
The Role of Educational Support, Social Support, Income Expectations and Personality on Student's Entrepreneurial Interests in Riau, Indonesia

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Abstract:

Every year there are university graduates who should be able to improve the quality of human resources in Indonesia. The reality is that college graduates are more directed to the formal sector so when jobs in the legal industry do not grow, people do not try to create their careers. This research aims to analyse the effect of Higher Education Learning Support, Social Support, Income Expectations and Personality on Student Entrepreneurial Interests in Riau, Indonesia. The sample in this research is 400 students in Pekanbaru, Riau. The population in this study were final semester students (6,7,8) at a university in Pekanbaru, Riau. And by using research samples taken from as many as 400 people according to the sample criteria with solving calculations. The data analysis technique used tested the validity and reliability as well as the hypothesis as evidenced by multiple linear regression analysis. Based on the study's results, it can be concluded that the variables in this study consisting of college support, social support, income expectations and personality significantly influence student interest in Riau.

Keywords: *Educational Support, Social Support, Income Expectations, Personality, Entrepreneurial Interest*

1. Introduction

Entrepreneurship was first introduced in the 18th century with the main goal of organizational growth and expansion through innovation and creativity. Afolabi (2015) Entrepreneurship is matters related to entrepreneurship. While wira means courage and effort means commercial or non-commercial business activities, entrepreneurship can also be interpreted as someone's courage to carry out a business activity. Entrepreneurs who have superior decision-making abilities will be able to improve business performance such as increasing profits and business growth. Fostering the entrepreneurial spirit of college students is believed to be an alternative way to reduce the unemployment rate, because scholars are expected to become educated young entrepreneurs who can start their businesses (Ohland et al., (2004). According to Lotfi et al., (2018) the fundamental basis of the entrepreneurial process is often found in the pattern of venture success. In addition to business variations,

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entrepreneurs, geographical factors, and technology, the main supporting factors dominate the dynamic entrepreneurial process.

Every year there are university graduates who should be able to improve the quality of human resources in Indonesia. The reality is that college graduates are more directed to the formal sector, so when jobs in the legal sector do not grow, people do not try to create their own careers. Prospective graduates from higher education are more prepared to participate in the selection of new employees, both from government agencies and private companies, rather than preparing to open jobs by entrepreneurship. Therefore, college students need to be directed and supported not only to be oriented as job seekers but to be able and ready to become job creators or entrepreneurs.

The impact of Educational Support has been recognized as one of the important factors that help young people to understand and cultivate entrepreneurial attitudes (Hockerts 2018). This is due to the need to know how to develop and nurture potential entrepreneurs while still in educational institutions. Their attitudes and knowledge of entrepreneurship tend to shape their interest in starting their own business in the future (Onjewu et al., 2021). (Liu et al., 2019) found that Educational Support positively and significantly influences entrepreneurial career choices. In addition, research (Olukundun et al., 2018) concluded that Educational Support can positively strengthen student attitudes towards entrepreneurial career choices in developing countries.

According to Neneh (2022) social support is a feeling of comfort, being cared for, valued, or receiving help from other people or groups. Then, according to Younis et al., (2021) social support is a person's perception of the support he receives from family, friends, and other people who influence his life. Furthermore, according to Lacap et al., (2018) social support is in the form of support for someone in dealing with problems such as advice, affection, attention, and guidance, and can also be in the form of goods or services provided by family or friends. Meanwhile, Ip et al., (2018), states that social support is information from people who are loved and cared for, respected, and valued, as well as part of relationships and mutual obligations. The more people who provide social support, the healthier a person's life will be. The results of several previous studies show that social support significantly affects entrepreneurial interest (Neneh, 2022; Younis, 2021).

According to Syam et al., (2018) Expected Income is the expected gross inflow of economic benefits arising from the normal activities of the entity during a period, if the inflow results in an increase in equity that does not come from investment contributions. The desire to earn income can lead to interest in entrepreneurship. Interest in entrepreneurship is because entrepreneurship can generate higher income than employees. Entrepreneurial income is not limited but also difficult to predict, sometimes above expectations but well below expectations. There is still an assumption that the income generated from entrepreneurship is still low and tends to

be uncertain. The results of several previous studies show that income expectations significantly affect entrepreneurial interest (Hadyastiti et al., 2020; Sintya 2019)

According to Ispir et al., (2019) personality is a characteristic that persists in a person that describes the individual's behavior, which is used to interact with his environment. This personality needs to be owned by an entrepreneur because running a business certainly needs courage in every step, where the business will be taken, how to deal with the business problems faced, how to coordinate employees so that the business continues to grow, and so on. The results of several previous studies show that individual characteristics have a significant effect on entrepreneurial interest (Obsconca et al., 2020). Meanwhile, other research shows that individual characteristic variables have no significant effect on entrepreneurial interest (Voda et al., 2019).

2. Methodology

The population is a combination of all elements in the form of events, things, or people who have similar characteristics that are the center of attention by researchers because they are seen as a research environment. The population in this study were final semester students (6,7,8) at a university in Pekanbaru, Riau, totaling 31,725 people. The sample is part of the number and characteristics possessed by the population. If the researcher researches a large population, while the researcher wants to examine the population and has limited funds, energy, and time, the researcher uses a sampling technique, so that generalizations to the population studied. Sampling technique using the Slovin Formula. Based on the Slovin formula, the researcher set a sample of 400 samples to anticipate data results that did not return or were wrong.

This research instrument is measured using the following measurement indicators:

Table 1. Variable Measurement

Variable	Indicator	Skala	Sources
Educational Support	1. Entrepreneurship courses 2. Motivating learning system 3. Lecturer Professionalism 4. Seminar and Entrepreneurship Practice 5. Introduction to Technology 6. Technology Facilities	Likert	(Al-Jubari, 2019)
Social Support	1. Family support 2. Friendship support 3. Surrounding environment support 4. Influencer support	Likert	Lacap et al., (2018)
Income Expectation	1.High income 2.Unlimited income	Likert	Syam et al., (2018)

Variable	Indicator	Skala	Sources
Personality	1. Full of confidence 2. Have initiative 3. Have an achievement motive 4. Have a leadership spirit 5. Dare to take risks	Likert	Voda et al., (2019)
Entrepreneurial Interest	1. Emotional support 2. Award support 3. Instrumental support 4. Information support	Likert	Younis et al., (2021)

Sources : Data Processed (2022)

In a study the measuring instrument which is also used to collect this data must be valid and reliable. The validity and reliability of a research result depends on the measuring instrument (instrument) used and the data obtained. Furthermore, if the measuring instrument used is not valid and unreliable due to a very large/significant bias, then the results of the study do not describe the actual situation. The preliminary test consists of two, namely the validity test and the reliability test.

This study also used Multiple Linear Regression analysis. Regression model is a model used to analyze the effect of various independent variables on one dependent variable.

3. Empirical Findings/Result

Characteristics of Respondents

This study uses multiple linear regression analysis, the analytical tool used is IBM SPSS Statistics19. The general description of the respondents from this study includes age, gender, strata, type of lecture and the sample used is 400 people/respondent.

Tabel 4. Respondent Demography

Demography	Kategori	Frekuensi	Presentase
Age	< 19 Years old	10	3%
	19-21 Years old	147	37%
	22-25 Years old	210	53%
	> 25 tahun	33	8%
Gender	laki-laki	225	56%
	Wanita	175	44%
Programme	D3	23	6%
	S1	345	86%
	S2	20	5%
	S3	12	3%
Programme	Full time	373	93%
	Part time	27	7%

Sources : Data Processed (2022)

Validity and Reliability Test Results

The validity test is used to measure the validity of a questionnaire. The test is carried out after the questionnaire has been compiled and tested on the sample from which the population is taken. The results showed that all statement items in each research variable with a corrected item total correlation value > 0.3 which stated that all statement items were valid. Reliability is an index that shows the amount a measuring instrument can be trusted or relied on. If a measuring device is used twice or more to measure the same phenomenon and the results are relatively consistent, then the measuring device is reliable. In this study, the results of the SPSS test showed a cronbach alpha value > 0.6 , which means that all variables in this study were reliable.

Simultaneous Significance Test (F Test)

The F test in this study aims to determine together the influence of Educational support, social support, income expectations on Entrepreneurial Interest.

Table 7. F Test

ANOVA				
Model	F Count	F Table	Sig	Conclusion
X ₁ , X ₂ , X ₃ , X ₄ to Y	23,792	3,36	0,000	Significant

Sources: Data Processed (2022)

The null hypothesis (H₀) used in this test is that there is no influence between the independent and dependent variables. While the alternative hypothesis (H_a) used is that there is an influence between the independent and dependent variables. Calculated using $\alpha = 0.01$ of 3.36. from the results of simultaneous testing (F test) obtained the results of F_{count} = 23,792, with a significance value of 0.000. Because F_{count} 23.792 $>$ F_{table} 3.36 and a significance value of 0.000 $<$ 0.01, so H₀ is rejected and H₁ is accepted, which means simultaneously same Educational support, social support, income expectations and personality have a significant effect on entrepreneurial interest.

R² Test

The value used in the coefficient of determination is the Adjusted R Square value. This value is used to measure how much the model's ability to explain the dependent variable is. The Adjusted R Square value used is taken from the model summary table in Table 8.

Tabel 8. R² test result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,941 ^a	0,914	0,816	0,61931

Sources : Data Processed (2022)

The value of the coefficient of determination (Adjusted R Square) is 0.816. This means that the variation of entrepreneurial interest is explained by Educational

support, social support, income expectations, and personality of 81.6%, while the remaining 18.4% is influenced by other variables not examined in the model.

Multiple Linear Regression

Multiple linear regression analysis is used to see how big the Educational support, social support, income expectations, and personality variables on consumer purchasing decisions of Sweet shoots tea on Pelita Indonesia students. Multiple Linear Regression test results can be seen in the following table.

Tabel 9. Multiple Linear Regression

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	0,570	0,384
Educational support	0,072	0,061
social support	0,128	0,026
income expectations	0,405	0,161
Personality	0,271	0,023

Sources : Data Processed (2022)

Based on the table above, the multiple linear regression equations in this study are:

$$Y = 0,570 + 0,072 X_1 + 0,128 X_2 + 0,405 X_3 + 0,271 X_4 + e$$

(1) From the multiple linear regression, a constant value (α) of 0.570 is obtained, which means that if the Higher Education Support, Social Support, Income Expectations and Personality are 0, then the entrepreneurial interest is 0.570 units. (2) The value of the multiple linear regression coefficient of the Higher Education Support variable is 0.072, which means that if the other independent variables are fixed and the Higher Education Support has increased by 1 unit, entrepreneurial interest will increase by 0.072 units. A positive coefficient means that there is a positive relationship, where higher Higher Education Support will increase entrepreneurial interest. (3) The value of the multiple linear regression coefficient of the Social Support variable is 0.128, which means that if the other independent variables remain and Social Support increases by 1 unit, then entrepreneurial interest will increase by 0.128 units. A positive coefficient means that there is a positive relationship, where high social support will increase entrepreneurial interest. (4) The value of the multiple linear regression coefficient of the Income Expectation variable is 0.405, which means that if the other independent variables are fixed and Income Expectations have increased by 1 unit, then entrepreneurial interest will increase by 0.405 units. A positive coefficient means that there is a positive relationship, where high income expectations will increase entrepreneurial interest. (5) The value of the multiple linear regression coefficient of the Personality variable is 0.271, which means that if the other independent variables remain and Personality increases by 1 unit, then entrepreneurial interest will increase by 0.271 units. A positive coefficient means that there is a positive relationship, where a high personality will increase entrepreneurial interest.

Hypothesis test

This t-test is intended to determine the partial (individual) effect of the independent variables namely Brand Image, Service Quality and Lifestyle on the dependent variable, namely Purchase Decision. This test uses a table of coefficients which will be presented in the following Table 10:

Tabel 10. Hypothesis Test

Variabel	T _{hitung}	T _{tabel}	Sig	Keterangan
Educational support	3,408	2,336	0,030	Significant
social support	2,797	2,336	0,005	Significant
income expectations	6,664	2,336	0,000	Significant
Personality	5,301	2,336	0,000	Significant

Sources : Data Processed (2022)

Based on the table and figure above, the partial test results can be explained as follows: the test results show that the calculated T value for the Higher Education Support variable is $3.408 >$ from T table of 2.336 or a significant value of $0.160 >$ from alpha 0.01, then H1 is rejected, meaning that the Higher Education Support variable has a significant effect on entrepreneurial interest at the University in Pekanbaru, Riau. (2) the test results show that the calculated T value for the Social Support variable is $2.797 >$ from T table of 2.336 or a significant value of $0.005 <$ from alpha 0.01, then H2 is accepted, which means that the Social Support variable has a significant effect on entrepreneurial interest at the University in Pekanbaru, Riau. (3) the test results show that the calculated T value for the Income Expectation variable is $6.664 >$ from T table of 2.336 or a significant value of $0.000 <$ from alpha 0.01, then H3 is accepted, meaning that the Income Expectation variable has a significant effect on entrepreneurial interest at the University in Pekanbaru, Riau. (4) the test results show that the calculated T value for the Personality variable is $5.301 >$ from T table of 2.336 or a significant value of $0.000 <$ from alpha 0.01, then H3 is accepted, which means that the Personality variable has a significant effect on entrepreneurial interest at the University in Pekanbaru, Riau.

4. Discussion

The Effect of Educational Support on Entrepreneurial Interest

Based on the results of the t test, it is known that the education variable has a significant influence on entrepreneurial interest. Thus partially it can be stated that the education variable has a significant effect on consumer entrepreneurial interest at the University in Pekanbaru, Riau, the results of this study indicate that various factors influence the entrepreneurial interest of the University in Pekanbaru, Riau. As expressed by Burnette et al., (2020) education is a guidance given by adults to children who are not yet mature to achieve the goal, namely maturity. From the results of research conducted by previous researchers, Olukudun et al., (2018) that education has a significant influence on entrepreneurial interest, previous research is in line with or there is a difference with research conducted at this time that the education variable

has a significant effect on entrepreneurial interest at the University in Pekanbaru, Riau.

The Effect of Social Support on Entrepreneurial Interest

Based on the results of the t test, it is known that the Social Support variable has a significant influence on entrepreneurial interest. Thus partially it can be stated that the social support variable has a significant effect on entrepreneurial interest at universities in Riau, as the results of Klyver et al., (2018) research which shows a significant positive relationship between social support (parents) and interest in entrepreneurship. This is in accordance with Lacap et al., (2018) theory, namely interest in entrepreneurship will be formed if parents positively influence these interests, because the attitudes and activities of fellow family members influence each other both directly and indirectly. This is also in accordance with the theory stated by Nadeem et al., (2020) that one of the factors for the emergence of interest in entrepreneurship is the family environment or family support. With regard to the family environment, especially parents, the role of parents is very important in fostering children's interest. Parents are the first educators and the foundation of the main love guidance. So parents give a lot of influence and personality color to a child. Thus, given the importance of education in the family environment, especially parents, the influence of the family environment on children can be.

The Effect of Income Expectations on Entrepreneurial Interest

Based on the t test results, it is known that the income expectation variable does not have a significant effect on entrepreneurial interest. Thus, it can be partially stated that the income expectation variable is not a factor that affects entrepreneurial interest at the University in Pekanbaru, Riau. In general, consumers get information about income expectations that are made. As stated by Hadyastiti et al., (2020) Income expectation is an expectation of getting a higher income, the higher the expectation to get a higher income by entrepreneurship, it will encourage someone to become an entrepreneur. However, in this study, students are interested in entrepreneurship because of income expectations. It can be seen from the respondents' responses that entrepreneurship will get unlimited income and get the lowest results. Compared with other statements in the income expectation variable. The results of research conducted by previous researchers, Ligouri et al., (2020) show that income expectations significantly influence entrepreneurial interest. Previous research is in line with or is a difference with the current research that the Income Expectation variable has no significant effect on entrepreneurial interest at the University in Pekanbaru, Riau.

The Influence of Personality on Entrepreneurial Interest

Based on the results of the t test, it is known that the Personality variable has a significant influence on entrepreneurial interest. With a real interest in consumer entrepreneurship at the University in Pekanbaru, Riau, the results of this study indicate that the variety of products sold will make consumers interested in buying products at the Pekanbaru Furniture House. As stated Caska and Indrawati (2018), Personality can also be interpreted as "the quality of individual behavior that appears in making

adjustments to the environment in a unique way". From the results of research conducted by previous researchers, namely Voda (2019) that personality has a significant influence on entrepreneurial interest, previous research is in line with or there is a difference with research conducted today that personality variable has a significant effect on entrepreneurial interest at the University in Pekanbaru, Riau.

5. Conclusion

Based on the study's results, it can be concluded that the variables in this study consisting of Educational support, social support, income expectations and personality significantly influence student interest in Riau. Universities must provide important stimulation to build graduates who have character and entrepreneurial spirit. For this reason, through this research, it can be suggested to universities to provide entrepreneurial learning, student character building programs, entrepreneurial planning programs and entrepreneurial practices that will help students have an entrepreneurial interest. For further researchers, they can do further research related to the variables that influence entrepreneurship to form a more complex model as a strategy for higher education to produce graduates who can create jobs.

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