

The Effect of Entrepreneurship Education and Creative Thinking towards Entrepreneurship Interest of Student Department of Economic Education Faculty of Economics, Manado State University

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Abstract

This study aims to determine the effect of entrepreneurship education and creative thinking on the entrepreneurial interest of students majoring in economic education at the Faculty of Economics, Manado State University. The method used is a survey research method with a sample of 73 students majoring in economics education, Faculty of Economics, Manado State University. Data collection is done by using questionnaires and documentation. The results of the study were analyzed using regression analysis method, with SPSS analysis tool. The results of this study indicate that partially entrepreneurship education has an effect on interest in entrepreneurship, creative thinking affects interest in entrepreneurship. Entrepreneurship education and creative thinking simultaneously affect the entrepreneurial interest of students majoring in economics education at the Faculty of Economics, Manado State University.

Keywords: Entrepreneurship Education, Creative Thinking, Entrepreneurial Interest.

Introduction

Unemployment is currently a problem faced by many countries. In Indonesia, the open unemployment rate according to data from the Central Statistics Agency (BPS) reached 7.05 million people as of August 2019, and as of August 2019, the number of unemployed university graduates reached 5.67% of the total workforce of around 13 million people, the figure above the average is national unemployment which is 5.28%. Unemployment occurs due to the increase in the work force that is not fully absorbed by employment. One of the causes of the high unemployment rate in many countries is the lack of public interest in entrepreneurship, because people are more interested in finding work than creating jobs. This has resulted in a gap between the number of job seekers and the number of available job opportunities which are increasingly difficult to find work. Universities are expected to play a role in educating students to be active and creative in entrepreneurship so that after graduating from college, if they are not accommodated by available jobs and are not unemployed and can do a job in meeting the needs of entrepreneurship, and together with competent parties can reduce the number of Unemployment includes college graduates.

In terms of entrepreneurship education for students, it is important from the beginning how to motivate students to be interested in the world of entrepreneurship as an alternative career in the future. There are still many students who do not have their own aspirations for their future. If you are asked after graduating with a bachelor's degree in what field you will have a career in, there are still students who cannot answer spontaneously. Most of them are still thinking about where they will work after graduating from college. Very few young people have the view to open a business world and work for themselves (Akmal 2019). Indonesia is a country that has a large population as capital for development, especially with the current demographic bonus, many of which are in the most ideal productive generation.

Entrepreneurship education in the world of education is expected to increase knowledge and skills, and with entrepreneurship education graduates can be interested in entering the world of entrepreneurship, even though it is risky but has the opportunity to succeed and not just look for a risk-free job. Therefore, it is

necessary to transform entrepreneurship education from understanding concepts or knowledge about entrepreneurship to an effort to hone skills and encourage students' interests, attitudes and motivation as well as creativity for entrepreneurship. This is important because the level of entrepreneurship in Indonesia is still low where Indonesia is only ranked 94th out of 137 countries while in 2018, developed countries averaged 14% of the total population and employed entrepreneurs, while in Indonesia it only reached 3.1 % (m.republika.co.id, 2019). Indonesia's natural resources have extraordinary opportunities to become the basis for the production of goods and services. However, all of this can be taken advantage of only if Indonesia has competitiveness. The key to preparing competitiveness is education (Widiasworo, 2017: 189-190).

According to the Ministry of National Education in Wibowo (2011: 28-29), entrepreneurship education in Indonesia still does not receive sufficient attention, both by the world of education and the community itself. Many educators do not pay attention to the character development and entrepreneurial behavior of students. Their orientation, in general, only prepares the workforce. So, it is time to integrate entrepreneurship education in the world of education so that students have entrepreneurial character and behavior. Students are expected to become strong human resources, if they work in the office, then they will become independent workers, and if they do not work in the office, they will become human beings who are able to create jobs, at least for themselves.

The inclusion of the younger generation in the entrepreneurial world helps reduce the problem of unemployment, and the entrepreneurial world can become a job. By improving entrepreneurship education, and equipping students to be able to become entrepreneurs according to their respective expertise. And it is hoped that all students will receive entrepreneurship education to explore entrepreneurial values and even entrepreneurial practices (Ciputra, 2019). With in-depth entrepreneurship education, it is hoped that students of the Department of Economics Education, Faculty of Economics, Manado State University can think creatively and be motivated so that they have a high interest in entrepreneurship.

Literature Review

Entrepreneurial Interest

Interest is a condition in which a person is interested and pays attention to something, so that it can stimulate something he wants/does that he likes. Interest shows something that someone wants/does or something they like. Interest in something means to make a behavioral decision that leads to the interest itself. According to Khairani (2014: 136) interest is a person's awareness of an object, person, problem or situation that has something to do with him. Interest is a psychological aspect of a person to pay high attention to certain activities and encourage those concerned to carry out these activities. According to Slameto (2010: 180) Interest is a sense of preference and a sense of interest in the goals to be achieved without any coercion. Djaali (2013: 121) suggests that a statement can indicate a person's interest, it can also be seen through his participation in an activity. Individuals who have an interest in something will give more interest to it. Thus it can be said that an interest is very important to know considering that interest can be an indication of a person's behavior, which starts from an interest which will cause more attention and create a desire for something to do it sincerely.

According to Joseph Schumpeter (in Karmila 2019), entrepreneurs are people who break the existing economic system by introducing new goods and services, by creating new organizational forms or processing new raw materials. The person carries out his activities through an existing business organization or it can also be carried out in an existing business organization. Understanding Entrepreneurship An entrepreneur is someone who can create things and process new raw materials. This is in line with the opinion of Alma (2013: 24) which says entrepreneurs are individuals who are never satisfied with the existing economic system, by breaking it through the products they create both individually and in groups. According to Suryana (2014:13) an entrepreneur is an individual who has the ability to manage resources, both in their use and in combination with other aspects such as raw materials, workers, capital, expertise, and information. Entrepreneurs will take advantage of the opportunities that exist by boldly taking a decision that may even be very risky.

According to Kasmir (2011: 19) reveals that an entrepreneur is someone with a brave soul in making risky decisions in opening up business opportunities in various possibilities. In contrast to Suryana and Bayu (2013: 25) they think that entrepreneurs are people who have a sense of responsibility to organize and manage them, analyze and compare the risks they will face. Saiman (2012: 42) argues that an entrepreneur is an individual who dares to take major risks with the terms of reasonableness, time and or career commitment

or may be new or unique, but that value must somehow be pumped up by effort with the acceptance and placement of skill needs. and resources. Then according to Winarno (2011: 10) explains that an entrepreneur is a person who tends to be creative and innovative who is able to create more value through ideas, utilize existing resources, and then manifest through a product or service. Therefore, talking about entrepreneurship is someone who can see and seize opportunities followed by actions to start a business and are accompanied by courage in taking and facing risks and being able to innovate something through the ideas and resources they have.

From the description above, it can be stated that interest in entrepreneurship is a person's tendency or interest through the ideas he has to do business with his personality characteristics, dare to take risks, mentally prepared, can accept challenges, confident, creative, innovative, and have the ability to fulfill needs (Alma, 2014). In several studies it was stated that interest in entrepreneurship is the desire, interest, and willingness to work hard or be strong-willed to try maximally to fulfill his life needs without feeling afraid of the risks that will occur, and having a strong will to learn from failure. , Nurhadi, & Kuncoro (2015) interest in entrepreneurship is a tendency or individual desire to take entrepreneurial action by creating new products through business opportunities and risk taking. According to Rahmadi & Heryanto (2016: 156) entrepreneurial interest is the tendency of the heart in the subject to be interested in creating a business which then organizes, regulates, takes risks and develops the business he creates. From some of the opinions above, it can be concluded that interest in entrepreneurship is a tendency, desire, interest, and willingness to work hard in fulfilling their life needs without being afraid of the risks that will occur, and always learning from failure so that they can take advantage of opportunities which is a person's tendency to feel interested or happy about an object, situation or certain ideas that have something to do with him and tend to look for objects he likes.

Entrepreneurship Education

Entrepreneurship education can be defined as an effort to internalize the entrepreneurial spirit and mentality both through educational institutions and other institutions such as: training institutions, training and so on (Wibowo, in Akmal 2019). Entrepreneurship education is an effort to internalize the entrepreneurial spirit and mentality both through educational institutions and other institutions such as: training institutions, training and so on (Wibowo, 2011: 30). Entrepreneurship Education is related to a set of education and training programs that try to lead to entrepreneurial behavior or provide elements that influence one's intentions such as entrepreneurial knowledge and foster entrepreneurial desire/interest through efforts to initiate entrepreneurial activities (Linan in Selcuk & Turker, 2009).

Furthermore, Melyana, et al (2015) view Entrepreneurship Education as both a science and an art that studies the behavior, traits, characteristics, and character of a person who brings innovative ideas into the real world creatively. In line with the above opinion, Anggraeni and Harnanik (2015) define Entrepreneurship Education as a science that studies all forms of information in the form of memory and understanding of entrepreneurship so that it creates the courage to take risks in pioneering, running, and developing a business. Entrepreneurship education can be defined as content, methods, and activities that support the development of motivation, competence, and experience that make it possible for students to apply, manage, and participate in the value-added process (Ramussen, Moberg and Revbech, 2015). Entrepreneurship education which includes content, methods, and activities is shown to provide or develop knowledge, mindset, attitude, motivation, skills, and entrepreneurial experience (Sumarno, Gimin, Haryana, and Saryono, 2018).

Entrepreneurship education is deemed necessary to produce human resources who as a whole have the understanding and skills as an entrepreneur. Entrepreneurship education is important to create human resources who have creative and innovative skills and other social skills. Bourgeois (2012) explains that, entrepreneurship education is very important not only to shape the mindset of young people, but also to provide skills and knowledge that are important to develop an entrepreneurial culture. Entrepreneurship education can increase the interest of graduates three times to become self-employed than graduates who do not receive entrepreneurship education (Ginting and Yuliawan, 2015).

Entrepreneurship education has a positive impact on the development of students' interest in entrepreneurship. This is reinforced by the research of Cheugi et al (2011) which concludes that entrepreneurship education has a positive impact on the entrepreneurial spirit of students to start a business. The same result is also shown by research conducted by Gerba (2012) which found that business

management students in Ethiopia who received entrepreneurship education were more interested in entrepreneurship than engineering students who did not receive entrepreneurship education. Kirby (2004) in Mustapha et al, (2015) also explains that entrepreneurship education can increase students' desire for entrepreneurship by providing information about entrepreneurship that makes students more interested in entrepreneurship as a career choice.

Creative Thinking.

There are things that affect the interest in entrepreneurship, both from within and from outside oneself. How strong the influence that occurs can determine each individual in entrepreneurship. Internal factors include motivation for entrepreneurship, skills possessed, health, attitudes, creativity, knowledge to the interests of students. As for external factors, such as the condition of the community environment for business, family socioeconomic status, facilities and infrastructure, opportunities and experiences they have. Among these factors, there is the ability to think creatively which also influences the interest in entrepreneurship. The ability to think creatively is a driving force for entrepreneurship and is one of the basic capital to be independent with entrepreneurship. Entrepreneurs who have high entrepreneurial motivation tend to be result-oriented and have broad future insights. Creativity is the ability to create something new. Sugihartono and colleagues (2013:14) state that creativity often involves the ability to think. People who are creative in thinking are able to see things from a new perspective and solve problems in a different way from people in general. The ability to think creatively is the heart or core of entrepreneurship. In line with that.

Teddy Wijaya (2014: 80) reveals that an entrepreneur must have creative and innovative abilities in finding and creating various ideas. Entrepreneurs who are successful and successful are due to having high creative thinking skills which in the end are able to produce many innovations. The operational process of creativity can be formulated as the ability to reflect fluency, flexibility and originality in thinking and the ability to elaborate an idea (Utami Munandar, 1992: 50). Interest is a special interest in a particular thing that is a pleasure or concern for someone. Rudy Hermawan (2015: 20) interest is an act that leads to a goal and is an impetus for that action.

Research Method

In this study using the survey method. The survey method is research conducted on large and small populations, but the data studied are data from samples taken from that population, so that relative incidence, distribution, and relationships between variables, sociological and psychological are found. (Sugiyono, 2010:14). The population in this study were students of the Department of Economics Education, Faculty of Economics, Manado State University in semester 4, namely students who had followed the Entrepreneurship Course, totaling 90 students.

Result and discussion

Result

a. Hypothesis Testing the Effect of Entrepreneurship Education on Interest in Entrepreneurship Students of the Department of Economics Education, Faculty of Economics, Manado State University.

Table 1. Regression Equation Data

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	3.300	1.354		2.438	.017
	X1	.976	.026	.975	37.182	.000
a. Dependent Variable: Y						

The results of data processing as in the output above the results for the regression equation X1 against Y, namely = 3,300 + 0, 976X1. It can be concluded that there is an influence of Entrepreneurship Education

with Entrepreneurial Interests of Students of the Department of Economics Education, Faculty of Economics, Manado State University.

Table 2. t Test Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.300	1.354		2.438	.017
	X1	.976	.026	.975	37.182	.000
a. Dependent Variable: Y						

Given the value of Sig. for the effect of X1 on Y is 0.000 <0.05 and the value of tcount is 37,182 > ttable 1,99394, so it can be concluded that the hypothesis that there is an effect of Entrepreneurship Education with Entrepreneurial Interests of Students of the Department of Economic Education, Faculty of Economics, Manado State University is accepted, which means that there is an effect of X1 on Y.

b. Hypothesis Testing that there is an effect of Creative Thinking on Entrepreneurial Interest of Students of the Department of Economics Education, Faculty of Economics, Manado State University can be accepted.

Table 3. Regression Equation Data

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.583	1.781		1.450	.151
	X2	.998	.035	.959	28.654	.000
a. Dependent Variable: Y						

From the computational results above, the results for the regression equation X2 against Y are $\hat{Y} = 2.583 + 0.998 X2$. It can be concluded that the influence of Creative Thinking on the entrepreneurial interest of students of the Department of Economics Education, Faculty of Economics, Manado State University is acceptable.

Table 4. t Test Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.583	1.781		1.450	.151
	X2	.998	.035	.959	28.654	.000
a. Dependent Variable: Y						

Given the value of Sig. for the effect of X2 on Y is 0.000 <0.05 and the value of tcount is 28.654 > ttable 1.99394, so it can be concluded that H2 is accepted which means that there is an effect of X2 on Y, namely creative thinking can affect the entrepreneurial interest of students of the Department of Economics Education, Faculty of Economics. Manado State University.

c. Hypothesis Testing the Effect of Entrepreneurship Education and Creative Thinking on Entrepreneurial Interest of Students of the Department of Economics Education, Faculty of Economics, Manado State

University, the regression equation: $\hat{Y} = a + b_1 X_1 + b_2 X_2 = Y = 11,740 + 0,660 X_1 + 0,152 X_2$. H3 Hypothesis Testing with F Test

Table 5. F Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3347.398	2	1673.699	950.292	.000 ^b
	Residual	123.287	70	1.761		
	Total	3470.685	72			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

Based on above, it that the

the output is known

significance value for the effect of X1 and X2 simultaneously on Y is $0.000 < 0.05$ and the value of Fcount is $950.292 > F_{table} 3.127$, so it can be concluded that the hypothesis proposed is that there is an influence of Entrepreneurship Education and Creative Thinking on Entrepreneurial Interests of Majoring Students Economic education, Faculty of Economics, Manado State University can be accepted, or X1 and X2 have a simultaneous effect on Y.

Table 6. Coefficient of Determination Data (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.982 ^a	.964	.963	1.32712
Predictors: (Constant), X2, X1				

4.2 Discussion

Based on the results of data analysis for hypothesis testing, there is an influence of entrepreneurship education on students' entrepreneurial interest with the regression equation X_1 against Y, namely $= 3,300 + 0,976X_1$, so it can be said that there is an influence of Entrepreneurship Education with entrepreneurial interest in students of the Department of Economic Education, Faculty of Economics, Manado State University. Entrepreneurship education is an effort to internalize the entrepreneurial spirit and mentality both through educational institutions and other institutions such as: training institutions, training and so on (Wibowo, in Akmal 2019). In terms of entrepreneurship education for students, it is important from the beginning how to motivate students to be interested in the world of entrepreneurship as an alternative career in the future. With entrepreneurship, students are expected to play an active role in development by participating in creating jobs, at least for themselves.

By acquiring and mastering Entrepreneurship content such as Discipline, Entrepreneurship Nature, Characteristics and entrepreneurial values. Creativity and innovation in entrepreneurship, capital, entrepreneurial processes, basic entrepreneurial capital, entrepreneurial ideas and opportunities, students are expected to try to develop their potential so that they can take more part in the entrepreneurial world, which by itself can form a strong entrepreneurial spirit with values such as daring to start and take risks, and the field of entrepreneurship can be the basis of a career for the future, always identifying the success factors and factors that hinder and harm the entrepreneurial activities carried out. It is necessary to integrate entrepreneurship education in the world of education so that students have entrepreneurial character and

behavior. Students are expected to become strong human resources, and become human beings who are able to create jobs, at least for themselves.

In connection with the above, Linan in Selcuk & Turker, 2009 said entrepreneurship education is related to a set of education and training programs that try to lead to entrepreneurial behavior or provide elements that influence one's intentions such as entrepreneurial knowledge and foster entrepreneurial desire/interest through form of effort to conduct entrepreneurial activities. With entrepreneurial activities, it will be more embedded in the individual about the need for achievement that can make someone more interested or like entrepreneurship or interest in entrepreneurship.

The results of the Hypothesis test, the effect of Creative Thinking on Entrepreneurial Interest of Students of the Department of Economic Education, Faculty of Economics, Manado State University can be accepted, by looking at the regression equation X_2 against Y , namely $= 2.583 + 0.998 X_2$, it turns out that there is an effect of Creative Thinking on Entrepreneurial Interest of students of the Department of Economics Education, Faculty of Economics and Business. Manado State University Economics is acceptable. The significance test of the influence of X_2 on Y is $0.000 < 0.05$ and the value of t_{count} is $28.654 > t_{table}$ 1.99394 , so it can be concluded that the hypothesis has an effect of X_2 on Y , namely creative thinking can affect the entrepreneurial interest of students of the Department of Economic Education, Faculty of Economics, Manado State University.

Cahyono and Umam said that the low interest in entrepreneurship of students was caused by various factors both from within and from outside students. Internal factors include motivation for entrepreneurship, skills possessed, health, attitudes, creativity, knowledge to the interests of students. Therefore, creative thinking becomes an important aspect in developing entrepreneurial behavior. In the Entrepreneurship Module (2010) by Kasali et al, it is said that the driver of creativity is a positive attitude, checking assumptions, being able to channel stress, risk taking techniques, believing in having creativity, and using imagination and intuition, then the potential for creativity to be successful in entrepreneurship can be increased.

To Test the Hypothesis of the Effect of Entrepreneurship Education and Creative Thinking on Entrepreneurial Interest of Students of the Department of Economics Education, Faculty of Economics, Manado State University, the regression equation is: $= a + b_1 X_1 + b_2 X_2 = Y = 11.740 + 0.660 X_1 + 0.152 X_2$. H3 Hypothesis Testing with F Test. Based on the results of the analysis, it is known that the significance value for the effect of X_1 and X_2 simultaneously on Y is $0.000 < 0.05$ and the value of F_{count} is $950.292 > F_{table}$ 3.127 , so it can be concluded that the proposed hypothesis is that there is an influence of Entrepreneurship Education and Creative Thinking on Entrepreneurial Interests of Department Students. Economic education, Faculty of Economics, Manado State University is acceptable. Thus, if there is an increase in entrepreneurship education and creative thinking, there can be an increase in demand for entrepreneurship with a positive linear relationship pattern, and the increase in entrepreneurship education and positive thinking behavior, the interest in entrepreneurship will increase.

5. Conclusion

From the description above, the conclusions of this study are:

1. Entrepreneurship education has a significant and positive effect on entrepreneurial interest in students of the Department of Economics Education, Faculty of Economics, Manado State University.
2. Creative Thinking has a positive and significant effect on the entrepreneurial interest of students of the Department of Economics Education, Faculty of Economics, Manado State University.
3. Entrepreneurship education and creative thinking affect the entrepreneurial interest of students of the Department of Economics Education, Faculty of Economics, Manado State University.

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