

The Effect of Confidence, Motivation, and Innovation on the Interest in Entrepreneurship of Indonesian Students (Case Study on Students at Telkom University)

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Abstract

Entrepreneurship is one of the solutions in overcoming unemployment which is still a polemic, such as a statement from the Central Statistics Agency or BPS stating that the number of unemployed based on the workforce in 2019 with a total of 7.05 million people, experienced an increase of 3.4 percent. This study aims to determine the effect of self-confidence, motivation and innovation on the entrepreneurial interest of Telkom University students, Bandung. The type of data used is primary data. Data were collected by distributing questionnaires to 100 students, then analyzed using a verification descriptive analysis method with a quantitative approach. Based on the analysis conducted, it is known that simultaneously self-confidence, motivation and innovation have an influence on interest in entrepreneurship with an effect of 69.2% as well as partially self-confidence, motivation and innovation have an influence on interest in entrepreneurship where the dominant influence is on self-confidence that is equal to 53.4%.

Keywords

Self Confidence, Motivation, Innovation and Interest in Entrepreneurship

1. Introduction

The development of the population in Indonesia is followed by problems that occur, for example, unemployment caused by the disproportionate number of job vacancies and the number of job seekers, which is currently the number of the workforce is getting higher and on the other hand the employment opportunities are very limited which makes The unemployment rate in Indonesia is increasing. In this modern era, entrepreneurs play a very important role in the life of the state, one of which is in the employment sector. The existence of entrepreneurs makes the factors of production can be created to make new products. Secretary General of the Ministry of Manpower, Hery Sudarmanto said that "With production, job opportunities become more open and this can reduce the unemployment rate," quoted from <https://www.liputan6.com/news/read/3161378/wirusaha-solution-reducing-unemployment>.

There is a solution in overcoming unemployment by increasing employment opportunities in Indonesia, one of which is. In the business world as stated by Zimmerer. "Entrepreneurship is a result obtained from a discipline and is followed by a systematic method of using creativity and innovation in meeting a market need" (Echdar, 2013). In accordance with the expert opinion, the value of entrepreneurship can also be applied by the university. This is in line with Government Regulation Number 17 of 2010 which states that the purpose of higher education is to form critical, creative, innovative, independent, confident and entrepreneurial people.

The role of universities has an important role in preparing and introducing entrepreneurship to students. Currently, there are many universities that implement or direct their students to become entrepreneurs. To become an entrepreneur, students must have the confidence to create their own business or business. In this case the confidence to open a business is needed because if we do not have confidence in entrepreneurship then we will be difficult and afraid to make decisions that exist for our business. As stated by McClelland about one's self-confidence in internal control over one's feelings of potential and abilities within a person.

In entrepreneurship, the resulting product must have a selling value. Making products can be done in various ways, one of which is innovation. In entrepreneurship, innovation is very important so that we can compete with other businesses or our competitors. When we have an innovative idea it will grow our interest in entrepreneurship. The innovation in question is not only about the products produced but also from ideas, markets, or the way we market products.

Based on the above background and with previous previous research, the researchers chose the research title "The Influence of Self-Confidence, Motivation, and Entrepreneurial Innovation on Entrepreneurial Interest in Telkom University Students"

1.1 Objectives

Writing this scientific paper aims to get answers to several things, including: To determine the self-confidence, motivation and innovation of Telkom University students, to determine the magnitude of the effect of self-confidence on the interest in entrepreneurship of Telkom University students., to determine the magnitude of the influence of motivation on the interest in entrepreneurship of Telkom University students, to determine the magnitude of the influence of innovation on the entrepreneurial interest of Telkom University students, to determine the magnitude of the influence of self-confidence, innovation, and motivation.

2. Literature Review

People who are experts in managing things must have the best confidence and abilities (Sumahamidjaja, 1997). According to Machfoedz "An entrepreneur is an innovator who is capable of turning an opportunity into an idea that can be resold and can provide an added value through effort, time, finance, and ability in order to make a profit" (Dewi Kurnia, et al 2020:3). The key to success in business is also to understand yourself, therefore. A successful entrepreneur is an independent and confident entrepreneur. Indicators of self-confidence according to Afiatin and Martaniah (2000:67-69) formulate several parts of Lauster and Guilford which become indicators of self-confidence, namely: Firstly, an individual can face the steps of the situation he is facing, this is due to the belief in an expertise he has that is able to deal with his obligations very well and move efficiently and responsibly for what he has done. Secondly, individuals can be accepted by their groups, this is based on their belief in their abilities in social relations. They assume that their group or other people will like it. Last, individuals have a calm attitude. A person has confidence in calm, is not easily nervous, and is quite open to various situations that are happening. Based on the above expression, the authors divide the indicators of self-confidence into three points: Able to interact with the surrounding environment, have responsibility, dare to ask questions and express an opinion.

Motivation comes from the English word which is motivation which means a goal or encourages someone to achieve what they want to achieve a goal. Behavioral activities that work in an effort to meet desired needs. Chung & Meggison said "Motivation is defined as a goal-directed trait, motivation related to the level of effort that has been made by a person to pursue a goal" (Nurdiansyah H, Rahman R S 2019:58). According to Barelson and Steiner,

motivation is defined as "All those inner striving conditions variously describe as wishes, desires, needs, drives, and the like" (Harisuddin 2019:19). According to Mc Donald in Octavionica (2016), the motivations that underlie students to carry out the entrepreneurship process are two things, namely: (a). Intrinsic motivation: Intrinsic motives are motives whose active functions do not need to be felt from the outside, because each person already has the urge to do something. Your own desire for entrepreneurship can trigger your own motivation to carry out the process of entrepreneurship because of the lack of economic compulsion, the urge to generate your own income and others that come from within the individual himself. (b). Extrinsic motivation: Extrinsic motivation is a motive whose active function needs to be felt from outside a person. This motivation is based on the fact that students need to carry out the entrepreneurial process in a campus environment such as associations of friends, lecturers. In the "Entrepreneur Handbook", several dimensions of entrepreneurial motivation according to Suryana in Octavionica (2016) are stated: 1) Financial reasons, there are reasons to earn a living, become rich, earn a large income and hope for stable finances. 2) Social reasons, wanting to get a status that can be known and respected. 3) Service reasons, opening job vacancies for the community, helping the community's economy for family life, making parents happy, and getting loyalty from husband or wife. 4) Reasons for self-fulfillment, someone wants to feel independent or independent, avoids dependence on others, wants to feel more productive than before, becomes something that is expected, and wants to use one's own abilities.

Values that are innovative, creative, and flexible are elements of the originality of an entrepreneur. Original means that an entrepreneur does not depend on others, has his own opinion, new ideas, and wants to do new things that do not yet exist. This is evidenced by the strongest relationship between the dimensions of innovation and interest in entrepreneurship compared to other dimensions. Innovation is a main function of entrepreneurship, because according to Machfoedz an entrepreneur is an innovator who is able to turn an opportunity into an idea that can be sold, providing additional value with effort, time, finance, and capability for the purpose of making a profit (Firmansyah A. , Roosmawarni A 2019:3). Innovative entrepreneurs are people who are creative and believe in new and better ways Wirasasmita (Bachtiar 2018:22), with the following characteristics: a. Never satisfied with the ways that are done today, even though they are quite good; b. Always use imagination in his work; c. Always want to be different or take advantage of differences.

Interest is one of the psychological states of humans to obtain or achieve a certain goal, so that interest contains an element of desire to know and learn something desired as an element of fulfilling their needs. This desire will later direct the individual to a certain choice to meet his needs, so that it will be realized in a tangible form of movement with the desired object to seek information as knowledge for someone (Sabiq, 2019). Santoso in (Cahyani, 2018) states that interest in entrepreneurship is a desire, interest and willingness of an individual to work hard or have a strong desire to create and try to fulfill his life needs without being hindered by fear of the risks that will occur and always take valuable lessons from failure experienced. The reasons someone is interested and interested in entrepreneurship are as follows: a. Financial reasons: someone entrepreneurship as a form of business to earn a living, enrich themselves, and as additional income; b. Social reasons: someone is an entrepreneur to gain status to be known in the community, so that he is respected and meets many new people; c. The reason for service: someone is an entrepreneur so that they can open new jobs and provide jobs to the community; d. Reasons for self-fulfillment: someone is entrepreneurship as a form of effort to become independent and more productive to take advantage of one's own abilities.

Based on the description of the theoretical review above, a framework is formed to describe the independent variables Confidence (x1), Motivation (x2), Innovation (x3) on the dependent variable (y) Entrepreneurial Interest. The framework of thought can be seen below:

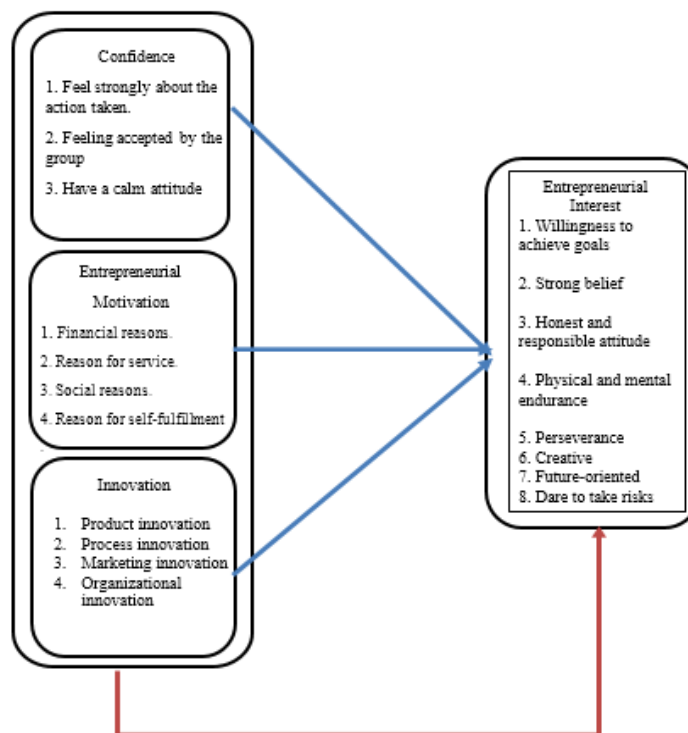


Figure 1. Research Framework

3. Methods

The type of research used is descriptive quantitative. The population in this study were 27393 students of Telkom University Bandung consisting of 42 faculties. In this study using probability sampling technique. The sample used is as many as 100 students of Telkom University Bandung. The analysis technique used is descriptive analysis and multiple linear regression analysis. The measurement scale in this study is using a Likert scale.

4. Data Collection

In the research analysis, the researcher presents a description based on the Operational Variables to answer the problem formulation. The data that has been collected, classified and analyzed using Descriptive Analysis and Multiple Regression Analysis techniques. Data were collected using a questionnaire measuring instrument with five answer options, namely: strongly disagree, disagree, quite agree, agree and strongly agree which have been tested for validity and reliability. Descriptive Statistical Analysis Technique aims to explain the Overall Data submitted by describing, grouping and classifying into a Frequency Distribution table which will then be accompanied by an explanation

Based on the results of descriptive analysis, the Emotional Intelligence variable with a total of 14 statements is in the Good category with a score of 78.3%. Motivation Variables with a total of 15 are in the Very Good category with a score of 86.7%, Innovation Variables with a total of 8 statements in the Very Good category with a score of 91.2% and finally Entrepreneurial Interest Variable with a total of 13 statements overall are in the Very Good category with a score of 85.1%.

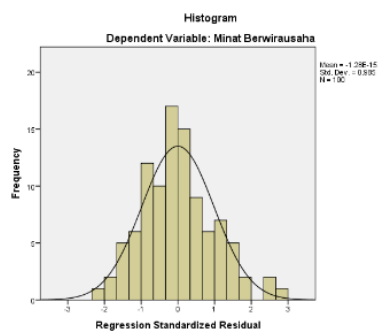


Figure 2. Histogram

Source : Results of data processed by researchers in 2020

Based on Figure 2 above, it is explained that the histogram graph has a normal distribution. It can be seen from Figure 2 that it forms a bell pattern and does not tilt to the right or to the left. After displaying the histogram graph, the researcher will display a normal probability plot graph, the purpose of displaying a probability plot graph is to see whether the regression model meets the assumption of normality or not. The probability plot graph can be seen as normal or not from the points around the diagonal line, whether the points are parallel to the diagonal line, it can be said that the regression model has met the assumption of normality. The following is the probability plot graph in Figure 3 below:

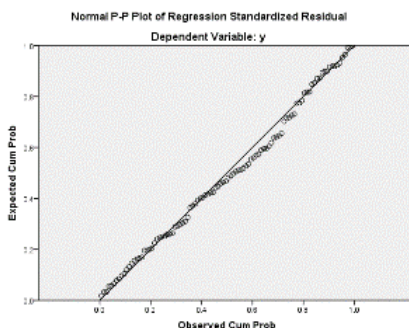


Figure 3. Normal P-P Plot of Regression Standardized Residual Graph

Source : Results of data processed by researchers in 2020

Figure 3 shows that the data spreads around the diagonal line and follows the direction of the diagonal line. Therefore, based on the figure, the first decision-making criteria were met, namely the data were normally distributed.

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. | Collinearity Statistics | |
|-------------|-----------------------------|------------|---------------------------|--|-------|------|-------------------------|-------|
| | B | Std. Error | Beta | | | | Tolerance | VIF |
| 1(Constant) | .671 | .350 | | | 1.917 | .058 | | |
| x1 | .614 | .079 | .505 | | 7.739 | .000 | .755 | 1.325 |
| x2 | .337 | .090 | .269 | | 3.755 | .000 | .623 | 1.604 |
| x3 | .246 | .070 | .247 | | 3.492 | .001 | .643 | 1.556 |

a. Dependent Variable: y

Figure 4. Multiple Linear Regression

Source : Results of data processed by researchers in 2020

The results of data processing in table 1 above can be formulated a simple linear regression equation model as below:

Based on the results of data processing in Table 4.10, the multiple regression equation model can be formulated as follows:

$$Y = a + b1X1 + b2X2 + b3X3$$

$$Y = 0.671 + 0.614X1 + 0.337X2 + 0.246X3$$

Based on these equations can be described as follows: 1) Constant (a) = 0,. That is, if the value of Self-Confidence, Motivation, and Innovation is 0, then Interest in Entrepreneurship has a value of 0.671; 2) The value of the Regression Coefficient of the Confidence variable (b1) is positive, which is 0.614. This means that every increase in Self-confidence is increased by one unit, then Interest in Entrepreneurship will increase by 0.614; 3) The value of the Regression Coefficient of Motivation variable (b2) is positive, which is 0.337. This means that every increase in motivation is increased by one unit, then Interest in Entrepreneurship will increase by 0.337; 4) The value of the Regression Coefficient of Innovation (b3) is positive, which is 0.246. This means that every increase in Innovation is increased by one unit, then Interest in Entrepreneurship will increase by 0.246.

5. Results and Discussion

Hypothesis testing in this study was conducted to determine the significance of the formulated hypothesis. Hypothesis Testing is divided into two, namely Simultaneous Hypothesis Testing (F Test) and Partial Hypothesis Testing (t Test).

Table 1. F ANOVA . Test Results

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 26.236 | 3 | 8.745 | 71.859 | .000 ^a |
| | Residual | 11.683 | 96 | .122 | | |
| | Total | 37.919 | 99 | | | |

a. Predictors: (Constant), x3, x1, x2
b. Dependent Variable: y

Source : Results of data processed by researchers in 2020

In the F Test Table, it can be seen that the Fcount is 71,859 with a significance level of 0.000. Therefore, the two calculations, namely Fcount > Ftable (71.859 > 2.72) and the significance level is 0.000 < 0.05, indicating that H0 is rejected and Ha is accepted, meaning the Independent Variables consisting of Self-Confidence, Motivation and Innovation together has a significant influence on Interest in Entrepreneurship.

Table 2. T Test

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| 1(Constant) | .671 | .350 | | 1.917 | .058 | | |
| x1 | .614 | .079 | .505 | 7.739 | .000 | .755 | 1.325 |
| x2 | .337 | .090 | .269 | 3.756 | .000 | .623 | 1.604 |
| x3 | .246 | .070 | .247 | 3.491 | .001 | .643 | 1.556 |

a. Dependent Variable: y

Source : Results of data processed by researchers in 2020

Based on the table above, it is found that: 1) The self-confidence variable (X1) has a value of tcount (7.740) > ttable (1.986) and a significance level of 0.000 < 0.05, then H0 is rejected. Therefore, it can be concluded that partially there is a significant effect of Self Confidence (X1) on Entrepreneurial Interest (Y); 2) Motivation variable (X2) has a value of tcount (3.756) > ttable (1.986) and a significance level of 0.000 < 0.05, then H0 is rejected. Therefore, it can be concluded that partially there is a significant influence of Motivation (X2) on Interest in Entrepreneurship (Y); 3) Innovation variable (X3) has a value of tcount (3.491) > ttable (1.986) and a significance level of 0.001 < 0.05, then H0 is rejected. Therefore, it can be concluded that partially there is a significant influence of Innovation (X3) on Entrepreneurial Interest (Y).

Table 3. Coefficient Of Determination Test Results

| Model Summary ^b | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .832 ^a | .692 | .682 | 349 |

a. Predictors: (Constant), x3, x1, x2
 b. Dependent Variable: y

Source : Results of data processed by researchers in 2020

The table above shows that the R value is 0.832 and R Square (R²) is 0.692. This figure is used to see the magnitude of the influence of Confidence, Motivation, and Innovation on Entrepreneurial Interest simultaneously. How to calculate R Square using the Coefficient of Determination (KD) using the following formula:

$$\begin{aligned}
 \text{KD} &= 2 \times 100\% \\
 &= (0.832)^2 \times 100\% \\
 &= 69.2\%
 \end{aligned}$$

This figure shows the coefficient of determination (KD) of 69.2%. This shows that the influence of the Independent Variables consisting of Self-Confidence, Motivation, and Innovation on the dependent variable, namely Entrepreneurial Interest is 69.2% while the remaining 30.8% is influenced by other factors.

Based on the results of the study, the Independent Variable (X) consisting of Self-Confidence (X1), Motivation (X2) and Innovation (X3), together or simultaneously has a significant effect on Entrepreneurial Interest in Telkom University Students. This can be seen from the results of the F test, namely $F_{count} > F_{table}$ ($71.859 > 2.72$) and the significance level is $0.000 < 0.05$. While the magnitude of the influence of the Independent Variable (X) consisting of Self-Confidence (X1), Motivation (X2), and Innovation (X3) on the dependent variable Entrepreneurial Interest (Y) can be seen from the calculation of the Coefficient of Determination (R²), which is 0.692 or 69.2%. While the remaining 30.8% is influenced by other factors not examined in this study.

The Independent Variable (X) partially based on the t-test shows that the Confidence variable (X1) has a t_{count} (7.739) $t_{table} > (1.986)$ and a significance level of $0.000 < 0.05$. It can be concluded that partially there is a significant effect of Self-Confidence (X1) on Interest in Entrepreneurship. The effect of the partial test on the Variable Confidence on Interest in Entrepreneurship is 53.4%. This shows that the Entrepreneurial Interest of Telkom University Students is influenced by the Confidence variable. Which means, a student's entrepreneurial interest can be seen when they have a high level of confidence such as believing in their own abilities, acting independently in making decisions, having a positive sense of themselves, and daring to express opinions without coercion or obstacles. Entrepreneurial Motivation Variable (X2) has a value of t_{count} (3.755) $t_{table} > (1.986)$ and a significance level of $0.000 < 0.05$. It can be concluded that partially there is a significant influence of Motivation (X2) on Interest in Entrepreneurship (Y). The magnitude of the effect of the partial test of Motivational Variables on Interest in Entrepreneurship is 40.6%. This shows that the motivation of Telkom University students is influenced by the motivation variable, which means that the entrepreneurial motivation of Telkom University students can be influenced by the desire to excel, courage in taking risks, understanding uncertainty, trust in oneself and others, independence, a strong desire for something, and the creativity that exists in a person can foster an interest in entrepreneurship in these students.

Innovation variable (X3) has a value of t_{count} (3.492) $t_{table} > (1.986)$ and a significance level of $0.001 < 0.05$. It can be concluded that partially there is a significant influence of Innovation (X3) on Entrepreneurial Interest (Y). The magnitude of the effect of the partial test on the Innovation Variable on Interest in Entrepreneurship is 37.6%. This shows that the motivation of Telkom University students is influenced by the Innovation variable, which means that innovation is the ability to apply a brilliant idea and solution to the problems and opportunities that exist in doing something new that can generate high interest in entrepreneurship because it has innovations. A new one that is capable of turning an opportunity into an idea that can be sold and provides added value with the effort, time, finances, and capability to make a profit.

6. Conclusion

Based on the results of descriptive analysis, self-confidence in the opinion of respondents as a whole gets a response in a good category. However, out of all items in the Confidence statement, the lowest score category was the

statement "I am not easily nervous" but it was still quite good. As for the statement "I am a tolerant person" getting the highest score category with a very good category, this shows that Telkom Bandung University students have confidence in managing a business that is shown by the highest tolerance attitude, but do not fully have confidence as a leader who indicated by an easily nervous attitude which is an indication of the individual's unpreparedness to face certain situations or conditions.

Based on the results of descriptive analysis, motivation according to the opinion of the respondents as a whole got a response in the very good category. However, from all motivational statement items, the lowest score category was the statement "I have a feeling of prestige" but it was still quite good. Meanwhile, the statement "I have to make my parents happy" gets the highest score category with a very good category, this shows that students at Telkom University Bandung have a high desire to make their parents happy in terms of things.

Based on the results of descriptive analysis, innovation according to the opinion of the respondents as a whole received a response in the very good category. However, from all innovation statement items that get the lowest score category is the statement "In the business of renewing the equipment used is an important thing" but it is still quite good. As for the statement "Product design is one of the important factors" getting the highest value category with a very good category, this shows that Telkom University Bandung students have a level of market-oriented innovation where this is shown by the operational emphasis shown by the value. The lowest score on equipment renewal and increased sales is indicated by the highest score on product design.

Based on the results of descriptive analysis, self-confidence in the opinion of respondents as a whole gets a response in a very good category. However, from all items in the self-confidence statement, the lowest score category is the statement "Dare to take risks" but it is still quite good. As for the statement "The necessities of life are important" get the highest score category with a very good category, this shows that students at Telkom University Bandung have a business interest that belongs to the moderate category because they are more likely not to dare to take risks and prefer to be in a low point. safe and comfortable by maintaining the stability of meeting the needs of life.

Based on the results of simultaneous hypothesis testing (Test F), the self-confidence variable has 3 dimensions consisting of feeling strong about the actions taken, feeling accepted by the group, and having a calm attitude. Social, Service Reasons, and Reasons for Fulfillment and in the last variable the Innovation Variable has 4 dimensions consisting of Product Innovation, Process Innovation, Marketing Innovation, and Organizational Innovation which simultaneously have a significant effect on Entrepreneurial Interest of Telkom University Students, Bandung. The magnitude of the effect simultaneously (F test) is indicated by $F_{count} > F_{table}$ ($71.859 > 2.72$) with a significance level of $0.000 < 0.005$, which means that H_0 is rejected and H_a is accepted.

Based on the results of the partial hypothesis test (T test), the self-confidence variable has 3 dimensions consisting of feeling strong about the actions taken, feeling accepted by the group, and having a calm attitude on the motivation variable has 4 dimensions consisting of financial reasons, reasons Social, Service Reasons, and Reasons for Fulfillment and in the last variable the Innovation Variable has 4 dimensions consisting of Product Innovation, Process Innovation, Marketing Innovation, and Organizational Innovation which partially have a significant effect on the Entrepreneurial Interest of Telkom University Students. The magnitude of the partial influence on the variable of self-confidence on interest in entrepreneurship is 53.4%, while the variable of motivation on interest in entrepreneurship is 40.6% and the last variable is the variable of innovation on interest in entrepreneurship by 37.6%.

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