

The Analysis of Entrepreneurship Character of University Students in Supporting the Development of Business Incubator

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Abstract. With a business incubator, students will be easier to assist in developing a business, even becoming an alumni and also as a promotional event and meet the needs of the community. This study aims to describe the readiness of the entrepreneurship character of fashion students for the development of production units and the development of higher education business incubators. Quantitative research approach with a survey, respondents PKK study program students. fashion and catering and beauty using the purposive raondom sampling technique, with the method of collecting data through a questionnaire as an instrument then the data were analyzed with descriptive percentages. The results showed that the entrepreneurial character of students was at a very high criterion of 78% and a high criterion of 22%. The entrepreneurial spirit in this study included eight indicators representing self-confidence, initiative, achievement motives, leadership spirit, risk-taking, commitment, originality, and managerial skills.

Keyword: Entrepreneurship, Business

1 Introduction

To support the elevation of a State Higher Education to become a State-Owned Legal Education Service, there should be a supporting fund to the university's administration. This institution is designed to maintain the businesses in the university and the surrounding community. That is to say, the university synergize its elevation within the importances of academic escalation and business development. Business incubator plays the role in improving the tenants' performance, where it helps the Small and Medium Enterprises to increase the number of workers, turnovers' rate, marketing areas, and autonomous access. The decentralization of education in Indonesia demands higher education to become a State-Owned Legal Entity or BHPT. The autonomy means that the university should be independent in terms of funding. The development of entrepreneurship in the university should grow with the support of academic goals in the Regulation Number 12 Year 2012 that it aims to produces human which is obedient and faithful to God the almighty with noble act, healthy life, knowledge, skills, independence, competence, and culture for the sake of the nation.

Universitas Negeri Semarang or UNNES as an internationally reputable university collaborates with UPSI of Malaysia. The collaboration focuses on the entrepreneurship. The reason behind this is UPSI has the department of Home Economics which focuses on the same fields with the Family Welfare department of UNNES. UPSI also has the entrepreneur unit of Culinary for the product of PAO, opens a beauty salon, and holds a fashion event. The collaboration of both universities focuses on the training, conferences, comparative study, and credit transfer.

This study is a form of research collaboration between both universities concerning on the empirical findings of students' entrepreneurial behavior in developing business incubators. The research focuses on the mental readiness and characters. This research aims to describe the students' characters and compare the characters of students in UNNES and UPSI.

2 Materials and Procedures

This research is a descriptive research. The researchers conducted a survey of one variable which is students' entrepreneurial character. This research happens in both the Family Welfare Department of UNNES and the Home Economic department of UPSI. The researchers employed purposive random sampling to obtain the data. The size of the sample is based on the table of Herry King. The data of this research came from the questionnaires or surveys in a Likert-scale which is supported with interview, observations, and documentations.

3 Methods

3.1 Questionnaire

The questionnaire in this research contains opinion questions from set of statements to a Likert-scale in the range of 1-10. The data is in the form of interval. The score ranges from 1 as "completely disagree" to 10 as "completely agree". The questionnaire faced a validity and reliability test before given to the respondents.

3.2 Interviews and Observation

This research uses observation sheets to support and validate the questionnaires and interviews.

3.3 Documentation

The researchers obtains related-documents of the research's findings from the pictures or related files to the respondents of the research.

4 Data Analysis

4.1 Descriptive Statistics

After collecting the data, the researchers tabulated the data and preceded to the Descriptive Analysis. The analysis identified respondents' personal data, such as age, sex, semester, major,

entrepreneurial experience, brand of their products, marketing medium, address. Besides, the analysis also showed students' entrepreneurial characters. The formula of the descriptive percentage is as follows.

$$P = \frac{f}{N} \times 100\% \quad (1)$$

P = Percentage of Answers
 f = Obtained Score
 N= Total Score

5 Results and Discussions

This research utilized descriptive percentage to analyse the findings. The data show that the students of Family Welfare Department scored 74.46% for their entrepreneurial behavior. The description of the result is displayed in Table 1 as follows.

Table 1. Students' Entrepreneurial Characters

Interval	Criteria	Frequencies	%
81.25% < skor < 100.00%	Very High	22	19.64%
62.50% < skor < 81.25%	High	86	76.79%
43.75% < skor < 62.50%	Low	4	3.57%
25.00% < skor < 43.75%	Very Low	0	0.00%
Total		112	100,00%

The findings in the table is also portrayed in the following diagram.

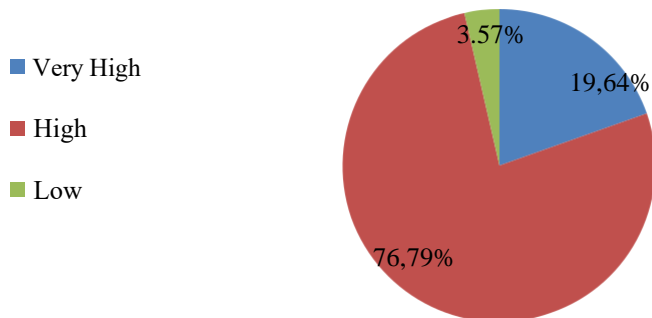


Fig.1. Students Entrepreneurial Character

Table 1 and Figure 1 show that from 112 students, 22 scored very high (19.64%), 86 scored high (76.79%), and 4 scored low (3.57%). The indicators of the entrepreneurial characters are confidence, initiatives, achievement-oriented, leadership, risk-taking, commitment, originality, and strong managerialism. The depiction of these aspects are projected in Table 2 and Figure 2.

Table 2. The indicators of students' entrepreneurial characters

Indicators	Percentage
Confidence	8.07%
Initiatives	10.29%
Achievement-oriented	11.69%
Leadership	8.39%
Risk-taking	8.44%
Committment	8.73%
Originality	8.67%
Strong Managerialism	10.19%
Total	74.46%

The findings in the table is also portrayed in the following diagram.

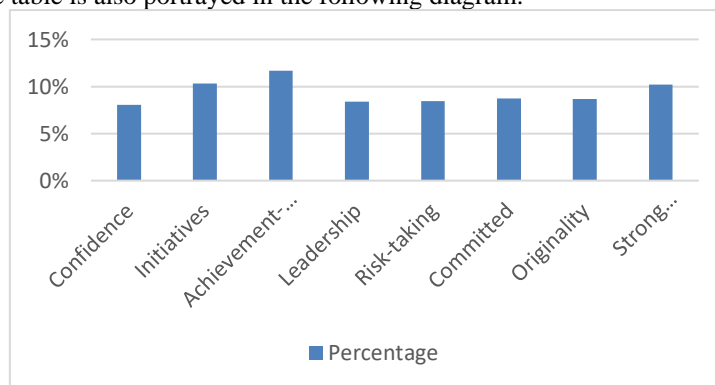


Fig 2. The indicators of students' entrepreneurial characters

Table 2 and Figure 2 show that students got 8.07% for confidence, 10.29% for initiatives, 11.69% for achievement-oriented, 8.39% for leadership, 8.44% for risk taking, 8.67% for originality, and 10.19% for the managerialism. The highest score is the achievement-oriented, and the lowest one is the confidence. This research was conducted to students of Entrepreneurship unit in the year of 2014, 2015, 2016, and 2017. The pictures of students' level of entrepreneurship in each batch is reflected in the table and figure as follow

Table 3. The entrepreneurial characters of students in each batch

Year of entrance	%	Criteria
2014	73.49%	High
2015	74.25%	High
2016	74.22%	High
2017	75.56%	High

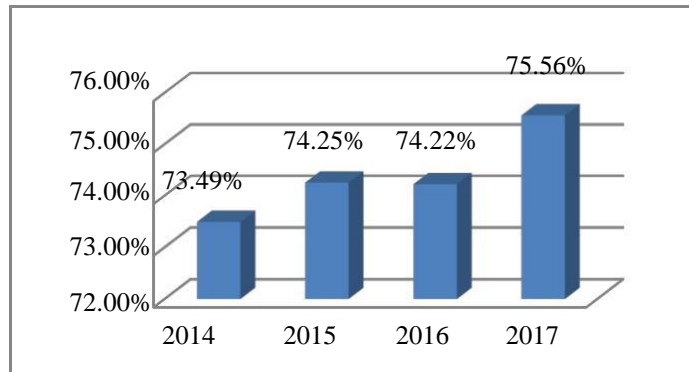


Fig 3. The entrepreneurial characters of students in each batch

Table 3 and Figure 3 show that all students in four batch have high level of entrepreneurship spirit in the details of 73.49% for the 2014 batch, 74.25% for the 2015 batch, 74.22% for the 2016 batch, and 75.56% for the 2017 batch. The highest score was obtained by batch 2017, while the lowest one is in batch 2014.

6 Conclusions

The students of Fashion department in UNNES has high entrepreneurial characters in the score of 76.79%. The indicators of the characters are confidence, initiatives, achievement-oriented, leadership, risk-taking, commitment, originality, and strong managerial skills. From the comparative study, students of UNNES scored higher than UPSI in the percentage of 75.56% and 73.49% respectively.

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