
SELF-ASSESSMENT AMONG THE STUDENTS OF INTERNATIONAL BUSINESS ADMINISTRATION SAM RATULANGI UNIVERSITY ON THE ENTREPRENEURIAL POTENTIAL

PENILAIAN DIRI PADA MAHASISWA INTERNATIONAL BUSINESS ADMINISTRATION UNIVERSITAS SAM RATULANGI TERHADAP POTENSI WIRUSAHA

By

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Abstract: The students of IBA are educated and facilitated to become entrepreneurs through various academic programs such as introductory courses and student affair programs such as entrepreneurship courses and entrepreneurial competitions. However, there's no evaluation that the education and facilitation provided by IBA program is effective enough to create high quality entrepreneur. Therefore, the purpose of this research is to evaluate the entrepreneurial potential by identify and examine the attributes, mindset, and willingness to be self-employed whether the primary objective is to deliver social value or to create economic value. In accordance with this purpose, the self-assessment questionnaire was administered to 50 respondents among the students of International Business Administration, Sam Ratulangi University. As statistical analysis, this research provides Descriptive Statistics and Kruskal Wallis analysis were used. The result revealed that most of IBA students indicate high level of self-evaluation as entrepreneurial attributes but they are not having enough mindset as well as an entrepreneur. However most of them are willing to be entrepreneur with the primary objective is to create economic value. Therefore, IBA program needs to arrange the strategy in order to set a mindset as well as an entrepreneur and increase the preference of delivering social value.

Keywords: *Entrepreneurship, Entrepreneurial Potential, Self-Assessment*

Abstrak: Para mahasiswa IBA dididik dan difasilitasi untuk menjadi pengusaha melalui berbagai program akademik seperti mata kuliah pengantar dan program mahasiswa seperti mata kuliah kewirausahaan dan kompetisi kewirausahaan. Namun, tidak ada evaluasi bahwa pendidikan dan fasilitasi yang diberikan oleh program IBA cukup efektif untuk menciptakan calon pengusaha berkualitas tinggi. Maka dari itu, tujuan dari penelitian ini adalah untuk mengevaluasi potensi kewirausahaan dengan mengidentifikasi dan menguji atribut, pola pikir, dan kemauan untuk menjadi wiraswasta dengan tujuan utama adalah untuk memberikan nilai sosial atau menciptakan nilai ekonomi. Berkaitan dengan tujuan ini, kuesioner self-assessment diberikan kepada 50 responden di antara mahasiswa Internasional Business Administration (IBA), Universitas Sam Ratulangi. Sebagai analisis statistik, penelitian ini memberikan Analisis Deskriptif dan Analisis Kruskal Wallis. Hasilnya menunjukkan bahwa sebagian besar mahasiswa IBA menunjukkan tingkat evaluasi diri yang tinggi untuk atribut kewirausahaan namun tidak memiliki pola pikir yang cukup seperti pengusaha. Namun kebanyakan dari mereka mau menjadi wiraswasta dengan tujuan utama mahasiswa adalah menciptakan nilai ekonomi. Oleh karena itu, program IBA perlu menyusun strategi untuk menciptakan pola pikir seperti pengusaha dan meningkatkan preferensi nilai sosial.

Kata Kunci: *Kewiraswastaan, Potensi Wirausaha, Penilaian Diri*

INTRODUCTION

Research Background

In developed societies, young people who have received higher education are regarded as persons who are ready to be educated (Pekel, 2017). Therefore, it is necessary to pay attention towards university students, especially business students as prospective entrepreneurs. The problem is there are some students who do not know whether they have the potential to become entrepreneurs or not. The nescience of their own potential could lead them to unsuccessfully career that inappropriate for them. Some of them could lose the chance to become a successful entrepreneur because they have less self-awareness for their own entrepreneurial potential. In consequence, entrepreneurship may not be an appropriate career choice for some students.

The students of International Business administration (IBA) are the chosen respondents to be examined and evaluated in this research. IBA is a study program under faculty of economics and business which is designed to prepare excellent graduates in accordance with its vision "To be a trusted institution of education in creating high quality of Business Persons, Entrepreneurs, and Intrapreneurs in a global context" (International Business Administration, 2015:1). The students of IBA are educated and facilitated to become entrepreneurs through various academic programs such as introductory courses and student affair programs such as entrepreneurship courses and entrepreneurial competitions. However, there's no evaluation that the education and facilitation provided by IBA program is effective enough to create high quality entrepreneurs. In consequence, IBA program couldn't guarantee that all of the students are potentially to be successful entrepreneurs.

Therefore, it is important for Sam Ratulangi University, especially for IBA study program to evaluate the entrepreneurial potential through examine the entrepreneurial attributes, entrepreneurial mindset, and entrepreneurial preference in order to develop in educating strategy to achieve the vision of IBA itself. In other words, by undertaking an honest and detailed self-assessment, students may be able to increase their entrepreneurial self-awareness as well as improve their potential to become entrepreneur. Consequently, this study aims to examine Self-assessment among the students of International Business Administration Sam Ratulangi University on the entrepreneurial potential.

Research Objective

The main objective of this research is considered to examine the entrepreneurial potential. In order to achieve the main objective, specifically this research is required to identify:

1. The entrepreneurial attributes of IBA students.
2. The entrepreneurial mindset of IBA students.
3. The entrepreneurial preference of IBA students.

THEORETICAL FRAMEWORK

Entrepreneurship

Entrepreneurship is the capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit (Business Dictionary, 2017:1). According to Yetisen, Volpatti, Coskun, Cho, Kamrani, Butt, Khademhosseini, and Yun (2015), entrepreneurship is the process of designing, launching and running a new business, which is more often than not, initially a small business, offering a product, process or service for sale or hire. Entrepreneurship is the process of recognizing and following opportunities (Chell, 2007). The people who create these businesses are called entrepreneurs.

Entrepreneurial Potential

Entrepreneurial Potential includes perceived desirability, perceived feasibility (perceived self-efficacy), and propensity to act that influence the students' intention to create a business (IGI Global, 2017:1). However

Entrepreneurial potential requires potential entrepreneurs. Potential entrepreneurs could be identify by examine the entrepreneurial attributes, mindset and preference.

Entrepreneurial Attributes

According to the trait approach as proposed by Gartner (1988), an entrepreneur is defined by a set of personality traits or characteristics that set him or her apart from others. The trait approach identifies the entrepreneur as the basic unit of analysis, and sees the entrepreneur's specific traits and characteristics as key to explaining why some individuals become entrepreneurs and others do not (Krueger, 2002:154). The trait approach emphasizes identifying the personality of the entrepreneur, and compares it to that of the non-entrepreneur (Burggraaf, Floren and Kunst, 2008:14).

Entrepreneurial Mindset

Firstly, entrepreneurship is a mentality (TIFTIK, 2014). It defines the capacity and motivation to insist-upon an opportunity to achieve economic success, create a new value, or define an opportunity by person either independently or within an organization. . In short, entrepreneurship is not about information; it's about perspective. Some call it "mindset" (Gerber, 2012:1).

Entrepreneurial Preference

Self Employed

Someone who is self-employed is the owner of a business, an individual who earns a living by working for himself/herself and not as an employee of someone else (Murray, 2017). In other words, people choose to be self-employed if the total utility they expect to derive (via income, independence, risk bearing, work effort, and perquisites associated with self-employment) is greater than the expected utility from their best employment option (Douglas and Shepherd, 2002).

Social and Economic value creation

In general, an entrepreneurial person is more typical of someone who would prefer to work in a context where the primary objective is to create economic value or commercially orientated context. However, according to Barendsen and Gardner (2004), entrepreneurs can act not only in a business context but also in the context of social and environmental change.

Previous Research

Vican and Luketić (2013) examines self-assessment of entrepreneurial initiative among elementary school pupils in Croatia in order to detect pupils' entrepreneurial characteristics and preferences and found that pupils positively evaluated entrepreneurial initiative, as an implicit characteristic of their own activities and involvement, and not as an explicit and anticipated one. Kmecová (2016) present the preliminary results of a questionnaire survey focused on identifying entrepreneurial potential and talent for business and found that students have a relatively good chance of succeeding in business in the future. Bonev, Egbert, and Neumann (2016) measures the strengths of personality traits considered relevant for successful entrepreneurial activity and found that participants experienced in self-employment, with self-employed parents and with self-employed friends show a higher entrepreneurial potential than participants who do not have these experiences or relations.

Conceptual Framework

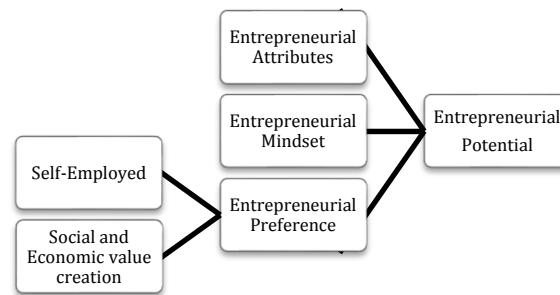


Figure 1 Conceptual Framework

Source: Empirical Review, 2017

RESEARCH METHOD

Type of Research

This research is a quantitative research utilized survey method based on respondent's self-assessments analysis. Self-assessment in this research refers to the involvement of respondents in making judgments about their own entrepreneurial potential.

Place and Time of Research

This research is conducted among the students studying in the field of International Business Administration at Sam Ratulangi University Manado between September - October 2017.

Data Collection Method

This research obtained the information as the primary data used survey method by conducting respondents to answer directly to the questionnaires about the Self-assessment of entrepreneurial potential. The obtained data was recorded with IBM SPSS Statistics 21. The secondary data gathered from sources that already exist (Sekaran Bougie, 2016:37), such as books, journals, and websites and articles from internet.

Population and Sample

Target population of this research is 976 students currently registered as the students of International Business Administration Sam Ratulangi University, odd 2017/2018. The convenience sampling technique was administered and 50 students were involved in the study.

Data Analysis Method

Validity and Reliability Test

Validity is the extent to which any measuring instrument measures what it is intended to measure (Thatcher, 2010). Reliability refers to the consistency, stability and repeatability of results i.e. the result of a researcher is considered reliable if consistent results have been obtained in identical situations but different circumstances (Twycross and Shields, 2005).

Kruskal Wallis Test

The Kruskal–Wallis test by ranks is a non-parametric method for testing whether samples originate from the same distribution (Kruskal and Wallis, 1952). The test statistic is given by:

$$H = \frac{12}{n(n+1)} \sum_{j=1}^k \frac{R_j^2}{n_j} - 3(n+1)$$

Where:

- k = the number of groups
 n = the size of the jth group
 R_j = the rank sum for the jth group
 n = the total sample size

RESULT AND DISCUSSION

Result

The correlation is significant at the 0.01 level 2-tailed on the total of entrepreneurial mindset which has strong positive relationship with $r = + 0.538$ and entrepreneurial preference which has very strong positive relationship with $r = + 0.833$. The reliability coefficient of the scale was found as 0.75, considering that .70 is the cut off value for being "acceptable". Therefore "the Entrepreneurial Self-Assessment" is valid and reliable.

Descriptive Statistics

Table 1 Descriptive Statistics of the Employee Attributes

	N	Mean	Std. Deviation
1)Energetic	50	4.0200	.82040
2)Focused on achieving goals	50	4.4400	.81215
3)Look for better and new ways of doing things	50	4.2000	.69985
5)Don't let obstacles get in the way of getting things done	50	3.9200	.87691
6)Turn ideas into action	50	3.8000	.75593
7)Team player	50	4.0000	.85714
8)Seek out challenges	50	3.7000	1.07381
10)See opportunities rather than obstacles	50	4.0200	.79514
11)Pursue tasks and issues until results are achieved	50	3.9200	.80407
12)Solve problems creatively	50	4.0000	.94761
14)Get on with things without being asked	50	3.5800	.99160
15)See risk as a necessary part of life	50	3.8200	.96235
16)Innovative	50	3.9200	.82906
19)Happy to take the lead	50	3.6600	.98167
20)Ask for advice when needed	50	4.2400	.84660
21)Resourceful	50	3.9200	.89989
24)Persistent and don't give-up easily	50	4.0600	.99816
26)The first person to speak up	50	3.1200	.98229
27)Calculate the risk versus the reward of alternative options	50	3.4400	.86094
29)Self-motivated	50	3.9800	1.02000
30)Get things done	50	4.1400	1.03036
32)Seek out responsibility	50	3.8200	.89648
34)Multi-task by choice	50	3.3000	1.26572
35)Self-Confident	50	3.7400	1.00631
37)Like change and the unexpected	50	3.4400	1.14571

40)Persuasive	50	3.7400	.87622
Average	50	3.8438	

Source: IBM SPSS Statistics 21, 2017

An average of the responses given by the respondents concerning the statements associated with entrepreneurial attributes in the scale is shown in table 1. The average of the responses to the statements given by the respondents is 3,8438. This result means that the students generally respond as (4) "I'm a little more like this" which indicates high level of self-evaluation towards the questions associated with entrepreneurial attributes.

Table 2 Descriptive Statistics of the Employee Attributes

	N	Mean	Std. Deviation
4)Perfectionist	50	3.7400	.98582
9)Prefer to work alone	50	3.2000	1.19523
13)Get caught up in the detail of things	50	3.7600	1.06061
17)believe that 'if something works it doesn't need changing'	50	3.5800	.97080
18)Enjoy routine and predictability	50	3.6200	.87808
22)Prefer full information before making a decision	50	4.1400	.70015
23)Prefer avoid taking risk	50	3.7000	.93131
25)Tend to take the route of least resistance	50	3.9000	1.03510
28)Like being told what to do and what is expected	50	3.9000	.95298
31)Try to avoid criticism	50	3.4200	1.24687
33)Easily influenced by others' opinions	50	3.2400	1.17038
36)Prefer to do one thing at a time	50	3.5200	.97395
38)Likely to put off making difficult or important decisions	50	3.1400	1.03036
39)Need encouragement to achieve goals	50	3.8800	1.13641
Average	50	3.6243	

Source: IBM SPSS Statistics 21, 2017

An average of the responses given by the respondents concerning the statements which are not usually associated with entrepreneurial attributes, but rather with individuals whose preference would be to work in a stable, structured, and predictable environment in the scale is shown in table 2. The average of the responses to the statements given by the respondents is 3,6243. This result means that the statements related to the entrepreneurship generally respond as (4) "I'm a little more like this" which indicates high level of self-evaluation of employee attributes.

Table 3 Descriptive Statistics of the Entrepreneurial Mindset

	A	B	N	Mean	Std. Deviation
Q1	I want to work for organisation that encourages individual	I want to work for an organisation where I have a set role, responsibilities and promotion path	50	3.8000	1.76126
Q2	The opportunity to grow my income, even if it involves risk, is very attractive to me	A predictable income is very important to me	50	3.7400	1.67588
Q3	I enjoy having to think on my feet	I like having time to think things through and consider all the issues	50	4.2200	1.6199
Q4	I enjoy having to deal with	I prefer to work to a plan and to	50	4.2400	1.57221

	whatever comes up	stick to it			
Q5	I enjoy making decisions	I enjoy helping other people make decisions	50	3.7400	1.66366
Q6	I want the results I achieve to be recognized	I want my hard work and efforts to be recognised	50	4.3600	1.52208
Q7	I want to be constantly challenged in my job	I want to feel stable and secure in my job	50	3.9000	1.60675
Q8	I learn from my mistakes	I avoid making mistakes	50	2.7800	1.71773
Q9	The most important thing for me is that I am passionate about my work	I want to enjoy my work but other activities are important to me too	50	4.3600	1.5748
Q10	I believe that the biggest influences on my success will be the actions I take and my own efforts	I believe that a range of factors will determine whether or not I am successful	50	3.1400	1.51199
Q11	I do my best under pressure	I prefer to avoid pressure	50	3.5600	1.66795
Q12	Being told I won't succeed makes me want to try harder	Being told I won't succeed makes me pause to re-think my position	50	2.7800	1.68171
Q13	I would be very motivated by the challenge of creating something new	I would be daunted at the prospect of having to create something new	50	2.5000	1.26572
Q14	I would prefer to be considered entrepreneurial	I would be prefer to be considered reliable	50	4.1800	1.57389
Q15	If I were to start up a business the main reason would be to do my own thing	If I were to start up a business the main reason would be to make money	50	3.4600	1.63145
Average			50	3.6500	

Source: IBM SPSS Statistics 21, 2017

An average of the responses given by the respondents concerning the statements which are associated with entrepreneurial mindset in the scale is shown in table 4.6. The average of the responses to the statements given by the respondents is 3,65. These results means that the statements related to the entrepreneurship generally respond as (4) which indicate low level to the B statements.

Table 4 Descriptive Statistics of Self-Employed Preference

	Entrepreneurial Statements	N	Mean	Std. Deviation
Q1	I would prefer to be self-employed	50	2.2000	1.47080

Source: IBM SPSS Statistics 21, 2017

The average of responses to the statements is 2,2. These results means that the statements related to the entrepreneurial preference generally respond as (2) which indicates medium level of self-preference to be self-employed.

Table 5 Descriptive statistic of Social and Economic Value Preference

	Social	Economic	N	Mean	Std. Deviation
Q2	Doing work which contributes to society is very important to me	I am really interested in working in the commercial world	50	3.7200	1.75010

Q3	I want to improve people's lives	I want to generate economic value	50	3.6200	1.70102
Q4	I am motivated to use my ideas and energy for the public good	I am motivated to use my ideas and energy for profit	50	3.2800	1.60408
Q5	I would rather work in an organization with a social mission	I would rather work in an organization with a business mission	50	3.7800	1.70581
Average			50	3.6000	

Source: IBM SPSS Statistics 21, 2017

The total average of responses to the statements is 3,6. This result means that the respondents generally respond as (4) which indicate low level of the preference to create economic value.

Kruskal Wallis Analysis

Table 6 Kruskal Wallis Analysis based on Gender

	Gender	N	Mean Rank	Chi-Square	df	Asymp. Sig.
E. Attributes	MALE	19	30.55	3.692	1	.055
	FEMALE	31	22.40			
E. Mindset	MALE	19	23.71	.463	1	.496
	FEMALE	31	26.60			
E. Preference Self Employed	MALE	19	23.82	.467	1	.494
	FEMALE	31	26.53			
E. Preference Social Economic Value	MALE	19	23.08	.853	1	.356
	FEMALE	31	26.98			

Source: IBM SPSS Statistics 21, 2017

The Mean Rank of Male Respondents as 30.55 is higher than Female Respondents as 22,40 on the Entrepreneurial Attributes with asymp. Sig. $0,055 > 0,05$. The Mean Rank of Male Respondents as 23,71 is lower than Female Respondents as 26,60 on the Entrepreneurial Mindset with asymp. Sig. $0,496 > 0,05$. The Mean Rank of Male Respondents as 23,82 is lower than Female Respondents as 26,53 on the Entrepreneurial Preference to be self-employed with asymp. Sig. $0,494 > 0,05$. The Mean Rank of Male Respondents as 23,08 is lower than Female Respondents as 26,98 on the Entrepreneurial Preference of social and economic value creation with asymp. Sig. $0,356$.

Discussion

Entrepreneurial Attributes

Most of IBA students are typical of individuals with the ability to identify opportunities, take risks, take initiative, creative, and resourceful as well as being a leader and goals achiever. The key to the development of student entrepreneurs is to concentrate on the psychological and behavior characteristics of them, recognize potential entrepreneurs and cultivate college students of entrepreneurship (Zhao, Tao, Zhong, and Wang, 2012:1912). The students with high level of entrepreneurial attributes can start to implement their business idea into a profitable business by create a business plan for the first step. It is very useful especially for who have a problem with start-up capital.

Entrepreneurial Mindset

Most of IBA have not enough mindset to be entrepreneurial minded persons but they are typical of individuals who want to work in a stable environment with clear structures, expectations, and limited change. As an evaluation, there is an important assignment for IBA program, which is arrange the strategy in order to set

a mindset of the students to think like an entrepreneur. The strategy such as invite business executives to deliver lectures, makes a presentation, or shares their experiences with students (Ashoka, 2014:1).

Entrepreneurial Preference

Most of IBA students are prefer to be self-employed where the primary objective is commercially oriented context. As discussed before, entrepreneurs can act not only in a business context but also in the context of social and environmental change (Barendsen and Gardner, 2004). As an evaluation, create opportunities for students to participate in social entrepreneurship contests (Ashoka, 2014:1) are recommended for IBA students.

CONCLUSION AND RECOMMENDATION

Conclusion

This research concludes findings as follow:

1. Most of IBA students are indicate high level of self-evaluation of the entrepreneurial attributes.
2. Most of IBA students are indicate low level of self-evaluation of the employee mindset. As the conclusion, most of them still have not enough mindset as entrepreneurs.
3. Most of IBA students are prefer to be self-employed where the primary objective is commercially oriented context.

Recommendation

1. IBA program needs to arrange the strategy in order to set a mindset of the students to think like an entrepreneur. The strategy such as invite business executives to deliver lectures, makes a presentation, or shares their experiences with students.
2. Create opportunities for students to participate in social entrepreneurship contests are recommended for IBA students in order to increase the self-preference to deliver social value.
3. IBA students with high entrepreneurial attributes could create business plan as the first step to start up new business as well as gain investment from potential investor.

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