

HOW IS THE JOURNEY OF STUDENT BUSINESS SUCCESS WITH ENTREPRENEURIAL PASSION AND FAMILY SUPPORT?

Survey on Students Receiving Facilitation of Student Creative Business and
Business (FUBKM) of Siliwangi University

Dila Fadlatul Hasanah¹, Edi Fitriana Afriza², Astri Srigustini³

Program Studi Pendidikan Ekonomi, Universitas Siliwangi

172165006@student.unsil.ac.id¹, edifitriana@unsil.ac.id², astrisrigustini@unsil.ac.id³

ABSTRAK

Tujuan penelitian untuk mengetahui pengaruh *entrepreneurial passion* dan dukungan keluarga terhadap keberhasilan wirausaha. Survei eksplanatori merupakan metode penelitian yang akan digunakan pada populasi sebanyak 55 kelompok usaha dengan anggota 191 mahasiswa penerima Fasilitasi Usaha dan Bisnis Kreatif Mahasiswa (FUBKM) Universitas Siliwangi. Adapun teknik *purposive sampling* yang dipakai dengan mempertimbangkan kriteria bahwa usaha mahasiswa yang difasilitasi oleh Universitas Siliwangi masih berjalan sejumlah 42 kelompok usaha yang beranggotakan 140 mahasiswa. Hasil penelitian menjelaskan bahwa terdapat pengaruh secara signifikan baik parsial dan simultan antara *entrepreneurial passion* dan dukungan keluarga terhadap keberhasilan wirausaha.

Kata Kunci : *Entrepreneurial Passion*, Dukungan Keluarga, Keberhasilan Wirausaha

ABSTRACT

The purpose of the study is to determine the influence of entrepreneurial passion and family support on entrepreneurial success. Explanatory survey is a research method that will be used in a population of 55 business groups with members of 191 students receiving Business Facilitation and Student Creative Business (FUBKM) of Siliwangi University. The purposive sampling technique used by considering the criteria that student efforts facilitated by Siliwangi University are still running, a total of 42 business groups consisting of 140 students. The results of the study explained that there is a significant influence both partial and simultaneous between entrepreneurial passion and family support on entrepreneurial success.

Keywords: *Entrepreneurial Passion, Family Environment, Entrepreneurial Success*

INTRODUCTION

Entrepreneurship is one of the solutions in overcoming the problem of labor, especially unemployment, which is still a hot topic for the people of Indonesia. In essence, entrepreneurship has a goal, namely to achieve entrepreneurial success. In general, entrepreneurial success shows a state of being better or superior to the previous era. In supporting economic improvement, especially in the field of entrepreneurship, currently many educational institutions, especially universities, have a vision and mission where their graduates are expected to become Entrepreneurship. One of them is Siliwangi University whose vision is to prepare graduates to excel in competition and have high creativity and innovation to create new businesses whose management is held by the Technical Implementation Unit of the Upt Student Entrepreneurship Unit. The results of monitoring and evaluation (monev) carried out by the UPT Entrepreneurship Mahasiswa to the recipients of student creative business and business facilitation (FUBKM) there are 42 business groups that report their business activities, it is known that one of the challenges that are difficult to

face by business actors is that during the Covid-19 pandemic, various activities outside the home are limited so that there are several business groups that have not been running because members are in different places/ areas and lack of awareness and consistency of each member to continue to try to run their business even in a pandemic. As a result, business activities are hampered, business cash flow is not running so that business actors find it difficult to achieve entrepreneurial success.

Explanation (Riyanti, 2003) that "business success is defined as the level of achieving successful organizational results or goals because entrepreneurs have an intelligent brain that is creative, follows technological developments, can apply proactively, has abundant energy and assertive encouragement and abilities" In business activities, organizations certainly have goals to be achieved, achieving these goals requires special skills for entrepreneurs. A successful person in entrepreneurship is a person who can combine values, main traits (attitude patterns), and behavior with the provision of knowledge, experience, and practical skills. (Suryana 2017). In the research conducted by Jani and Omar (2011) there are factors that can support business success, namely (1) family support, (2) social networks, (3) internal motivation, and (4) information and communication technology. The assumption of this research is about internal motivation which is translated through *entrepreneurial passion* / entrepreneurial passion that is actually owned by entrepreneurs, the stronger the *entrepreneurial passion* possessed by entrepreneurs, the higher their fighting power to achieve success in business, in addition to the relationship of family support that can support the achievement of entrepreneurial success, with the support of the family of entrepreneurs will feeling encouraged and motivated internally so that it becomes a reinforcement for himself.

An entrepreneur who runs a business with his *passion* will have an impact in forming concentrations in his business. Experiencing *entrepreneurial passion* is typical of many successful entrepreneurs; it is the "fire of desire" that drives their daily efforts, (Breugst et al, 2012; Cardon, Wincent et al., 2009). Opinions from (Breugst et al, 2012; Cardon, Wincent, Singh, & Drnovsek, 2009) says *Entrepreneurial passion* refers to "the intense consciously accessible positive feelings experienced by involvement in entrepreneurial activities associated with a meaningful and prominent role for the entrepreneur's self-identity. Regarding *entrepreneurial passion*, (Cardon et al, 2012) describes the process that entrepreneurs undergo in the early stages of creating a new business like riding a *rollercoaster the roller-coaster journey*). Entrepreneurs experience various stresses, stresses, and uncertainties so that they experience emotional fluctuations that go up and down such as *rollercoaster* movements, sometimes positive (for example, happy) and sometimes negative (for example, sad and disappointed). *Entrepreneurial passion* is a variable that is able to describe the attitude of entrepreneurs to remain consistent in running their business.

When the family room supports and motivates for entrepreneurship, a person will be more focused on running a business to achieve business success. Family support still has a big hand in the development of entrepreneurship in a person (Suhartini, 2011). When faced with a downturn in running his business, an entrepreneur will survive if given support and motivation by his family members. *Business success also increases when family members help in the business and provide emotional support to the owner* (Green & Pryde, 1989). The Existence of the Covid-19 pandemic provides challenges and difficulties for new student businesses, it takes time to introduce their products and it takes a tenacious and consistent character of passion in running their business and it takes more encouragement and motivation from the support of their respective families. The purpose of the research carried out was actually to find out the success of the Student Creative Business and Business Facilitation (FUBKM) student business group which was influenced by *entrepreneurial passion* and family support during the Covid-19 period. Therefore, both *entrepreneurial passion* and family support have an important role in every action and decision taken by a person,

especially in running his business in order to survive and achieve success. If the new student efforts are left unattended, they will gradually stop and choose to disband their members.

LITERATUR REVIEW.

Entrepreneurial Success

The view of Yuyus Suryana and Kartib Bayu (2010) "the proficiency that an entrepreneur has is called entrepreneurship (*entrepreneurship*). For Coulter (2000) "entrepreneurship is often associated with the process, formation or growth of a new profit-oriented business, value creation and the formation of new products or services". Meanwhile, Ropke (2004) revealed that "entrepreneurship is a process of creating new creations with innovations that are different from before that aim to improve individual welfare and added value of the surrounding community". Entrepreneurship are active production factors that can utilize various resources including natural resources, capital resources and technology so as to create prosperity and wealth through job creation, income and products needed by the community" (Yuyun Wirasamita, 2003). Suyatno (2010) revealed that the success of small industrial businesses is influenced by various factors. Glancey in Sony Heru Priyanto (2009) wirausaha that has superior decision-making ability will be able to increase business focusion such as increasing profits and business growth.

Ina Primiana (2009) stated that business success is that capital has been fulfilled, productive distribution and the achievement of organizational goals. The same view is expressed by Erlihah, (2007) that a business is said to be in its business if after a certain period of time the business experiences an increase in capital, business scale, results or profits, type of business or management. For Algifari (2003) said that business success can be seen from the efficiency of the production process which is grouped based on technical efficiency and economic efficiency. Meanwhile, Faizal Noor (2007) stated that "business success is essentially the success of a business to achieve its goals, a business is said to be profitable if it gets a profit, because profit is the goal of a person doing business".

Entrepreneurial Passion.

Passion is an emotional resource for overcoming challenges. The emotional state of passion that is very active and positive fosters that an entrepreneur, even in uncertain and risky support, remains creative and able to recognize new patterns that are very important in the exploration of opportunities and the exploitation of support (Baron, 2008). has the ability to exist when he is driven by passion, and is directly related to the recognition of opportunities, the creation of enterprises, and the growth of enterprises (Cardon et al., 2009). As for Cardon and Kirk (2015) define "entrepreneurial passion as an accessible awareness, a strong positive feeling experienced on involvement in entrepreneurial activity related to a meaningful and important role for the self-identity of the entrepreneur". Entrepreneurial Passion is defined as the involvement of intense positive emotions experienced for entrepreneurial activities related to an important role for the entrepreneur's self-identity, (Cardon et al., 2009)

Family Support.

The family environment can be a first and foremost educational center, because the family always influences the growth of the ethics or character of each human being" The family system in the family business competes for the time, energy, and financial resources of each family member and family collectively (Rosenblatt et al., 1985; Stafford et al., 1999). The family is at the heart of the business with family members constrained by strong emotional ties and a sense of loyalty and responsibility for the company (Kellermanns and Eddleston 2004). Families within the company produce a variety of avenues for family support to the business, including different types of support as well as different family members who offer support. (Zahra, 2003).

RESEARCH METHODS

This research is included in the quantitative research group with the survei method, through the application of explanatory essays. Then theresearch p opulation is the recipient students of the Student Creative Business and Business Facilitation (FUBKM) of Siliwangi

University in 2020 and 2021 which amounted to 55 groups with a total of 191 students with sample requirements using *purposive sampling*, namely through considering that the research was carried out on students whose businesses were already running, namely 42 business groups with a total of 140 students. Data collection is carried out by distributing questionnaires to each member of the business group. Then proceed to analyze the data using the analysis prerequisite test, multiple linear regression analysis, and hypothesis test both partially and simultaneously.

RESULTS AND DISCUSSION

Measurement of Analysis Prerequisites

From the calculation of the normality test, a significance value of $0.200 > 0.05$ can be obtained, it can be concluded that the distribution of the data collected includes normally distributed data. Then the results of the linearity test found that there was a significance value of $0.935 > 0.05$ between entrepreneurial passion data and business success. While the relationship between family support and entrepreneurial success has a significance value of $0.07 > 0.05$, it is concluded that there is a linear relationship between the free variable and the bound variable. The results of the multicollinearity test found that the values of tolerance and VIF were all in the range of $0.1 - 10$, so it can be concluded that in the regression model there is no multicollinearity. Continued calculation of the results of the heteroskedasticity test shows that the significance value of the t test between *the entrepreneurial passion* variable and family support with absolute residual has a significance value of more than 0.05, so it can be decided that there is no heteroskedasticity in the regression model.

Multiple Regression Analysis and Hypotheses

Tabel I.

Multiple Linear Regression Test Results

VARIABEL	B		
	(UNSTANDARDIZED COEFFICIENTS)	T _{HITUNG}	T _{TABEL}
KONSTANTA	12.352		
X ₁	0.865	7.771	1.977
X ₂	0.236	4.683	1.972
F _{HITUNG}	69.360		
F _{TABEL}	3.06		

Source: Data Analysis, 2019

In the multiple linear regression test test, a linear equation of the value of the regression coefficient $a = 12.352$ was obtained then the value of $b_1 = 0.865$ and the value of $b_2 = 0.236$ so that the basic equation of multiple linear regression was obtained, namely: $\hat{Y} = 12.352 + 0.865X_1 + 0.236X_2$. The constant of 12,352 states that if *entrepreneurial passion* and family support are close to or equal to 0, then the average entrepreneurial success (Y) is fixed at 12,352 times. The regression coefficient X_1 of 0.865 states that any increase in *entrepreneurial passion* by one level, will have an impact on increasing entrepreneurial success by 0.865 times with the support of a family of fixed value. The regression coefficient X_2 of 0.236 states that any increase in family support by one level, will have an impact on increasing entrepreneurial success by 0.236 times with *entrepreneurial passion* a fixed value.

The calculation of the hypothesis test results was partially shown by the acquisition of a $t_{\text{calculated}}$ value of 7.771 greater than the table t of 1.977 so that H_0 was rejected and H_a was accepted, it was decided that *the entrepreneurial passion* variable had a positive and significant influence on entrepreneurial success. While the second hypothesis obtained a $t_{\text{calculated}}$ value of 4.683 greater than the table t of 1.977 so that H_0 was rejected and H_a was accepted, it was concluded that the family support variable had a positive and significant influence on entrepreneurial success. Then continued testing simultaneously obtained a $F_{\text{calculated}}$ value of 69.360 greater than F_{table} which was 3.06 so that H_0 was rejected and H_a

was accepted. So it can be concluded that the variables of *entrepreneurial passion* and family support together have a positive and significant effect on entrepreneurial success.

The Influence of Entrepreneurial Passion on Entrepreneurial Success

The results of the descriptive analysis in percentage terms show that *entrepreneurial passion* at the value level of 6,463 is included in the high category, meaning that students receiving Student Creative Business and Business Facilitation (FUBKM) have a *passion* for entrepreneurship, marked by the sincerity, fighting spirit and sacrifice of students to face challenges in carrying out their business activities. It is known that the respondent's answer score to the entrepreneurial success variable of 10,067 is included in the high category. This shows that students receiving Student Creative Business and Business Facilitation (FUBKM) are able to achieve entrepreneurial success in their business activities even though not all of them have achieved entrepreneurial success but each member of the business group has the same goal, namely to achieve entrepreneurial success. Meanwhile, according to the results of the hypothesis analysis test, the data showed that the ^{calculated} t value of 7.771 was greater than the table t, which was 1.97743 then the significance of 0.000 was smaller than 0.05, thus it was proven that *entrepreneurial passion* had a positive and significant effect on entrepreneurial success. *passionate entrepreneurs are likely to display overall positive affect at work because "passion ensures that the entrepreneur persists in the face of difficulties and keeps enthusiasm high during the pursuit"* (Cardon, Zietsma, Saporito, Matherne, & Davis, 2005). The desire for entrepreneurship to provide encouragement to achieve entrepreneurial success requires the ability to continue to survive and continue the business even though in its implementation there are many obstacles and obstacles and even failures. So that entrepreneurial success will be realized if individuals have love and sincerity in carrying out their business activities, then *entrepreneurial passion* is an important factor in realizing it.

The Effect of Family Support on Entrepreneurial Success

Then based on a descriptive analysis showed that the respondent's answer score on the family support variable of 11,614 was in the interval class of 9,997 - 12,348 belonging to the high category. This shows that students who receive Student Creative Business and Business Facilitation (FUBKM) have family support that supports and motivates entrepreneurship so that students will be more focused on running a business to achieve business success. Then it was known that the respondent's answer score to the entrepreneurial success variable, which was 10,067, was in the interval class of 8,569 - 10,584, which was included in the high category, meaning that the student group receiving student facilitation of Student Creative Business and Business (FUBKM) was able to achieve entrepreneurial success in their business activities even though the goal of achieving entrepreneurial success each member of the group has different perspectives, but each member of the business group has family support that helps and supports in carrying out their business activities so that later they are able to achieve entrepreneurial success. In addition, the results of the hypothesis analysis test found that the calculated t value for the family support variable of 4.683 was greater than the table t of 1.65605 then the significance of 0.000 was less than 0.05 thus it was proven that the family support variable had a positive and significant effect on entrepreneurial success. It is also explained from the results of the study that *Family plays an important role in a woman's life. Many women entrepreneurs manage their enterprises with support from family and friends, both at start-up and expansion*, (Alam, 2011). The scope of the family will provide encouragement through providing motivation and providing facilities for students to move and grow into resilient individuals owned by entrepreneurs, while parents who have the paradigm of the entrepreneurial profession are noble professions, tend to encourage their children to establish themselves into entrepreneurs. The carrying capacity in the family both materially and non-materially provides a stimulus for the stability of the student's career journey towards successful entrepreneurship.

The family will contribute to the business run by the students, the role of the family provides additional energy and fighting spirit in the midst of increasing business uncertainty.

The Influence of Entrepreneurial Passion and Family Support on Entrepreneurial Success

The results of the simultaneous calculation were proven through a simultaneous F test which showed that the calculated F of 69,360 was greater than the F_{table} of 3.06 overall or simultaneously *entrepreneurial passion* and family support together had a positive and significant effect on entrepreneurial success and based on the results of the variable *interval class value entrepreneurial passion*, family support variables and entrepreneurial success variables are at high interval classes. Of the two variables between entrepreneurial passion and family support, both have an influence on business success, strong student desire, especially supported by a family room that provides positive energy will ensure students spur the best performance integrated into their efforts to reach the peak of success.

CONCLUSION

Being named from *entrepreneurial passion* as an individual desire, has several consequences which include cognitive improvement and student motivation. Student efforts are facing covid-19, of course, business risks will increase, but with a strong student desire, it will bring agility, tenacity, perseverance and fighting power of students, so that their efforts can survive and grow slowly in anticipation of the impact caused by Covid-19. In the phase of running a student start-up business, it requires support and help from the family which is a trusted environment so that it supports the emotional stability of students. The family plays an important role for students such as by providing advice, material assistance and consideration of business decisions, it can be believed to mature the business design that is carried out in order to achieve success.

REFERENCE

- Alam, Syed Shah., Jani, Mohd Fauzi., and Omar, Nor Asiah. (2011). "An Empirical Study of Success Factors of Women Entrepreneurs in Southern Region in Malaysia", International Journal of Economics and Finance, Vol. 3, No. 2; May 2011.
- Algifari, (2003). Ekonomi Mikro Teori dan Kasus, edisi I, Sekolah Tinggi Ilmu Ekonomi YKPN, Yogyakarta
- Baron, R.A. (2008), "The role of affect in the entrepreneurial process", Academy of Management Review, Vol. 33 No. 2, pp. 328-40.
- Breugst, N., Domurath, A., Patzelt, H., Klaukien, A., (2012). Perceptions of entrepreneurial passion and employees' commitment to entrepreneurial ventures. Enterp. Theory Pract. 36 (1), 171–192.
- Cardon, M.S., Zietsma, C., Saporito, P., Matherne, B. and Davis, C. (2005), "A tale of passion: new insights into entrepreneurship from a parenthood metaphor", Journal of Business Venturing, Vol. 20 No. 1, pp. 23-45.
- Cardon, M.S., Wincent, J., Singh, J., & Drnovsek, M. (2009). The nature and experience of entrepreneurial passion. Academy of Management Review, 34(3), 511–532.

- Cardon, M.S., Foo, M.D., Shepherd, D., Wiklund, J., (2012). Exploring the heart: entrepreneurial emotion is a hot topic. *Enterp. Theory Pract.* 36, 1–10.
- Cardon, M.S., Kirk, C.P., (2015). Entrepreneurial passion as mediator of the self-efficacy to persistence relationship. *Enterp. Theory Pract.* 39, 1027–1050
- Coulter Mary. (2000). *Entrepreneurship In Action*, Prentice Hall, Upper Saddle River, New Jersey 07458.
- Erliah. (2007). Pengaruh Persaingan, Promosi dan Keunikan Produk Terhadap Keberhasilan Usaha para Pengerajin Batik Desa Trusmi Kulon Kecamatan Plared Kabupaten Cirebon. Skripsi UPI tidak dipublikasikan
- Green, S., & Pryde, P. (1989). *Black entrepreneurship in America*. New Brunswick, NJ: Transaction
- Kellermans, F. W., and K. A. Eddleston (2004). “Feuding Families: When Conflict Does a Family Firm Good,” *Entrepreneurship Theory and Practice* 28, 209–228
- Noor, Henry Faizal. (2013). *Ekonomi Manajerial*. Jakarta: PT Rajawali Pers
- Primiana, Ina. (2009). *Menggerakkan Sektor Riil UKM & Industri*. Bandung: Alfabeta.
- Priyanto, Sony Heru. 2009. Mengembangkan Pendidikan Kewirausahaan di Masyarakat. *Jurnal PNFI*, Vol.1, No.1, pp. 57-82.
- Ropke, J. (2004). On Creating Entrepreneurial Energy in the Ekonomi Rakyat the case of Indonesia Cooperatives (ISEI, Bandung) *Jurnal Ekonomi Kewirausahaan*. Volume III No. 2. bulan Juli 2004 : 43 – 61.
- Riyanti, Benedicta Prihatin Dwi. (2003). *Kewirausahaan dari Sudut Pandang Psikologi Kepribadian*. Jakarta: Grasindo.
- Rosenblatt, P.C., de Mik, L., Anderson, R.M., Johnson, P.A., (1985). *The Family in Business*. Jossey Bass, San Francisco, CA.
- Stafford, K., Duncan, K.A., Danes, S.M., Winter, M., 1999. A research model of sustainable family business. *Fam. Bus. Rev.* 12, 197 – 208.
- Suhartini, Yati. 2011. Analisis Faktor-Faktor yang Mempengaruhi Minat dalam Berwiraswasta. *Jurnal AKMENIKA UPY*. Vol. 7.
- Suryana, Yuyus dan Kartib Bayu. 2010. *Kewirausahaan; Pendekatan Karakteristik Wirausahawan Sukses. Edisi Kedua*. Bandung: Kencana
- Suryana. 2017. *Kewirausahaan: Kiat dan Proses Menuju Sukses (4 ed)*. Jakarta Selatan: Salemba empat

- Suyatno P. C. (2010), Motivasi dan Kemampuan Usaha Dalam meningkatkan Keberhasilan Usaha Industri Kecil (Studi Pada Industri Kecil Sepatu di Jawa Timur). Jurnal Manajemen dan Kewirausahaan, pp. 177-184
- Yuyun Wirasamita dalam Yuyus Suryana dan Kartib Bayu, Kewirausahaan: Pendekatan Karakteristik Wirausahawan Sukses, (Jakarta: Kencana, 2010),
- Zahra, S. A. (2003). "International Expansion of US Manufacturing Family Businesses: The Effect of Ownership and Involvement," Journal of Business Venturing 18(4), 495–512.