

# THE ROLE OF ENTREPRENEURSHIP IN THE MEDIATED EXPERIENCE OF INTEREST TOWARDS SOCIAL ENTREPRENEURSHIP AND THE CHARACTERISTICS OF THE INDIVIDUAL AS THE MODERATE VARIABLE

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**ABSTRACT:** *The research aims to find out and describe the experience of direct effect on interest in entrepreneurship, experience direct effect on social entrepreneurship, entrepreneurship interest directly influential on social entrepreneurship, experience effect on social entrepreneurship with mediated entrepreneurship interest, the interest of entrepreneurship effect on social entrepreneurship with moderated individual characteristics. This research uses a quantitative design in the form of a survey. The population of this research are all entrepreneurs who exist in Laweyan, Surakarta. Sampling techniques using incidental sampling approach. Determines the number of samples using his opinion Lemeshow, then the sample used is 100 respondents. Analysis tools that are used with multiple linear regression and the sobel test. The results of this research is the experience effect directly on the entrepreneurship interest, experience direct effect on social entrepreneurship, entrepreneurship interest directly influential on social entrepreneurship, experience the effect on social entrepreneurship entrepreneurship interest, mediated by the interest of entrepreneurship effect on social entrepreneurship with moderated individual characteristics.*

**Keywords:** Social Entrepreneurship, Experience, Interest In Entrepreneurship, Individual Characteristics

## 1. INTRODUCTION

Unemployment became one of the problems faced in developing countries like Indonesia. The issue of employment and unemployment should be addressed seriously by the Government. This problem occurs because the quality of the workforce that exists in Indonesia is still of concern well seen from the competency or qualification. Human resource development is carried out by the Government has not shown satisfactory results. Considerable unemployment figures will give rise to the problem of poverty. Pressing unemployment figures it takes some real solutions due to the limited land the job. The existence of increasingly rigorous global competition also contribute in enlarging the unemployment figures. This is the case with the open competition between foreign labor with local labor. Then for addressing this issue, the Government should train people to have expertise or skills which are very useful for creating jobs or be entrepreneurial.

The existence of entrepreneurship in the social field into an opportunity for a new business that has benefits for empowering communities that exist in the environment around the place of business [1]. The orientation of social entrepreneurship is not just thinking about the question of profit, but gave a good impact to the surrounding communities. Economic growth in Indonesia is still left some natural problems associated environmental and social problems of the community. The role that can be performed by the existence of social entrepreneurship by helping solve socio-economic problems that occur in the community. The existence of social entrepreneurship being one of an interesting phenomenon, because there are differences with the traditional entrepreneur. Entrepreneurship involves a variety of science used for development as well as practice in the field. In contrast to the more traditional entrepreneurial focus on profits and consumer satisfaction.

One way to address the problem of unemployment that occur in the community, by growing interest in entrepreneurship. Entrepreneurship is a keen interest related to the activities of berwirausahayang then gives rise to the desire to realize

without any coercion from any party. Entrepreneurship interest does not arise for granted, but many factors that lead to such experience. Interest in entrepreneurship can be seen from the willingness of someone to persevere and work hard in realizing progress ventures, are willing to bear the risks that occur and are willing to innovate.

Experience can affect interest in entrepreneurship. The experience gained was a child at the time of practice making batik indirectly will accelerate the transition went into the corporate world. It was this experience obtained to determine a person's interest in entrepreneurship, because they are taught to work with his own ability. The experience gained was instrumental to add capabilities, expertise, skills or knowledge in entrepreneurship. Experience can provide early knowledge for a person before acting in maximizing your efforts. One of the aspects of experience trying through his courage in taking the risk to do entrepreneurship activities or not. Experience in a positive and significant effect against the interest in entrepreneurship [2]. The existence of the education, training and experience obtained one can increase the potential of being entrepreneurial. The experience can be used as a guideline in order not to make mistakes in running a business.

Realizing social entrepreneurship is not an easy process, many obstacles over the effort. The characteristics of the individuals is required to become an entrepreneur. The characteristics of the individual must be at the Foundation with strong in wanting to be a successful entrepreneur. An entrepreneur must have the character of opmitis, independent, courageous faces a risk, perseverance, innovative and creative [3]. The characteristics of these individuals can be related to a person's interest in becoming entrepreneurs. Someone who has a characteristic strong, will dare to plunge in the entrepreneurial world. When a person has most of the characteristics of the wairausahawan, the more interested and are interested in entrepreneurship. Laweyan became the center of the city's oldest batik Solo. Most residents who live in Laweyan profession as a trader

or batik makers. The phenomena that occur in the related entrepreneurial Laweyan batik, lack of experience belonging to the next generation in running the entrepreneurial characteristics of individuals who are still weak and need guidance in order to grow and have a soul a strong entrepreneurial. Gaps in this research, first find out the influence of experience against the social entrepreneurship that is mediated by interest in entrepreneurship. Second, the individual characteristics of moderate interest in entrepreneurship against social entrepreneurship. Based on the background that has put forth a writer interested in holding research entitled the role of Entrepreneurship in the Mediated experience of Interest Towards social entrepreneurship and the characteristics of the individual as the moderate Variable (Study in Kampung Batik Laweyan Surakarta).

## 2. LITERATURE OF REVIEW

### 2.1. Social entrepreneurship

Hulgard [4] social entrepreneurship as a social value creation formed by way of working with another person or organization involved in a masyarakat social innovation which usually implies an economic activity. Dees, *et al* [5] looked at social entrepreneurship is meant as Community citizens build process or menstranformasikan institutions to develop a range of solutions for social problems such as poverty, environmental damage, pain, violation human rights and others. Social entrepreneurship is composed of four elements [6]:

- a. Social Value is the element most characteristic of the social entrepreneurship i.e. creating a real social benefits for the community and the environment.
- b. Civil society. Social entrepreneurship is generally derived from the initiative and participation of civil society by optimizing the social capital that exists in the community.
- c. Innovation. Social entrepreneurship can solve social problems with innovative ways among others by blending local wisdom and social innovation.
- d. Economic activity. Successful social entrepreneurship in General with the balance between social activities and business activities. Business/economic activity developed to guarantee the independence and sustainability of the social mission of the Organization.

### 2.2. Entrepreneurship interest

- a. Suryana [7] interest in entrepreneurship as an interest or passion for things to do business form. interest in entrepreneurship is the tendency of a person to feel interested, eager and interested in anything related to self-employment which later arose the desire to make it happen without anyone telling. Alma [8] a factor that pushes someone to entrepreneurship:
- b. Personal concerns the private aspects of a person that is a desire to Excel particularly in the field of entrepreneurship, the curiosity towards entrepreneurship, entrepreneurial traits that drove the desire to bear the risks in entrepreneurship, as well as education and experiences in entrepreneurship can influence and encourage interest in entrepreneurship.
- c. The existence of Social relationships or relationships with others, the existence of a team can be invited to cooperation in this endeavor, the encouragement of parents to open businesses, and the existence of those experiences in the business world before. Business partners who can be invited

to cooperation in this endeavor as well as support provided may affect the interest of entrepreneurship.

- d. The environment include the competition world of business, the resources that can be utilized to do business, and Government policies such as the presence of convenience in location of trying or credit facilities and guidance efforts by Depnaker will affect interest in entrepreneurship.

### 2.3. Experience

Furchan's experience is a source of knowledge that has been widely known and used by people [9]. These experiences formed as a result of the work that has been done before for a certain period. A person is said to be experienced when already have levels of knowledge and skills that are relevant and sufficient compliance with the field of expertise. For example on a child do practice making batik on batik place of business will be intertwined relationship with the environment industry that finally delivers a new experience.

### 2.4. Individual characteristic

According to Rivai [10], the individual characteristics are special traits, psychological traits, morals or character owned by someone that differentiates it from other people. Wahyudi [11] proposed that there are seven characteristics of entrepreneurs, namely:

- a. Passion defined as a sense of love for someone in doing certain actions with a sense of enthusiasm.
- b. Independent is independent of one's attitude in taking decisions.
- c. Sensitive to market means that are sensitive to the situation and market conditions so that it is able to capitalize on any opportunities that arise, even creating opportunities.
- d. Creative and inovative means having a great curiosity, imagination is strong, able to bring up the original idea and make it happen.
- e. Take into account the possibility of success and failure in the implementation of activities to achieve goals and to be able to keep stepping though there is a chance the risk will experience major failures.
- f. Persistent, diligent, not easy to despair in every business goal.
- g. Always refer, take notice and consider ethics in decision making, and efforts in achieving the objectives.

### 2.5. Variables-variables that can affect social entrepreneurship

#### a. Experience

Experience is a source of knowledge that has been widely known and used by people. These experiences formed as a result of the work that has been done before for a certain period (Furchan, 2011:4)[9]

H1: experience the direct effect on the interest in entrepreneurship.

H2: experience the direct effect on social entrepreneurship.

#### b. Entrepreneurship interest

Interest in entrepreneurship as an interest or passion for things to do business form. interest in entrepreneurship is the tendency of a person to feel interested, eager and interested in anything related to self-employment which later arose the desire to mewujudkanya without anyone

telling [8].

H3: entrepreneurship interest effect on social entrepreneurship.

H4: the experience effect on social entrepreneurship with mediated entrepreneurship interest.

#### c. Individual characteristic

Individual characteristics are special traits, psychological traits, morals or character owned by someone that differentiate it from other people [10].

H5: entrepreneurship interest effect on social entrepreneurship with moderated individual characteristics.

### 2.6. Research model

The influence of the independent free mediation experiences, independent interest in entrepreneurship, individual characteristics of moderation against the independent variables dependent social entrepreneurship can be described in the following research model:

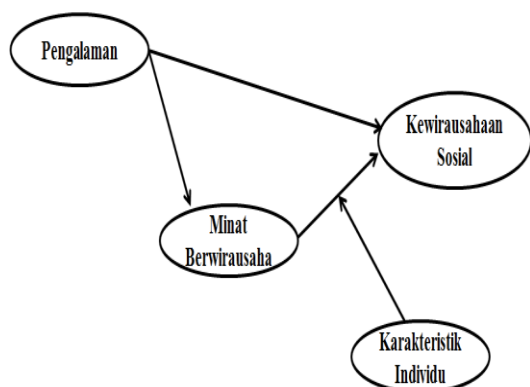


Figure 1. Research Model

### 3. METHODOLOGY

This research uses a quantitative design in the form of a survey. The population of this research are all entrepreneurs who exist in Laweyan, Surakarta number unknown. Determines the number of samples used in the formula suggested by Lemeshow (Sugiyono, 2016:84) as follows:

$$n = \frac{Z^2 \cdot p \cdot q}{d^2}$$

Description:

n = number of samples.

Z = the standard normal price (1.976)

p = proportion of the population estimator (0.5)

d = interval/deviation (0.10)

q = 1-p

So large samples can be calculated as follows:

$$n = \frac{(1,976)^2 (0,5) (0,5)}{(0,10)^2} = 97,6$$

From the results of the calculations are then rounded into 100 respondents were sampled. Sampling method using incidental sampling, researchers took samples of anyone who was in place or happen to meet and is seen as a suitable data source (Sugiyono, 2016:122)[12]. The questionnaire used for data retrieval. Multiple linear regression and the sobel test as a method for analyzing data.

### 4. RESULT

#### 4.1 Result of analysis data

#### a. t Test

Calculation of the t test model I is:

Table 1.: t Test Model I

Model	t	Sig.
1 (Constant)	8,407	.000
Experience	5,359	.000

In the variable value of the results of experience (5.359) > (1.985) with significant 0.000 < 0.05 means that Ho rejected, partially experience has a significant and positive influence against the interest in entrepreneurship.

Calculation of the t test model II is:

Table 2.: t Test Model II

Model	t	Sig.
1 (Constant)	4,620	.000
Experience	5,291	.000
Entrepreneurship Interet	4,452	.000

1) The results of the experience variables value (5.291) > (1.985) with significant 0.000 < 0.05 means that Ho is rejected, partially experience has a significant and positive influence toward social entrepreneurship.

2) The entrepreneurship interest variable result value (4.452) > (1.985) with significant 0.000 < 0.05 means that Ho rejected, partially the interest in entrepreneurship has a significant and positive influence toward social entrepreneurship.

#### b. Path analysis

Know the role of entrepreneurship in the mediated experience of interest towards social entrepreneurship.

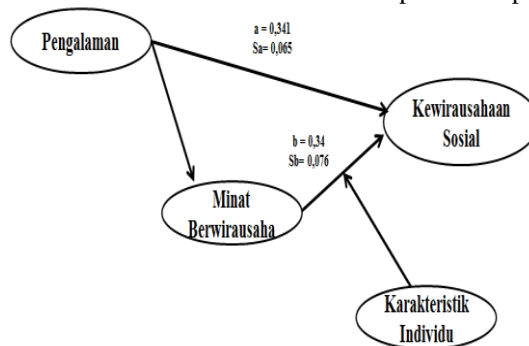


Figure 2. Path Analysis

Value of 3.3687939 > 1.96 with level 0.05 significant then it can be inferred that the coefficient of 3.3687939 significant mediation means strengthening the entrepreneurship interest influence exists in the mediated experience against social entrepreneurship.

#### c. Moderation effect

Know the role of individual characteristics in a moderate interest in entrepreneurship against social entrepreneurship.

**Table 3.: R<sup>2</sup> Test model III**

R	R Square	Adjusted R Square
..578 <sup>a</sup>	.335	.328

a. Predictors: (Constant), Minat Berwirausaha

**Table 4.: R<sup>2</sup> Test model IV**

R	R Square	Adjusted R Square
.734 <sup>a</sup>	.538	.524

a. Predictors: (Constant), Moderating, Karakteristik Individu, Minat Berwirausaha

Adjusted R<sup>2</sup> value of variable before any moderation of 32.8%. After a variable adjusted R<sup>2</sup> values moderation rises to 52.4%. Thus the existence of individual characteristics as variable moderation can strengthen the relationship between entrepreneurship interest against social entrepreneurship.

## 4.2 DISCUSSION

- a. Based on the results of the analysis of the t test results obtained experience significant and positive effect on the interest in entrepreneurship. It is based on the results of  $t_{\text{value}}$  i.e. 5,359, the regression coefficient of 0.402 and significance of less than 5% i.e. 0.000. This means that if the pattern of the existing experience more and more, then the interest in entrepreneurship will increase. Experience that is owned by the son of batik making them interested to continue the efforts of his parents. The results of this study supported that of Sari [2] who found significant and positive affects on the interest of entrepreneurship.
- b. Based on the t-test analysis results obtained outcomes the experience positive and significant effect on social entrepreneurship. It is based on the results of  $t_{\text{value}}$  i.e. 5,29, the regression coefficient of 0.341 and significance of less than 5% i.e. 0.000. This means that if the pattern of the existing experience more and more, then social entrepreneurship will increase. The experience gained was instrumental to add capabilities, expertise, skills or knowledge in social entrepreneurship. Experience can provide early knowledge for a person before acting in related efforts in maximizing the social.
- c. Based on t-test analysis results obtained outcomes entrepreneurship interest in significant and positive effect on social entrepreneurship. It is based on the results of  $t_{\text{value}}$  i.e. 4,452, the regression coefficient of 0.340 and significance of less than 5% i.e. 0.000. This means that if a pattern of interest in entrepreneurship that exists, then the social entrepreneurship will increase. The existence of the entrepreneurship interest in encouraging a child to contribute in providing benefits to the environment around especially related to the field of social impact on the reduction of existing unemployment levels in the environment.
- d. Results of research showing that experience a positive and significant effect against the interest in entrepreneurship, while a positive and influential entrepreneurship interest significantly to social entrepreneurship. Thus the interest in entrepreneurship can mediate the family environment towards social entrepreneurship. When Batik has strong perception towards entrepreneurship interest, it will be able to strengthen the influence of experience against the social entrepreneurship.

- e. Value adjusted R<sup>2</sup> before there was moderation variable of 32.8%. After a variable adjusted R<sup>2</sup> values moderation rises to 52.4%. Thus the existence of individual characteristics as variable moderation can strengthen the relationship between entrepreneurship interest against social entrepreneurship. Then the high low interest in entrepreneurship is influenced by the characteristics of the individual. the characteristics of this individual relates to interest children batik be entrepreneur. Children Batik which has most of the characteristics of the entrepreneur would be more interested in setting up business.

## 5. CONCLUSION

Conclusion of this research is the experience effect directly on the entrepreneurship interest, experience direct effect on social entrepreneurship, entrepreneurship interest directly influential on social entrepreneurship, experience the effect on social entrepreneurship entrepreneurship interest, mediated by the interest of entrepreneurship effect on social entrepreneurship with moderated individual characteristics.

## 6. MANAGERIAL IMPLICATIONS AND FUTURE RESEARCH

For employers should provide training and education to their children to improve the experience that will ultimately improve the potential for children to be entrepreneurial. The various parties need help to be able to improve the entrepreneurial character. Sowing entrepreneurial character values can be done in the learning process of entrepreneurship. Studies and further research may use the methodology of calculation using Social Return on Investment (SROI) to bring together the interests of the perpetrators of social entrepreneurship and the investors. The perpetrators of social entrepreneurship and the investors can specify a number of parameters which will then be quantified as a component of investment calculation.

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