

ANALYZING EDUCATION TOWARD ENTREPRENEURIAL SUCCESS IN MANADO*MENGANALISIS PENDIDIKAN TERHADAP KEBERHASILAN KEWIRAUSAHAAN DI MANADO*

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Abstract: Many people believe that educated people has a great potential to succeed in the future. As well as being an entrepreneurs, many people think that to become an entrepreneurs must have a basic knowledge (formal and informal education) that can be using to succeed in business. But nowadays level of education ever taken by entrepreneurial success of course difrent. The objective of this study is to analyze how the role of formal and informal education and level of education toward entrepreneurial success in Manado. This research uses Qualitative Method with In-depth Interview, in order to know the role of formal and informal education and level of education toward entrepreneurial success in Manado. The result of this research is the role of formal and informal education and level of education is not the main factor or shows a weak relations toward entrepreneurial success in case culinary business in Manado. Based from the result gained, there are other factors that are more gives a big role toward the success of the business. From the result, the researcher recommended to next researcher to examine the other factors to analyze entrepreneurial success.

Keywords: *formal education and informal education, level of education, entrepreneurial success*

Abstrak: Banyak orang percaya bahwa pendidikan memiliki peluang yang besar untuk menjadi sukses di masa depan. Seperti halnya dalam menjadi wirausahaan, banyak orang berpikir bahwa wirausahawan harus memiliki pengetahuan dasar (pendidikan formal dan pendidikan informal. Tapi jaman sekarang tingkat pendidikan yang pernah di tempuh oleh wirausaha sukses tentu berbeda- beda. Tujuan dari penelitian ini adalah untuk menganalisis bagaimana peran pendidikan formal dan pendidikan informal dan tingkat pendidikan terhadap kesuksesan berwirausaha di manado. Penelitian ini menggunakan metode kualitatif dengan wawancara secara mendalam, dengan maksud untuk mengetahui bagaimana peran pendidikan formal dan pendidikan informal dan tingkat pendidikan terhadap kesuksesan wirausahawan di Manado. Hasil dari penelitian ini adalah peran pendidikan formal dan pendidikan informal serta tingkat pendidikan memiliki hubungan yang lemah terhadap kesuksesan wirausahawan di Manado dalam hal binsis kuliner. Berdasarkan hasil diperoleh, ada beberapa faktor yang lebih memberikan peran yang besar terhadap kesuksesan bisnis atau untuk menjadi wirausahawan sukses. Dari hasil, peneliti menyarankan untuk peneliti selanjutnya untuk memeriksa faktor-faktor lain untuk menganalisis keberhasilan kewirausahaan.

Kata Kunci: *pendidikan formal dan pendidikan informal, tingkat pendidikan, wirausahawan sukses.*

INTRODUCTION

Research Background

Many people believe that education is one of the most important things in life, because it can improve the quality of life of a person and more potential to get a job and also an educated person has a great potential to succeed in the future. As well as being an entrepreneur, many people think that mostly entrepreneurs are educated people and to become an entrepreneur must have a basic knowledge that can be obtained from formal education or informal education that can be used in business activities even to succeed in business because there are some experts said Makhbul (2011) important factor contributing to successful entrepreneurs is knowledge is gained from various sources such as training or personal experience through formal or informal education.

There are also some people think, people who have good education and quality can encourage to become an entrepreneur and more potential in comparison with people who have standard education or even uneducated people. Some expert said that education is one of the important things as a basic for entrepreneurs and also support by (Reynolds, Hay and Camp in Raposo, Paco and Arminda, 2011) Education seems important for stimulating entrepreneurship because several reasons

1. Education provides individuals with a sense of autonomy independence and self – confidence.
2. Education makes people aware of alternative career choices
3. Education broadens the horizons of individuals, thereby making people better equipped to perceive opportunities, and finally education provides knowledge that can be used by individuals to develop new entrepreneurial opportunities.

The role of education is important in business activities, it is stated that basic principle to be prepared to become entrepreneurial success so as a Business Students believe to run a business or becoming an entrepreneur, it would be better to have knowledge or formal education of how to become a successful entrepreneur or logically to become a successful entrepreneur also need to have knowledge about entrepreneurship.

In terms of guiding and supporting some people are interested to enter business school to gain entrepreneurship education. Entrepreneurship education not only provides a theoretical foundation about the concept of entrepreneurship but also makes the attitudes, behavior and mindset an entrepreneur also with entrepreneurial education for example: get the knowledge of business strategy or how to win the market and also maybe encourage students to have creative and innovative thinking and can be helpful in terms of business planning, product development, marketing, managing business and calculate profit or loss and others. With expectations of getting entrepreneurial education can be successful entrepreneurs and there are some experts said in Makhbul (2011) important factor contributing to successful entrepreneurs is knowledge is gained from various sources such as training or personal experience through formal or informal education.

But now entrepreneurial activity can be done by everyone and the truth is in Indonesia there are some entrepreneurs who just took the last education only elementary, junior and senior high school graduates and maybe even entrepreneurs who do not have entrepreneurship education or do not have any education, can not close the possibility to become successful entrepreneurs. Example of successful entrepreneurs in Indonesia is Basrizal Koto. Basrizal Koto is one of the successful entrepreneurs with the last education that has not graduated from elementary school. But the number of companies that managed by Baskoto reaches 15 companies and since 2006 Baskoto also has a coal mining business in Riau., (blogsangpemenang, 2015). People who have below education become successful entrepreneurs maybe because they may see opportunities around them, and maybe they never give up in face of any failure in their life. Level of education ever taken by entrepreneurial success of course different. Not all successful entrepreneurs have been in touch with entrepreneurship education before.

As what have been explained, the researcher is interested in analyzing the role of education included formal and informal education and level of education toward entrepreneurial success that owned culinary business in Manado.

Research Objectives

The objectives of this research is to analyze the role of education toward entrepreneurial success in Manado

THEORETICAL REVIEW

Entrepreneurship and Entrepreneur

Entrepreneurship is a business activities. Entrepreneurship is derived from the French word “entreprendre” and the German word “unternehmen” meaning undertaking. That is entrepreneur is someone

promises to organize, handle, and undertake risks of an economic activity (Poordariani in Vakili and Tahmasebi 2016), Entrepreneurship also come from the idea or innovation from the people this argument also similar with Kuratko and Hodgetts in Makhbul (2011).

The Entrepreneurship and Education

Education is the one of important things in entrepreneurship. The education system is important for delivering the continuing education programs in order to develop the employees' new skills and knowledge, required by a very dynamic society (Dramogir in Dramogir and Panzaru, 2015). Knowledge is a one factor are contribute in entrepreneurship activities and a lot of knowledge able to be a successful entrepreneurs and supported by Pentieue T and Lis C., in Dramogir and Panzaru (2015).

Entrepreneurial Success

Success is different for everyone but there are some experts said that success is different for every entrepreneur and it can be measured through social recognition, social status, career satisfaction, and perceived career achievement (Headd, Lau in Peter and Munyithya, 2015).

Factors that contribute to the success of entrepreneurs

Proposes that a successful entrepreneur must possess outstanding qualities, especially indecision making and an entrepreneur should feel a need for achievement. Outline three important criteria, honesty, spirituality, and ethics, as good as values perceived as very important by entrepreneurs in creating a healthy organization. Characteristics such as being creative and having good interpersonal, mental and technical skills contribute to an entrepreneurs success Another important factor contributing to successful entrepreneurs is knowledge that is gained from various sources such as training or personal experience through formal or informal education (Some expert in Makhbul, 2011).

Criteria of Entrepreneurial Success

Entrepreneurial success also can be measure by performance of the bussiness or venture and business activity but need some criteria to mesure the entrepreneurial success. There are ten criteria is to know how the entrepreneurial success. But according some experts in Gorgievski, Ascalon and Stephan (2011).

1. Profit

The entrepreneurs are considered as successful based on their financial performance that are measured in term of profit (Orser in Fatimah, Mohammad and Joni, 2013)

2. Growth

According to Reijonen, Komppula and Sefiani in Ridzwan, Muhammad and Rahman (2017) have proved that the entrepreneur's performance will be influence by their business growing or business losses.

3. Innovation

When business continues grow up it can be in success categorize. Also the Germany and Muralidharan believe that successful innovation allows a firm to provide directions for the evaluation of an industry. And conclude that the capability to develop and introduce new products to the market is a primary driver of a successful global strategy (Subramaniam and Venkatraman in Hitt et al, 2011).

4. Firm survival/ continuity

According to Hommaday and Bunker in Olakitan and Ayobami (2011) the successful entrepreneur was an individual who started business, building it up where no previous business had been functioning, and continuing for a period of at least five years to the present profit-making structure.

5. Social and environmental performance

Some experts defined it as meeting goals related to further social and environmental welfare beyond the direct economic, technical, and legal interest of the firm. This may include philanthropic behaviors, such as giving to charities, supporting community activities, and pursuing environmentally friendly practices (McWilliams and Siegel in Gorgievski, Ascalon and Stephan, 2011).

6. Personal Satisfaction

Personal satisfaction included rewards of the business, staff-customer relations. Although far less often studied as performance criteria, owners' *personal satisfaction* with their business can be considered a basic measure of performance (Cooper & Artz in Gorgievski, Ascalon and Stephan, 2011)

7. Satisfied stakeholders

The non-financial aspect of performance comprises of factors like customers satisfaction, personality development and awareness of entrepreneurs as non financial indicator of success (Mausore in Fatimah, Mohammad, and Joni, 2013)

8. Work-life balance

Identified that a sub group of the business owners they researched chose their career to allow them more time. with their families (Mitra and Mariussen in Gorgievski, Ascalon and Stephan, 2011).

9. Public Recognitive

Success is different for every entrepreneur and it can be measured through soical recognition, social status, career satisfaction and perceived career achievement (Headd in Petter and Munyithya, 2015).

10. *Utility* or usefulness

The utility and usefulness of the product is important as one of the business success, this refers to the development of a product in service that not only looks good or tasted good, but serves an important function in society (Mariussen in Gorgievski, Ascalon, Stephan, 2011).

Measuring Entrepreneurial Success

According to Gardner in Scheers (2016) the success of entrepreneurs can be assessed, using the following measures:

1. Profitability is probably the first thing people think about when measuring success.
2. Growing Customer base showing it effectively reaching target markets.
3. Customer satisfaction is an indication that the needs of the customers are understood.
4. Employee satisfaction is another key indicator of the business success
5. Owner satisfaction could also be viewed as a sign of business success

Previous Research

Kolstad and Wiig (2011) This study about using data from Melawai for 1900 firms, using three stage approach which addresses the potential problems related to self-selection into both entrepreneurship and education. This article estimates returns to education using distance to school as an instrument for education, and land availability as an instrument for entrepreneurship. The result suggest that the effect of education on profits is sizeable fo at least some groups of entrepreneurs.

Dickson et al (2011). The research is finding suggest stong evidence supporting the relationship between level of general education and several entrepreneurial success measures. The findings are less clear in regards to the link between general education and the choice to become an entrepreneur. Suggest a positive link between such education and both the choice to become an entrepreneur and subsequent entrepreneurial success.

Zafar and Khan (2013) Successful entrepreneurs were found more likely to have taken college level/ entrepreneurship courses. Other successful entrepreneurs were found educated informally and gained knowlage through own reading as well. Other successful entrepreneurs reported that their family background of being in business, their father being in business, and maternal uncle being in business were the likely influences family and friends. But many successful entrepreneurs were found likely to be college educated.

Conceptual Framework

Conceptual framework explain about the relation between the variables in this research.

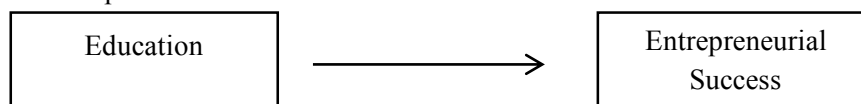


Figure 1. Conceptual Framework

The figure above show that to analyze education toward entrepreneurial success

RESEARCH METHOD

Research Approach

This research use qualitative research methodology to explore the role of formal and informal education and level of education toward entrepreneurial success in Manado. Bogdan and Taylor in Zaibaski and

Sofya (2012) state that qualitative research is a research procedure that produces descriptive data in the form of written or oral words of people and behavior that can be observed. The types of this research is exploratory which is according to Sekaran and Bougie in Sondakh (2017), that is a study undertaken in a situation where there is no information available from similar problem or previous researches that have been solved in the past.

Population, Sample and Sampling Technique

According to Spradley in Sugiyono (2007) in qualitative research there is no population term but only social situation, which consists of three elements: place, actors and activity. All the micro, small and medium enterprise entrepreneurial success in Manado that can be respondent about this issues.

This research use purposive and snowball sampling technique in order to get more valid and detailed result. This research sampling size are 10 respondents. The sampling size can change at time after the research already conducted because if the researcher are not gaining new answer, the research can stop doing interview and make a conclusion.

Data Collection Method

Data collection method play an important role in impact evaluation by providing useful information to understand the process behind observed result. In this part data collection method divided into primary and secondary data. The primary data are gained from in-depth interview and secondary data are taken from books, journals and relevant literature from library and internet.

Instrument Testing

The instrument testing are tools that the researchers prepare for measurement while conducting the research. In an interview the instrument can be interview schedules, performance checklist, observation forms, attitude scales and so on.

Data Analysis Method, Validity and Reliability

In this qualitative data analysis there are explanations in detail of the process after collecting data till getting conclusions, According to Miles and Huberman in Sekaran and Bougie (2013) there are generally steps in qualitative data analysis: Data Collection, data reduction, data display, drawing and verifying conclusion. Creswell (2007) defined validity as validation in qualitative research to be an attempt to assess the “accuracy” of the findings, as best described by the researcher and the participants. Reliability is a tool to produces stable and consistent result. In qualitative research, “reliability” often refers to the stability of responses to multiple coders of data sets. Reliability can be enhanced if this study obtains detailed field-notes by employing a good-quality tape for recording and by transcribing the tape.

RESULT AND DISCUSSION

Result

The interview is conducted from the informants who are the entrepreneurial success in Manado in case culinary business. The second part of this chapter explains about the discussion after the interview.

Informant 1 (Mr. Petrus Budikusuma. Restaurant owner of Soto Rusuk Ko Petrus, 43th)

Informant 1 claimed that the business he was running gave a big profit, so he earned 43 million profit for every month. Until now he has 6 branches around Manado with the same type of business and every day 350 portions of food sold. His only a high school graduate but according to him education is important things to have broad insight so as to build cooperation with many peoples. He said maybe when he become a scholar can make him more successful in business. So according to him education can be a factor to be a successful entrepreneurs. He also claimed that he has a good relationship with all employees. He ever gave an award to employees who he thought had good quality of working giving free tickets to go to Bali, also he said he has good relationship with 5 suppliers by building mutual trust and with the customers often interact with him directly when he was in his restaurant and teaching to employee to be polite to customers.

Informant 2 (Mr. Deni Palit. Owner of Rumah Kopi Bily, 58th)

The second informant is an entrepreneur who has been in business for about 22 years. This business is a family business but originally this coffee house is indeed his own. He said that his coffee house already has several branches but directly holds by him only 3 outlets such as those located in Kelapa Gading Jakarta, Marina and also the first Rumah Kopi Billy in Samrat, and he has 20 employees. Every month he earns net profit about

40 million and from the profits he gets almost every month he helps the orphans, he claimed that the business he was running gave a big profit. He said that formal and informal education is not too important to become successful entrepreneur because according to him spirit, location of their business and focus in business more gives big impact to become successful entrepreneurs. So according to him factors to become entrepreneurial success is more give big affect is focus in business example do not be easily affected by appearing of various competitors.

Informant 3 (Ms. Yudi Inkiriwang. Owner of City Extra Restaurant, 46th)

Informant 3 is kind of owner who considers that education is not very influential to become successful entrepreneurs. According to her hard working is more give big affect, even though last education that she took is only high school graduated but she is able to manage her business well so she claims that she can be categorized into a successful entrepreneur because her business is able to gives a big profit. She added this is a family business and she is the second generation that has been running about 20 years with profit shared with her siblings. The restaurant gained many rewards from government such as restaurant with a good contribution in tax obligations, restaurant with the cleanest kitchen and many things

Informant 4 (Mr. Fredy Wongkarui. Owner of D'Fish, 50th)

Informant 4 said that the most important factor to become a successful entrepreneur is luck factors and not easily give up in running the business for example when income is decreased, do not give up easily but keep looking for new innovations and find out the weakness and keep try to fix it. He said his business has been running for 7 years and can be inherited to his children. About profit he said that he gets every month about 33 million, and he can gives some money for some church in Manado. And according to him gives big profit and his business can be a successful categorize. He said that he is a scholar and according to him formal education is not gives big affect to the business activities.

Informant 5 (Susanti Susanto. Owner of Bintang Wayang, 55th)

This informant as a management scholar said that education makes her a successful entrepreneur because with the formal education results she know about marketing and how to manage the business. She said the factor to become a successful entrepreneur beside education is to have honesty with each other from the owner and employees, the suppliers with the owner so that miss communication. This business has been to the 2 generation and this business is already 46 years and she has 18 employees. According to her with this business she can travelling and buy everything she wants.

Informant 6 (Nugraha Anggun Putra. Owner of Raja Oci, 30th)

Informant 6 gives opinion about successful entrepreneurs of course viewed from the business it self. He measured the success of his business by seeing how his business survived when so many restaurants in Manado. His business already 24 years and has one branch in Manado also already entered in the second generation. Owner as a scholar gives a opinion that the role of education is can perceive the opportunities in business because with knowledge makes them easier or faster to see new business opportunities and they able to open up other new business and can helps him in being able to see business opportunities and more easily build good cooperation with his investors. So education formal and informal is a factor to become entrepreneurial success And according to him factors to become entrepreneurial success is education and dare to take risks or not to afraid of failure.

Informant 7 (Chyntia. Owner of Bak Mie Mutiara, 24th)

Informant 7 is a young entrepreneur who continues the family business. This business has entered in the second generation. She said before she was born this business already exists. She has 5 branches in Manado, with monthly profit about 38 milllion and she has 48 employees. This business has survived 27 years. Owner background is scholars, she assume that education is important because with education makes people have extensive knowledge and make her more quick response in viewing the situation or market conditions so education can makes her to become a successful entrepreneurs and also she said the key of to be a entrepreneurs success is education, hard working and do not lazy.

Informant 8 (Theresia Pangemanan. Owner of Wahaha, 53th)

Informant 8 is the type of owner who only last educated that is high school graduates. According to her the role education is important in life because it can have a wide knowledge that can applied directly in life such

as reading, writing and arithmetic and but according to her education is the factor to become successful entrepreneurs because education can make greater opportunities to become potential entrepreneurs because education make her to think more creative and innovative in her business. So according to her, education is a factors to become successful entrepreneurs and also manage finances well or do not be wasteful. Her business has been running about 8 years. She has 24 employees and she get profit every month about 54 million.

Informant 9 (Clara Manimpurung. Owner of Dahsyat, 45th)

According to informant 9 formal and informal education is important in doing business activities, although she is a drop out students. She used to be a student of economics majoring in accounting studies. She was drop out from the university at the time she was in seven semester. According to her although education is very important to her because education makes people to think more creative and innovative but according to her in doing business, have a good relationship with the employees and suppliers is more gives impact to become a successful entrepreneurs.

Informant 10 (Yowke Kwee. Owner of Yi tin, 56th)

Informant 10 claimed that her business is the first restaurant business in Manado and now the business has entered in second generation and was awarded by the government as the oldest restaurant in Manado. She get net profit every month about 37 million and she claimed her business can gives big profit and from the profits, she give capital loans for those who want to become entrepreneurs. According to her factor that contributed in her success is supporting from her families and hard working. She is only a high school graduated, she said that hard working more gives big affect to her success more than formal or informal education because she said without high education people can be a successful in business but without hard working in doing business then the business will fail.

Discussion

Measuring Entrepreneurial Success by Using Ten Criteria of Entrepreneurial Success

Based on the interview with all the informants from informant 1 – informant 10 in this case all the informants can be in categorized as a successful entrepreneur in Manado and has been proven using a measuring tools based on 10 criteria wich are Profitability, Growth, Firm Survival or Continuity, Innovation, Social and Environmental Performance, Personal Satisfaction, Satisfied Stakeholders, Work-Life Balance, Public Recognition, Utility and Usefulness toward entrepreneurial success or from informant 1 – informant 10 including restaurant business whose product is food, all informants agreed that their business able to gives useful is to fulfill the desire of customers the informants said that their product useful to gives important function for many peoples like with the food that they provide capable of satiating and enabling customers to continue customers activities more forcefully.

Indicators to Analyze Education Toward Entrepreneurial Success

To analyze the role of education toward entrepreneurial success, there are 4 informants such as informant 1, informant 5, informant 6 and informant 8 agrees that the role of education is important thing in business activities and education is a factor to be a successful entrepreneurs. But also there are some informants such as informant 2, informant 3, informant 4, informant 7, informant 9 and informant 10 said that there are other factors more gives big impact compare with education in case to be a successful entrepreneurs. And the results of the result also proves that level of education is not affect to be a successful entrepreneurs because there are 6 respondents from respondent 1 – respondent 10 who have the last education that is high school graduates are able to be a successful entrepreneurs and 4 other respondents are scholars. So it proves education shows a weak relations with entrepreneurial success. And there are some experts in Keith N, Unger J, Rauch A and Frese M (2016) said that formal and informal education including training only shows weak relations with entrepreneurial success.

CONCLUSION AND RECOMMENDATION

Conclusion

From the interview result and discussion in chapter before, can be concluded that education in case formal and informal education or knowledge is important becuase helps the entrepreneurs in business activities. The role of education in business activities such as: education can perceive the opportunities in business because education provides a broad insight or to make people more knowledgeable example more quick response in viewing the situation or market conditions, education or knowledge makes easier or faster to see new business

opportunities and able to open up other new business, with education makes people to think more creative and innovative, education makes greater opportunities to become potential entrepreneurs, education is also beneficial for business activities which is people can improve their skills.

Although education is important for business activities, but the role of formal and informal education or level of education shows a weak relations with entrepreneurial success because there are 6 respondent from 10 respondent said that education is not the main factor to be a successful entrepreneurs but there are other factors that gives big role in business or to become successful entrepreneurs which are: Hard working, do not lazy, focus in business itself, never give up, location of business, family support, good relationship between owner and stakeholders, how to manage finance well, dare to take risk, luck factor. And also based on result proves that there are 6 respondent from 10 respondent the background of education is scholars and there are some respondents just continues the family business that has included in the business that has been successful. This research also found that the successful entrepreneurs that owned culinary business proves that there are some respondents only continues the family business that has included in the business that has been successful.

Recommendation

This research has been conducted in order to explore how the role of formal education and informal education and level of education toward entrepreneurial success. Here are some recommendation proposed and found with this research for Universities, Owners and the next researcher.

1. To universities to give some knowledge for the students especially economic and business students to know how the role of education in business and can provides knowledge of what factors are capable of having a big impact to become a successful entrepreneurs also top provides students that education is not the main factor or shows a weak relations to become a successful entrepreneurs and education
2. For next researcher, it is recommended to conduct research in wide areas of population, bigger sample, deep research about how the role of education in business and can be references to next researcher to examine the other factors to analyze entrepreneurial success.

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