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FACTORS OF ENTREPRENEURS ON CHOOSING CULINARY-BASED BUSINESS

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Abstract. *Entrepreneurship is the important activity for economic growth of the country. One actor of entrepreneurship activity called an entrepreneur. There is still a low number of the entrepreneur in Indonesia with 3,1% in 2016 rather than other Asian countries such as Malaysia, Singapore, and China which has more than 5%. But, that is increasing than years before and it indicates that being an entrepreneur is attractive. Many entrepreneurs running a culinary business which it has contributed one of the biggest GDP (Gross Domestic Product) for Indonesian economic with 41,69% in 2015. The government also support those entrepreneurs and wanted to generate new entrepreneurs in Indonesia and Bandung as one of the cities of the culinary destination. Become an entrepreneur and choosing culinary as the business itself consists of several influence factors. In the process, there is also a failure although barrier of entry in culinary business especially in Indonesia is low. It makes factors influencing entrepreneur on choosing culinary business becomes important to know. This research conducted by using a qualitative method with phenomenological study used and gather the data with purposeful sampling from 10 culinary business entrepreneur in Bandung by using the semi-structured interview. The result analyzes with coding based on the interview result. The result has shown that the most important factor is Opportunity-based with Entrepreneurial Alertness as the category in approaching the opportunity. There are also other factors that influence them in the findings which are Passion, Development Needs, Greater Business Achievement, and Economic Needs. The result can be used for evaluating the business activity and reflection for entrepreneurs that wanted to choose culinary as the business to do.*

Keywords: *Choosing Culinary Business, Culinary Business, Entrepreneurs, Entrepreneurship, Influencing Factors*

Introduction

Entrepreneurship can be called as an important activity in the context of an economic growth. Economic growth of the city and country scale has contributed positively to entrepreneurship activity (Anyansi-Archibong, 2010; Rahman & Fatima, 2011). Indeed, entrepreneurship has proven to support economic growth positively but for the entrepreneurs (as an entrepreneurship actor) that just create a new firm, they still in the area of gambling. It means that if they will succeed, they can give a positive impact on economic growth but when they lose or bankrupt, the impact will be reversed (Anyansi-Archibong, 2010). Nevertheless, outside of it, entrepreneurship has an evidence to give an impact on economic growth.

Entrepreneurship is an activity that a person sees an opportunity and exploit it. In the process of exploiting the opportunity, they adding organizational ability in the implementation for getting a good input and output (Alvarez & Busenitz, 2003). The implementation process of this entrepreneurship activity can be by creating a business and the person who does it called entrepreneur (Scarborough & Cornwall, 2016). In Indonesia, entrepreneurship activity still has a small number contribution between

other countries in Asian. The number of entrepreneurs in Indonesia in 2016 is increasing from 1,67% to 3,1% (Humas Kementerian Koperasi dan UKM, 2017). But, compared to the other countries such as Malaysia (5%), Singapore (7%), and China (10%), Indonesia still left behind (Humas Kementerian Koperasi dan UKM, 2017). Although Indonesia still has few numbers of entrepreneurs there are still many businesses created in Indonesia and one of the industry called Creative Industry.

Creative Industry in Indonesia is divided into 16 sub-sectors which Culinary is one of the sectors of the industry (Kreatif, nd). Culinary is in the first position that contributes to the Indonesian economic rather than other sectors with 41,69% contribution followed by fashion (18,15%), and craft (15,7%) in 2015 (Sabdarini, 2017). As the news from Ministry of Tourism Indonesia in 2017, there are several cities getting an award as the city of culinary destination, it is Solo, Bali, Semarang, Yogyakarta, and Bandung (Budhiman, 2017).

Moreover, Bandung government through *Dinas Koperasi Usaha Mikro Kecil dan Menengah (Dinas KUMKM)* targeted to increase the number of SME (Small and Micro Enterprise) that running a business and develop their business in 2017 through the coaching activity held by the government. The government targeted creative industry especially in sector culinary, handcraft, and fashion (Purwanto, 2017). From that activity, the impact is to the emergence of new culinary businesses that running in Bandung. So positively, that makes many of new business opportunity grow and that can increase the number of culinary business.

The fact above makes entrepreneurship and culinary industry be interesting to do for starting up a business especially in Bandung. Culinary is one business area that is attractive to many entrepreneurs. Starting a culinary business is sometimes can get harder. People may see doing a culinary business is easy because many people do it. Culinary business also has low barrier to entry because of in doing culinary business, the capital is not that big, permission that tend to be easier, and business process that not too complicated (Lazuardi & Triady, 2015). But, in the process, it is not that easy to do culinary business. The data surveyed on 1992-2011 shown that in U.S., 17% of restaurants failed in the first year (Ozimek, 2017). In Indonesia itself, there is no specific statistical data about the failure of culinary business, but it is may exist. Therefore, this research is aimed to find out factors that influencing entrepreneurs to choose culinary as their business, and the important factors that needed to develop culinary business. Findings from this research will be used as an evaluation and improvement for entrepreneurs in managing their business.

Theoretical Foundation

Entrepreneurship

Entrepreneurship is not a new thing. Many researches has already tell about entrepreneurship until now. Entrepreneurship defines as a thing that created a complex social structure which has many sides of study in building an entrepreneurship activity (Leitch, Hill, & Harrison, 2010). By the non-entrepreneurs, they think that entrepreneurship activity is related to the wealth and risk taker by owning the business. In entrepreneurs perspective, they see a different relation of entrepreneurship, which is creativity and risk (Maurer, McLarty, Bendickson, & Liguori, 2014).

Another definition, entrepreneurship is an activity that sees an opportunity in the environment. That opportunity being exploited by the person which in the process of it, they implemented an organizational ability to manage it with expecting a good output of the activity (Alvarez & Busenitz, 2003). Furthermore, entrepreneurship activity also does changes to create new changes that may be better than before (Jack, Dodd, & Anderson, 2008). It means that entrepreneurship does change by seeing an opportunity itself and by managing it, that opportunity can create a good output which is the new changes.

The changes that made in the process of entrepreneurship is made by an entrepreneur as an actor of entrepreneurship activity. Entrepreneurs define as a person that search and responds of the opportunity and from it, they create changes (Drucker, 1985). Indeed, in the process of responding the opportunity, they have to face the risk before it can give them success (Drucker, 1985). The opportunity can be recognized by entrepreneurs because of many aspects such as personality trait, alertness, environmental, social capital, and others (George, Parida, Lahti, & Wincent, 2016).

In another research see that *“An entrepreneur is one who creates a new business in the face of risk and uncertainty for the purpose of achieving profit and growth by identifying significant opportunities and assembling the necessary resources to capitalize on them.”* (Scarborough & Cornwall, 2016). In this perspective, an entrepreneur is connecting with a new business activity and gaining profit from it.

Entrepreneurship Factors

The factor that influencing people to become an entrepreneur can come from their inner mind and insight (Wickham, 2006). In general, Wickham (2006) divided the factor of people who want to be an entrepreneur in three needs which is economic needs, social needs, and development needs. In the economic needs, the reason is that they wanted to earn money as their income. In social needs, they wanted to be recognized by the people around them. While in development needs, they wanted to make and achieve goals they made for intellectually or even spiritually (Wickham, 2006).

Another finding, passion could also be a factor that someone being an entrepreneur. There are some entrepreneurs started the business with their own desire which is the passion itself (Thorgren, Nordstrom, & Wincent, 2014). In building an entrepreneurial organization, passion can be the important factor in driving it into success. The reason why passion is important because it becomes the ability to learn and iterate, willingness to work hard, ability to overcome setbacks and “no’s”, ability to listen to feedback, and passion drive a person to become perseverance and persistence (Barringer & Ireland, 2011).

Another factor found, there are four (4) factors that influencing people becomes an entrepreneur which is a greater business achievement, independence, intrinsic, and job security. In greater business achievement, it consists of motives to be own boss, uses past experiences, proves of own skill, increasing income, and maintain personal freedom. Independence factor consists of providing jobs for family, build a business to pass on, maintain personal freedom, and closer to the family. Intrinsic factor consists of to be own boss, own satisfaction, and growth, closer to family, and have fun. The last factor which is job security consists of proving of own skill, provide jobs for family, have job security, and build a business to pass on (Stefanovic, Prokic, & Rankovic, 2010).

The other factors concern in the two things which is the necessity-based factor and opportunity-based factor (Linan, Fernandez-Serrano, & Romero, 2013; Williams & Round, 2009). According to GEM (Global Entrepreneurship Monitor), both necessity-based and opportunity-based factor are the main reason of a person becomes an entrepreneur (Bosma & Harding, 2006). GEM defines opportunity entrepreneur as a person that exploit an opportunity to becomes a business while necessity entrepreneur defines as a condition which a person feels dissatisfaction for work and the choices becomes an entrepreneur (Bosma & Harding, 2006).

Opportunity-based entrepreneurs influenced by the opportunity that exists in entrepreneurs surrounding. The opportunity itself can be recognized by several aspects, which is; (1) prior knowledge, (2) social capital, (3) cognition/personality traits, (4) environmental factors, (5) entrepreneurial alertness, and (6) systematic search (George, Parida, Lahti, & Wincent, 2016).

Prior knowledge has a positive relation to generating opportunity. Low prior knowledge can impact the uncertainty condition which gives entrepreneurs a lack of information in generating opportunity

(Alsos & Kaikkonen, 2004; Audretsch & Keilbach, 2007). In another research, prior knowledge also implies the sales of a new product (Marvel & Droege, 2010). When an entrepreneur already launched the business, knowledge is very important to arrange the strategy of selling activity. Prior knowledge itself divided into three knowledge which is discovered, serve, and identify a solution to customer problem (Shane, 2000) where this knowledge is important to recognize an opportunity.

Social capital is a factor that connected to the resource of a person such as friends, family, suppliers, or clients (Bhagavatula, Elfring, van Tilburg, & van de Bunt, 2010; Nahapiet & Ghoshal, 1998). That makes social capital related in recognize the opportunity. Social capital also can give entrepreneurs an access to wider networks to support their activity (Nahapiet & Ghoshal, 1998). So, when people have a strong social capital, it can open the access to them to becomes an entrepreneur easier.

Cognition/personality traits come from individuals or personal which each person pass a process to identify an opportunity (Baron, 2006). Individuals may have many motives to becomes an entrepreneur. There are certain cognition/personality traits that can influence individuals in recognizing the opportunity such as risk-taking, creativity, optimism, and locus of control (Aligba & Fusch, 2017; Ardichvili, Cardozo, & Ray, 2003; Shane & Nicolaou, 2014; Suchart, 2017). That motive comes from individuals to drive them in recognizing an opportunity.

Environmental factors influenced also in the opportunity recognition process. In environmental factors, the opportunity can be recognized wider than another factor. It is including technology changes, social, political, and demographic (Shane & Venkartaraman, 2000). In another way, cultural knowledge can be considered for an individual to gather opportunities too (Tominc & Rebernik, 2007).

Entrepreneurial alertness is a condition when people know some information and from it, they can identify it as an opportunity or they can get alert from the information (George, Parida, Lahti, & Wincent, 2016). This alertness also influenced by other factors such as prior knowledge, experience, absorptive capacity, and networks which can give individuals sensitivity of a condition around them for creating a new venture from the information they knew (Ardichvili, Cardozo, & Ray, 2003).

Systematic search comprises an activity to actively searching for an opportunity out there (Fiet, Piskounov, & Patel, 2005). This search for opportunities help individual to share their prior knowledge to capture opportunities and it happens when an individual has an information to get that (Fiet, 1996). While in another research, a high level of search adding a high level of alertness and it can contribute to individuals to recognizing the opportunities (Murphy, 2011).

In the side of a necessity-based entrepreneur, there are several factors that driven people being an entrepreneur. Researched by Serviere (2010) those factors are ; (1) personal, (2) socio-economic, (3) role of country institutional profiles (moderating factor).

The personal factor here related to parental altruism and low educational level as the dimension. Parental altruism is like a guarantee of work for a person. Parental altruism comes from a family business that has benefited and secures in economic, and it can give a good prospect for the family member (Schulze, Lubatkin, & Dino, 2003). Besides, the low educational level makes a barrier to individuals in the social activities and sometimes makes their choices limited (Busenitz & Lau, 1996). When that condition happened, their choices can drive them to become an entrepreneur.

The second factor which is the socio-economic environment related to the insufficient job opportunities/low income and social marginalization as the dimension. Self-employment affected by the bad functioning of the market and it creates unemployment or insufficient job opportunity. So, it can trigger a high dissatisfaction because of they have low income (Earle & Sakova, 2000) and it makes them may become an entrepreneur. Social marginalization happened when individuals feel not

belong in the strata of the country most profitable economic. From it, they will have a limited source for generating opportunity and they have to find another alternative (Baker, Gedajlovic, & Lubatkin, 2005). The alternative itself that drive them to become an entrepreneur.

The Correlation of Entrepreneur Factors towards Culinary Business

There is many of culinary business in Indonesia which include as part of Indonesia creative industry. In fact, culinary business contributes significantly to the GDP of Indonesia which stand as the big three of the industry (Sabdarini, 2017). Also, the government support and targeted more entrepreneur in culinary sector developing in 2017 (Purwanto, 2017).

It may indicate that many opportunities exist in the culinary business area. With the support from the government to culinary sector, it may emergence new entrepreneurs. The one that runs the business can also be called an entrepreneur as long as they make changes. As an entrepreneur, many of factors why they become an entrepreneur which already explained before. It also related to what sector of business that they choose. So, an entrepreneur who runs and chooses culinary business may have their own factors why they choose culinary as their business which in this research wants to explore what factors that entrepreneurs do.

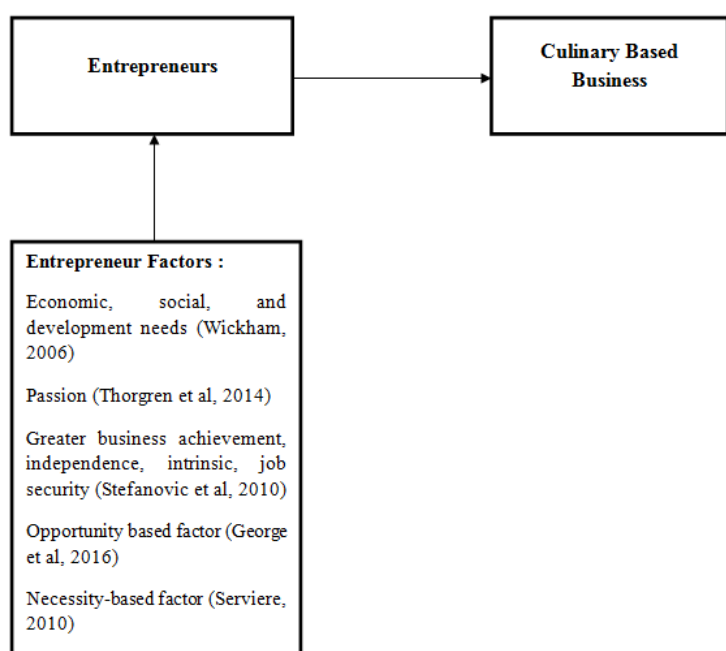


Figure 1 Conceptual Framework

In the framework above, it seems that a person on becoming an entrepreneur has a lot of factors behind. As in this research is focuses more on the culinary-based business entrepreneur, those factors could indicate the relationship of those factors on the entrepreneur's decision making for culinary business.

Research Methodology

Methods

This research is used a qualitative research method to analyze the data and get a better result from it. Since the topic is searching factors influencing entrepreneurs in choosing culinary business, there is much insight that can this research achieved using qualitative as a methodology for the research. The qualitative research itself defined as a process of research where the researcher can get understanding of a problem from doing this method by exploring the problem itself which can build a better understanding by the information gotten during the activity of research (Creswell, 1998). Qualitative

method used for several reasons such as the research question which asking about how and what to describe what is going on rather than why which in the end the research comparing the result in some group. Also, qualitative method can be used to explore more deeper of the answer that gives the research detail view of the topic (Creswell, 1998).

Data Collection Method

In this research, semi-structured interview used to collect data. A semi-structured interview is a data collection method where the interviewer already arranged the list of the question but the list can be flexible since the interviewer can ask additional questions to the respondent of the interview if it needed (Saunders & Lewis, 2012). This way of the interview can be an advantage for getting more detail about the answer and more insight from the respondent of the interview for the topic.

As the method that needed and used to conduct this research, needed some respondents as the source of the answer to give the result for this research. Since this research topic is discussing about entrepreneurs driven factors so the research object will have the characteristics:

1. Entrepreneurs (Drucker, 1985) who run a culinary business which in this case, it can be refers to the founder of the business.
2. The business established in Bandung since this research is scoped just in Bandung area for this research.
3. The business run in the survival-success stage in the growth phase (has 5 phase; existence, survival, success, take-off, and resource maturity) which has a grow in size and profitability and already has goal to expand or keep the business in the stable and profitable stage (Churcill & Lewis, 1983).

The research object was chosen because of they can support this research which has the objective of the research to know factors influencing entrepreneurs in choosing culinary as their business. This research also conducted with a phenomenological study which the data was gotten from individual that have an experience about particular phenomenology, from that, they can give a data about a phenomenology of their lived experiences (Creswell, 2007) which in this research is finding about factors of entrepreneurs on choosing culinary-based business. The number of sample used in this research using purposeful sampling (individual that can give purposefull information to describe about the phenomenon based on their experiences) that fit to describes a phenomenon with recommendation 3-10 person which those person used criterion type of sampling that meets the criteria of the respondent explained above (Creswell, 2007).

Interview Guidance

As the research conducting a qualitative research with phenomenological study approach and using interview as the tool to collecting data, required an interview guidance which is the question to conduct the interview activity. The question conducted asked for the respondents supposed to give a description about the experiences and the influenced factor in the experiencing of the phenomenon (Creswell, 2007). To answer the phenomenon itself, listed the question in table 1 below.

Tabel 1 Interview Guidance

TOPIC	QUESTION	DIMENSION	INDICATOR	CONCEPT
Factors influencing entrepreneurs on choosing culinary-	What factor that influence you on choosing culinary-	Economic Needs	<ul style="list-style-type: none"> • Earn money as income 	Needs of income for support the economic situation
		Social Needs	<ul style="list-style-type: none"> • Recognized by the people 	Needs of recognized by the

based business	based business?		around them	people around them
		Development Needs	<ul style="list-style-type: none"> • Make and achieve goals 	Needs for development for their life
		Passion	<ul style="list-style-type: none"> • Learn and iterate • Willingness to work hard • Ability to overcome setback • Ability to listen to feedback • Own desire 	As a personal desire of a person that makes them have a spirit to do things
		Greater Business Achievement	<ul style="list-style-type: none"> • Uses past experiences 	Make a new business better using past experiences of doing a business
		Independence	<ul style="list-style-type: none"> • Build a business to pass on • Maintain personal freedom 	It comes from the personal decision that want to make a business to pass on
		Intrinsic	<ul style="list-style-type: none"> • To be own boss • Own satisfaction and growth 	To make business that they do it for themselves to own satisfaction
		Job Security	<ul style="list-style-type: none"> • Provide jobs for family • Job security 	To make a business to securing their job
		Opportunity-based	<ul style="list-style-type: none"> • Prior knowledge • Social Capital • Cognition/Personality traits • Environmental factors • Entrepreneurial alertness • Systematic search 	Build a business based on the opportunity out there with several way of approaching opportunities
		Necessity-based	<ul style="list-style-type: none"> • Personal • Socio-economic • Country institutional profiles 	Build a business because of dissatisfaction in the work they do

Data Analysis Procedure

Qualitative data can be formed a text or non-text such as video, picture, and others (Saunders & Lewis, 2012). When it comes in the form of text, in preparing the data to be analyzed, the researcher should record the data in the text form as a word-processed document or recording tools (Saunders & Lewis, 2012). In building or test the data, the researcher needs to look of for several steps which are developing meaningful categories to describe the data, decide the unit of data or the predetermined of data such as transcript for the analysis process, and attach relevant categories to the data (Saunders & Lewis, 2012).

In building or test the data, the researcher needs to look of for several steps which are developing meaningful categories to describe the data, decide the unit of data or the predetermined of data. This research conducted an interview process which provide an audio recorder and for building the data from that source used transcript for transforming audio into text to begin analysis process and attach relevant categories to the data (Saunders & Lewis, 2012) in coding activity.

This research uses coding process to generate the result of the interview. The code itself defines as several word or symbol that can be a summative or essence captured the data collected. The process of the coding itself begin with (a) initial examination of data (open coding), (b) second sweep of data or making themes from the data, (c) using team of coders, (d) sorting data into categories, and (e) using a word-processing program to sorting the data (Farber, 2006).

Continuing the process of coding, this research also conduct a validity test after analyzed the data. Validity used for making the data becomes appropriate (Leung, 2015). In measuring the validation of the result, this research used a triangulation method which can increase the validity of data and avoid biases that come from using a single methodology in qualitative approach (Heale & Forbes, 2013). There is 2 tiers of validation which is 1st tier was done by the researcher and 2nd tier was done by using resources and theories (Leung, 2015).

The process of triangulation for this research was done by first triangulate the analyzed data by the researcher point of view and second triangulate was matched to the theories used in this research. After matching the data to the theories, for avoiding potential biases, the researcher asking about the result to the lecturer to make the perception of the data that already analyzed was same both for the researcher and lecturer.

Results and Discussion

As explained in chapter 4, the research object of this research is a founder of the culinary business which has a growth phase (survival-success) in running their culinary business, especially in Bandung. The data was collected from 10 respondents which are fulfilled the research object of this research. The collection of the data used semi-structured question which 9 of them was interviewed directly which the researcher contacted the respondents through their social media account such as Instagram and 1 was interviewed through email.

Tabel 2 Respondent Profiles

Date	Name	Age	Origin	Education	Brand
6/9.2018	Zaka Satria	27	Banten	S1 Komunikasi Unpad	Ayam Geprek Bebas
6/4/2018	Fajar	24	Bandung	S1 Hukum Unpar	Babakaran
5/31/2018	Bambang Bayu	32	Purwakarta	S1 Manajemen Unpad	Fruits Up
6/21/2018	Arsenius Sutandio	44	Bandung	S1 Manajemen Informatika	Indokombucha
6/2/2018	Frans	23	Kediri	Young Entrepreneur Academy Indonesia	Martabak Monkey

6/3/2018	Nurhatta Kresna	30	Solo	S1 Electrical Engineering ITB, S2 MBA CCE ITB	Rahsa Nusantara
6/28/2018	Emil Zam Harira	25	Bandung	S1 Matematika ITB, S2 MBA CCE ITB	Roffee's Dessert, Kabobs
6/11/2018	Muhammad Ilham	30	-	S1 HI Unpar, S2 MBA CCE ITB	Stereo Dessert
6/25/2018	Satria	36	-	S2 MBA ITB	Yagami Ramen House, Ayam Geprek Pangeran
7/2/2018	Aldian	29	Bandung	S1 DKV Maranatha, S2 MBA CCE ITB	Chobo

In table 1 above, listed the profile of each respondent that consists of their name, age, origin, education, and their business brand. Each of the brands that created by each entrepreneur has a different product that they delivered to the customer. From the food sector, there are Ayam Geprek Bebas with the Ayam Geprek as their main product. Babakaran has satay as their product with many variants of satay. Martabak Monkey is specialized in martabak product without outlet but using delivery services. Yagami Ramen House is delivering ramen and other Japanese food such and Chobo has a product of fillet fried chicken in a bowl that easy to eat.

Other sectors which are beverages and dessert also has a different kind of product. Fruits Up come up with a beverage product which making a mango puree product. Indokombucha has a healthy soda named kombucha as the product. Rahsa Nusantara also has a healthy product, but different with Indokombucha, they come up with Jamu or traditional drinks made with medicinal herbs. In dessert, Roffee's Dessert product is a silky pudding in a cup and Stereo Dessert has Trifle Pudding and Ice Cake in a cup.

Factors of Entrepreneur on Choosing Culinary-based Business

The result shown that there were several factors influenced them on choosing culinary-based business back then and it was different with factors of them becoming an entrepreneur. Those factors of the respondents as an entrepreneur on choosing a culinary-based business were because of the Opportunity-based, Passion, Development Needs, Greater Business Achievement, and Economic Needs.

Opportunity-based Factor

Based on the interview, the most answered factor is Opportunity-based as their factor in choosing culinary-based business. As mentioned before, there are 7 categories of Opportunity-based that may cause them sees an opportunity and choosing culinary-based business. These are Prior Knowledge, Social Capital, Cognition/Personality Traits, Environmental Factors, Entrepreneurial Alertness, and Systematic Search (George, Parida, Lahti, & Wincent, 2016).

From all the categories, the most answered category by the respondents is Entrepreneurial Alertness and Environmental Factors with both has 5 respondents said it. Entrepreneurial Alertness happens when people know some information and they identify it as an opportunity or they get alert from the information (George, Parida, Lahti, & Wincent, 2016). The result for Entrepreneurial Alertness supported by some of the respondent answers below.

"Bandung has no special satay, I want my business can call as the special culinary business in Bandung." Fajar, Babakaran [Entrepreneurial Alertness]

"...just do it. If we don't do it we have no experience and everything that we do is just a theory which is just on the paper." Kresna, Rahsa Nusantara [Entrepreneurial Alertness]

*"If others did a business with searching a product first, but I was not like that, **I already have the product** without searching it first not because I wanted to sell pudding. At that time, my parent liked to make pudding, because of the taste was good, I tried to sell it." Emil Zam, Roffee's Dessert [Entrepreneurial Alertness]*

*"When I bring it to the campus, I give a tester for my friends there and they like it. I asked them if I sell it, will they buy? Some friend said yes about 5 people. From that, **I aware that there is a market in this product.**" Muhammad Ilham, Stereo Dessert [Entrepreneurial Alertness]*

From the statement of the respondents on the category of Entrepreneurial Alertness, they get alert to choose a culinary-based business because of there is a chance to do it or there are a market and the product already developed. They recognize that things as an opportunity for them to work on the culinary-based business. The opportunity for them in choosing culinary-based business sometimes comes in sudden and without expectation, but they still see the opportunity there.

Other categories from Opportunity-based that answered by the respondents are Environmental Factors, Systematic Search, Prior Knowledge, Social Capital, and Cognition/Personality Traits. These factors supported by the respondent answered below.

*"**I see an opportunity like this, Indonesia has many cultures** but learning a culture is complicated. So, I want to stick with the culture mixed by my food product. So when you eat my product, you can know it is an Indonesian culture on the food." Aldian, Chobo [Environmental Factors]*

*"Actually passion is also being an influencing factor, but in my opinion, what we do every day, we will like it in the end. **Because we need something, in the end, we search for it, so do I,** even though I am from the economy student, I have always searching because my business is culinary." Bambang Bayu, Fruits Up [Systematic Search]*

*"**I know about culinary,** so I do a business in culinary. I like to make a food leisurely." Emil Zam, Roffee's Dessert [Prior Knowledge]*

*"...from childhood, my grandmother likes to make me a food. **My grandmother has a catering business,** she has skill in cooking. And maybe that is what brings me to culinary business." Muhammad Ilham, Stereo Dessert [Social Capital]*

*"...culinary business is **easier to manage** than other businesses." Satria, Yagami Ramen House [Cognition/Personality Traits]*

Those factors that supported by some of the respondents' statement indicates that some category can also be an influenced factor of them to recognized an opportunity as an entrepreneur on choosing culinary-based business. It is shown from the statement of them such as they see the environment, trend, their knowledge in culinary, a family background that can be one of the support systems directly and indirectly, even from the person that finds the easy part of the culinary-based business to influenced them on choosing it.

Other Factors

Other factors that found as their factors on choosing culinary-based business are Passion, Development Needs, Greater Business Achievement, Social Needs, and Economic Needs. These factors also have the role in influencing the respondents to choose culinary-based-business although it

is not as much as opportunity-based. These factors also supported by the statement of the respondent in the interview process. It will be shown below.

Passion

"Yes, it is from me. I like to cook. I like to eat." Zaka, Ayam Geprek Bebas [Passion]

"So, because I like to eat, I like to cook, I want to do that." Fajar, Babakaran [Passion]

In those states, the respondents answered shown that passion could be the influencing factor. The statement indicate that they do it because they like food, they have a hobby in cooking or making something in the culinary field, and it may become from their own desire because they are already like it first.

Development Needs

From the Development Needs, indeed the entrepreneur who influenced by this factor as the meaning of the factor, they have to make and achieve goals. The statement of the respondent who answered this factor can be shown below.

"This business get serious when I do my thesis. So, my thesis topic was about business growth strategy of Stereo Dessert when I was doing S2." Muhammad Ilham, Stereo Dessert [Development Needs]

"...and also has a mission to educate and humanity. Profit is a bonus." Arsenius, Indokombucha [Development Needs]

Both statements indicate that there is a need to develop for the business and it makes them move better. As the answered by Muhammad Ilham, he has a need to develop the business because of he has a target and goals from his thesis which is it can urge him to do the business in that time which is a culinary business.

Greater Business Achievement

Greater Business Achievement factor influenced by the past experience to get greater achievement or goals in the business that entrepreneur do now. It indicates that entrepreneurs who influenced by this factor have a past experience in business activity. The statement that supports the factor can be shown below.

"I make this new business but I want this business already mature in the planning... because, before this, I ever did a culinary business. In that time I got bankrupt, lots of money loss, finally when I want to make a culinary business again, I have to think." Zaka, Ayam Geprek Bebas [Greater Business Achievement]

"I had a fashion business back then. Then, it works quite good, but it does not make us sustain a life." Kresna, Rahsa Nusantara [Greater Business Achievement]

Both statements described that they had a business in the past but the business is not good enough either in the process or the return of the business itself for their life. From the experience of that failure, they want to make a new business in culinary with better process and goals.

Economic Needs

The last factor answered by the respondent is Economic Needs. This factor means that the entrepreneur driven by the needs of money as their income (Wickham, 2006). The respondent who answered it influenced because of the need for income from the business. The statement that supports the factor can be shown below.

“...I made it (Ayam Geprek Bebas) because I have no way out, I was **bankrupt**.”
Zaka, Ayam Geprek Bebas [Economic Needs]

Conclusions

The result of this research found that factors that influence the respondents as an entrepreneur on choosing a culinary-based business based on the interview result are Opportunity-based, Passion, Development Needs, Greater Business Achievement, and Economic Needs. From those factors, reflected from the most answered factor from respondent can be indicated as the most factor of them on choosing a culinary-based business to do is the Opportunity-based factor with Entrepreneurial Alertness and Environmental Factor as biggest number answered on the approach the opportunity in Opportunity-based.

In the response of the most important factor of entrepreneurs on choosing a culinary business which is Opportunity-based with Entrepreneurial Alertness and Environmental Factor as the first place category, it supported by several respondents statement. The statement indicates that Entrepreneurial Alertness helps them recognizing opportunity because they got alert for doing culinary-based business such as they already have a product. That product alerts them to seriously doing culinary business moreover the market liked it. While for Environmental Factors, many environmental things helps them in recognizing the opportunity such as they see many culture that can be combined into food until the right time or momentum to started their culinary-based business.

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