

Factors That Influence The Establishment a Business of Health Students in Medan City

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Abstract—Entrepreneurship is a compulsory subject given in order to increase the number of students who are entrepreneurial so that unemployment with undergraduate education will also be reduced. This study aims to analyze the factors that influence the establishment of a business of health students in the city of Medan. This research uses survey method with explanatory research approach, the sample in this study were students who had received entrepreneurship courses and business plans and totaled 40 samples taken using accidental sampling techniques data analysis uses logistic regression test. The results of the analysis show that the factors that influence the establishment of health student business are internal factors and student interest, the factor of student interest is the most dominant factor affecting statistically

Index Terms— Entrepreneurship, Health Student, Internal factor

INTRODUCTION

The Central Statistics Agency report (2009) shows that in February 2019 there has been a decline in unemployment in Indonesia. However, the decline is not directly proportional to the decrease in the number of unemployed people with undergraduate education, instead the unemployment rate with undergraduate education increased by 25% from 2017.

The government through the ministry of technology research and higher education has been very vigorous in optimizing entrepreneurship programs at universities. One of them is requiring entrepreneurship courses in the education curriculum. The target is to create entrepreneurs since students in order to reduce unemployment.

Entrepreneurship has entered into the curriculum in almost every faculty unit in various disciplines, so it is not only dominated by students in economics. However, it is also expected that it will be expanded to study programs that are in contact with the world of health.

Entrepreneurship education is very important to give birth to new entrepreneurs. The

strengthening of entrepreneurship is expected to influence the growth of new entrepreneurs, according to Lestari and Wijaya's (2012) research which proves that entrepreneurship education has a positive and significant effect on entrepreneurial intentions. Then according to Kuratko (2007) that entrepreneurship education in various educational contexts is carried out in order to strengthen & develop an entrepreneurial culture, create new businesses, and encourage an entrepreneurial mindset through education and learning. So there is no doubt that entrepreneurship education has an effect on entrepreneurial intentions.

Ferdian's research (2018) proves that the motivation found in Unpad Medical Faculty Students who are interested in a career in primary health care is related to workload and work time, the value of social orientation, responsibility, and care. It can be felt that entrepreneurship touches very few students in the health field, so that now students who learn health skills are still largely inclined to become workers in hospitals rather than developing their knowledge towards entrepreneurship.

Medan is one of the major cities in Indonesia that has a tertiary education institution. Medan is a city, where tertiary education focuses on health care and is spread across various universities, both private and public. The university has a strategic role in encouraging students to be motivated to become new entrepreneurs in the health sector

According to Wedayanti (2016) that entrepreneurship education has a significant positive effect on entrepreneurial intentions and the role of entrepreneurship education is able to mediate subjective norms on entrepreneurial intentions. This has been proven by Zimmerer (2002) that one of the factors that can increase the growth of entrepreneurship in a country is the role of colleges / universities through the implementation of entrepreneurship education. Higher education should educate and improve entrepreneurial skills to its graduates and provide motivation to dare to choose entrepreneurship as their career.

Many factors can create health students for entrepreneurship, so many aspects must be strengthened to support it. The most powerful factor is the internal factor of the student concerned, because the desire for entrepreneurship must instinctively come from within a person. According to Oktarilis in Pratiwi (2016) proving that students' entrepreneurial interest is driven by factors in individuals including risk tolerance, self success, freedom of work, and family environment.

According to Suryana in Suningsih (2016) entrepreneurship is based on innovation that is triggered by internal personal factors that come from the environment. Internal factors, for example, are the personal circumstances of students who have the motivation to behave in running their businesses. The motivation of students to start entrepreneurship, triggers these students to try more to pursue a career as an entrepreneur than those who are just part of

it.

Based on the background above, this study was compiled to analyze the factors that influence the establishment of a business in health students in the city of Medan.

METHODOLOGY

This research uses a field survey method with an explanatory research approach, where research will be conducted directly asking respondents with the intention of analyzing in depth to get an explanation of the establishment of the business run by respondents. The population of this study is unknown so as to obtain a sample of researchers using the accidental sampling method. The number of samples obtained as many as 40 respondents who already have a business plan.

Data collection was carried out through interviews with questionnaire guides directly to the entrepreneur. Data analysis used logistic regression test with nominal variables

RESULTS & DISCUSSION.

This chapter presents the results of the study based on desk research involving analysis of the This study uses logistic regression test analysis obtained the following results,

Classification Table^{a,b}

		Predicted		
		Status Bisnis		Percentage Correct
Observed	Step Status Planning	Masih Rencana	Sudah Berjalan	
		0	Bisnis Done	0
	Overall	0	25	100.0
	Percentage			62.5

- a. Constant is included in the model.
- b. The cut value is .500

Based on the Classification Table which is a 2 x 2 contingency table that should occur or is also called the expectation frequency based on empirical data on the dependent variable. where the number of samples that have a dependent variable variable or bad results (code 0) is "Still a Plan" of 15 Whereas the "Already Running" as many as 25 people. The number of samples is 40

people. So the overall percentage value before the independent variable is entered into the model is: $25/40 = 62.5\%$.

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)	
Step 0	Constant	.511	.327	2.446	1	.118	1.667

Based on the results above in the Variables in The Equation table: When before the independent variable was entered into the model, there were no independent variables in the model. The value of the Slope or Beta Coefficient (B) of the Constants is 0.511 with an Odds Ratio or Exp (B) of 1.667. The significance value or p value of the Wald test is 0.118.

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	31.236 ^a	.419	.570

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

In the table above Model Summary: To see the ability of independent variables in explaining the dependent variable, the Cox & Snell R Square and Nagelkerke R Square values are used. These values are also called Pseudo R-Square or if in linear regression (OLS) better known as R-Square. Nagelkerke R Square value of 0.339 and Cox & Snell R Square 0.248, which shows that the ability of independent variables in explaining the dependent variable is 0.339 or 33.9% and there are $100\% - 57\% = 43\%$ other factors outside the model explain the dependent variable.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	8.129	7	.321

Hosmer and Lemeshow Test is a Goodness of fit test (GoF), which is a test to determine whether the model formed is correct or not. Said to be appropriate if there is no significant difference between the model and its observational value. Chi Square table value at the 0.05 significance level is 3.841. Because the value of Chi Square Hosmer and Lemeshow count 0,000 < Chi Square table 3,841 or a significance value of 0,000 (<0.05) so that it accepts H₀, which shows that the model can be accepted and hypothesis testing can be done

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)		
Step 1 ^a	Internal	2.317	.940	6.078	1	.014	10.150	
	College	-.270	1.086	.062	1	.804	.763	
	Eksternal	-.220	.920	.057	1	.811	.803	
	Intersest	2.702	.943	8.212	1	.004	14.906	
	Constant	-	1.909	.996	3.672	1	.055	.148

Based on the table Variables in the equation above that the independent variable value of P value Wald test (Sig) <0.05. meaning that the variable has a significant partial effect on Y in the model. Internal variables have a Sig Wald value of 0.0014 <0.05 so that it rejects H₀ or which means that internal factors have a significant influence on the running of student business. PT variable has a Sig Wald value of 0.84 > 0.05 so that it accepts H₀ or which means that the College factor does not have a significant influence on the running of student business.

The external variable has a Sig Wald value of 0.811 > 0.05 so that it accepts H₀ or which means that external factors do not have a significant influence on the running of student business. Interest variable has Sig Wald value 0.004 <0.05 so based on the table Variables in the equation above that the independent variable value of P value Wald test (Sig) <0.05. meaning that the variable has a significant partial effect on Y in the model. Internal variables have a Sig Wald value of 0.0014 <0.05 so that it rejects H₀ or which means that internal factors have a significant influence on the running of student business. PT variable has a Sig Wald value of 0.84 > 0.05 so that it accepts H₀ or which means that the College factor does not have a significant influence on the running of student business.

The external variable has a Sig Wald value of 0.811 > 0.05 so that it accepts H₀ or which means that external factors do not have a significant influence on the running of student business. Interest variable has a Sig Wald value of 0.004 <0.05 so that it rejects H₀ or which means that the Interest factor has a significant influence on the running of student business. Based on the results above. the interest variable is the most influential variable in making student business run with an Exp (B) value of 14.906. Based on the results above. the interest variable is the most influential variable in making student business run with an Exp (B) value of 14.906.

Analysis of the Effect of Internal Factors on the Running of Student Business

Statistically shows that internal factors influence the running of health student business. Students with good internal factors have greater business opportunities to work on and not just a plan contained in a business plan. Therefore it is necessary to pay close attention to internal factors that strengthen students for entrepreneurship.

This is in line with Hidayat's research (2018) that entrepreneurial students choose to become entrepreneurs because of the influence of the external and internal environment. Internal factors are meant for example student characters. Student character is also formed by external factors, while character also has a role in the selection of the external environment. In the context of this study several internal factors that were considered to be quite supportive include family support and capital ownership. Based on the description of the results of the research, these two aspects are the biggest aspects possessed by respondents.

The family is the closest environment to students so it is natural to have a direct influence on the process of running a student's business. Not only the spirit factor but also the lessons of business experience can also be obtained from families, this also shows that the majority of respondents have parents who work as entrepreneurs. This is in line with Setiabudi's research (2019) which proves that family support has a positive influence on the entrepreneurial intentions of students in the management study program accredited by "A" at Private Universities in the City of Surabaya.

Increasing family support will encourage the potential and increase in student entrepreneurship intentions. The results of in-depth interviews also found that family support was felt to be important enough to improve students' ability to deal with business problems faced by students when building a business, so students know the tricks to deal with it.

Then the availability of capital is also

an important factor in starting a business, as many as 48.8% of respondents have the capital to start their business. This is in line according to Zain et al, (2010) that a number of factors have been predicted to affect one's interest in a career as an entrepreneur; one of them is the availability of capital. According to Purwanti (2012) Capital is a very important factor in starting a business, a number of funds are needed as a basis for financial measures of the business being run.

Interest Factor Analysis of the Running of a Health Student Business

The results showed that interest was the most influential factor in making the health student business run. This research is in line with Rahayu's research (2018) that there is a positive and significant influence of entrepreneurial interest on entrepreneurship in students. The higher the entrepreneurship, the higher the interest of entrepreneurship in students. Conversely the lower the entrepreneurship, the lower the interest in entrepreneurship in students.

Likewise with Abdullah's research (2014) that there is a positive and significant influence of entrepreneurial interest on the entrepreneurial character of SMKN students of the Industrial and Tourism Technology group in the Municipality and Regency of Bantul. Both studies confirm that interest is the strongest factor in encouraging entrepreneurship in a person.

Entrepreneurial performance produced by a person or organization is very influenced by the level of success. According to Mangkunegara (2016), performance is influenced by three factors: the first is an individual factor consisting of abilities and expertise, background and demographics; the second is psychological factors consisting of perception, attitude, personality, learning and motivation; the third factor is organizational factors which consist of resources, leadership, rewards, structure and job design.

CONCLUSIONS AND RECOMMENDATIONS

The results showed that the factors influencing the establishment of health student business were internal factors and student interests. The interest factor is the most influential factor, and the dominant internal factor in health students is family support in running a business and also

the availability of capital to start a planned business.

Colleges should maintain the consistency of entrepreneurial interest in students by involving students in various business competitions held both at regional and national levels.

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