results showed that self-efficacy has a positive relationship with entrepreneurial motivation. Furthermore, research conducted by (Seyfi Topa, Nurdan Çolakoğlu, Serkan Dilek 2012) with a research entitled "Evaluating Entrepreneurship Intentions of Vocational High School Pupils Based On Self-Efficacy Concept". The results of the study show that self-efficacy is evaluated here as an important factor affecting success in entrepreneurial intentions.

The second hypothesis was also tested using bivariate correlation analysis. The correlation coefficient (r) between social support and entrepreneurial motivation was $r = 0.520$ and $p = 0.000$ ($p < 0.05$). This shows that there is a relationship between social support and entrepreneurial motivation in marketing students of SMK Negeri (X) Jakarta in a positive direction. This means that the higher the social support, the higher the entrepreneurial motivation, and conversely, the lower the social support, the lower the entrepreneurial motivation. The results of this study are in accordance with the opinion of McClelland (Lupiyoadi, 2007) which states that there are special factors in shaping the character of an entrepreneur, these factors are the values instilled by the family in a child, where the drive to progress and achieve without excessive pressure can shape his entrepreneurial nature. This explains that the family has a very big role in shaping entrepreneurial traits. Furthermore, according to (Alma, 2016) the courage to form entrepreneurship can be supported by school teachers, schools that provide practical and interesting entrepreneurship subjects can arouse students' interest in entrepreneurship, then the urge to form entrepreneurship also comes from friends, family environment, friends where they can discuss entrepreneurial ideas the problems faced and ways to solve the problem. Based on this opinion, it is clear that social support will influence the desire of individuals to become entrepreneurs. In this research, it can also show that social support is one of the factors to form entrepreneurial motivation.

Based on this opinion, it is clear that social support will influence the desire of individuals to become entrepreneurs. In this research, it can also show that social support is one of the factors to form entrepreneurial motivation. Similar research was also carried out by (Siti Rochmah Maulida, 2012) with the title "the relationship between self-confidence and parental support with entrepreneurial motivation in SMK students" the results of this study indicate that there is a significant positive relationship between parental support and entrepreneurial motivation in SMK students. Further research conducted by (Nematoolah Shiri, Davoud Mohammadi 2012) with a research entitled "Entrepreneurial Intention of Agricultural Student: Effects of Role Model, Social Support, Social Norms and Perceived Desirability". The results showed that there was a significant positive relationship between the variable role model, social support, perceived desirability and student entrepreneurial intentions.

Furthermore, the third hypothesis was tested using multivariate correlation analysis and obtained a correlation coefficient (R) between self-efficacy and social support with entrepreneurial motivation of $R = 0.637$, R^2 of 0.406 with $p = 0.000$ ($p < 0.05$). This shows that there is a relationship between self-efficacy and social support with entrepreneurial motivation in marketing students of SMK Negeri (X) Jakarta. The results of this study concur with the statement according to Sumanto (Puspitaningsih, 2016) that entrepreneurship education must start early and develop in the family environment, the failure and success of families in trying to meet their needs will affect the interests and choices of children to meet their own needs in the future. Sumanto's statement shows that entrepreneurship education starting from the family can affect self-efficacy, namely how to raise children's awareness and increase the ability to meet their own needs.

5. CONCLUSION

There is a significant relationship with a positive direction between self-efficacy and social support and entrepreneurial motivation in marketing students of SMK Negeri (X) Jakarta. This shows that the higher the level of self-efficacy, the higher the student's entrepreneurial motivation. And conversely, the lower the level of self-efficacy, the lower the student's entrepreneurial motivation. This also shows that the higher the level of social support, the higher the student's entrepreneurial motivation. And conversely, the lower the level of social support, the lower the student's entrepreneurial motivation.

5.1. IMPLICATIONS AND SUGGESTIONS

This study has proven that entrepreneurial motivation can be influenced by several factors. Factors related to entrepreneurial motivation in this study are self-efficacy and social support. The increase in these factors is proportional to the increase in the entrepreneurial motivation of the individual

The results of this study are used as input for the school, parents are expected to be able to help students to facilitate students by providing some education about entrepreneurship so that students can further increase their entrepreneurial motivation and provide specific tips for starting successful entrepreneurship based on experience and theory to be more prepared and confident themselves so that in the future their students can become successful entrepreneurs.

For further research that will discuss entrepreneurial motivation, so that it can be considered more about other variables that are thought to affect entrepreneurial motivation such as entrepreneurship education, independence, self-confidence, etc. In addition, for further research that discusses the same variables in this study, it is recommended to use different theories and subjects with different educational levels in order to obtain different research results.

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